



USEA

University of Sheffield Enterprise Academy

Ali Riley and Gary Wood

IEEC 2015

Enterprise in the curriculum



The Problems (we assumed)

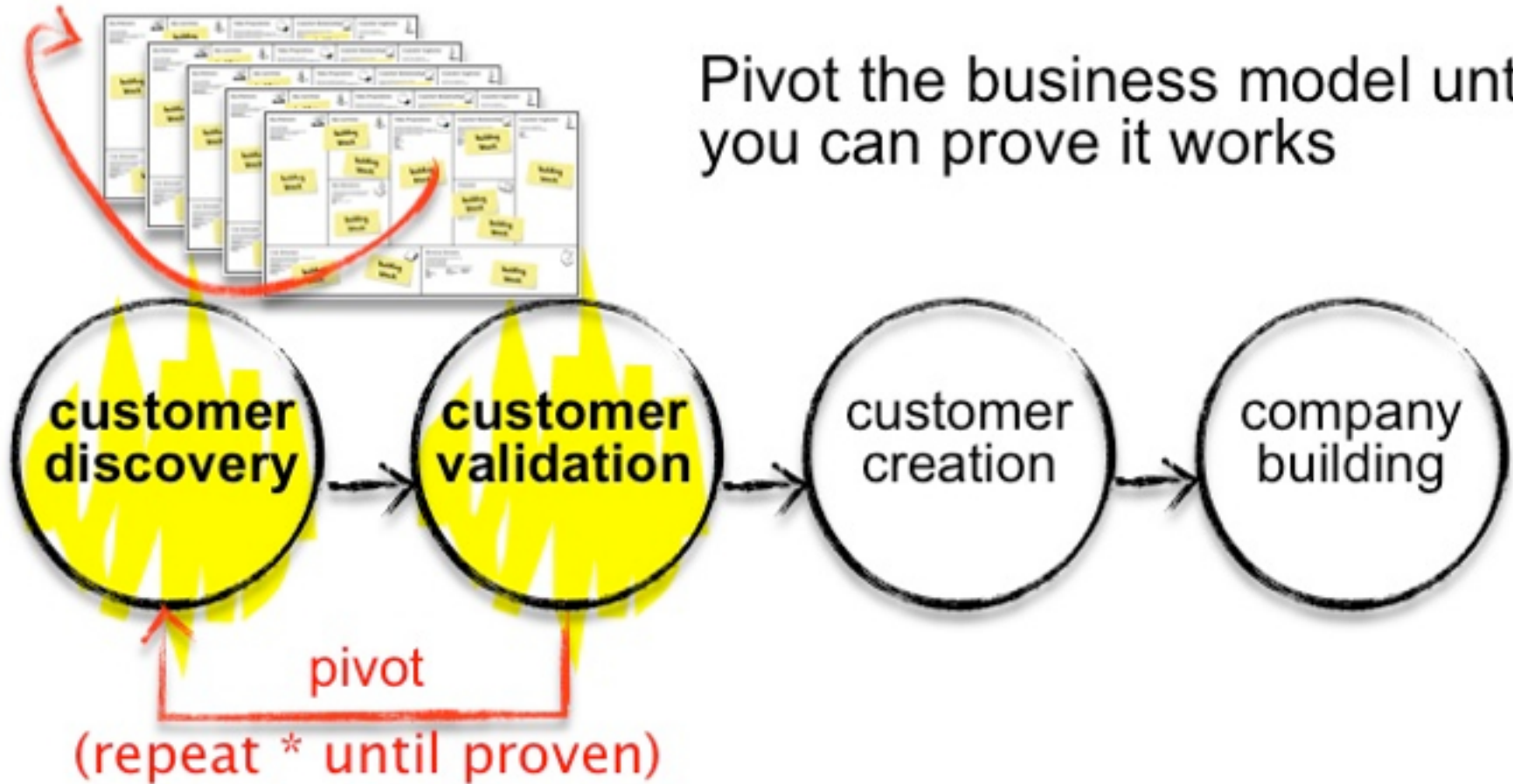
- Lack of formal recognition for activity in enterprise education at TUoS
- Lack of formal CPD opportunities for staff in enterprise education
- Need for a formal network of enterprise educators within TUoS

Design Iteration V1

- Formal!
- Assessed
- Different levels of membership
- Resource intensive for USE
- Requires commitment and hours from staff who apply

Walking the walk

Pivot the business model until you can prove it works



Focus groups - customer development



Quote from focus group participant:

“What I am interested in is in teaching my students better. I do not care if I get any recognition”

Our original assumptions...

- ~~Lack of formal recognition for activity in enterprise education at TUoS~~
- Lack of formal CPD opportunities for staff in enterprise education
- Need for a formal network of enterprise educators within TUoS

Design Iteration V2



Bespoke 1-1
support

Sharing best
practice

Networks

CPD Opportunities

Funding

Research and
dissemination

Celebration

Success So Far

8 events so far - 125 Attendees (86 academic members of staff)

- Creativity and innovation
- External engagement
- Student Perspectives
- Medical Curriculum
- Lots of Breakfasts!!!

Success So Far

- 7 Enterprise Curriculum Development grants, totalling £11,000
- 44 teachers trained individually with Enterprise Curriculum (all stages)
- Directly taught students including Achieve More, +1000 students,
- 30 teachers engaged (authentic learning etc)
- OVER 1000 STUDENTS ENGAGED WITH 145 OF STAFF SINCE LAUNCH

UPDATE

UPDATE!

UPDATE

CASE STUDY - PHY 347/447

- Module leader was one of the original focus group participants
- USEA one-to-one support
- USEA Event: Engaging external partners for enterprising curricular projects
- USEA Event: Creativity in the curriculum
- USEA staff on assessment panels, help with designing assessments
- USEA helping to disseminate this good practice, e.g. HEFCW 'How-To' guide - see Alison Price!

The Challenge for USEA

How to engage with academics that are:

- Time-poor
- Frazzled
- Confused by competing initiatives
- Sceptical
- Oblivious

Lean Customer Focus and User Journeys



Activity

- In small groups
- Choose EITHER:
 - Our ‘target group’
 - A target group you find it difficult to engage with in your work
- Customer focus activity - see handout

Feedback

Thank you

Ali Riley (Enterprise Education Manager)

a.h.riley@sheffield.ac.uk

Gary Wood (Enterprise Education Developer)

g.c.wood@sheffield.ac.uk

USEA

usea@sheffield.ac.uk