

# How can Creative Industries work with local employers to build relationships that enhance both student experience and assist with teacher training?

By Nic Morgan & Dean Turvey-Brown

## 9. Results from Interviews with Local Employers

We spoke to Nick at Rebellion Games and Matt and James at Oxford Digital Media.

### 1. What are you looking for in potential employees? e.g. skills, experience, qualifications

Nick "The main qualities we look for is good communication skills and enthusiasm, everything else can be taught on the job. Obviously some software knowledge is advantageous and we like to see examples of work, but more importantly we want to see that a person is passionate about the industry."

### 2. Does our curriculum appear relevant in relation to current industry standards?

Matt "After looking at the kind of units and methods you teach, I would say the course appears to be covering all the relevant things you need for pursuing a career in the media industry. One area you could look at including is motion graphics, which these days is a regular component of any corporate production."

### 3. What key skills should our teaching staff have in order to stay current and be fully prepared to train students up?

Nick "You need to know how to record good quality sound effectively with regards to levels and environment. Knowledge of industry standard software is important so that the students are using what the professionals use"

### 4. How can the college help you and build a relationship?

James "From time to time we have a need for runners on the bigger shoots, so students would be suitable for that. The idea of having an alternative studio space could be very useful, as it

## 1. Who are we?

Nic and Dean are both media lecturers at Banbury and Bicester College who teach Levels 2 - 5.

Banbury & Bicester College is located in a rural part of Oxfordshire.

The college has a large Creative Industries department that features a number of courses including; Media Production, Fashion & Textiles, Graphics Design, Photography and Art & Design. As practitioners in our specialised areas, we understand the importance of remaining up-to-date with current practices in an ever changing industry.

## 2. Our Question..

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The CAVTL report: It's about work: Excellent adult vocational teaching and learning (2013) also recognises that the best provision is 'collaborative in nature, what we are calling the two way street between providers and employers, and has a clear line of sight to work' (p4)



## It's about work...

Excellent adult vocational teaching and learning

Our action research aims at Banbury & Bicester College were to investigate how we could collaborate with local creative employers with a view to upskilling members of staff, gain a current insight into the creative industry and explore work experience opportunities for our students

## 4. Methodology

In order to achieve our goals we decided to contact a selection of local creative businesses and arrange a meeting in order to discuss the areas of our investigation.

We also conducted a number of interviews with lecturers at the college to find out what measures they take to ensure they remain current in their specialised discipline and what work experience opportunities are provided for their students.

## 7. Interviews with Staff

Here are two of our interviews with two members of Creative Industries Banbury. Kathy from Fashion and Steven from Media.



## 5. What questions are we going to ask teaching staff?

What industry related CPD have you received whilst working at the college?

Does the college have a relationship with any industry related businesses in the area?

How do you keep up with current trends within your selected discipline?

What opportunities do your students have for industry related work experience?

## 6. What are we going to ask local employers?

What are you looking for in potential employees? e.g. skills, experience, qualifications

Does our curriculum appear relevant in relation to current industry standards?

What key skills should our teaching staff have in order to stay current and be fully prepared to train students up?

How can the college help you and build a relationship?



Read our report

## Key findings for creative media staff

- Industry related CPD within staff's own specialism is rare.
- Relationships with employers are mainly personal links that have been forged during working in industry.
- Staff maintain industry knowledge through personal research into new emerging methods and techniques, or links they have with friends in industry.
- Our curriculum was up to date in terms of skills and unit choices, reflecting industry standards.

## Recommendations

- Provide staff time and support to build relationships with local employers, and maintain up to date industry skills and knowledge
- Employers are willing to open doors and listen