

IEEC 2016 - Notes from Day 1 Parallel Session Stream 2A 14:00

The Enterprise Academy - Supporting Educator Pedagogy for Transformational Learning & Dual Impact

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Five Key Issues were discussed during this session and feedback is as follows:

1. Inspiring the Educators

Problems

- Time taken finding and reaching - just getting out there and talking to them
- Career ladder motivations and expectations
- Case studies of alternative jobs, bring to module/read - or score them?

Solutions

- Get rid of silly language and abbreviations/acronyms
- Teaching excellence centres - links and hubs
- Motivation - inspire through people, both external and internal to help them understand
- Help make it relevant to the subject
- Recognise what already doing extra and intra-curricular, if you are it is a win-win
- Quick intros online comeback
- Coffee breaks

2. Finding Enablers/Champions

Problems

- Universities are large, which makes it difficult to know who to talk to. It takes time to co-ordinate with everyone involved
- Structures constantly changing

Solutions

- Find proactive academics and if necessary use other services to find out who they are, eg startups, careers, marketing, PR
- Tempt them to get involved with case studies and food and drink
- Keep contacts motivated, rewarded and keen
- Get results through internal and external communication

3. Measuring Impact

Problems

- Obsession with numbers
- Difficulty in collecting data
- Mapping journey
- Several different measures eg, numbers, number of students, self-efficacy and staff evaluations

Solutions

- Mapping students from registration point to online module

4. Linking Up the Entrepreneurial Infrastructure

Problems

- Don't always know who is there - need a context
- Need networks to share feed back into wider group

Solutions

- Form Curriculum Design Group with:
 - task & finish groups
 - industry expertise
 - living projects (extra-curricular or not)
 - bespoke terminology
 - learning and teaching champions
 - academic presenters - we can!
- Share best practice
- Externals
 - LEPS
 - Employers
 - Private organisations
- Mapping
- Offer support
- Choose pedagogically focused
- Learning & teaching
- Extras eg Enactus

5. Linking Up the Entrepreneurial Infrastructure

Solutions

- Build strategies based on collaboration, co-operation and shared set of values
- Career development for academics
- Career pathway for educators
- Link to institutional agendas
- Student experience/employability
- Sustainability based on value
- De-mystify the enterprise agenda