Dreaming of digital cakes: reflections on transitioning event-based assessment online.

JONES, K. and IRONSIDE, R.

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Dreaming of Digital Cakes: Reflections on transitioning event-based assessment online

Katie Jones & Rachael Ironside
School of Creative and Cultural Business

RGU ROBERT GORDON UNIVERSITY ABERDEEN

Methods of Reflection

Aberdeen Student Festival in 2020 & 21 has taken place in a digital format due to the externalities of Covid-19

The teaching method = experiential learning with a focus on mentorship

Delivery focus = Transparent & supportive Development space

Data Collection:

- Student reflective essays

- Module team reflective diaries

- Four focus groups:
  - Two with 2020 events management cohort
  - Two with 2021 events management cohort
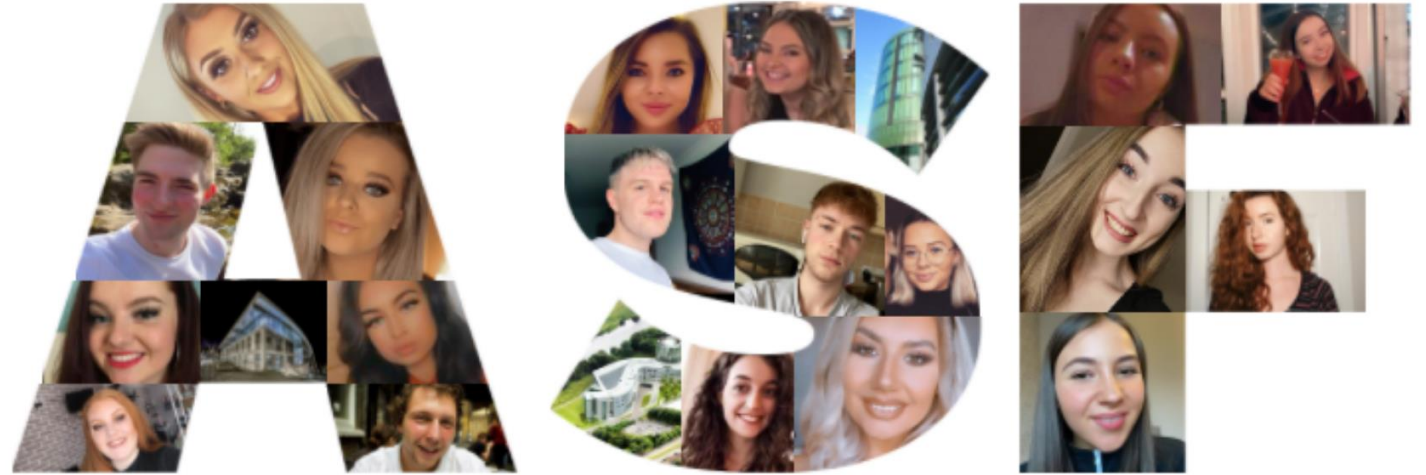
Meet The *(Module)* Team – 'Expert' Judges & Mentors

# Approaching The Unknown – The baking challenge!

- The Management of Change (2020/21)

- Response to Change (fear, uncertainty, exasperation)

- Event Conceptualisation & Visualisation

Communication & Support Needs:

- Open, transparent & multi-channel – developing a sense of partnership

- Benchmarking

- Encouraging a shared vison

"I think I was the same just like found it really stressful to begin with but I think it is just because I had never really heard of digital events or seen any happen"

"I want to say for brainstorming you need to get into the same mood and it is much harder to online. To bring good ideas I think it will be much better to be together in the same room, same space."
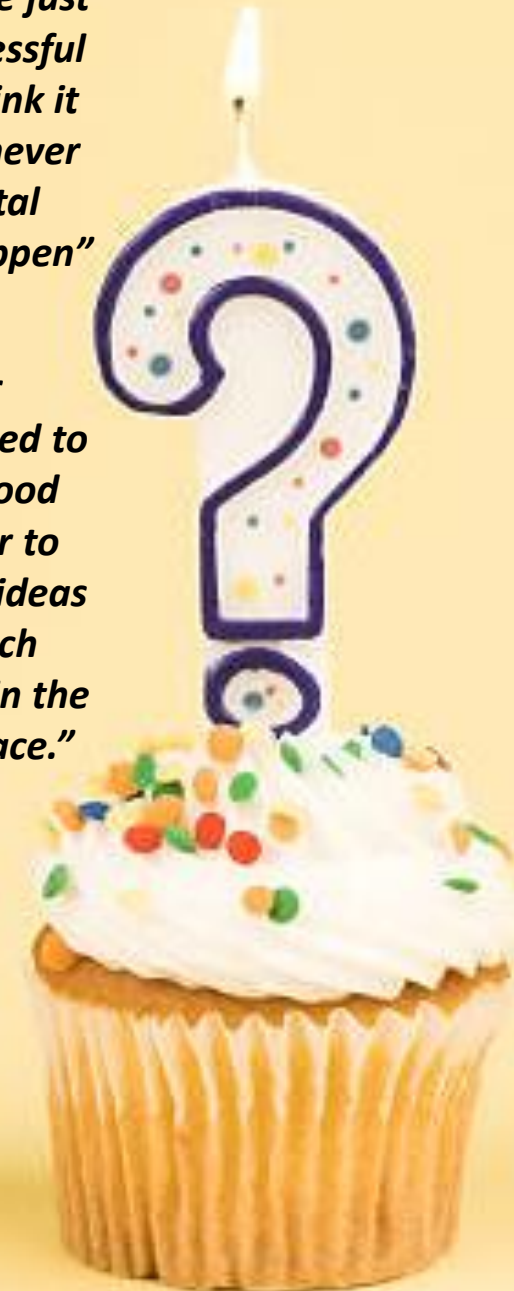
Structure – The Recipes of Management

- Management of Time

- Challenges of Communication

- Facing Digital Fatigue

Communication & Support Needs:

- Sharing professional practice (office hours, behaviours, communication needs)

- Evidence needs

- Management of self & own needs within group boundaries

"Because it was quite unstructured, I don't know about the other groups but for my group it was a 24 hour, 7 day a week thing. I am quite strict with myself and I just do office hours."

"I guess I think the reason why it would be more challenging, I guess we've talked about like in our group and things is because you are constantly getting messages and things about it. Like there is no turning off, so especially when it got to the other deadlines like you'd be doing your other uni work. And then this is still happening, like it is such a big thing it's constantly there."

The Mixing Bowl - Ingredients for success

"So like sponsorship and marketing merged together because that is like when those overlapped and I got a bit stressed out. Coz that was like challenging for me trying to make sure everything was like segmented in the same way…"

- Skills Consolidation

- Identifying Strengths & Weaknesses

- Development Needs

"And I don't know if that was actually because we hadn't been able to build connections with each other and all properly talk about our ideas"

Communication & Support Needs:

- Being adaptive as an educator

- Building confidence

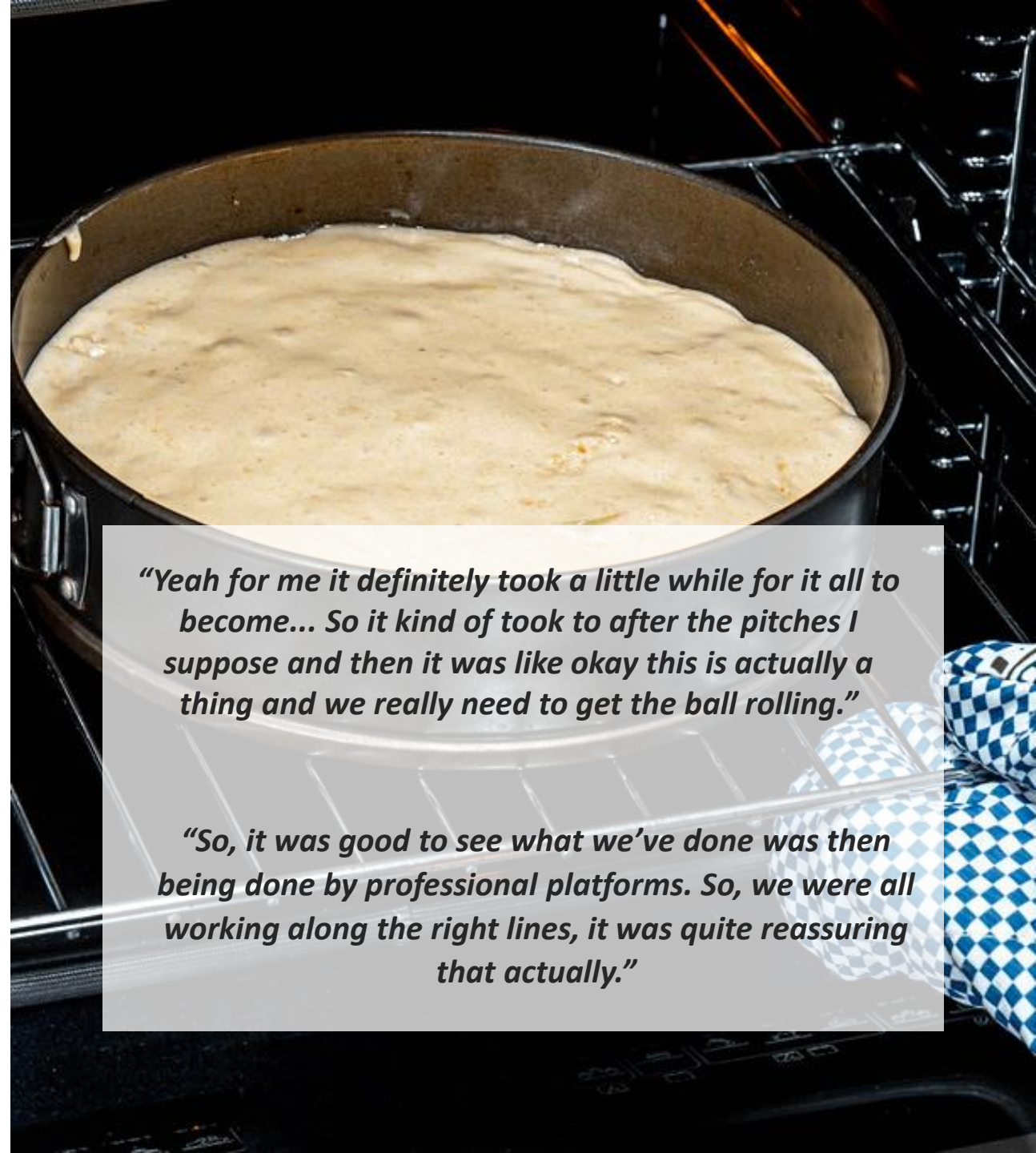- Opportunity for reflective learning & mentorship during the process

Tangibility – The Final Bake

- Sense of Reality

- Sense of Responsibility

- Industry Relevancy

Communication & Support Needs:

- Tangibility difficult to manage in a digital capacity

- Understanding the role

- Professional industry benchmarking

"Yeah for me it definitely took a little while for it all to become… So it kind of took to after the pitches I suppose and then it was like okay this is actually a thing and we really need to get the ball rolling."

"So, it was good to see what we've done was then being done by professional platforms. So, we were all working along the right lines, it was quite reassuring that actually."

Showcasing - The Final Bake!

- Assessment Challenges – the judging team

- Sense of Achievement & Development

Expectation V Reality

Communication & Support Needs:

- Shifting perception – mentor to assessor

- Challenges with giving feedback

- Opportunity with reflection

- Accessibility for showcasing – portfolio building

"Yeah so I would say I feel more professional, more like I have that kind of under the belt. Now that I can take all the learning from that and I can kind of go forward and use this going forward too. I feel like more of an events person than I probably was before "

Lessons Learnt…

1. The paradox of the staff/student community

2. Providing a constructive online place for communication and feedback

3. Managing the invasion of time

4. Importance of fostering creativity and collaboration in the conceptualisation process (the three c's)

5. Developing the digital void (skills development)

6. Developing a professional community (trust, transparency & accountability & confidence)

Questions?

r.j.ironside@rgu.ac.uk

k.jones8@rgu.ac.uk

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Professional…
Proud…Appreciative…
Enlightened…
Relieved…Happy… Surprised"