Widening academic and student participation and engagement in Scotland's HE innovation and enterprise agenda.

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Widening Academic and Student Participation and Engagement in Scotland's HE Innovation and Enterprise Agenda

Ann Davidson, Enterprise Programme Director, Scottish Institute for Enterprise
Dr Pauline Bremner, Lecturer, Robert Gordon University
Dr Joy Perkins, Educational and Employability Advisor, University of Aberdeen

3 Perspectives...

1. Helping to build a new platform for participation and engagement with innovation and enterprise through the Scottish Innovative Student Award (SISA).

2. Academic participation and engagement with SISA.

3. Student participation and engagement with SISA.

3 Presenters….

- **Ann Davidson**: Enterprise Programme Director, Scottish Institute for Enterprise (SIE)

- **Dr Joy Perkins**: Educational and Employability Advisor, University of Aberdeen

- **Dr Pauline Bremner**: Head of 4th Year Fashion Management, Lecturer, School of Creative and Cultural Business, RGU, Aberdeen
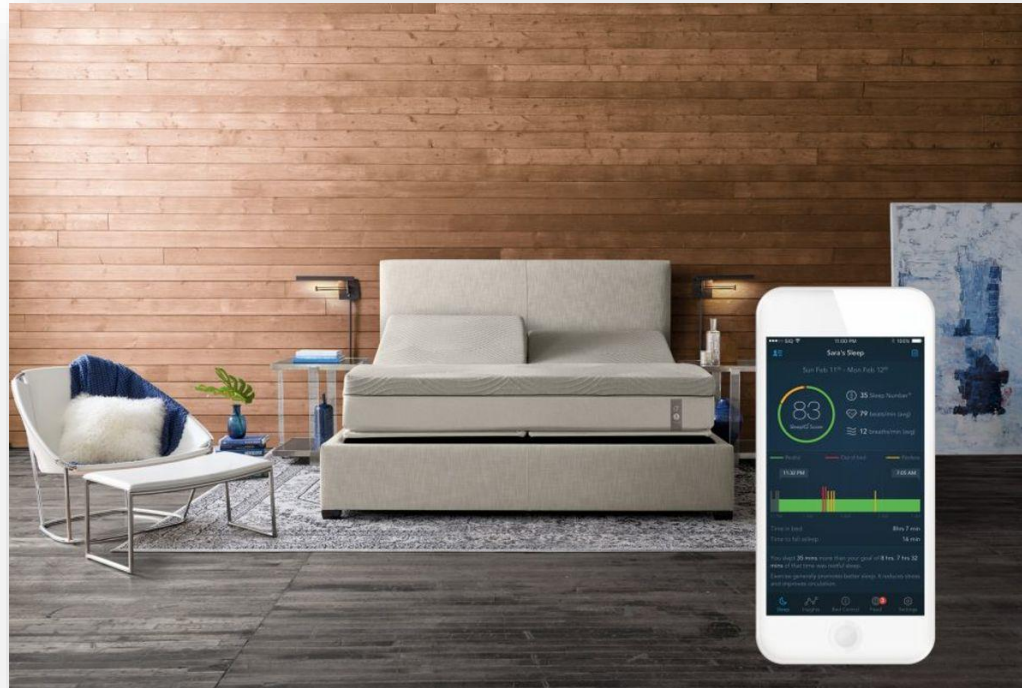
Why was SISA developed… ?

Mary Smith in Spittalfields, London 1936

Fast forward to today…

…and in 12 months time…

Rate of technology adoption

NUMBER OF YEARS IT TOOK FOR EACH PRODUCT TO GAIN 50 MILLION USERS:

Airlines	Automobile	Telephone	Electricity	Credit Card	Television	ATM	PC
68 yrs	62 yrs	50 yrs	46 yrs	28 yrs	22 yrs	18 yrs	14 yrs

Cell Phone	Debit Cards	Internet	PayPal Acc.	iPods	YouTube	Facebook	Twitter
12 yrs	12 yrs	7 yrs	5 yrs	4 yrs	4 yrs	3 yrs	2 yrs

What does all this mean for the world of work...?

Rising above the sea of fog

- We need to be able to judge correctly what is going to happen in the future and plan our actions based on that knowledge.

- We need to design learning interventions that allow today's young people to learn the skills they will need in the future and make **informed choices** in the present day about their future.

Future Jobs: Future Prosperity Conference 2017

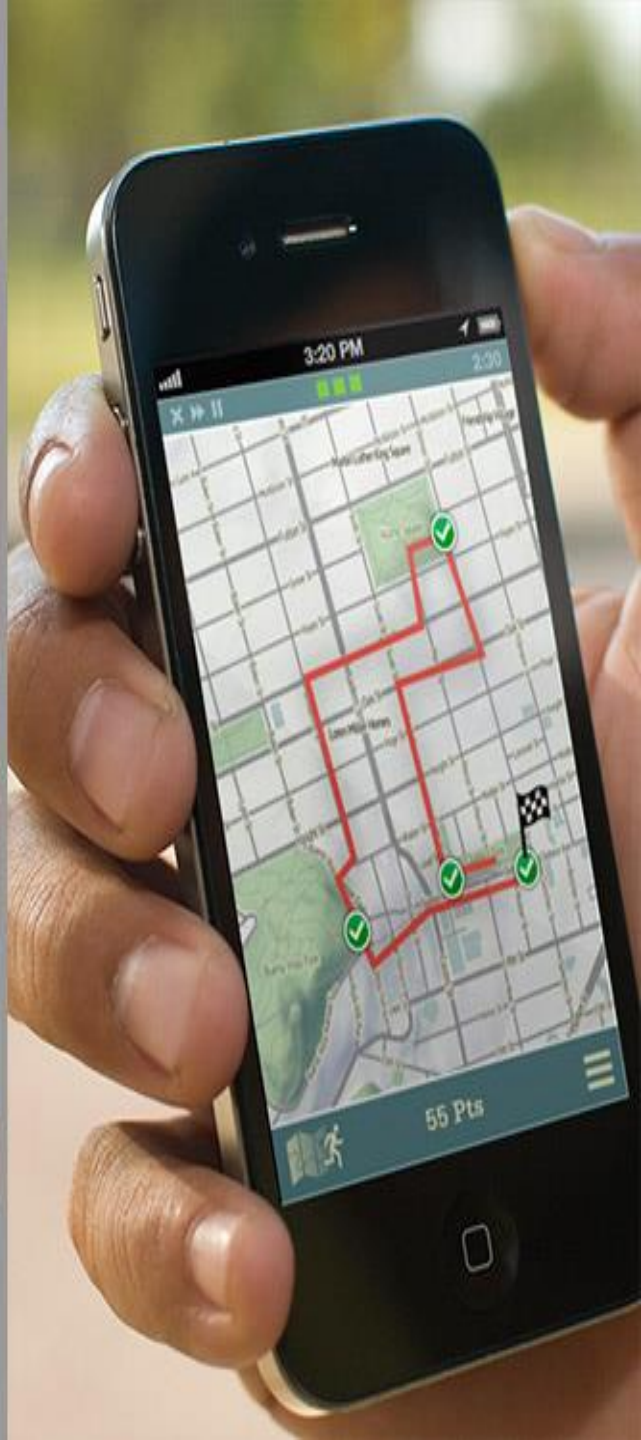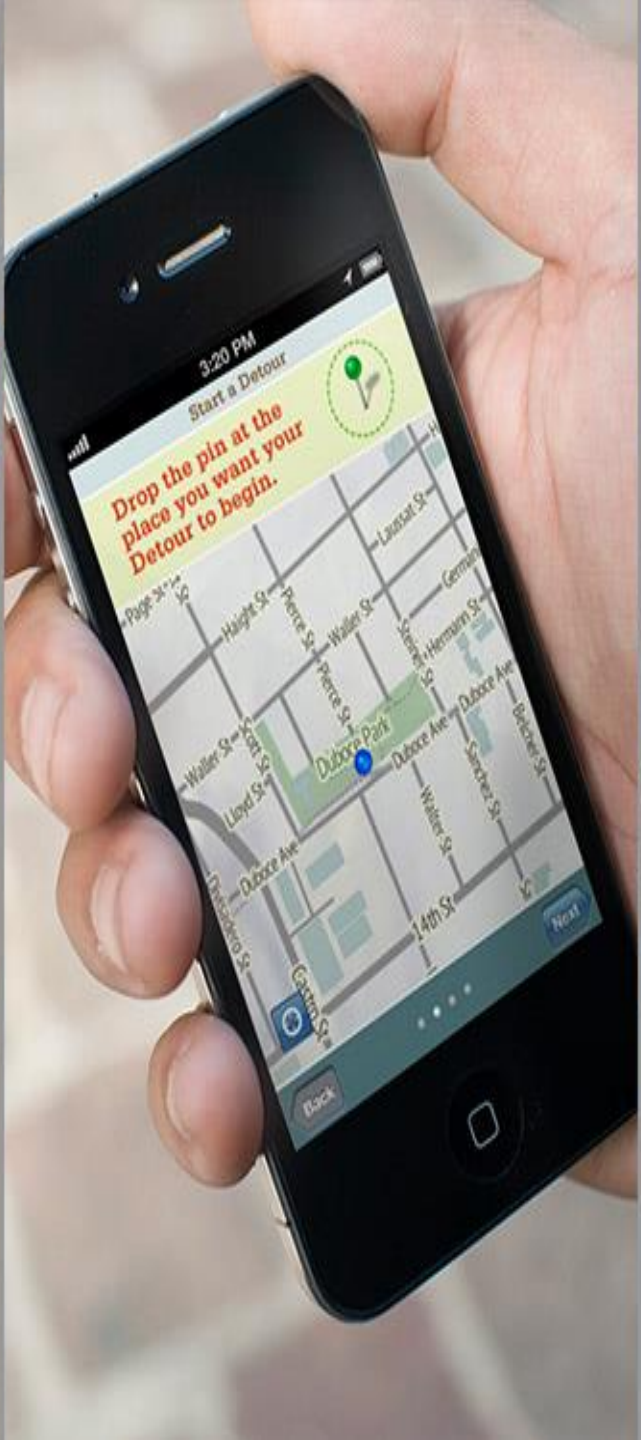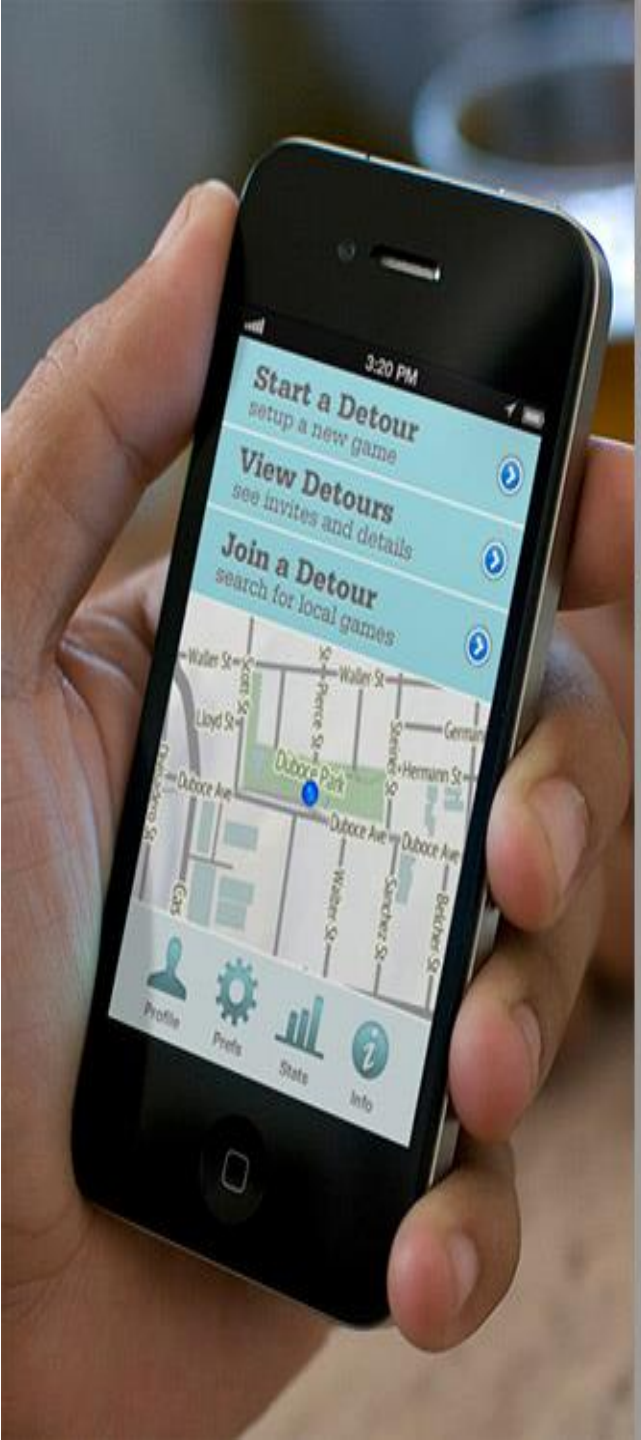# Future Proof Yourself: Tomorrow's Jobs (in 2025 and beyond)

Other plausible jobs

- Rewilding Strategist

- Space Tour Guide

- Human Limb Designer

Not so much the jobs as the skills needed

- **Sense making** – the ability to determine the deeper meaning of what is being expressed.
- **Design thinking** – the ability to determine what is really needed and to help design things that matter,
- **Social intelligence** – connecting people in meaningful ways
- **Novel and adaptive thinking** - can respond to the unexpected
- **Cross cultural competencies**
- **New media literacy** – develop multi media content
- **Numerical competencies** – not advanced maths but able to see what data is telling us
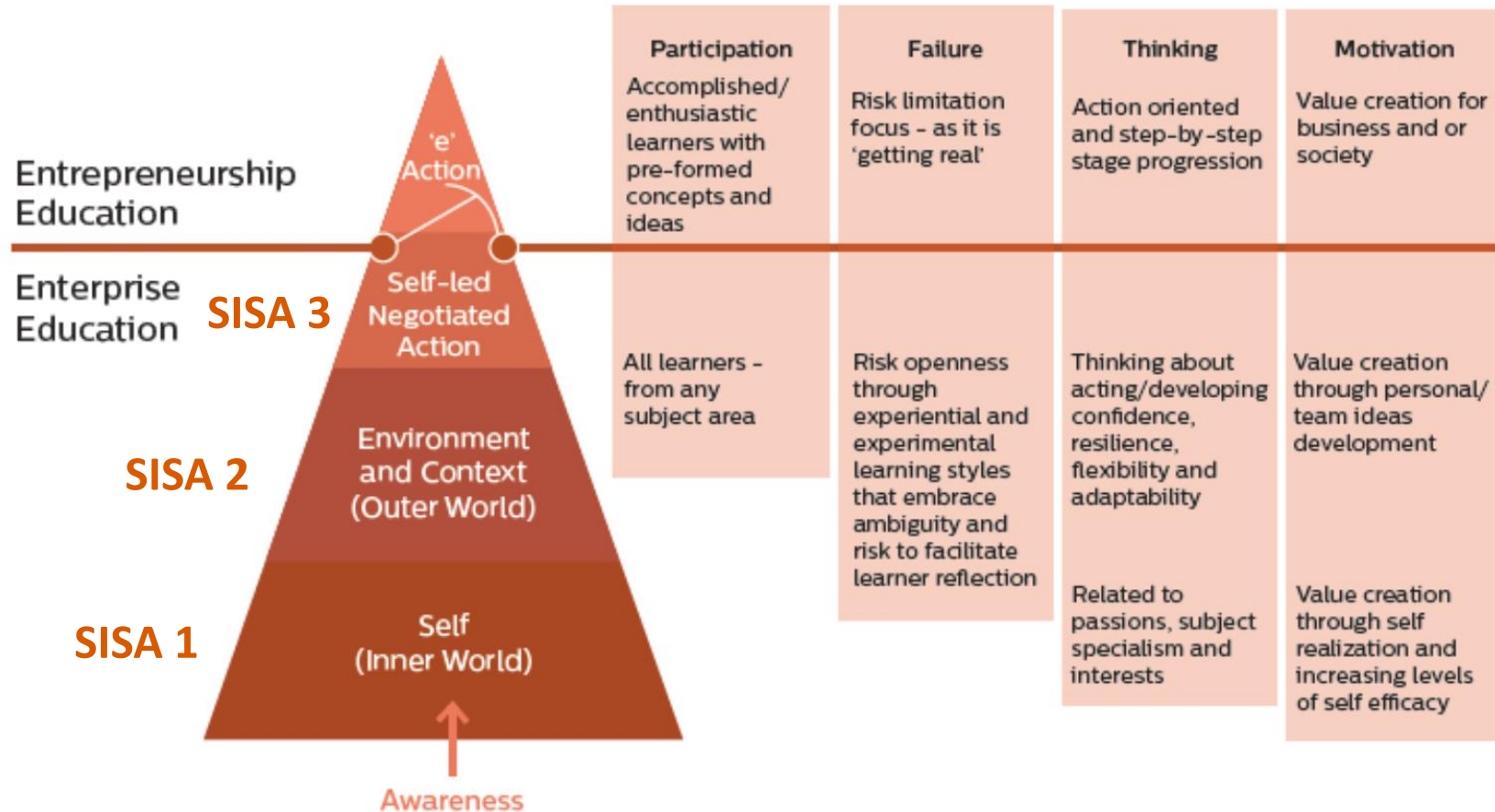
So what is SISA….?

"No one can predict the future but you can think about it systematically and turn uncertainty into inspiration, creativity and resilience."

Bob Johansen: Get there Early

An award programme that aims to:

- Build a student's confidence to engage with the pace of change in order to develop their own insights into a plausible future.

- Help students to develop insights into what they want the future to be, therefore, turning this plausible future into a preferred future for them and others.

- Develop a student's innovative capacity to turn these insights into action. This applied innovation or action can be for a graduate employer and/or a new venture creation.

Where does SISA fit into the big picture...?

		Participation	Failure	Thinking	Motivation
Entrepreneurship Education	'e' Action	Accomplished/ enthusiastic learners with pre-formed concepts and ideas	Risk limitation focus – as it is 'getting real'	Action oriented and step-by-step stage progression	Value creation for business and or society
Enterprise Education — SISA 3	Self-led Negotiated Action	All learners – from any subject area	Risk openness through experiential and experimental learning styles that embrace ambiguity and risk to facilitate learner reflection	Thinking about acting/developing confidence, resilience, flexibility and adaptability	Value creation through personal/ team ideas development
SISA 2	Environment and Context (Outer World)			Related to passions, subject specialism and interests	Value creation through self realization and increasing levels of self efficacy
SISA 1	Self (Inner World)				

Awareness

Ref: Enterprise and Entrepreneurship Education: Guidance for UK Higher Education Providers. QAA, Jan 2018

The Innovation Centres

DIGITAL HEALTH INSTITUTE

The Digital Health & Care Institute brings together people and organisations in the health and social care, charity, technology, design and academic sectors to develop new ideas for digital technology that will improve the delivery of health and care services for the people of Scotland.

CENSIS

CENSIS is a centre of excellence for Sensor and Imaging Systems (SIS) technologies and aims to enable leading industry innovators and world-class university researchers to collaborate at the forefront of market-focused SIS innovation, developing products and services for global markets.

THE DATA LAB value from data

The Data Lab enables industry, public sector and world-class university researchers to innovate and develop new data science capabilities in a collaborative environment. Its core mission is to generate significant economic, social and scientific value from data.

Level 1: Future Thinker

Student are awarded this level either by:

- Attending an SIE qualifying workshop within or out with the curriculum.

- Taking an accredited SISA level 1 course/module or workshop. Outcomes (in full or in part) are aligned with SISA Level 1 expectations.

SISA Level 1: Competencies

- *Self-awareness and self-efficacy*
- *Flexible and adaptable, seeing alternative perspectives*
- *Opportunity recognition*
- *Creative problem solving*
- *Collaboration*
- *Communication*

The Evidence

What new thing did you learn, how does it relate to the future and therefore your future?

Level 2 : Innovation Catalyst

SISAcertified
Level 2

sie

National one-day events where students participate in a structured group task in a multidisciplinary team to develop the following:

Innovative Competencies

- Able to cope with ambiguity and uncertainty
- Able to draw on views of others to develop and enhance work
- Employs visualisation and flexible planning skills to articulate ideas
- Influencing, communication, negotiation
- Innovation and intuitive decision making
- Ethical and sustainable thinking
- Civic and social responsibility

Level 3: Innovation Champion

SISAcertified
Level 3
sie

Students demonstrate their ability to innovate in a subject of their choosing by completing an online assessment, showcasing their learnings from the previous two SISA stages.

Some 2018/19 SISA statistics

- SISA is recognised on a student's Enhanced Degree Transcript, which students receive on graduation at the University of Aberdeen.

- SISA also recognised on the UWS and RGU, Higher Education Achievement Record (HEAR) to better connect the university experience and employability.

- RGU first University in Scotland to achieve SISA module accreditation.

- 30 Level 1, SISA academic courses/modules accredited in Scotland.

- 25% of SISA Level 1 Awards nationally were bestowed upon students at the University of Aberdeen.

Total No. of SISAs presented at each Level in 2018/19

Level 1	Level 2	Level 3
806	146	37

Dr Joy Perkins
Case Study 1: SISA: Institutional Engagement
University of Aberdeen

Why we value SISA? It:

- **Reaches** students across the curriculum AND co-curriculum.
- **Raises** the profile and importance of enterprise and entrepreneurship education in the curriculum.
- **Recognises** and helps identify student enterprise learning in academic courses.

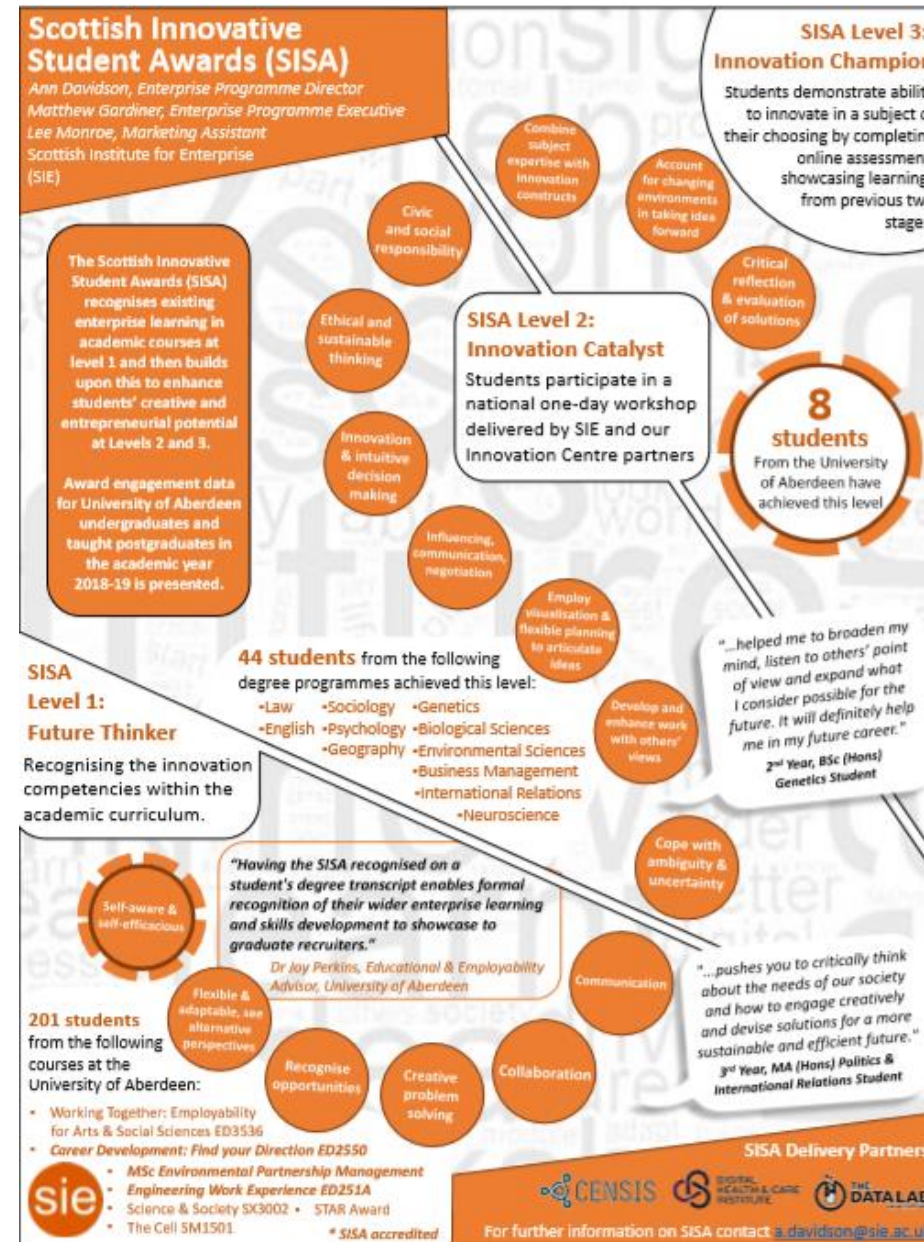# Raising SISA Awareness....

Achieved via:
- Connecting SIE staff to academics who co-ordinate employability courses.
- Ensuring enterprise workshops in co-curricular initiatives (e.g. STAR Award) are accredited.
- Inviting SIE staff to the Annual Academic Symposium to present SISA to academics.
- Providing regular SISA updates at the Institutional Employer Board.

Next Steps.......
To:
- Design a SISA information flyer for academic staff.
- Signpost SISA in the 2 day teaching course for new staff.

Dr Pauline A M Bremner
Case Study 2: RGU School and module case study

Robert Gordon University (RGU) is the first university to achieve accreditation from the Scottish Innovative Student Award Scheme (SISA).

Created by the Scottish Institute for Enterprise (SIE), SISA will allow universities to deliver additional courses which equips students with a forward-thinking and enterprising business skillset.

The scheme will be delivered in modules running in tandem with students' regular degree programmes and has been designed in conjunction with three of Scotland's Innovation Centres; DataLab, Digital Health and Care Institute and CENSIS.

RGU's School of Creative and Cultural Business is the first university to receive accreditation and the students can complete Level 1 'Future Thinker' while

Scottish Innovative Student Awards (SISA)

Application for Level 1 Accreditation

Name of Institution	Robert Gordon University
Your Name and Contact Information	Professor Rita Marcella School of Creative and Cultural Business Garthdee Road Aberdeen r.c.marcella@rgu.ac.uk
Course/Module/Workshop to be Accredited **Please state if the course is curriculum or co curriculum [1]**	BS3922: Communication Project Management Part of the curriculum for BA Media and BA PR
Discipline / Year	Media and PR 3rd year
Timings [2]	

1. *Accredited workshops have to be no less than 2 hours long. The workshops can be spread over different dates and times. SIE appreciates that many modules. Courses are longer but the element being offered in support of accreditation should be a minimum of 2 hours.*
2. *Timings – please confirm how long your course/module runs for during the academic year. This is to help with our planning of level 2 and planning for subsequent years*

Please give details confirming why your Course/Module/Workshop outcomes will deliver SISA Level 1 outcomes and demonstrate desired competencies. [3]
You can attach supporting documentation here, for example, course or module descriptors or information showing what students' will gain from taking part in a workshop you are running.

Module outcomes include that students will be demonstrably able to:
Plan and design a communication project for a defined audience, in response to a (real) client brief, applying relevant theoretical concepts and principles, and making effective use of appropriate media.
Participate in a structured group task and evaluate individual contributions to the group effort. Present a professional proposal to the client, incorporating clear accurate information and workable, cost effective solutions.

The students are assessed on their individual contributions to the group oral pitch to the client and the group written proposal, as well as on their individual report reflecting on the assignment, their group effort in producing the proposal and the lessons they have learned. The clients are business professionals, working in the commercial, public and third sectors and they mentor their groups as well as providing feedback on performance during the pitches. The content produced is used by clients.

The module content includes: working with clients, consultancy work, project management tools and techniques, project planning, working as part of a team, organisational mission, vision and values, preparing a costed budget, fundraising and sponsorship approaches, media production and editing, media relations and social media marketing, risk analysis, event planning, professional writing and presentation.

The module test students' capacity to reflect on their own and team performance. They are asked to seek both positive and negative feedback from their team mates in order to identify improvement points and achieve a truer sense of self efficacy. It is always highly rewarding to see

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Certificate of Accreditation

Scottish Innovative Student Awards (SISA)
Academic Year 2018/2019

The Scottish Institute for Enterprise awards SISA Level 1 Accreditation to:

Course/Module/Workshop: Communication Project Management (BS3922)
Institution: Robert Gordon University
Educator: Professor Rita Marcella

The accreditation recognises that the learning outcomes are aligned with the SISA Level 1 outcomes, thereby enabling students to understand creative thinking and innovation techniques, and their impact on the future as well as developing the following innovative competencies:

- Self-awareness and self-efficacy
- Flexible and adaptable, seeing alternative perspectives
- Opportunity recognition
- Creative problem solving
- Collaboration
- Communication

Students on an accredited course/module or workshop are eligible to apply for their SISA Level 1 Certificate.
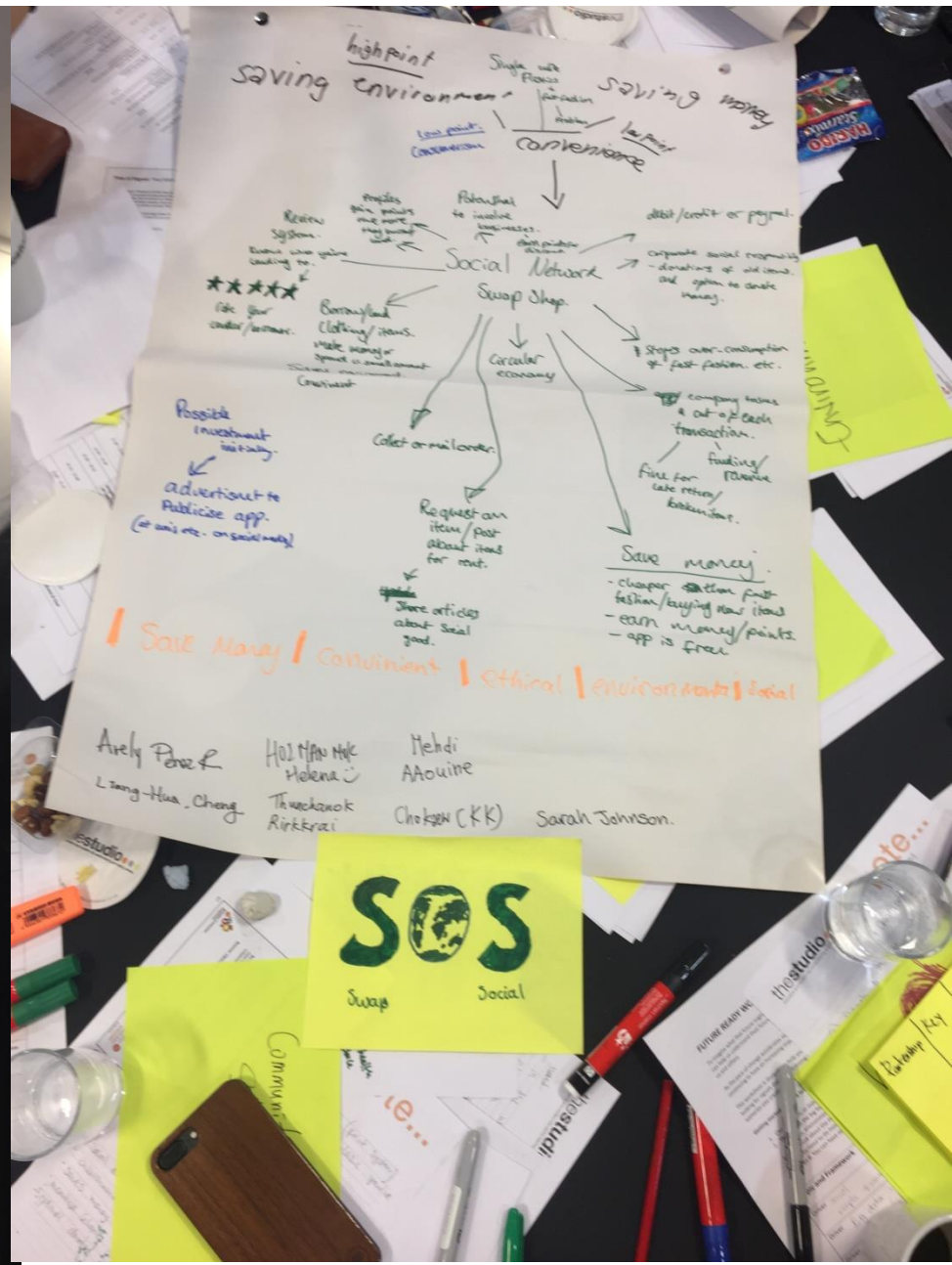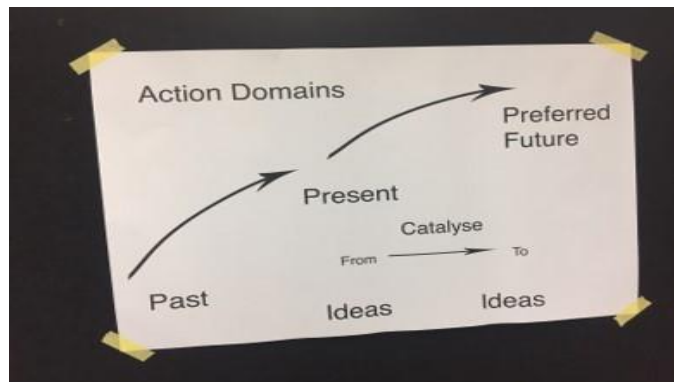
11/10/2018

Date of Issue

Fiona Godsman
Chief Executive, SIE

In partnership with:

personalising the future (3)

How will your drivers/impacts and signals impact on human needs and expectations? What could the day to day reality be for people experiencing them within your framework? What will change for them and will these changes be a good or negative experience?

drivers of change (1)

Use this box to record the framework you are using. The Future Of...... The framework can relate to a sector or an issue that you are interested in. Then start to think about the drivers of change that are changing this sector or issue. Think big forces rooted in Social, Technological, Economic, Environmental or Political changes. What is their potential impact on this sector or issue?

Drivers   Impacts

your innovations(5)

What do you think could be designed to meet these new needs and expectations? Briefly outline what you think are the opportunities for innovation to shape the future you want for people. Don't be tempted to give too many but focus on 1 or 2 good opportunities/ ideas. These can relate to products, services, community initiatives, policies and technologies.

emerging expectations (4)

What new human needs and expectations will emerge from these changes you have identified?

signals of inspiration (2)

Briefly describe a few signals that you have identified around these drivers and impacts. How have they prompted you to think about the future?

who (6)

Use this box to give some shape to a definite group of customers who might want to experience a future that includes your innovations. What would they value about your ideas? What benefits would they see in them that could give rise to your ideas being created or actioned in the present?

Any questions…?