

Using the google site, 'MyProfile' to engage students on the English Programme with PPDP'

A google site bringing together student, Academic Advisor and all learning experiences.

Capturing contacts, conversations, decisions and signposting.

A developmental tool to enable students to record their employability skills, to identify gaps, and to action plan to enable them to move forward.

Editing and sharing with staff and employers.

Consolidating reflection.

The screenshot shows a web browser window displaying a Google Site for Roberta Ellen Christie. The browser's address bar shows the URL: www.sheffield-hallam.ac.uk/my-profile/roberta-ellen-christie/. The site header features the Sheffield Hallam University logo and the name 'Roberta Ellen Christie'. A search bar is located in the top right corner. The main content area is titled 'About Me' and includes a profile picture of Roberta. To the left of the 'About Me' section is a navigation menu with the following items: ABOUT ME, ACADEMIC ADVISER MEETINGS, CAREER MANAGEMENT SELF-ASSESSMENT: 1ST YEAR, CM SELF-ASSESSMENT FINAL YEAR, DEGREE SPECIFIC SKILLS, EMPLOYABILITY ACTION PLAN, EMPLOYABILITY AUDIT, NETWORKS AND CONTACTS LOG, TOP TEN THINGS TO DO, and SITEMAP. Below the profile picture, the bio text reads: 'My name is Roberta Christie and I'm 19 years of age. I'm from Peterborough and I have just returned from a year volunteering in Uganda where I taught English to primary school pupils in a rural village. I did this along with the charity Project Trust, who help send young people between the ages of 17 and 19 overseas to embark on an adventure volunteering in 29 different countries. I was selected to spend my year in Uganda in a small sub-county called Bukinda. In order to go I had to independently fund raise £5,400 for the charity. I had a year to do this and although it may sound like a long time to complete the fundraising, it was a big challenge. I had to use my initiative and creative ideas to think of events I could hold that people would want to come to and donate money. Eventually I finished my fundraising three weeks prior to my departure date, with the money I fund raised from several events and the generous grants that I received from various charities. After returning from my year in Uganda I can now say that it was probably the best experience I have ever encountered to date, and it taught me so many skills and lessons that I probably wouldn't have learnt if I stayed in the UK. From living and fully indulging in a completely new culture and community it gave me a new perspective on what I wanted to do and opened my eyes to all the'.

How achieved?

Rationale

- Non-vocational students need PPDP focus across years
- Academic Adviser staff need framework

Operational management

- Site designed with D&S E-learning support
- Trialed on an 'engaged' level 6 student for feedback
- Launched at departmental meetings and Away Day
- Training offered to staff
- Induction week captured 140/170 1st years- supported by staff
- Follow up PPDP in CORE module lecture and computer workshop

What happened? Nice idea but...

- Students did not engage after initial induction and lecture/computer workshop
- *Some* Academic Adviser staff engaged but struggled with technology

Student quotes-

'MyProfile is a bit clunky whereas LinkedIn is really easy.'

'I don't really understand it and I have my own ways of recording my development/progression.'

'It is a good idea in theory but not in practice.'

'MyProfile doesn't seem to draw people in.'

Staff quotes-

'If students aren't engaging with the process, I doubt that the software is the issue. MyProfile is an excellent tool.'

Positives-

Students able to record thoughts without being on public view.

Source:

Google doc and paper based survey to staff: 10 respondents

Google doc. Survey to students 3 respondents

Focus group 1 attendee

Analysis

- The benefits of www.linkedin.com are more obvious to students e.g. networking, job-hunting.
- LinkedIn is easier to use.
- Staff view that student engagement is issue rather software.
- Google site was too many clicks away.
- Ethical question of forcing students to have online profile.

Advice and recommendations

- Use existing platforms - swimming with the tide
- Compromise on developmental issues?
- [Linkedin.com](https://www.linkedin.com) has **real world currency** and university uptake
- Academic Adviser role needs support
- Digital Footprint- not ethical to enforce
 - Alternative CV - concurrent option
- <https://www.linkedin.com/in/robertachristie>
- <https://www.linkedin.com/pub/sian-hodkin/68/890/298>