Transforming learning through commercial challenge-led projects

Hefi 2019

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Purpose

- Models for challenge-led learning
- Building interdisciplinary
- Learning communities for impact
- Skills - Critical thinking / creativity / resilience
Entrepreneurial Mindset

Turning Problems into Opportunities
Interdisciplinary commercial challenge-led learning

(Power, 2018)
Higher Education Interdisciplinary Model (HIM)

Interdisciplinarity in HE T&L

1. Positioning
   - Outside formal curriculum
   - Break down discipline barriers
   - Creates shared ownership
   - Removes some of the territories of knowledge

2. People
   - Authentic Leadership
   - Group members
   - Maximize buy-in
   - Provide role models
   - Create a congenial atmosphere
   - Shared values, ownership, recognition & reward

3. Environment
   - Space
   - Resources
   - Infrastructure
   - Physical & mental "thinking" space
   - Access to resources (technical, physical, human)
   - Financial & administrative autonomy
   - Impact beyond research

4. Reward
   - Review of target measures
   - Talent management
   - Incentivise Staff / students & commercial sector
   - Impact
   - All contribution recognised
   - Role model/champions promoted
   - Incentive – benefits
   - Opportunities for impact
   - Systems to support - infrastructure

5. Factors for conduct
   - Mitigate against barriers
   - Discuss ontological differences
   - Discuss epistemological differences
   - Discuss methodological differences
   - Cultural exchange
   - Ground rules
   - Explicating and resolving
   - Understanding bias and nuance
   - Environment to promote cohesion
   - Climate of Intellectual hospitality
   - Cultural exchange (respect and value)

6. Communication
   - Benefits
   - Values
   - Impact
   - Challenges
   - Barriers
   - Facilitators
   - Openness
   - Clear framework
   - Recognition / reward

Better Equipped Graduates

(Power, and Handley; 2017)
7 hour commercial challenge

It's a fun and creative event. I really enjoyed it. Very useful event, we should have more interdisciplinary activities to encourage the type of idea generation that has happened today.”

...today was thoroughly interesting and very relevant to my studies...I feel informed and [it] will leave me with a lot to think about, and a fresh boost of creativity

“We were told in a guest lecture how SPEED is crucial – so this is great practice and an awesome piece to put in my portfolio
"It has been an unbelievable experience that has offered me the chance to not only meet new people and make forever friends, but learn things in industries that I have no knowledge of at all. I would recommend it to anyone not only as a confidence building experience but also the chance to pursue an idea or concept that you wouldn’t otherwise get the opportunity to even look at (VALUE).” Student

...To my surprise the value of the ICE challenge has been not only in the high pressure work itself, but in the experience & highlighted importance of cross discipline student collaboration. Personally as a designer, Project Blue has demonstrated an ability to not only craft and develop an idea into strong brand identity but then weave that brand into a styled companion digital role out & animation, all of which have become highly transferable skills when working in industry. Student

“The ICE project for me has been such a beneficial experience (VALUE). I’ve learnt skills which I would never have gained through my degree and I’m still being offered brilliant opportunities and meeting new people due to taking part in this project. I am very grateful to the university staff members who mentioned it to me – it has definitely been worth it.” Student

**Analysis**

- **Friendship**
- **Commercial**
- **Skills**
- **Collaboration**
- **Value / benefit**

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**BLUE BIN**
- Interior Design – Heather Braddock
- Graphic/Animation – James Betts
- Electrical Engineering – Philippa Hazell
- Product Design – Alex Li

University of Huddersfield 2017
<table>
<thead>
<tr>
<th><strong>Impact</strong></th>
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<tbody>
<tr>
<td><strong>Student</strong></td>
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<tr>
<td>Skills - resilience</td>
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<td>Metacognitive appreciation</td>
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<td>Value of networks</td>
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<td>Positive disruption</td>
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<td>Change of mind-set</td>
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<td>Benefits to career</td>
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<td>Awareness of opportunities</td>
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<td>Better ENGAGEMENT</td>
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<td><strong>Commercial</strong></td>
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<td>Changed mind-set</td>
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<td>- changed branding strategy</td>
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<td>- exploring KTP</td>
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<td>- exploring research projects</td>
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<tr>
<td>Inventive/exciting concepts</td>
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<td>- opportunities to explore new concepts</td>
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<td>Overwhelmed by new ideas</td>
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<td>- taken into the commercial sector</td>
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<td>Great design is a team</td>
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<td>- opens new perspectives</td>
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<td>- Fashion students for web design</td>
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<tr>
<td><strong>University</strong></td>
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<tr>
<td>Brought people together</td>
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<tr>
<td>Staff short listed for prize</td>
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<td>Opened up facilities</td>
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<td>Snowballed</td>
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<td>Benchmark statements</td>
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<td>Streamlined IP</td>
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<td>Changed mindset</td>
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<td>Blueprint for learning</td>
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*Reflection 2012 - 2016*

*(Power, 2018)*
Creative Footpath Challenge

Staffs students in Partnership with UHNMM May 2018

https://www.linkedin.com/pulse/staffordshire-students-working-community-challenge-power-sfhea-ntf/
Funding for VPI Oct 2019 - July 2022
Subject to contract

The Creative Connections

• innovative teaching and learning practices to increase student learning,
• build sustainable networks and develop employability skills
• work in a world of uncertainty and complexity.
• promote entrepreneurial mind sets and cultures
• sustainable networks and connections to bring them to fruition.
Further Information


Thank you