

Playing the Game... an Employability initiative for NUA, co-created with business



PROFILE



Norwich University of the Arts – specialist creative university in Art, Design, Media and Architecture

Why did we do it?

Better employment outcomes
for our graduates

Because the job market is
changing so rapidly we
needed a new approach

Ambition for Norwich as a
creative cluster

Because traditional careers
support can push people in
the wrong direction

Because this is what
'careers' looks like for many
of our students



..and this what the world they want to be part of looks like



But also because of the conundrum we face...

- NUA students reflect the national population
- Cultural capital plays a big part in career success
- Creative Industry is white, male, middle class and London-based, with hard-to-read cultural norms
- We are a creative specialist - and that is our prevailing narrative, but needed a way for all students to value their experience with us and use it as their springboard



- Gamification frees people up to have discussions they find difficult
- Creating RLOs (reusable learning objects) allows students to repeat and rehearse
- Games are inclusive of age, background and learning difference

We worked with employers to understand skills deficit from their perspective

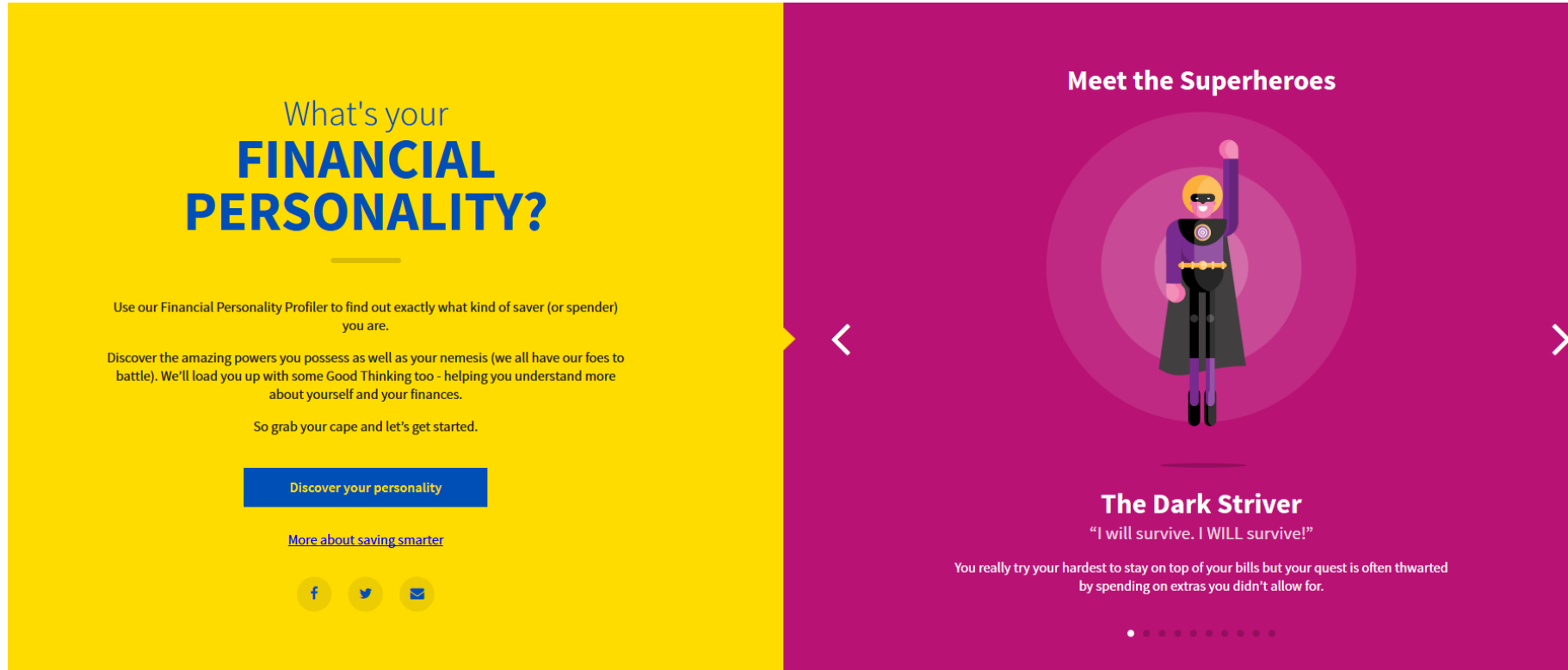
- Making sense of 'graduateness' for the Creative Sector
- Bringing the employer's voice into student experience
- Anticipating employment types/job roles that are difficult to predict
- Underpinned and informed by regional, national and international trends: economic policy, political change, Industrial strategy, Industrial Revolution



The Top 10 Skills



But our  moment came from Aviva's head of user experience...



What's your **FINANCIAL PERSONALITY?**

Use our Financial Personality Profiler to find out exactly what kind of saver (or spender) you are.

Discover the amazing powers you possess as well as your nemesis (we all have our foes to battle). We'll load you up with some Good Thinking too - helping you understand more about yourself and your finances.

So grab your cape and let's get started.

[Discover your personality](#)

[More about saving smarter](#)

[f](#) [t](#) [e](#)

Meet the Superheroes

The Dark Striver
"I will survive. I WILL survive!"

You really try your hardest to stay on top of your bills but your quest is often thwarted by spending on extras you didn't allow for.

“if it looks like a game and feels like a game, they will act like it’s a game”

So what actually is it?



PROFILE

The Profile Card Game -the core activity in our programme





The Profile Board Game - career planning, persona projection, goal setting and a box that goes 'flup' when you take off the lid



Profile VR- gamified virtual work experience linked to the 10 core skills

PROFILE Digital Platform - students and graduates track their progress and evidence on their chosen device, creating a the perfect resource for tailored CVs and cover letters...

NORWICH UNIVERSITY OF THE ARTS

PROFILE

Menu

WELCOME TO YOUR PROFILE.

PROFILE is your tool for keeping track of the experiences and skills that will help you land the job you want! It will help you write CVs and cover letter when the time comes, and you can use it in preparation for interviews. By keeping your PROFILE up-to-date you can also focus on the extra activities you need to take part in at NUA to help build your CV.

BUILD YOUR PROFILE >

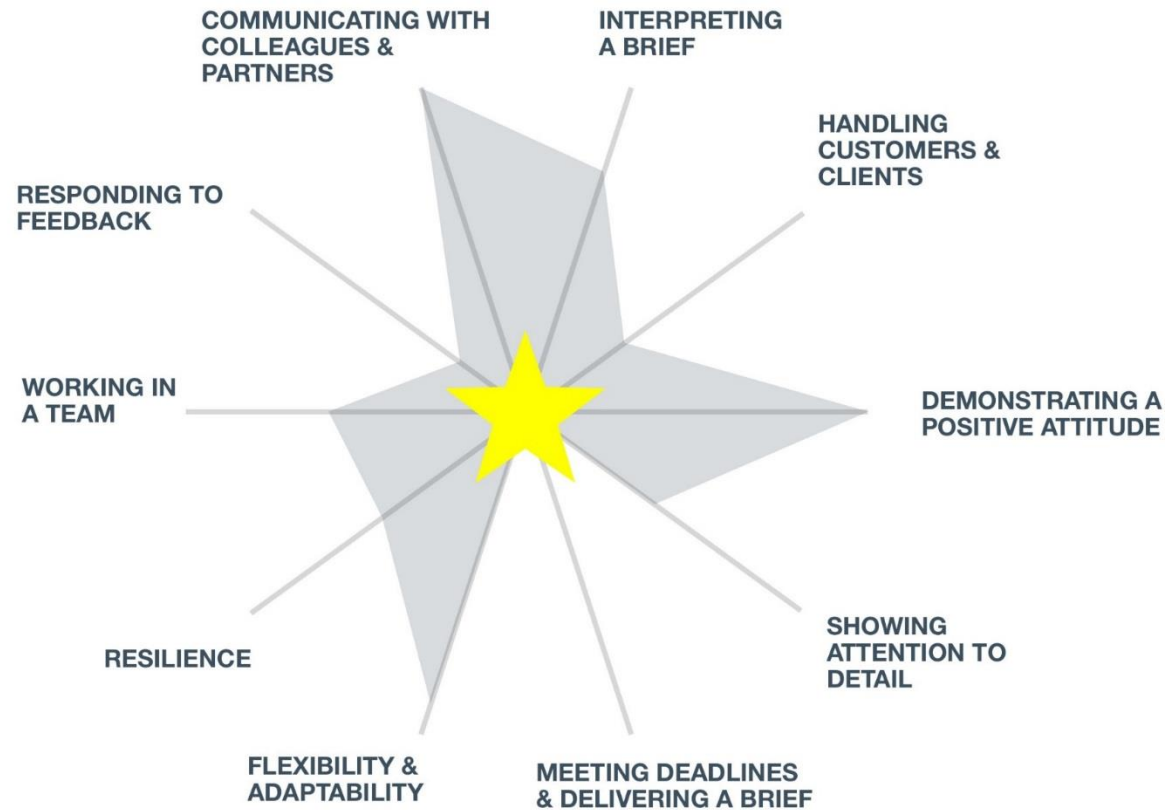
YOUR PROFILE SNAPSHOT

NAILED IT?
Book a meeting

SHOWING ATTENTION TO DETAIL
FLEXIBILITY & ADAPTABILITY
MEETING DEADLINES & DELIVERING A BRIEF
RESILIENCE
RESPONDING TO FEEDBACK
DEMONSTRATING A POSITIVE ATTITUDE
DEMONSTRATING A POSITIVE ATTITUDE
INTERPRETING A BRIEF
HANDLING CUSTOMERS & CLIENTS
COMMUNICATING WITH COLLEAGUES & PARTNERS
WORKING IN A TEAM
SHOWING ATTENTION TO DETAIL
RESILIENCE
RESPONDING TO FEEDBACK
DEMONSTRATING A POSITIVE ATTITUDE
INTERPRETING A BRIEF
HANDLING CUSTOMERS & CLIENTS

Every user develops a unique digital profile that helps them understand why they are valuable to an employer

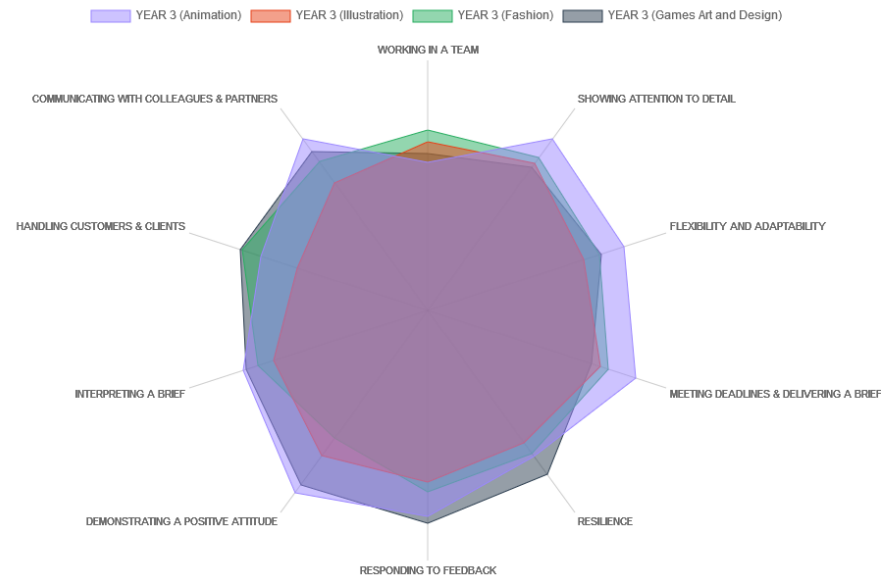
PROFILE



The Profile Admin 'back end' gives us actionable data in real time to make course level interventions in skills development

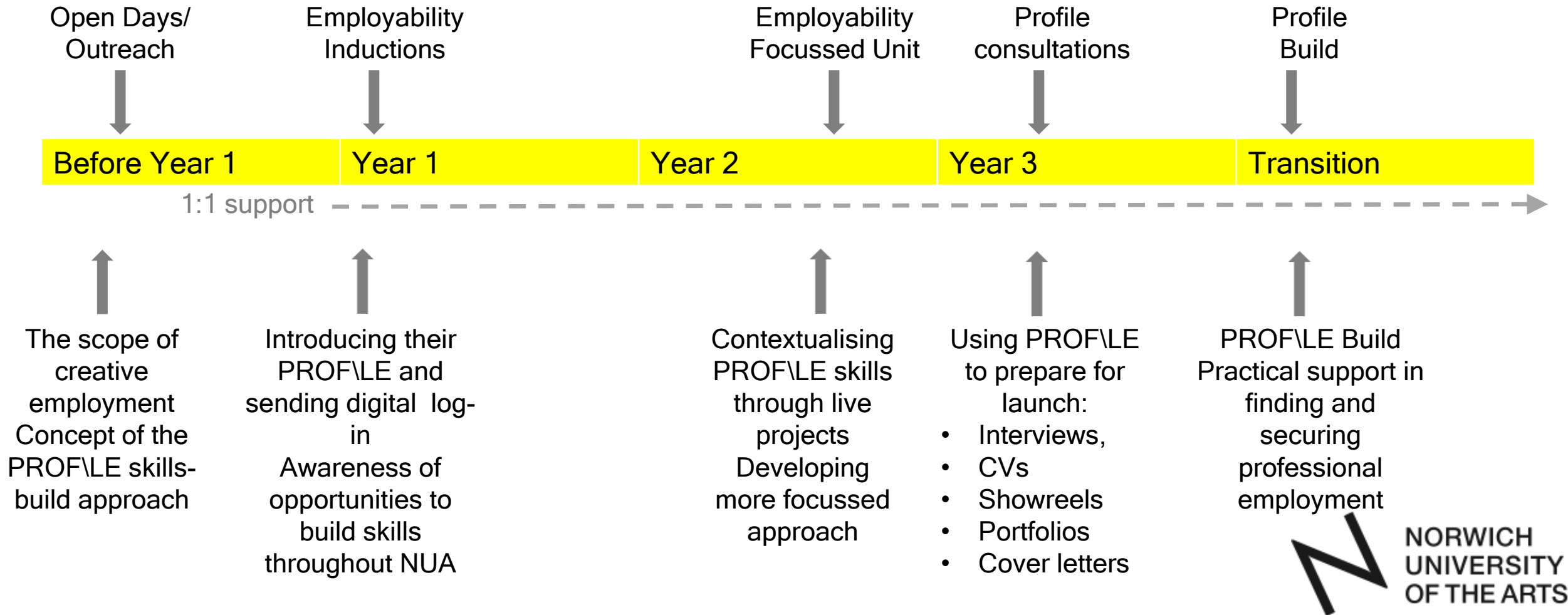
CHOOSE COURSES TO COMPARE

Choose Course Animation	Choose Course Illustration	Choose Course Fashion	Choose Course Games Art and Design
Course year Year 3	Course year Year 3	Course year Year 3	Course year Year 3
<input type="button" value="SUBMIT"/>			



It tracks learning gain, and will form a key part of our TEF submission

And our framework is now fully integrated into our curriculum delivery, linked to learning outcomes for every unit, on every course...



What have we learned?

Reflection is not something that students can automatically do - it's the skill they learn first



Contextualising the activity through evidence makes it real and usable





What have we learned?

Gamified skills frameworks work well for students with learning differences

How do we know it works?



- Interaction with the Careers and Employability team rose from 30% to 78% of our student community in the first year of instructions - and related NSS scores have all increased
- Our academics ask for extra Profile sessions for their courses
- Used as a framework for our graduate internship scheme, 90%+ of our interns are offered full time employment
- Guardian Award for Best Employability Initiative 2019
- 13% improvement in 'highly skilled' employment (GO 2019 cohort)
- 18% increase in median salary

How do we know it works?



- It cuts through 'normal' behaviour and reminds us all of what we learned as children - even amongst 'hard to reach' participants
- It creates a safe space to have the conversations we all find difficult
- We know that our graduates are considering routes they would not previously have considered
- It re-frames...and re-values the core student experience

The pandemic...

Remote working has disconnected us from playing cards and board games

Microsoft whiteboard and Padlet have offered some agency in student interaction

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BUT

It was never about the cards!