

## Developing employability skills with web 2 technologies



## Overview of presentation

Video and initial research findings will be used to explore how video conferencing can benefit the development of employability skills, especially communication, teamwork and initiative in an international arena.

# Why?

- FdA focus on employment as part of the course
- Skillset – Industry lead body – more project managers needed.
- Leitch report (2006).
- Video conference network UPC
- Link with Central Washington University



# Employability

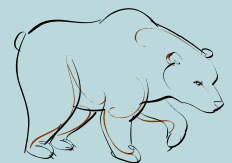


Focus on:

Communications

Organisation

Initiative and creative problem solving



CENTRAL WASHINGTON UNIVERSITY

*Your future is Central.*

# The Project

Create one version of an agreed TV programme. Screen the finished results on cable network in Washington State, and on an internal digital channel in the UK.

Create You Tube and Facebook sites to enable comments and viewing of work in progress. Video conferencing to enable discussions.

# Method

1. Set up video conferencing with CWU.
2. Set up social networking sites. Youtube/FB
3. Agree project.
4. Develop the Exeter students skills.
5. Run the project. 17.00pm UK/ 9.00am USA
6. With the Exeter Students, use focus group and individual feedback to evaluate the use of video conferencing.
7. CWU students not part of the focus group work.

# The Students

- 2<sup>nd</sup> Year FdA TV Production students at Exeter College.
- Final year Film, Video and Communications student at Central Washington University, USA.

# Initial Evaluation

- Little idea how to run an effective meeting.
- Agenda not clear.
- Group unable to organise clear roles.
- Chair role became the same as secretary.
- Eye contact not used.
- Communication not always clear. Dates and times of following events not made clear.

# Video conferencing – initial student perceptions

Felt a bit silly at first. As it went on it became more comfortable.

Worried that we would not know the answer to any questions, so that it would stop in a hole.

Could have been in the room next door.

Worried we will not be up to scratch in terms of their expectations of us.

## Later evaluation Exeter students

- “Well leading up to it I quite enjoyed that ..like I mean that I’m going to meet someone new.. like it’s a video conference you see who you are talking to.. its like meeting a new friend.”

## Later evaluation Exeter students

- “Definitely more organised. I think having a third party has a bit more pressure added on to you .. makes you more organised because you’ve got certain things to do by a certain date and you need to get on top of it for the next conference otherwise it’s a wasted week, or two weeks.”

## Later evaluation Exeter students

- “it’s progressed our project much quicker than it would in any other communication way, but I think if businesses did adopt video conferencing then it would be easier for projects to move faster, yeah it will be prominent in business futures.”

## Some Results UK

It helped to develop communication and organisational skills.

The international element of the project was beneficial, in term of developing these skills in a wider cultural context, and driving the project forward.

One student mentioned the development of friendship as a benefit. All expressed a desire to visit CWU/ USA

Two student implied that video conferencing may develop skills more efficiently and effectively than in ordinary meetings.

## Some Results - USA students

- Some evidence of a broaden perception (wish to visit the UK).
- Increased motivation to produce higher level work.
- Wanted to create more serious programmes.
- Identified communication skills benefits.
- Friendship was important.

- Increased **motivation**.
- Developed planning and **organisation** skills.
- **Preparation** was key to success – similar to live TV.
- The project basis threw up many **problems** that needed to be addressed and solved quickly. (**real**)
- Video conferencing meetings were more **efficient** than face to face project meetings. Friendship was important. Students valued the skill of running a video conference.

## Next Step

Develop use of video conferencing

Involved more groups of students

Expand the project base

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**Any questions?**

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