

**Accessible
enterprise
education to
engage
part-time &
distance PGRs**

***Katie Hoare, PGR Entrepreneurial
Development Officer***



Welcome

UNIVERSITY OF
BIRMINGHAM



More...

Katie Hoare

Skills developer for postgraduate researchers specialising in enterprise and entrepreneurship for all career paths

United Kingdom · [282 connections](#) · [Contact info](#)

 University of Birmingham

 University of Birmingham

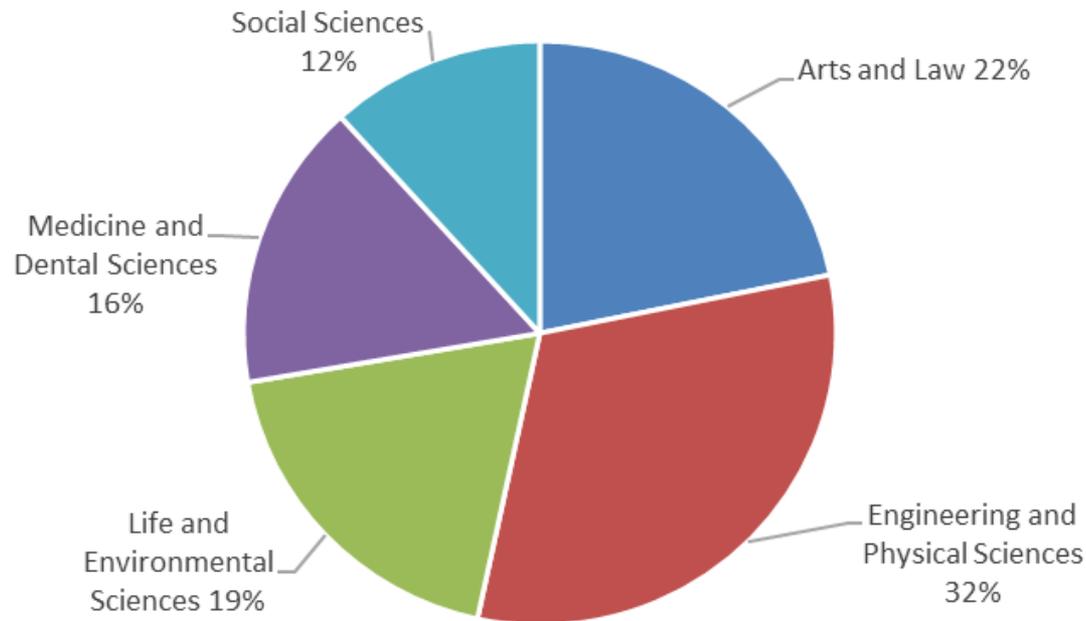
About

I am a Higher Education skills developer for postgraduate research (Masters and PhD) students specialising in enterprise, intrapreneurship and entrepreneurship. I'm passionate about helping postgraduate researchers recognise the enterprise skills inherent in their studies and the value of an intrapreneurial/entrepreneurial mindset in their current degree programme and future career, whether that be in academia, business/industry or self-employment.



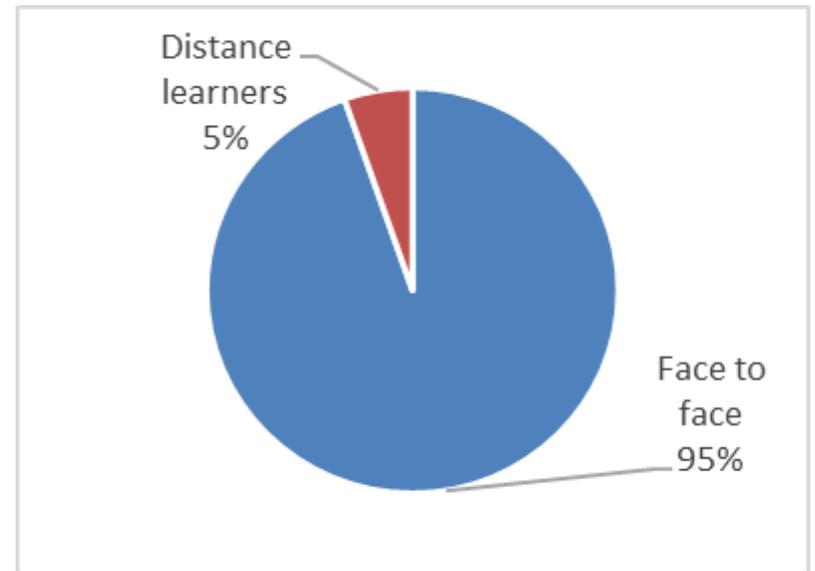
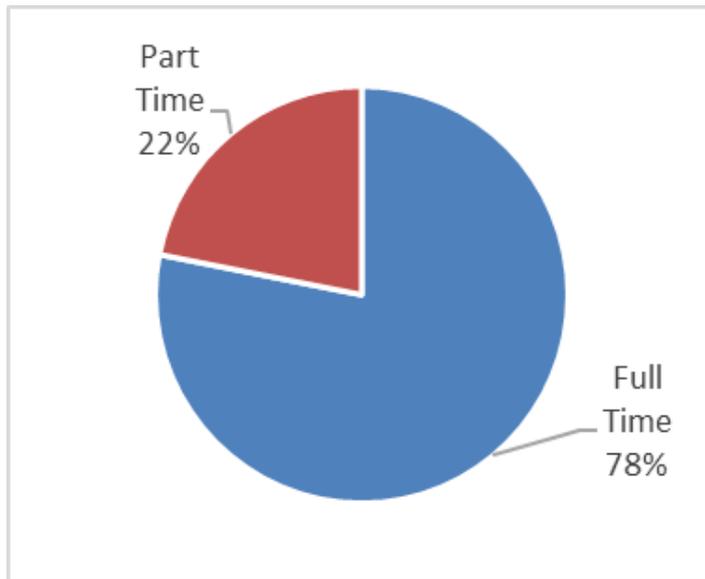
The Challenge

Over 4,600 PGRs with diverse range of discipline, age, nationality, mode of study, location and career aspirations

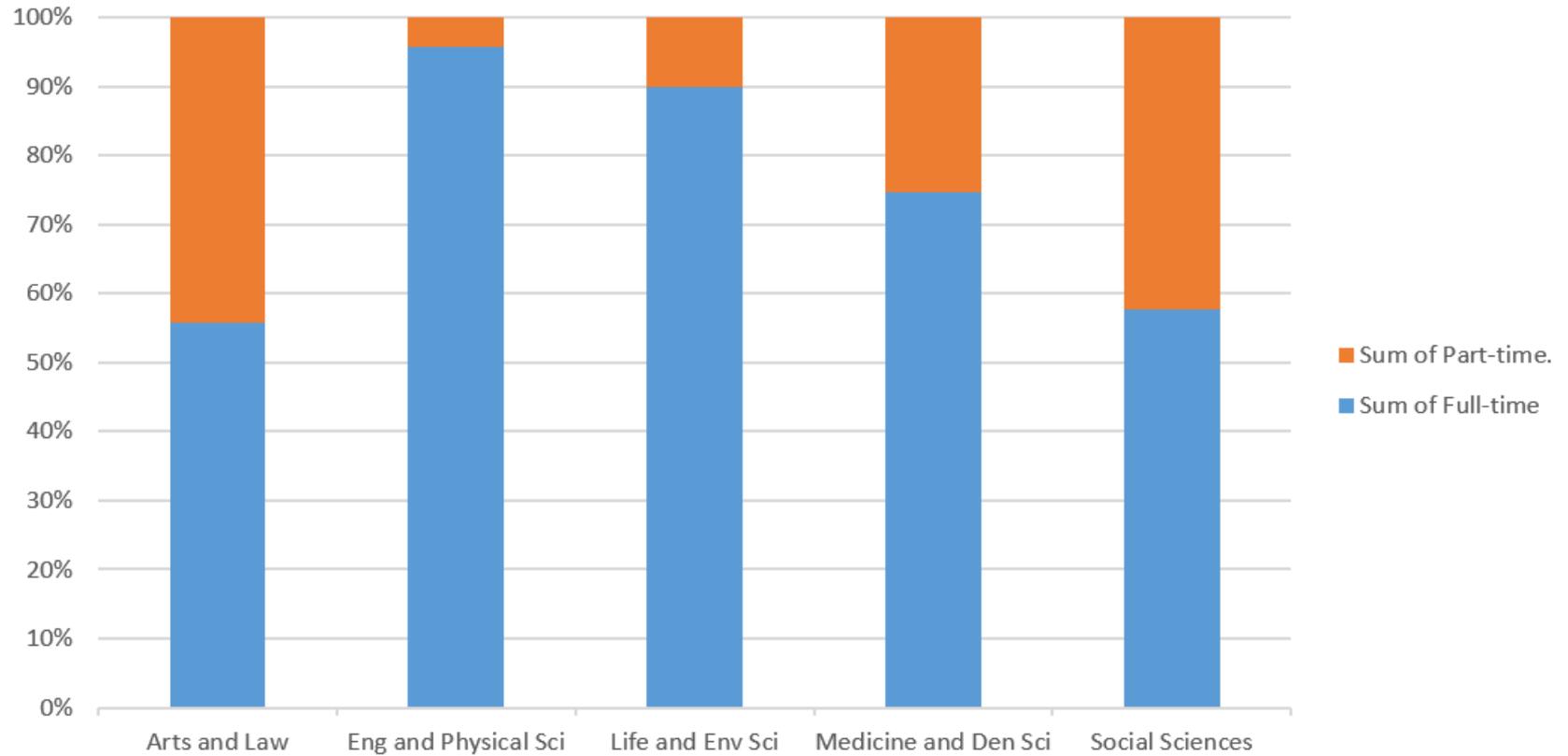


The Challenge

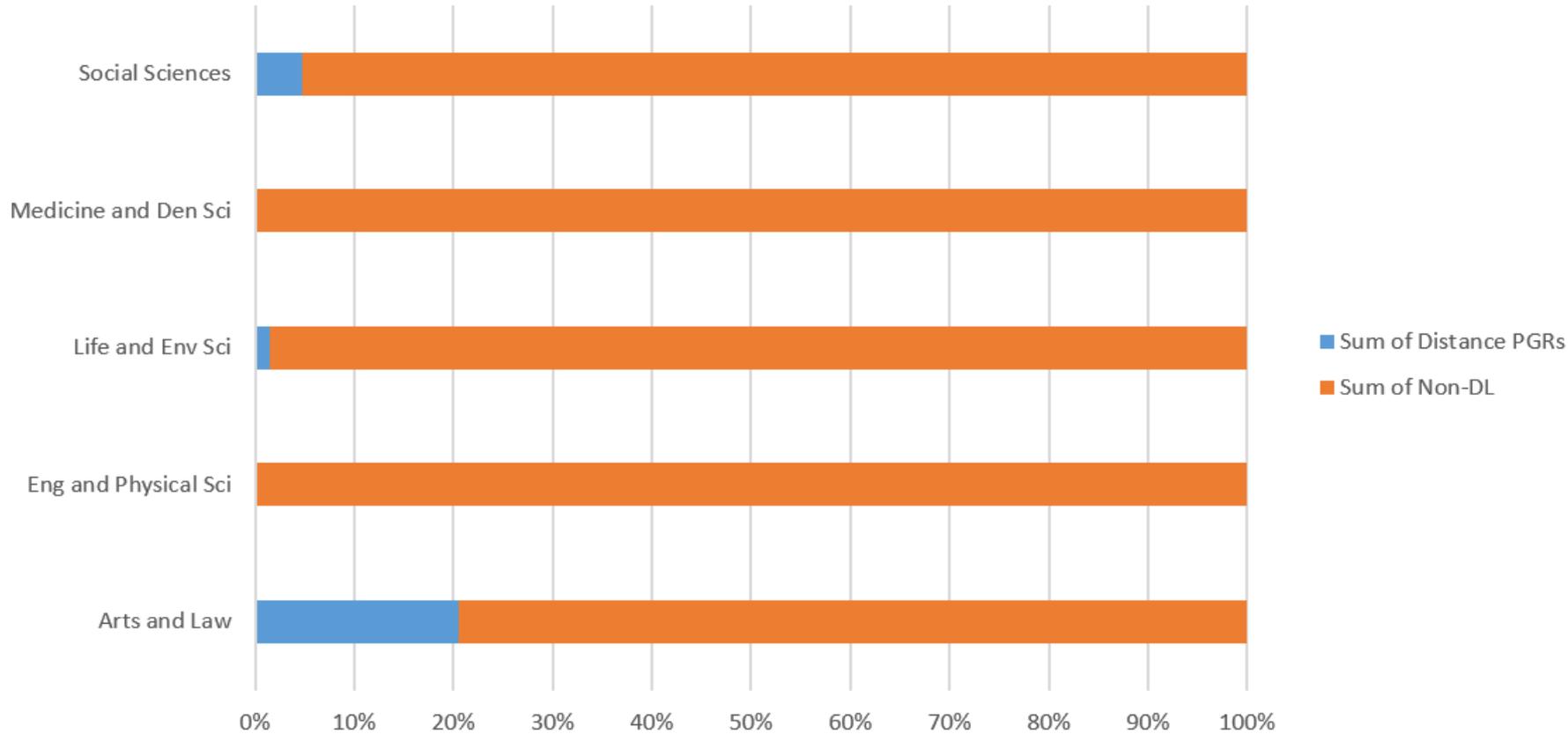
Over 1,000 are part-time and 250 are registered as distance learners, whilst many more live outside the Midlands.



The Challenge



The Challenge



My Role Objectives

- Develop a tailored enterprise education programme ensuring accessibility by part-time and distance PGRs.
- Support the emergence of resilient and balanced researchers that have the knowledge, behaviours and capability to generate original ideas in response to identified needs, opportunities and shortfalls.



My Role Objectives

- Improve the employment rate of PGRs by diversifying career options and ensuring resilience and an ability to compete in a challenging employment market.*
- Alignment with the Vitae Researcher Development Framework that identifies enterprise behaviour, knowledge and attitude as key areas for PGR development needs.



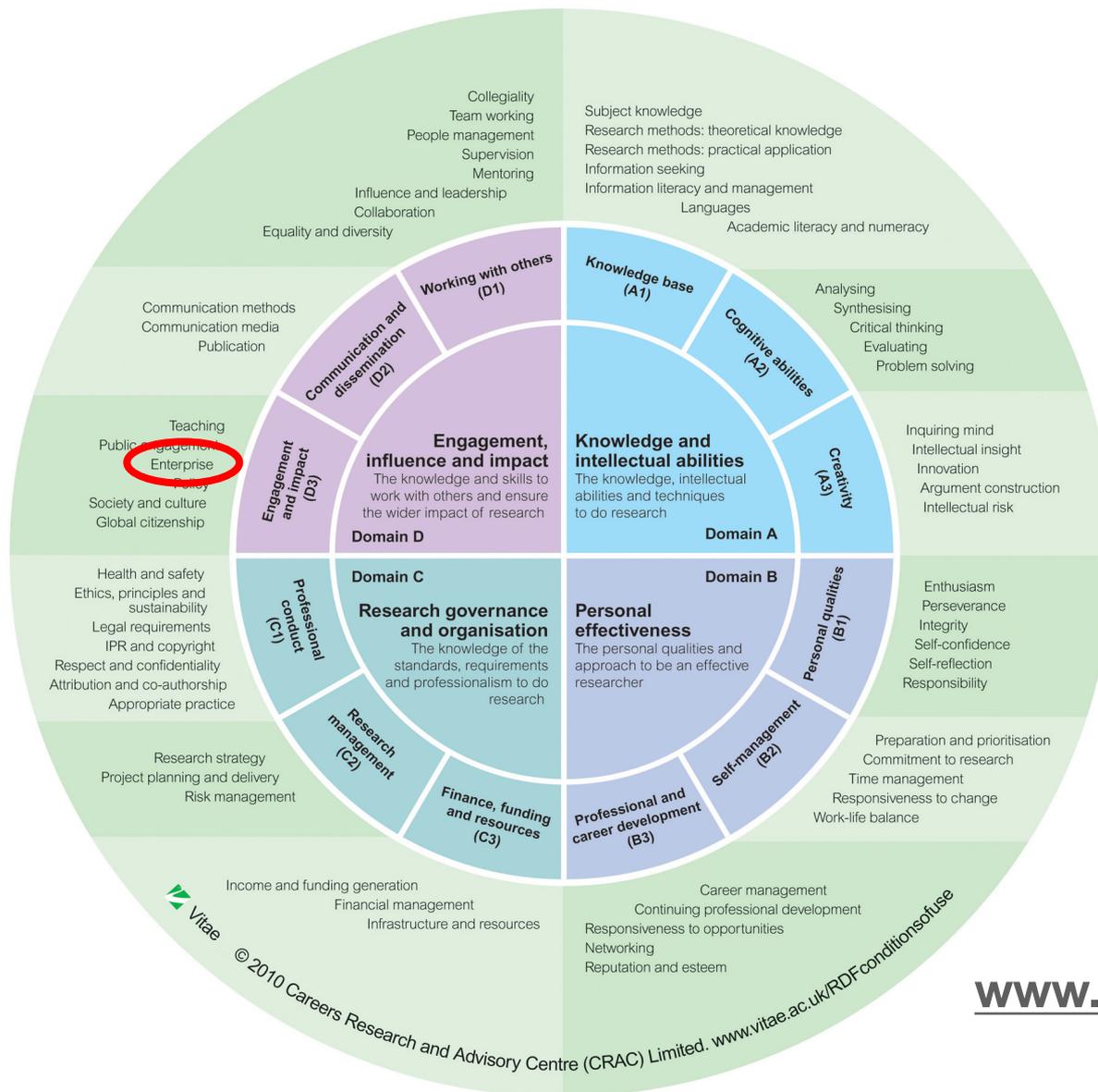
*Over half aspire to a career in academia (PRES 2019)
Only 3.5% will become permanent research staff (Royal Society 2016)

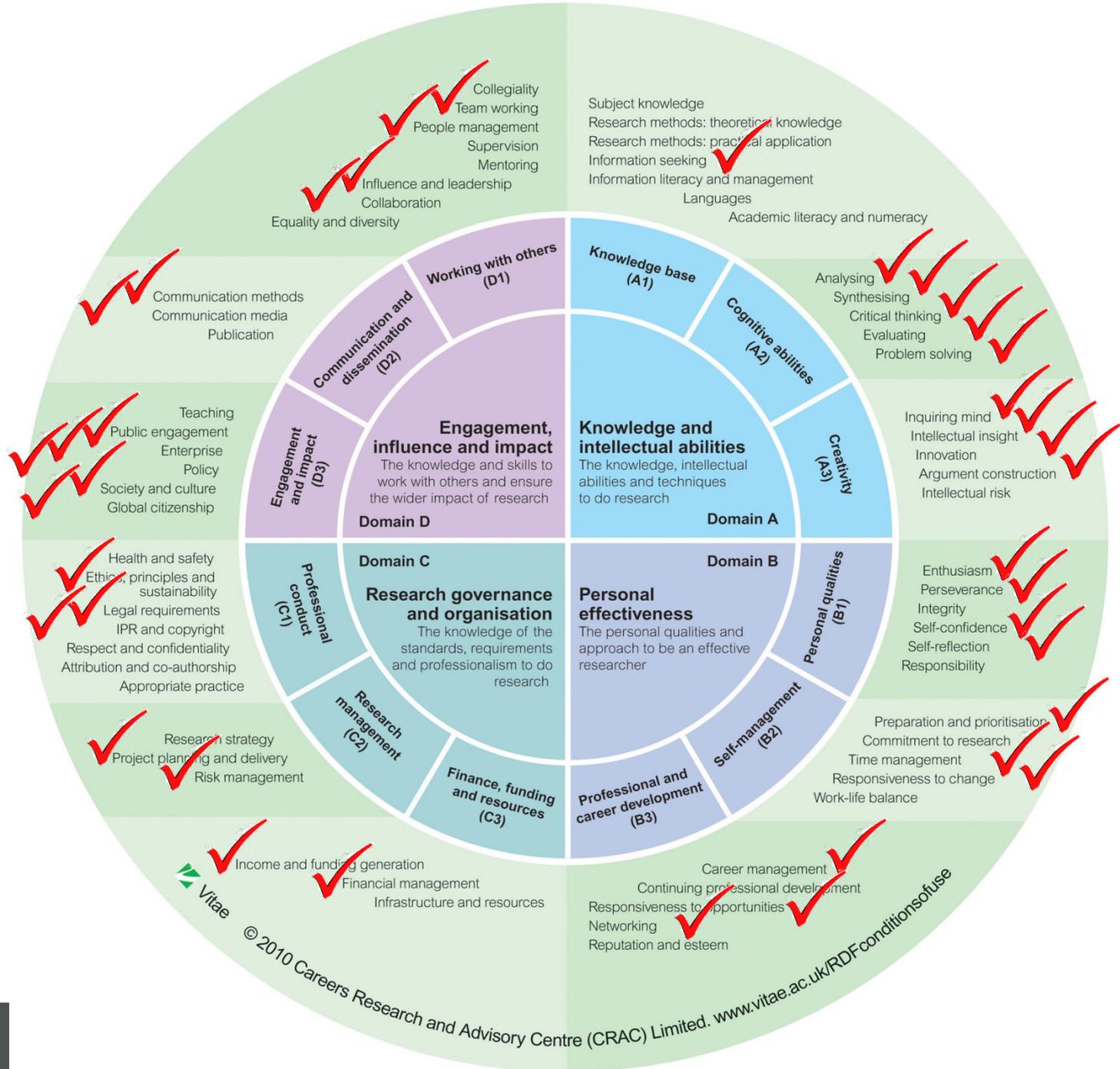
My approach

- Linking QAA & EntreComp guidance to the RDF - a research & policy based approach
- Mapping activity across the RDF and linking to the mandatory Development Needs Analysis



Vitae Researcher Development Framework





My approach

- Linking activity to current issues and potential sources of future funding – horizon scanning

ISCF challenges



 <h3>Ageing society</h3> <ul style="list-style-type: none">Medicines manufacturing technologiesData to early diagnosis and precision medicineHealthy ageingAccelerating detection of disease	 <h3>AI and Data Economy</h3> <ul style="list-style-type: none">Satellites and space technologyAudience of the futureQuantum technologyNext generation servicesMade smarter	 <h3>Future of mobility</h3> <ul style="list-style-type: none">Self-driving vehiclesBatteries for clean and flexible energy storageManufacturing and materials of the futureRobots for a safer worldDriving the electric revolutionFuture of flight	 <h3>Clean growth</h3> <ul style="list-style-type: none">Energy revolutionTransforming constructionTransforming food productionSmart sustainable plastic packaging
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UK Research and Innovation



My approach

- Develop & promote enterprise activity to cater to different learning preferences, needs, career aspirations, disciplines & locations

INNOVATIVE RESEARCH

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WORCESTER CATHEDRAL

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for Postgraduate Researchers

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- Receive top quality training
- Collaborate with fellow researchers
- Compete to create the best innovative business solution

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<https://intranet.birmingham.ac.uk/pg/u21challenge>

<https://intranet.birmingham.ac.uk/pess>

Virtual Consultancy Challenge

- ❑ 100% online 3 month programme
- ❑ Small inter-disciplinary virtual teams
- ❑ Solve a real life challenge being faced by their client, Worcester Cathedral Education Department
- ❑ Self-access online training
- ❑ Webinar with client
- ❑ Submit team video pitching solution



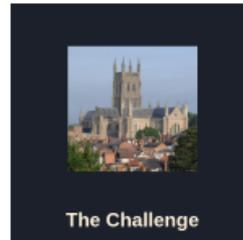
Key aspects

- Adapting an existing model
- Clearly defined structure & timings
- Developing engaging interactive online training
- Securing an enthusiastic industry partner
- Targeting specific audience – highlighting benefits vs time commitment
- Clear judging criteria & expectations





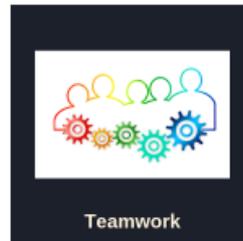
Welcome to the Virtual Consultancy Challenge Canvas course. This is the home of the Virtual Consultancy Challenge. All the information, resources and training you need will be located here.



The Challenge



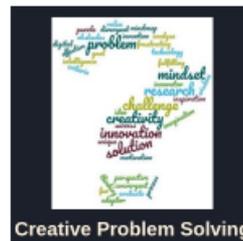
Introductory module



Teamwork



Project Management



Creative Problem Solving



Pitching



Impact Your Career



Module Structure

-  Account
-  Dashboard
-  Courses
-  Calendar
-  Inbox
-  PebblePad
-  Help

- Home
- Announcements
- Assignments
- Discussions
- Modules**
- Conferences
- Collaborations
- Chat

▶ Introduction		
▶ Teamwork		Complete all items 
▶ Project Management	Prerequisites: Teamwork	Complete all items 
▶ Creative Problem Solving		Complete all items
▶ Pitching		Complete all items 
▶ Impact Your Career		Complete all items



Learning outcomes

Assignments

Discussions

Modules

Conferences

Collaborations

Chat

Welcome to Creative Problem Solving

This module aims to:

- enable you to apply your existing skills to face the challenge set by Worcester Cathedral
- encourage you to think beyond the obvious and be creative
- empower you to appraise and assess your ideas and revise them as needed
- instil foundational theories and knowledge for your own studies, research and future career.

What is creative problem solving?

Creative problem solving is a simple process that involves breaking down a problem to understand it, generating ideas to solve the problem and evaluating those ideas to find the most effective solutions.

Why is it useful?

It is very unlikely that a fully formed creative solution will just pop into your head. It is helpful to undergo a process to generate the best possible solution.

How long will this module take to complete?

The idea of this module is that you work through it while addressing your challenge, so the length of time it takes will depend on how long you spend on each activity. It is designed to take you through a process and you may leave and return to different parts of the module across several days. (To purely read and consider the information without undertaking the activities will take approximately 2 hours.)

Researcher Development Framework

This module provides the opportunity to develop in multiple areas of the Researcher Development Framework, in particular sub-domains A2, A3 & D3.



Webinar with client

Webinar with Worcester Cathedral

Worcester Cathedral

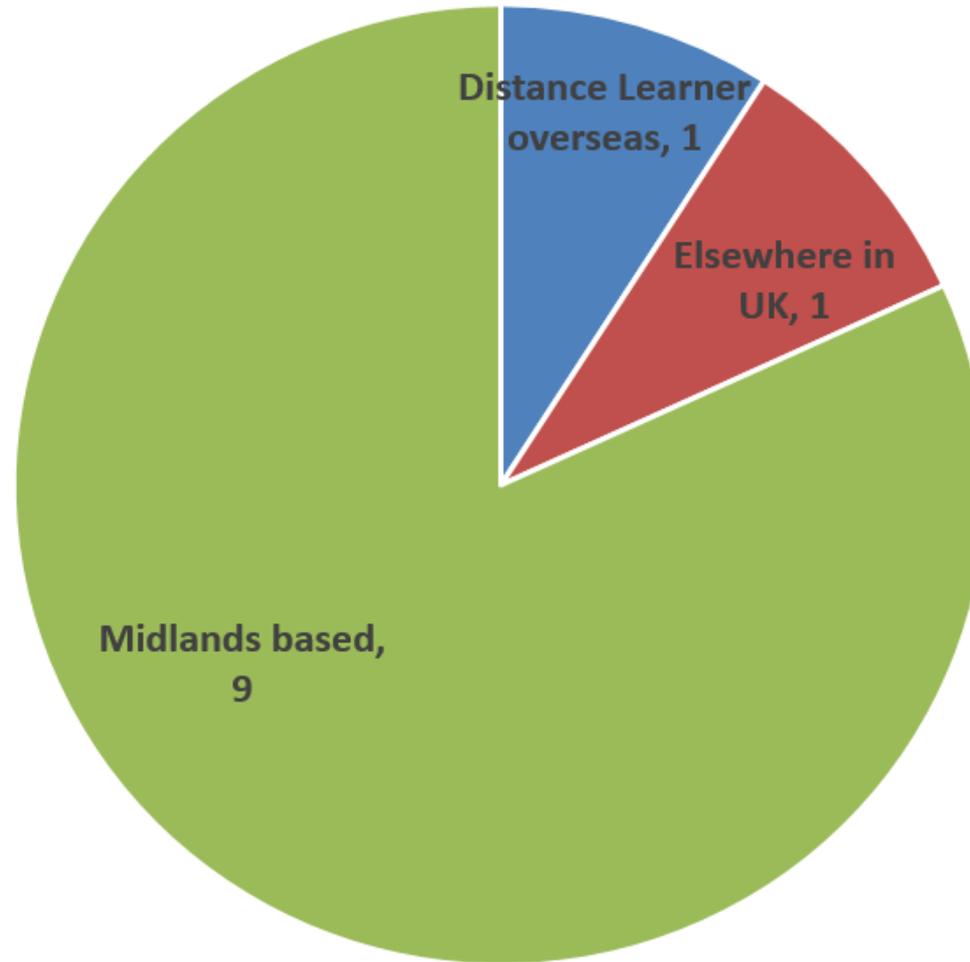


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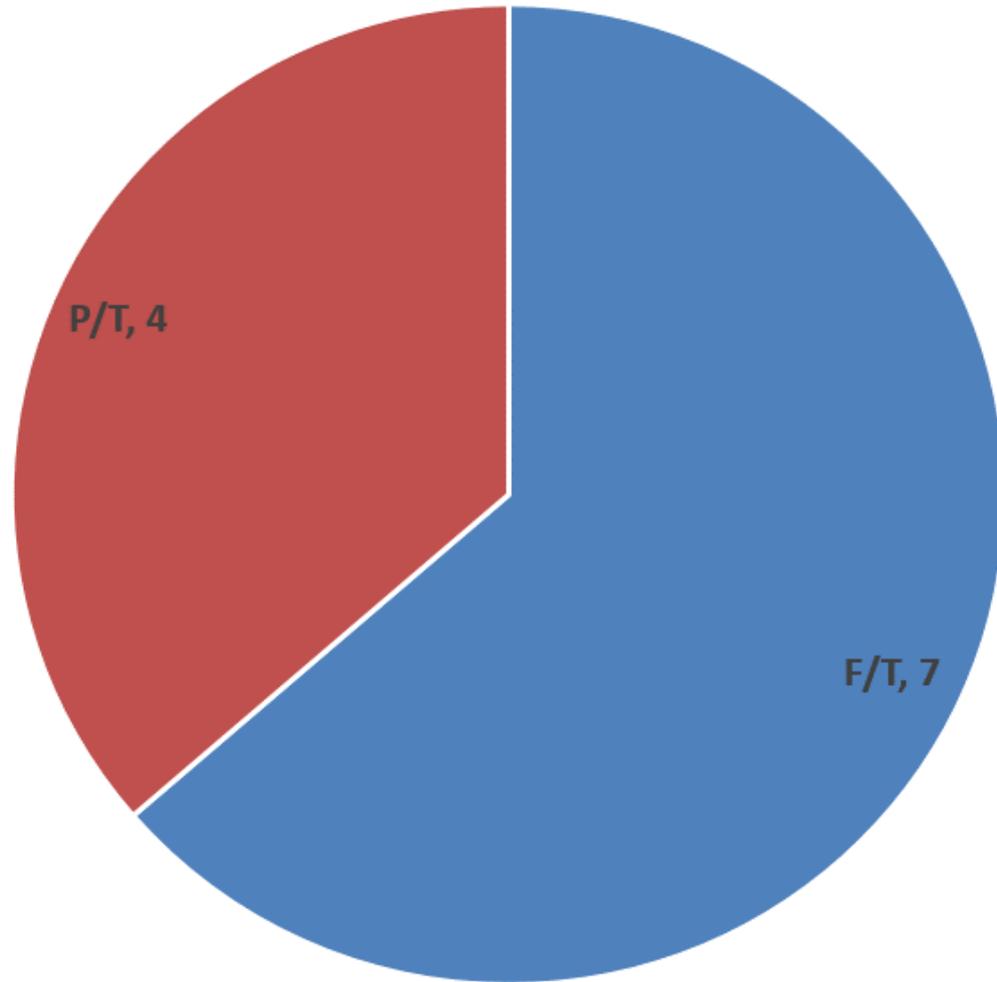
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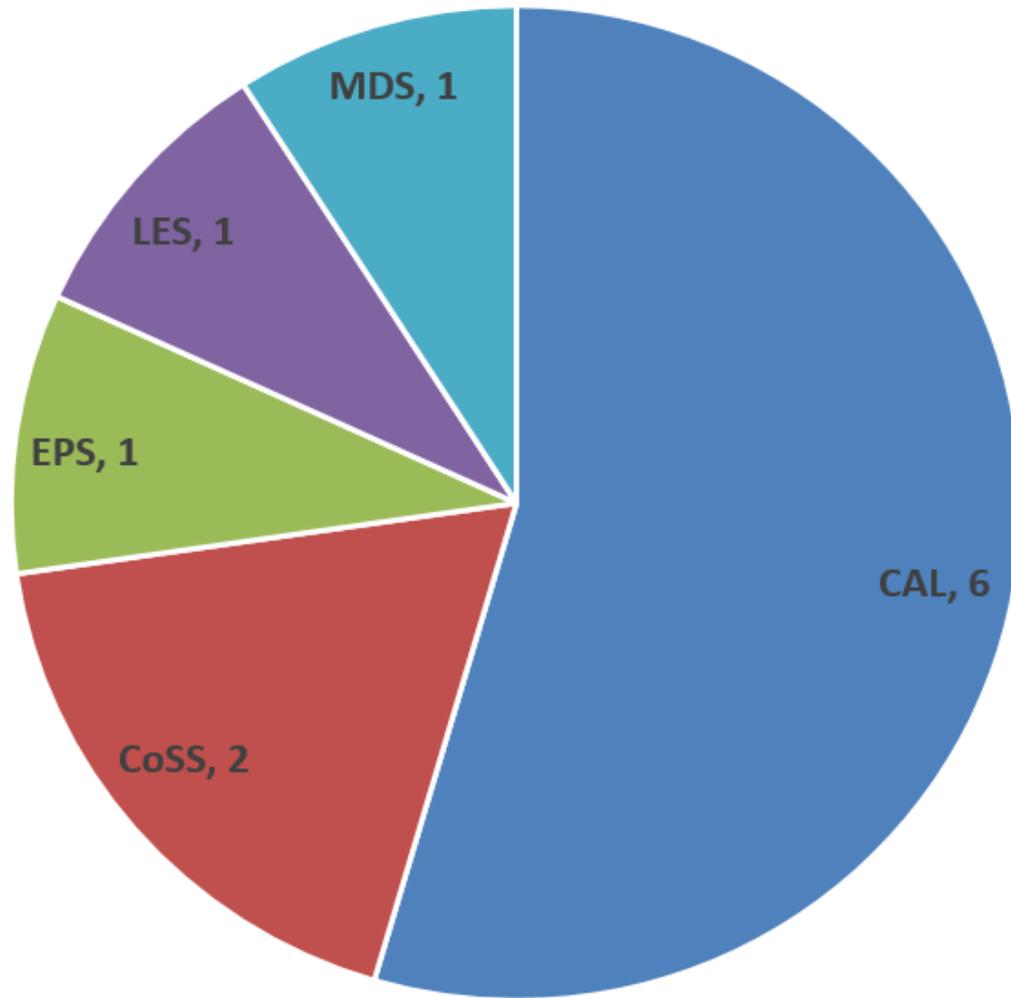
Participants



Participants



Participants



Results

- 3 teams
- 1 drop-out (had 12)
- 1 team didn't submit video
- Both team pitches received excellent feedback
- Client exploring delivering both ideas
- Winning team invited to deliver workshop to staff & received CV feedback



Feedback

- 100% of survey respondents found the Virtual Consultancy Challenge enjoyable*

I liked the challenge and being able to consider how I could use the skills acquired during my degree in different contexts

It was an opportunity to add new strings to my bow and to consider different career paths

I loved meeting Doctoral Researchers of different disciplines and we are now friends and keep in frequent contact



*64% of participants completed the survey including some from the team who did not submit a video

Feedback

- 100% liked that the training was completely online self-access
- 0% would have preferred face-to-face training

It made it much more accessible as I didn't have to always be in Birmingham to participate and could fit the challenge around my studies

Since I am not on campus currently this helped a lot

The freedom to work at your own pace

Accessible for researchers like myself, as I work full time and miss out on events/opportunities



Feedback

- 86% felt they learnt new or improved existing skills such as creative problem solving, pitching, researching community groups, listening in team meetings, communication skills, confidence in meeting other PGRs
- 100% feel the knowledge, skills and experience gained will be helpful in their future career



Feedback

*Because it was
AWESOME!*

- 100% would recommend it to other PGRs

I think it's fun and presents an interesting challenge and a good way to meet those you otherwise wouldn't

Thank you Katie! We're sorry we didn't submit on time, but we seriously enjoyed everything about it

I really enjoyed the challenge but disliked having to put a video pitch together. We were working as a team with individuals in three different countries and so trying to coordinate this was really difficult. I know that is part of the challenge and appreciate why it occurred but practically it may be wise to reconsider this as the end goal - negotiating land and language barriers was really straining!



Feedback

Worcester Cathedral were very impressed - the pitches were:

*well thought-out and researched,
clearly presented and proposed
exciting, innovative approaches to
the brief*



Challenges & Successes

- Low numbers but positive feedback
- Time to build course but re-usable & self running
- One team incomplete but still learning gain
- Re-purposed modules for two other programmes
- Potential to re-purpose for general skills training however better if directly applicable



Did I succeed?

Judging time – www.menti.com

A reminder of my aims:

- enterprise education programme accessible for part-time and distance PGRs
- resilient & balanced researchers able to generate original ideas
- diversifying career options & ensuring ability to compete in a challenging employment market



Any questions or comments?

Katie Hoare

k.hoare@bham.ac.uk

0121 414 6726

www.linkedin.com/in/katie-hoare

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