

Meeting Labour Market Demands: Integrating In-Demand Skills into the Student Journey

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LTU & Leeds City Region Context

- LTU offers placements with every degree
- There are significant skills shortages in digital professional roles

Policy focuses on:

- The need for universities and businesses to work together to address skills gaps
- Using labour market intelligence to drive change
- The need to attract and retain talent



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Identifying the issue

Local Data

Employer network intelligence

Dialogue

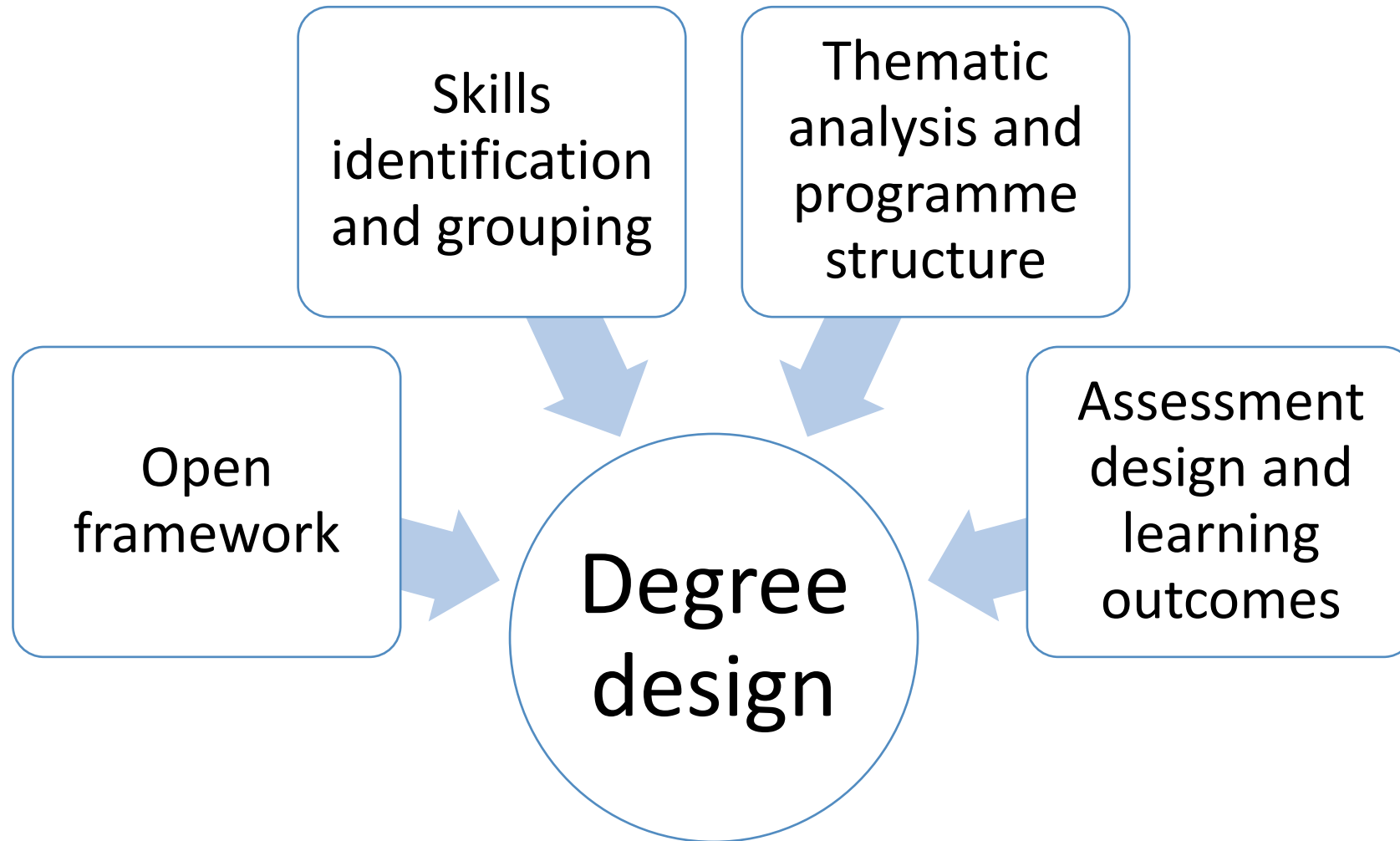
Action

Collaboration

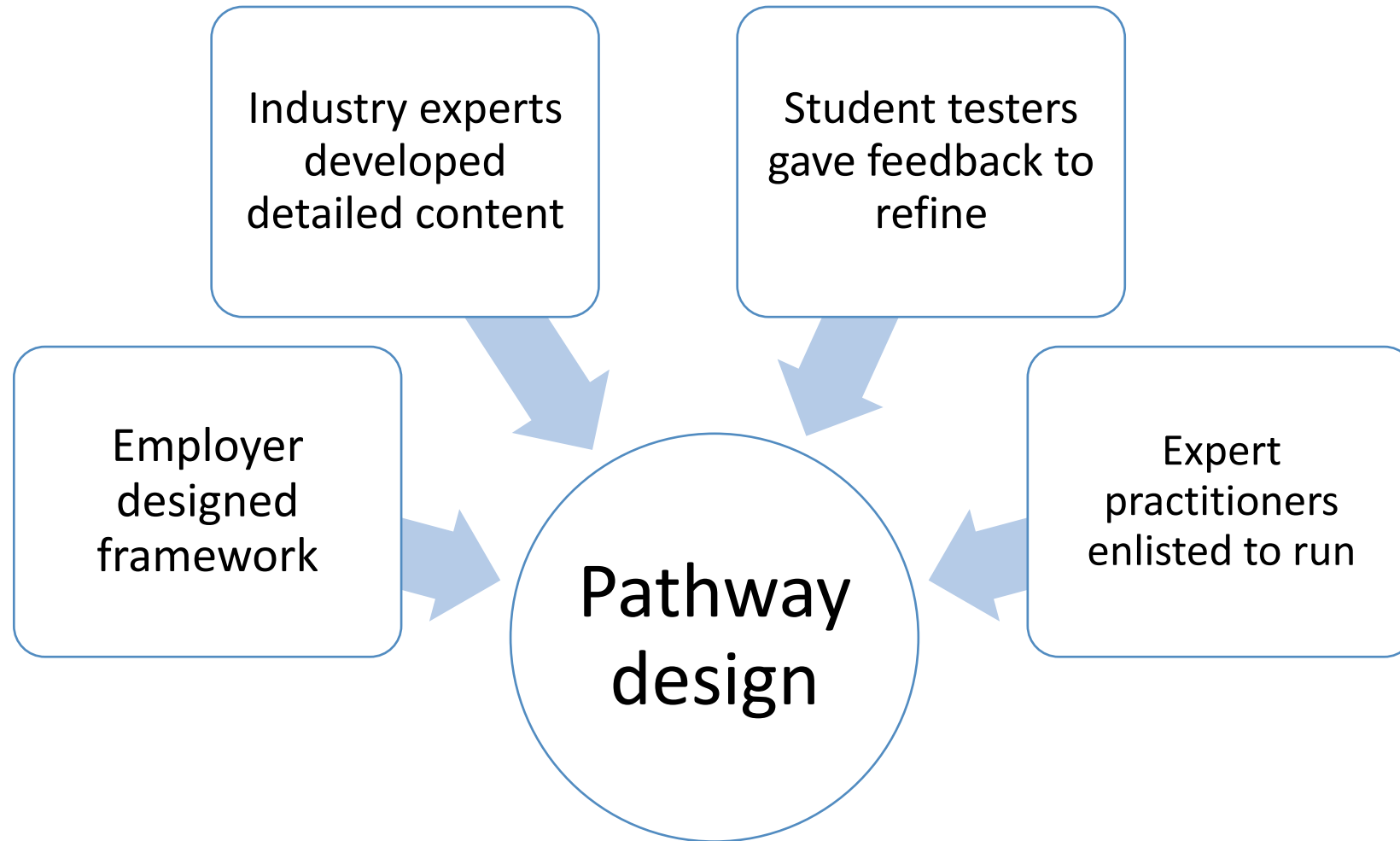
Action and collaboration

- Employer summit as starting point for new Computer Science programme
- Staff industry visits
- Employer-led design piloted in other programmes
- Everything is digital = 4 pathways funded by HEFCE Catalyst grant:
 - ✓ Digital marketing
 - ✓ Online communities
 - ✓ Introduction to programming
 - ✓ Web design

Multi-layered approach



Multi-layered approach



Pathway implementation

- Involved almost 500-students across Sport, Psychology, Journalism, Media and Humanities
- Two models of delivery – workshops across 10-weeks + shorter models of delivery
- Contained within our Level 5 core placement modules
- Placement tutors contextualised pathways



Lessons for staff and student development

Engagement and contextualisation

Enhanced role for student testers

Education v training

Open learning v tightly pinned down content

Discovery and problem-based learning approach

Need to spark a light bulb moment!

Lessons for staff and student development

Making experts and visiting tutors part of the team

Developing our own staff team

Language of the labour market – ‘sector understanding’

Engaging with constant change

Ongoing employer engagement

New approach to placement and work-based learning modules

Summary

