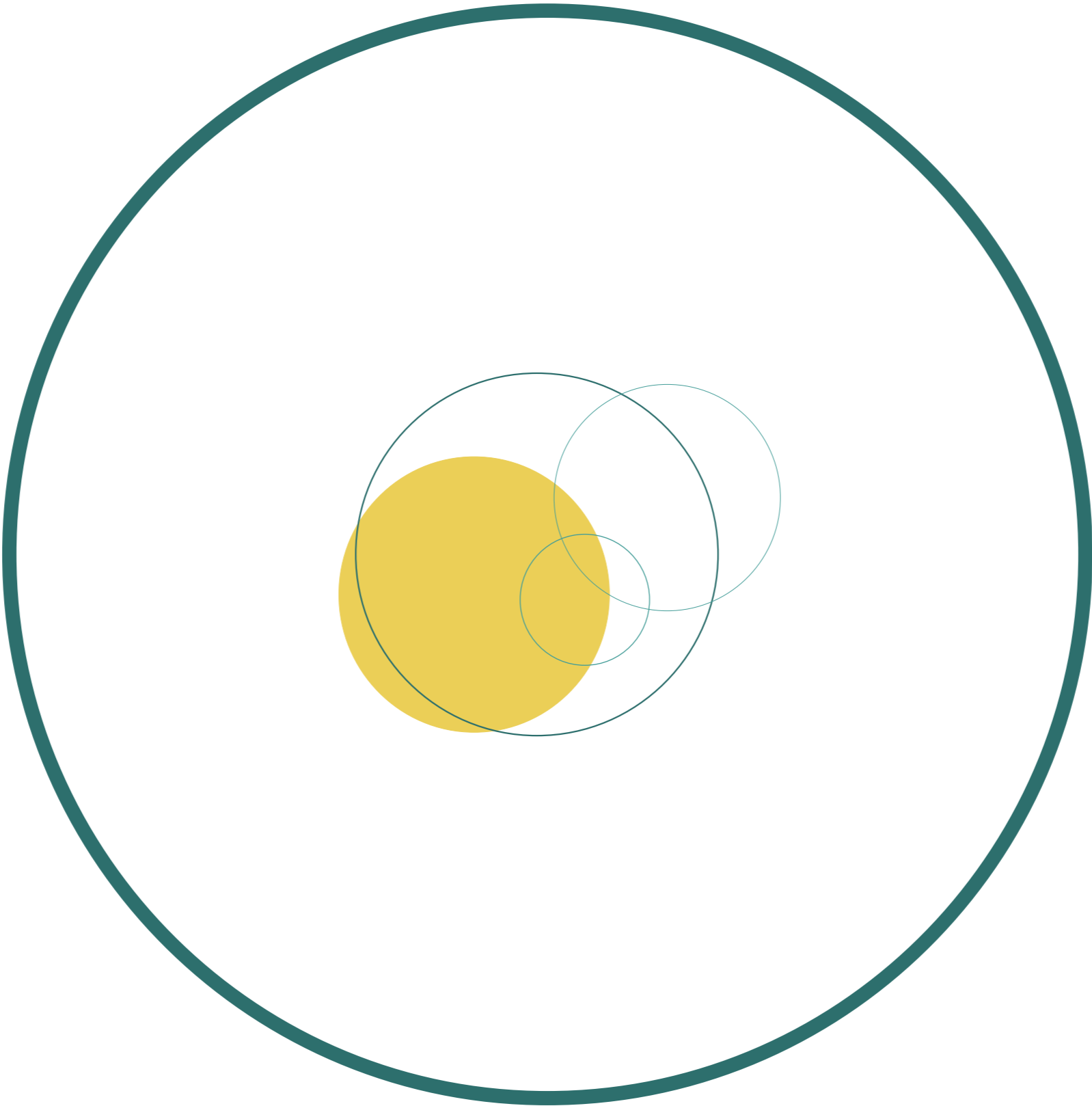


> REPOSITIONING OF 2023 2024 EMPLOYABILITY



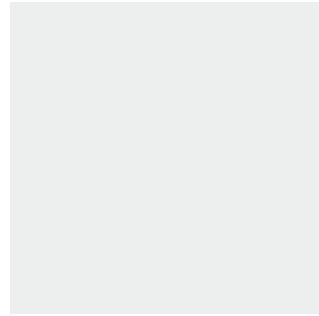
> INTRODUCTION

REPOSITIONING THE COVID-CENTRIC EMPLOYABILITY SERVICE, WHERE THEIR COMMUNICATION STRATEGIES HAVE NOT EVOLVED FOR A POST-PANDEMIC STUDENT BODY.

The employability service adapted communication strategies to cater to a remote audience. This approach is no longer applicable and has left the service inaccessible and highly outdated. This has led to a lack of engagement from the student body.



C = 82 M = 72 Y = 62 k =91



C = 6 M = 4 Y = 5 k =0



C = 824 M = 44 Y = 56 k =48



C = 78 M = 34 Y = 50 k =23



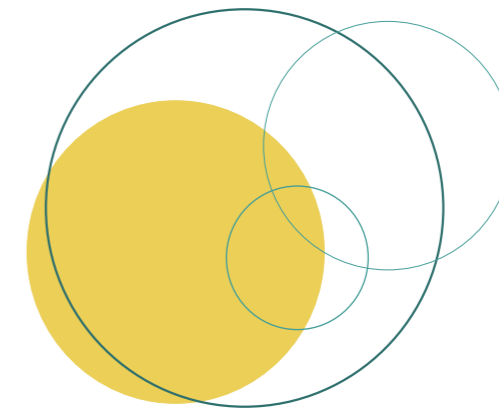
C = 71 M = 18 Y = 42 k =3



C = 8 M = 14 Y = 78 k =0



UPDATING THE OUTDATED COLOUR SCHEME



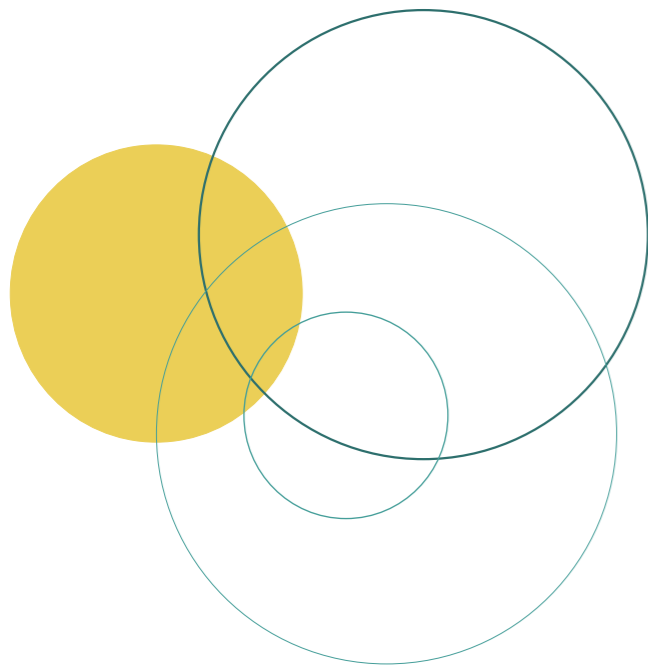
Why -

The original colour for the Employability service was a sage green which felt outdated and did not correlate at all with the Falmouth Uni palette. The new proposed colour palette for Employability takes advantage of the Fal Uni colours with more shades.

01



TAKING FULL ADVANTAGE OF PHYSICAL SPACES.



Why- A post-covid population strives for face-to-face experiences after strict lockdown measures. Physical space has become greatly appreciated and should be taken advantage of in the university setting.



What-

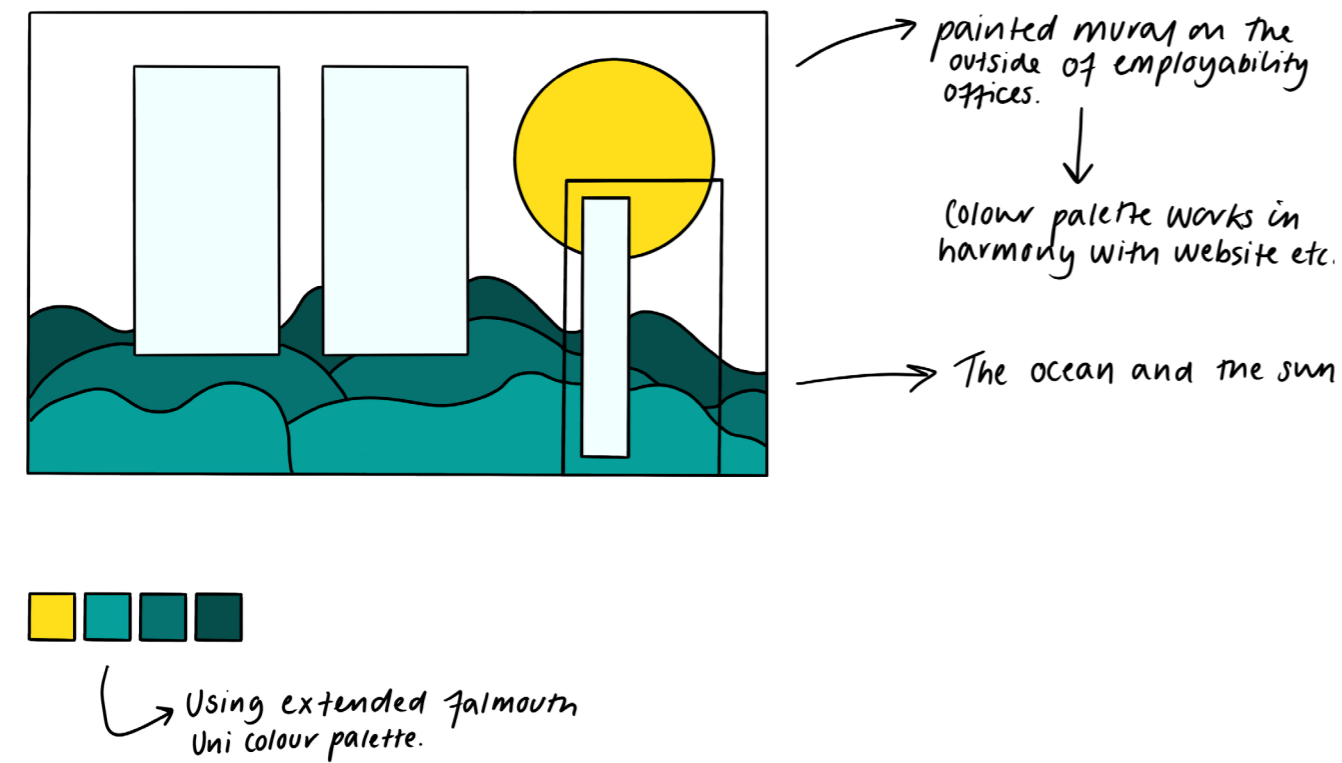
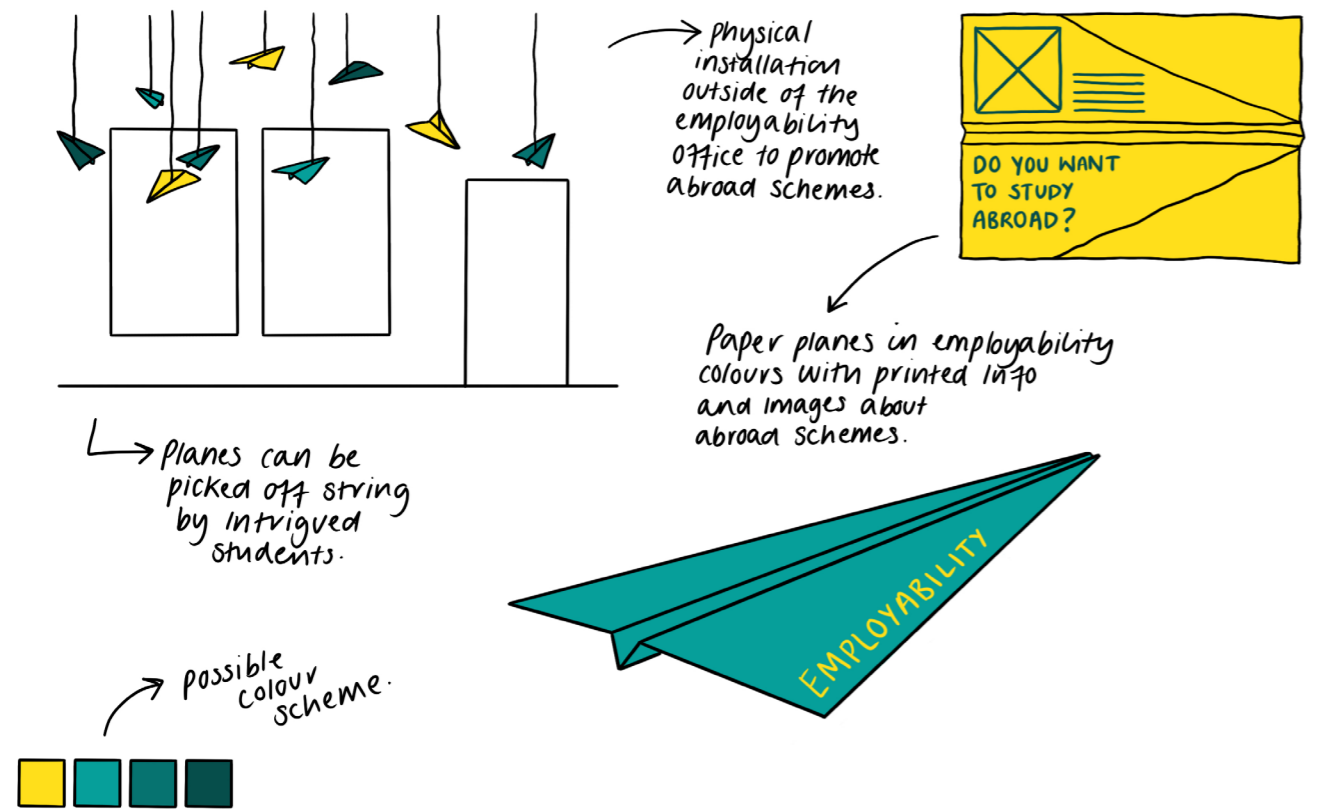
After the first briefing it was clear that Employability lacked a physical presence on campus. It seems that the service is more focused on its online 'presence' to cater to remote students. However, a post-covid student body long for face-to-face services, particularly in an educational setting after strict lockdown rules which made teams meetings the norm.

The Woodlane Campus Employability office feels un-inspired. It is a small dingey space which is overlooked daily. It is simply a corner of a corridor which is passed on the way to Fox café, the art shop, or the loo. The covid-centric physical spaces are quite simple to rectify. A fresh lick of paint and colour to the outside of the office, in the form of an artsy mural would engage passers-by, putting employability on students' radar. Inspiration for this could be taken from the Student Union mural near the art shop.

In addition to murals and painted pieces, Employability should take advantage of the generous amount of white wall space in campus corridors. Physical interactive installations would be suitable. They can be eye-catching, informative, and used for advertisement purposes.

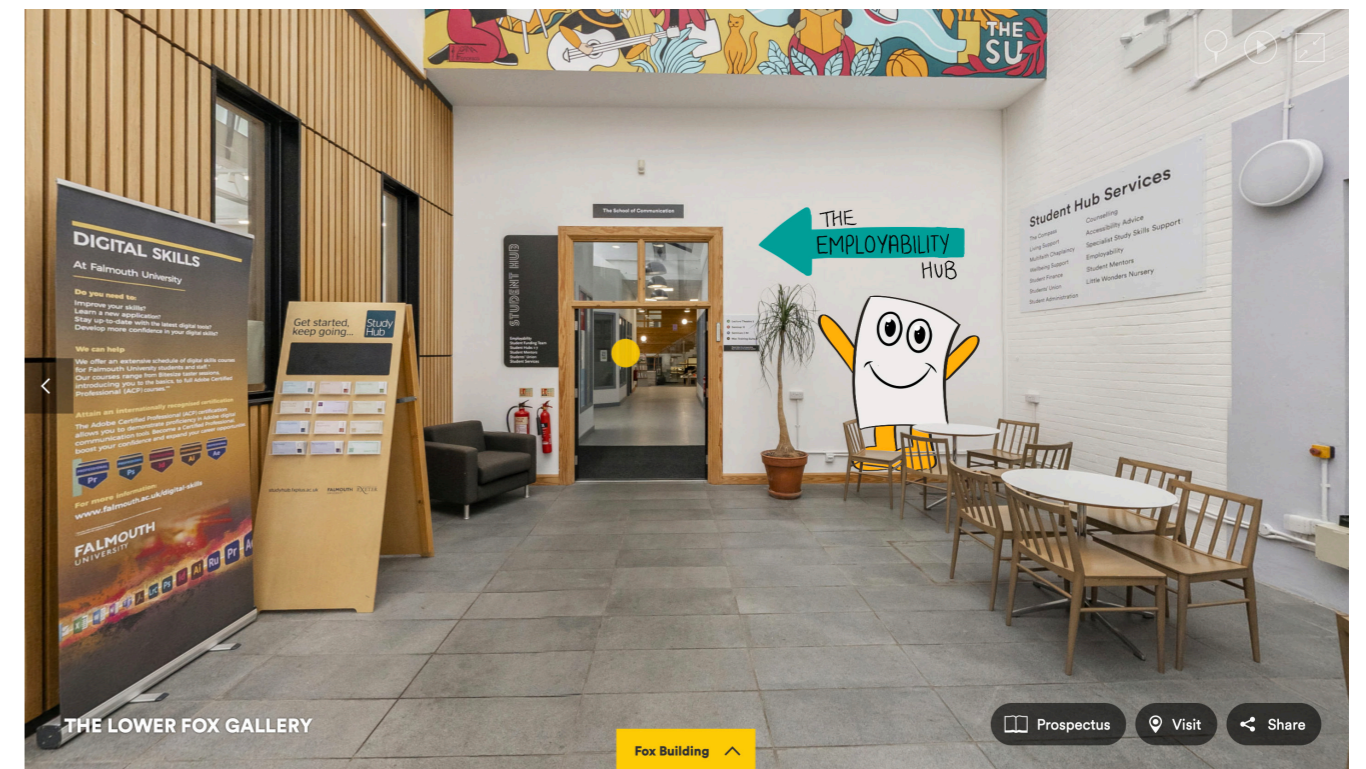
Any ideas for repositioning/ re-designing physical spaces should be applied across both Woodlane and Penryn campuses.

>TEMPORARY INTERACTIVE
INSTALLATIONS
>MURALS AND ARTWORK
>RE-DESIGNING OFFICE
SPACE TO BE MORE INVITING



How- Temporary Installations and Murals provide points of engagement for students. As an arts university, the Employability department should implement more creative expressive means to garner student interaction.

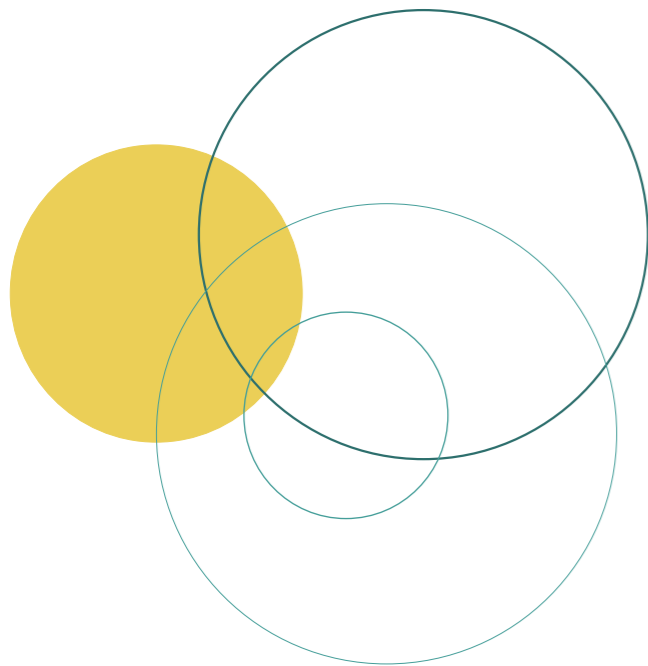




02



LACK OF NAVIGATION AND SIGNPOSTING CREATES DISCONNECT FROM PHYSICAL AND ONLINE PRESENCE.



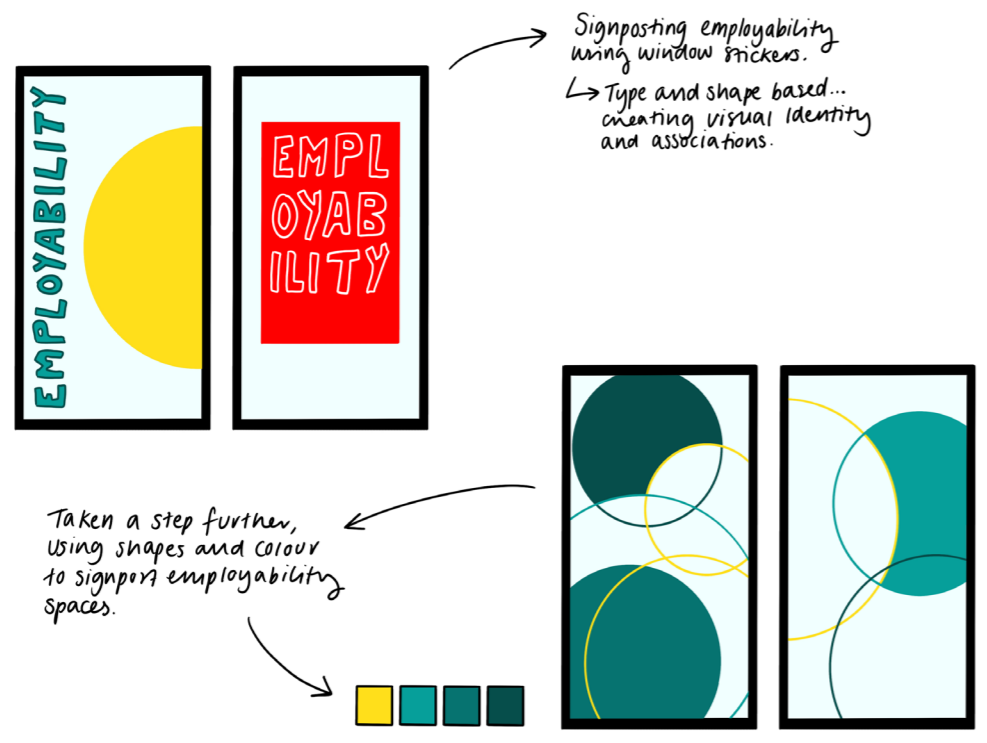
Why - The lack of signposting means that individuals and other sections of the university do not know about the service and what it has to offer or where to find members of staff in an in-person environment ... people are fed up with emails and Teams calls.



- > SIGNS/STICKERS ON THE FLOOR.
- > IMPLEMENTING EMPLOYABILITY INTO PRE-EXISTING MAPS AND SIGNS.
- > ENGAGING WITH RECEPTION AND HELP DESKS ACROSS CAMPUS TO DIRECT STUDENTS TO EMPLOYABILITY.
- > COLOUR CODING FOR THE EMPLOYABILITY SERVICE WOULD HELP STUDENTS TO IDENTIFY EMPLOYABILITY THROUGH ASSOCIATION.

What-

There needs to be a much clearer presence of employability across both campus' at Falmouth University. This can be achieved by making use of space using visual means, such as posters, stickers, and signposting. Posters would be best utilised in high traffic areas to catch the eye of passers-by. Comparing to the student's union office, the use of bright, block colours and bold text is effective in getting across the necessary information. These posters would be put up on the outside of the office, as well as other high traffic areas, such as the café. The larger posters would be complimented by stickers. These would be much smaller in size, and be dotted all over campus, specifically in areas where people will stop and read them. Therefore, they would be ideal at workstations, where students would have time to read them. Again, there wouldn't be a lot of information, but just enough to spark interest. Finally, a better signposting system is key to increasing engagement. Signalling where to find employability on campus maps, and signs around campus would be key. A further method would be to implement a signposting system to students' surroundings. A simple colour association system in the floor/walls that clearly showed the way to employability and other services would clearly highlight the whereabouts of employability. Finally, implementing small cards/leaflets around campus in information areas, such as the compass desks, would be suitable as students would be looking for the key information. All of these mediums would contain information to online links and social media presences, to allow students to follow up appropriately.



Fancy a year abroad?
 Thinking about internships?
 What do I do after uni?
We can help!

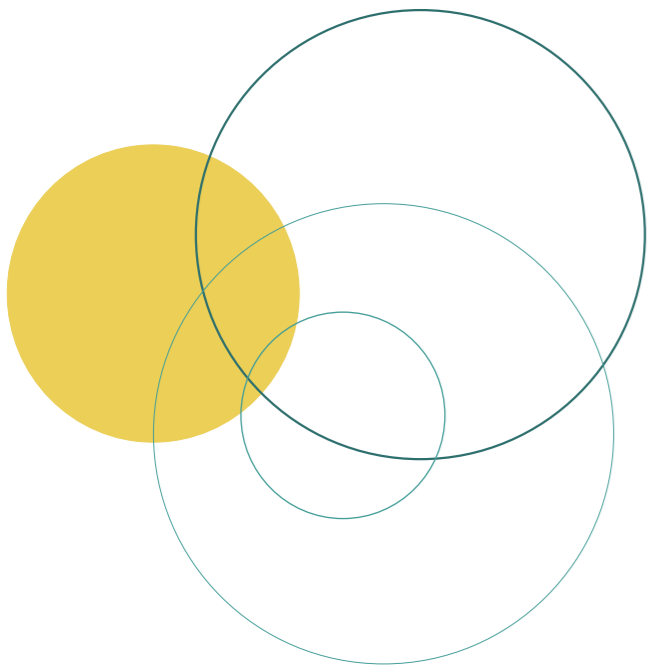
SCAN ME!

F @FalmouthEmployability
 @FalmouthEmployability
 07707 123456

How- Signposting will not only physically direct students to the physical spaces linked with employability but also solidify 'Employability' as a permanent fixture within the Falmouth Campuses and community.

03

> **RELIANCE ON THE WEBSITE TO DELIVER INFORMATION. THE WEBSITE IS INUNDATED WITH TOO MANY FEATURES AND TOO MUCH CONTENT.**



Why - The current student cohort engages highly with social media which has induced a decreased attention span and a need for short-form well delivered quick and snappy content. In addition to this, the cost-of-living crisis means that many students have to maintain a part-time job alongside their studies, therefore they don't have time to scroll through, read or watch an excessive bulk of content.



- RE-STRUCTURE HIERARCHY PRIORITISING THE MORE INTERESTING ELEMENTS OF THE SERVICE.
- RE-THINK THE PANEL SYSTEM, TAKING INSPIRATION FROM THE FALMOUTH WEBSITE.
- LANGUAGE IS FORMAL AND INACCESSIBLE, TAKE INSPIRED ACTION FROM GEN Z STYLES OF SPEAKING.
- INCREASE THE USE OF VISUAL MATERIAL THROUGH PHOTOGRAPHS, ILLUSTRATIONS, ANIMATIONS AND OTHER DESIGN ELEMENTS.

What-

There are two potential futures for the use of an 'Employability' website. One includes a complete overhaul of the existing website upgrading it to link more with how people our age consume information on the internet. The other includes a plan to replace the website with a larger space on the Falmouth website. The main action that persists throughout either plan however is reduction. Stripping the website down to basics, streamlining the features and by doing so, simplifying to the audience what the purpose of the 'Employability service' is.

In its most basic form, the website should have 4 features or services

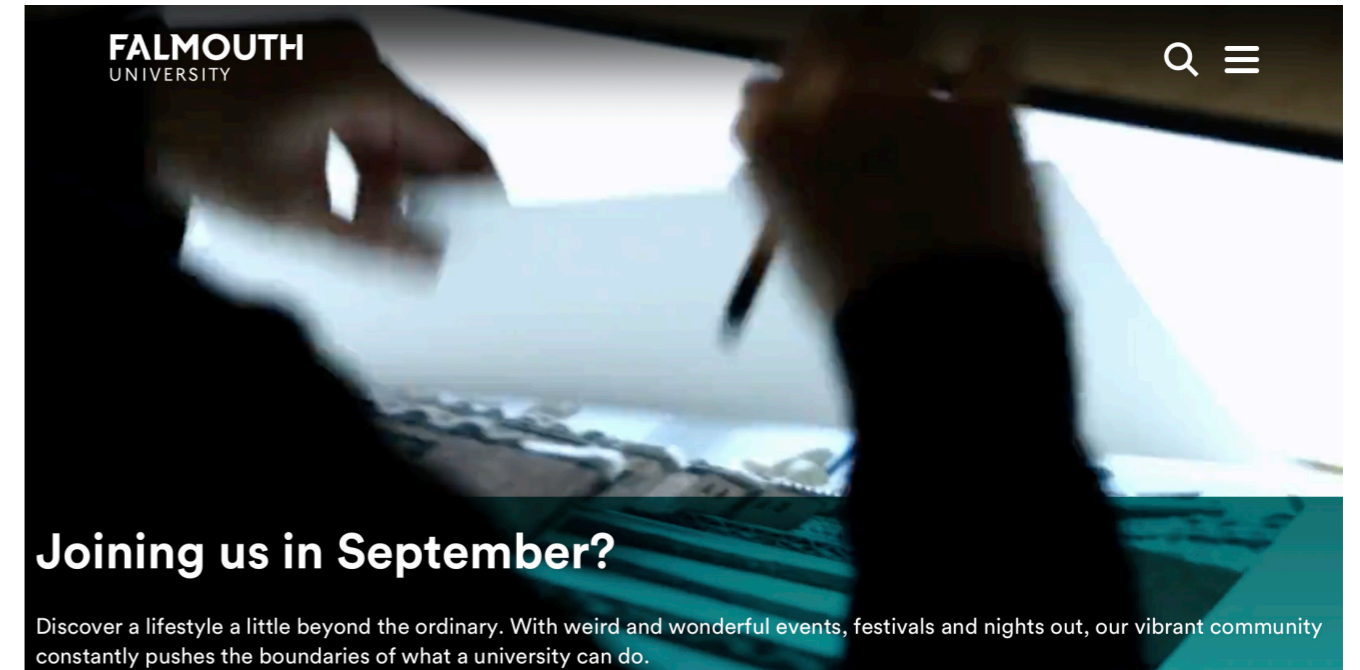
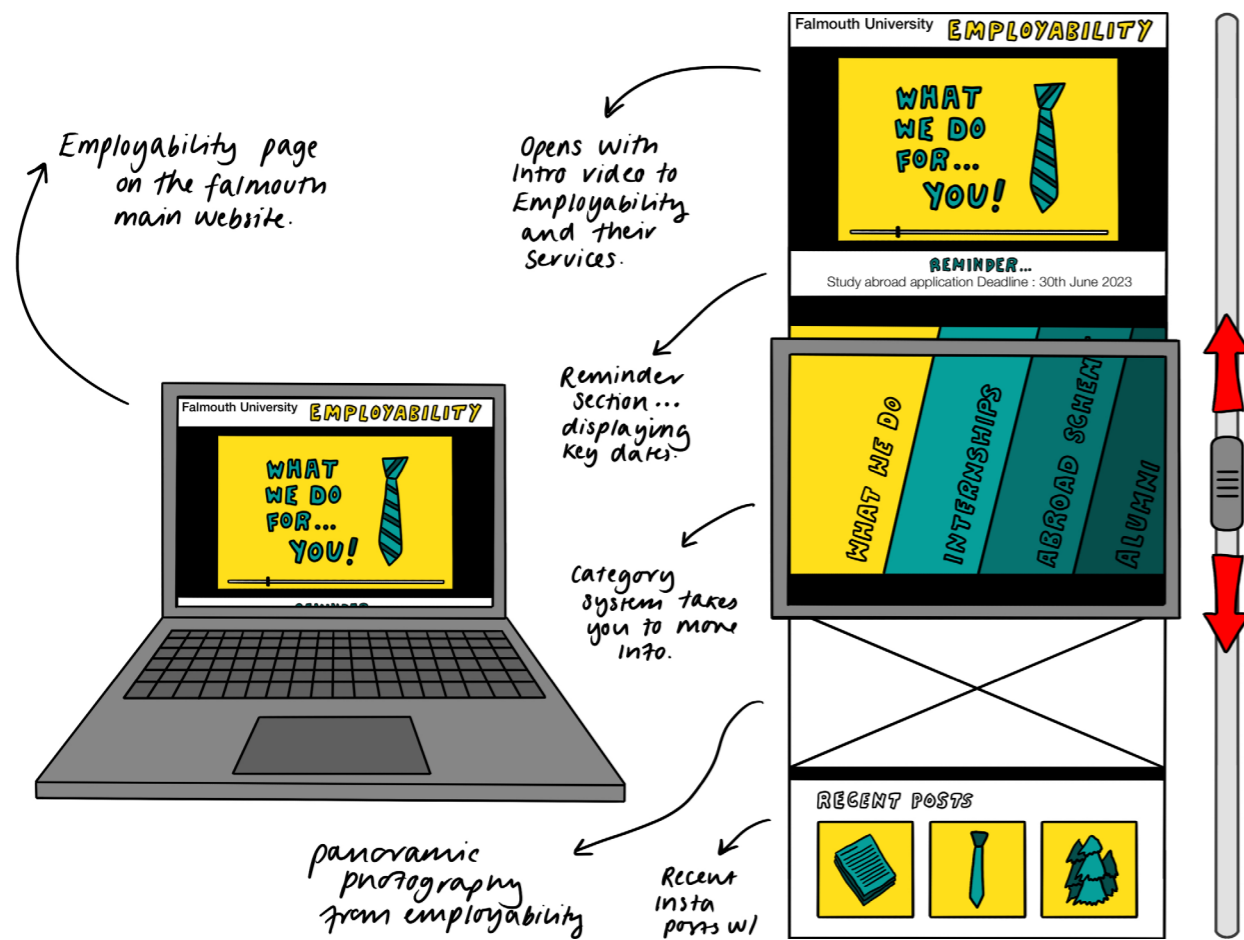
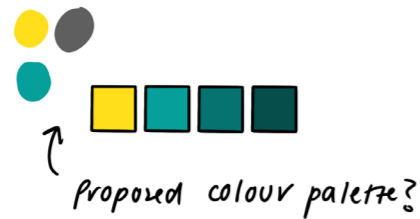
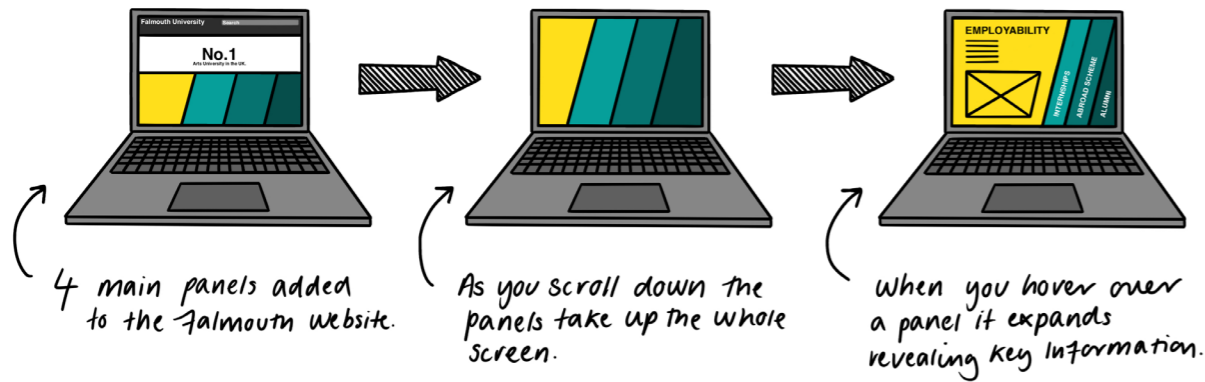
Work Experience Opportunities

Abroad Scheme Opportunities

Alumni Services

CV Building Services

All content should be directed through these four channels and be used as a method to edit the content that no longer fits this criteria. Establishing a fixed hierarchy will provide the Design team with more opportunities to use intuitive dynamic design techniques within the user interface. 'Employability' offers an exciting range of opportunities for students yet it feels as though these are the features least talked about. Using photographic material of the Aboard scheme within the website as well as photography of work environments and studios linked with Falmouth are simple easy ways to get the message across on a website. Avoid the sparse white spaces in a website and focus on image and moving images as well as dynamic visual animations.

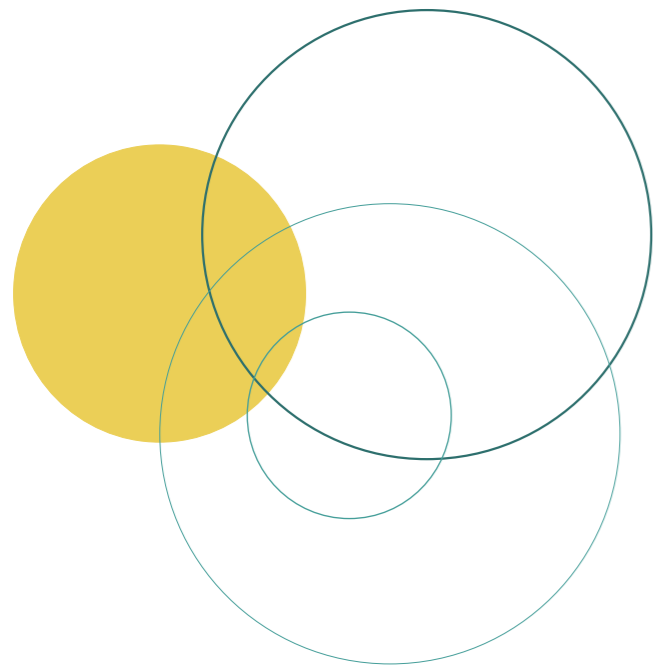


How- Alert systems along with clear-cut categories will make it easy for students to apply and sign up for abroad opportunities and work experience. Encouraging students to use the website needs to go down to the most fundamental design choices it is paramount that the user interface is taken advantage of. If a student is hit with a page of words they are more likely to put it off another day and in turn, miss out on all the opportunities Falmouth offer outside of University.

04



UPDATING THE ARCHIVE OF VIDEO MATERIAL FOR POST-PANDEMIC TIMES.



Why -

The Covid-19 Pandemic meant remote learning was the norm for our entire country, students are sick of online Teams recordings and would much prefer a visually engaging approach.

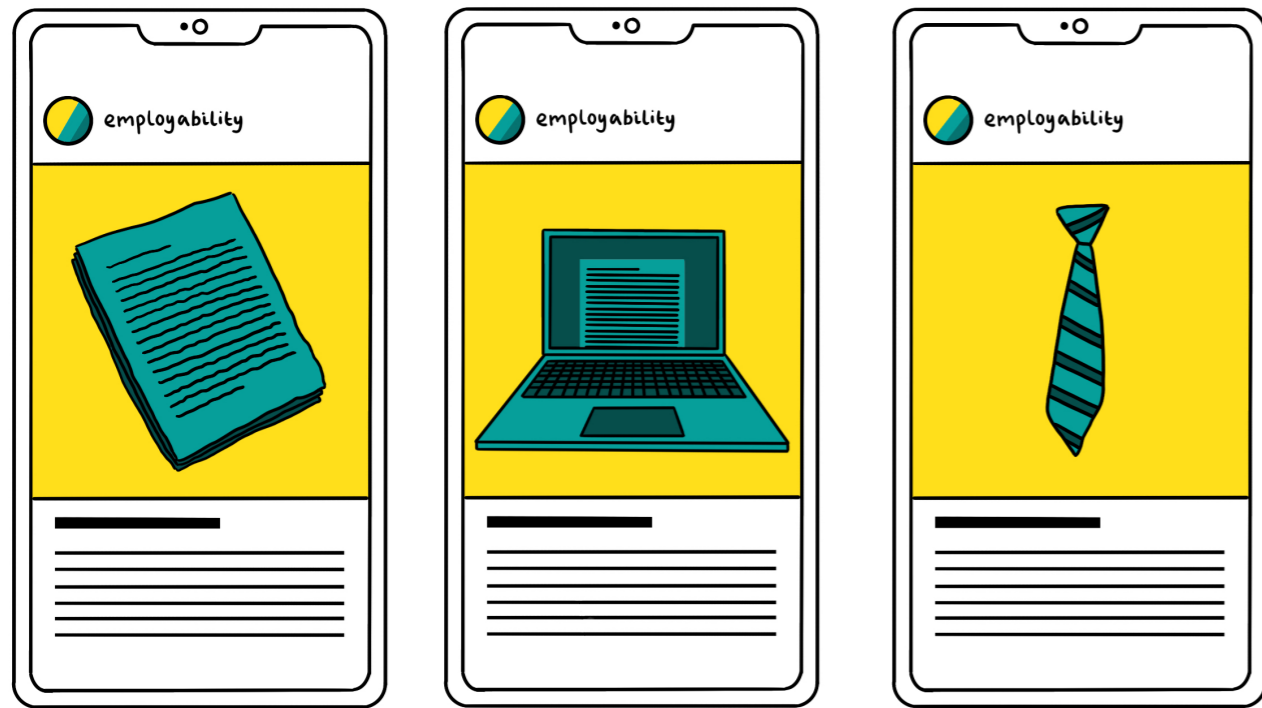


- SHORT REEL-STYLE VIDEOS
- CAROUSEL POSTS ON INSTAGRAM
- REMOVE UNECESSARY VIDEO CONTENT

What -

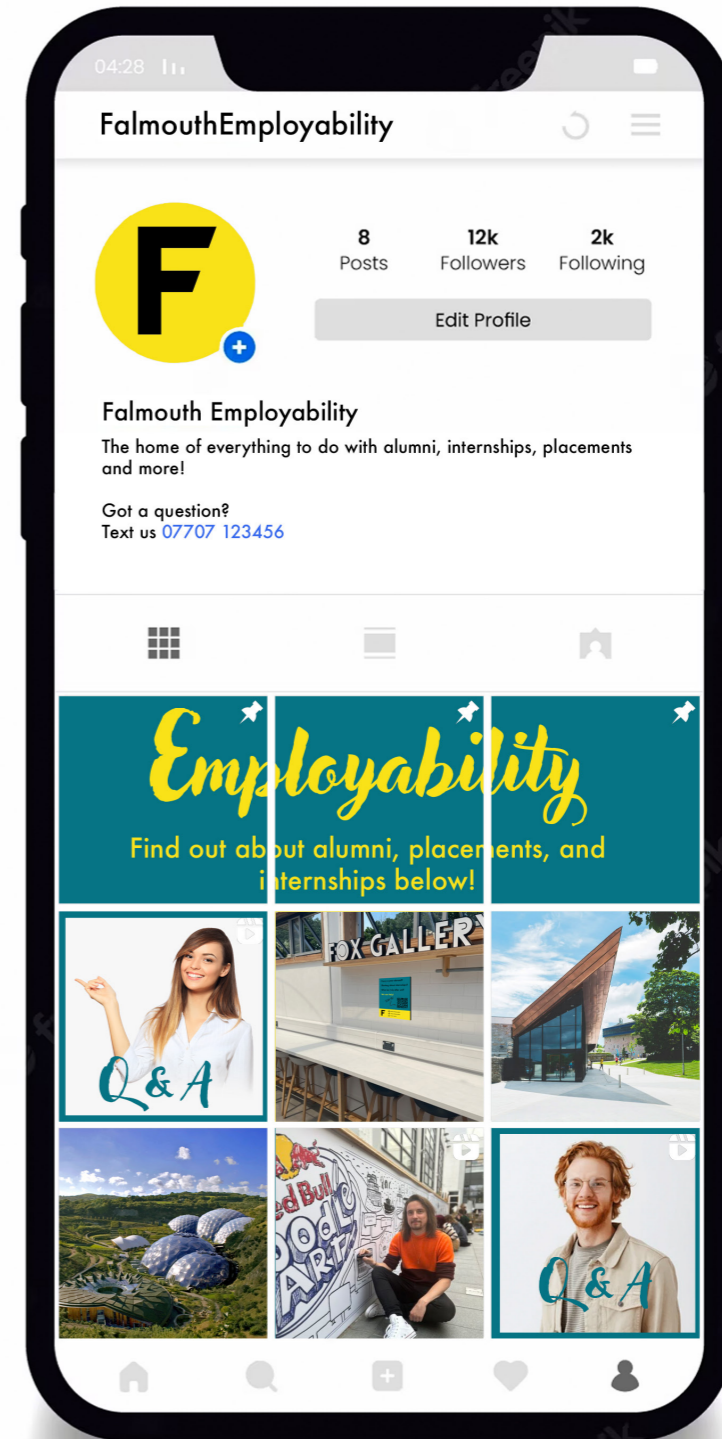
A proper social media presence would allow employability to better connect with the younger generation who spend their free time on social media. A first step would be to implement a direct messaging service on WhatsApp where students can directly ask questions. The number for this would be clearly advertised around campus, and on the website.

Creating new accounts for employability on Instagram and TikTok would also be beneficial as these are very popular amongst the target audience. Therefore, using reels would be appropriate as they are very engaging. They should be formatted to be visually engaging, with an emphasis on bright colours and animations. The content should be short and simple, designed to be quickly learnt, rather than having to watch a 30 minute video. The use of carousel posts would help get information across better. The option of using the main Falmouth University social media to advertise posts on the employability social media would help boost awareness. Finally, using alumni, or students on placements years to take over the social media account and answer questions would create a more tangible link between students and what employability offers.



SWIPE

SWIPE

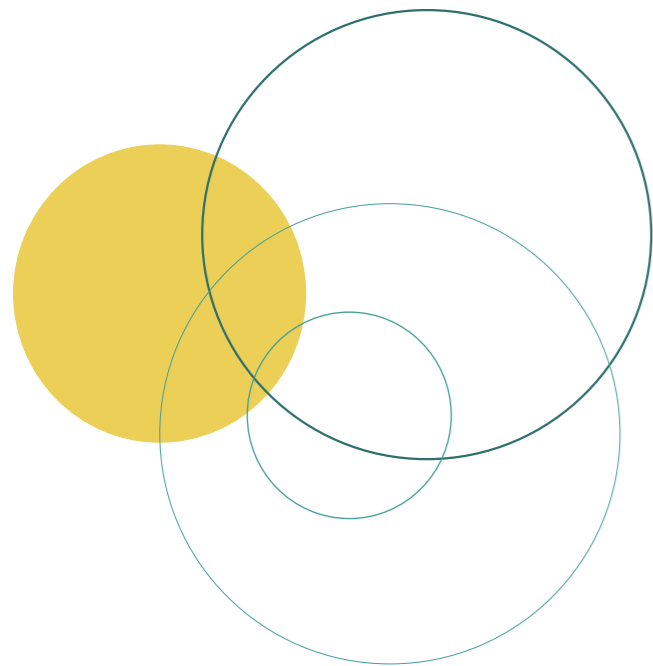


Use of carousel posts on Instagram used to help deliver helpful advice from the employability service. An example could be help with navigating the website or CV building.

05



**REPOSITION
ADVERTISEMENT
AWAY FROM REMOTE
LEARNING.
FOCUS ON HIGH
TRAFFIC LOCATIONS.**



Why -

Email inboxes, small posters on pinboards and powerpoint presentations are not the correct approaches for advertising services. Online portions of the university are inundated with information and are often overlooked by students who would prefer a physical approach.



- HALLS WELCOME PACKS FOR NEW STUDENTS
- COLLABORATIONS WITH OTHER SECTIONS OF UNI
- LARGE FORMAT EYE-CATCHING POSTERS

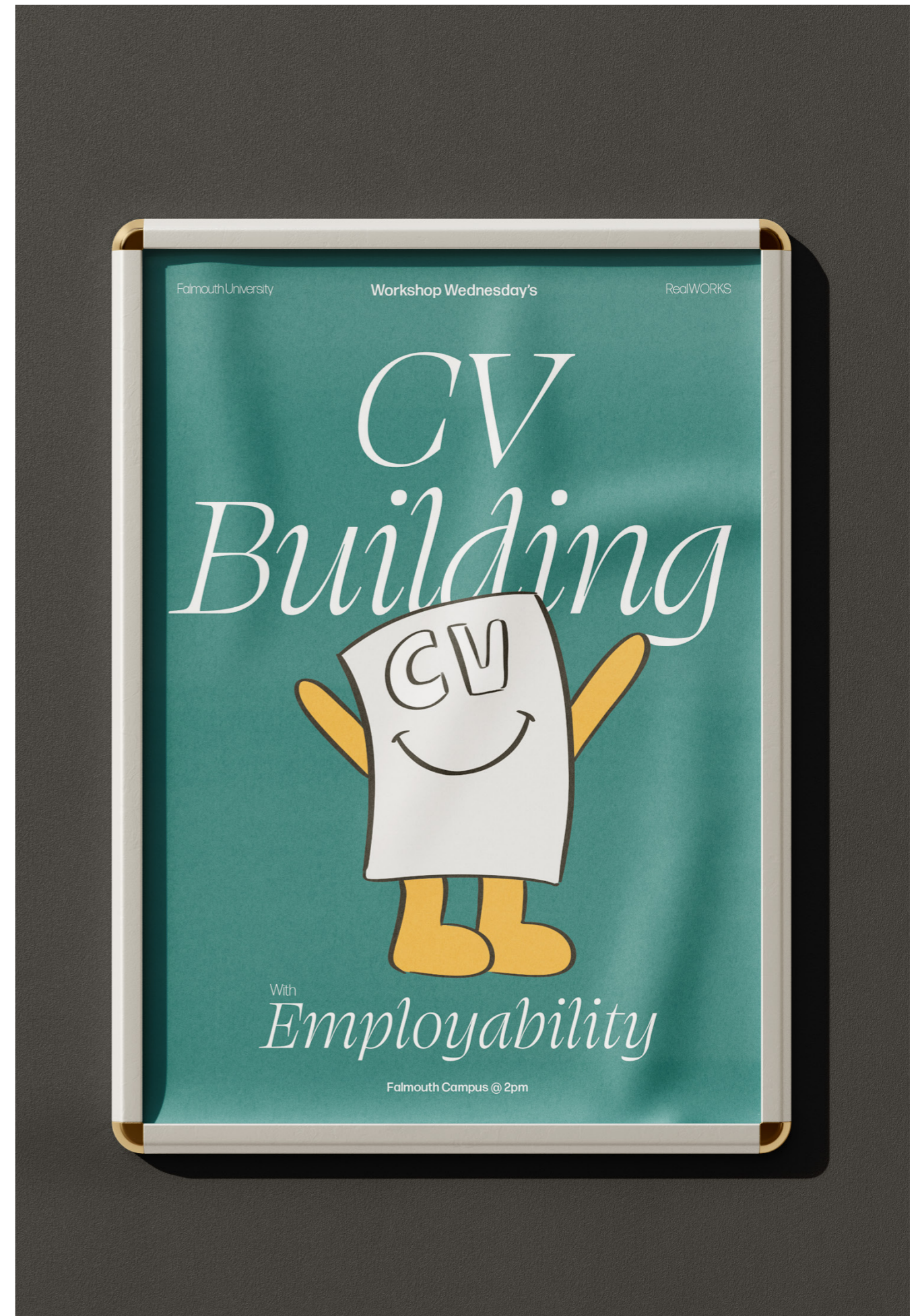
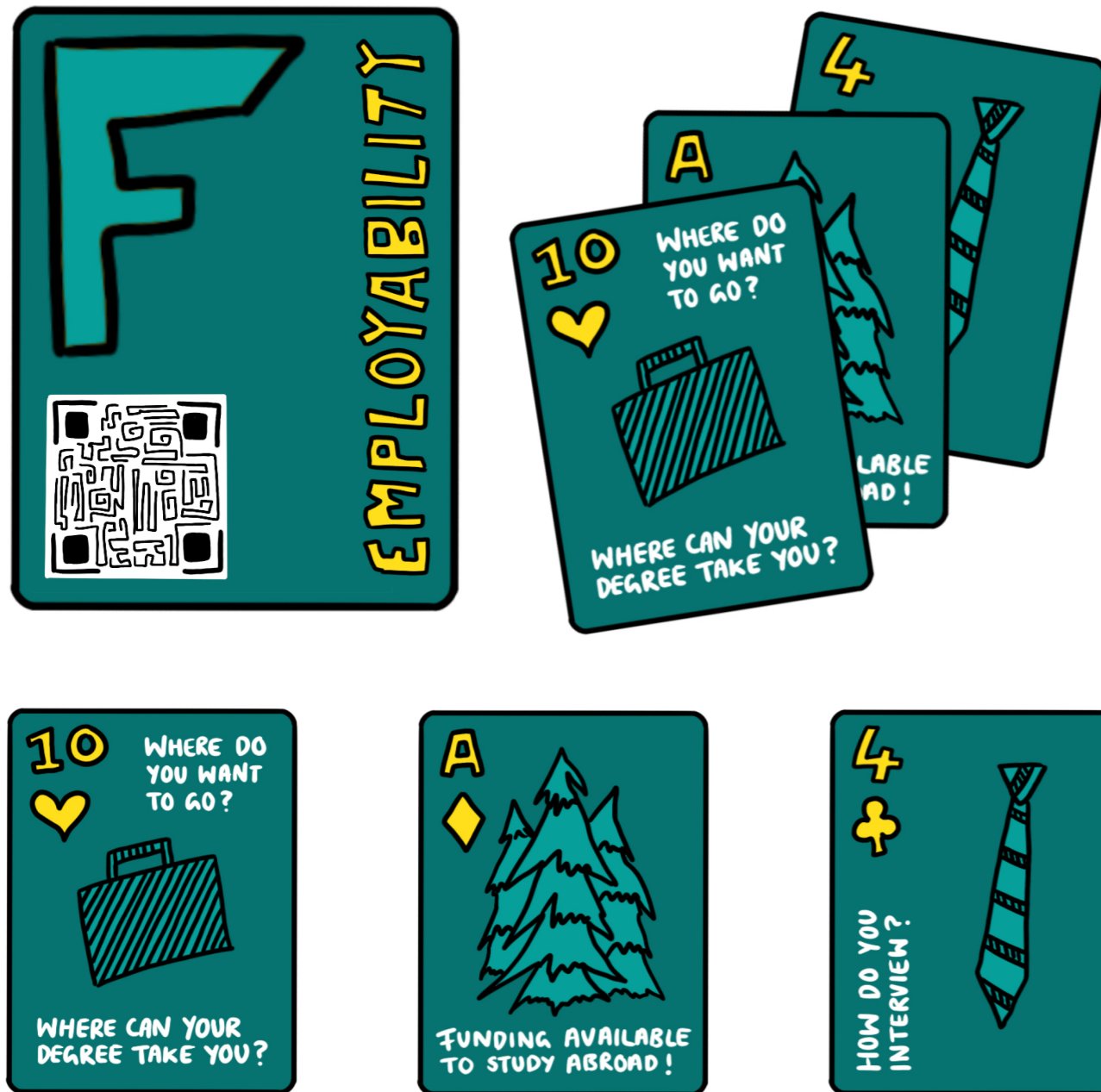
What -

A shift in focus from prioritising online advertisement towards physical and face-to-face advertisement will allow employability to branch out their reach and therefore increase engagement. As currently it is catered too much towards remote learning through emails and PowerPoint presentations which are overlooked by students.

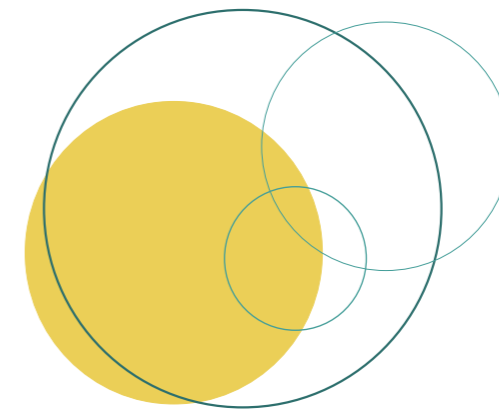
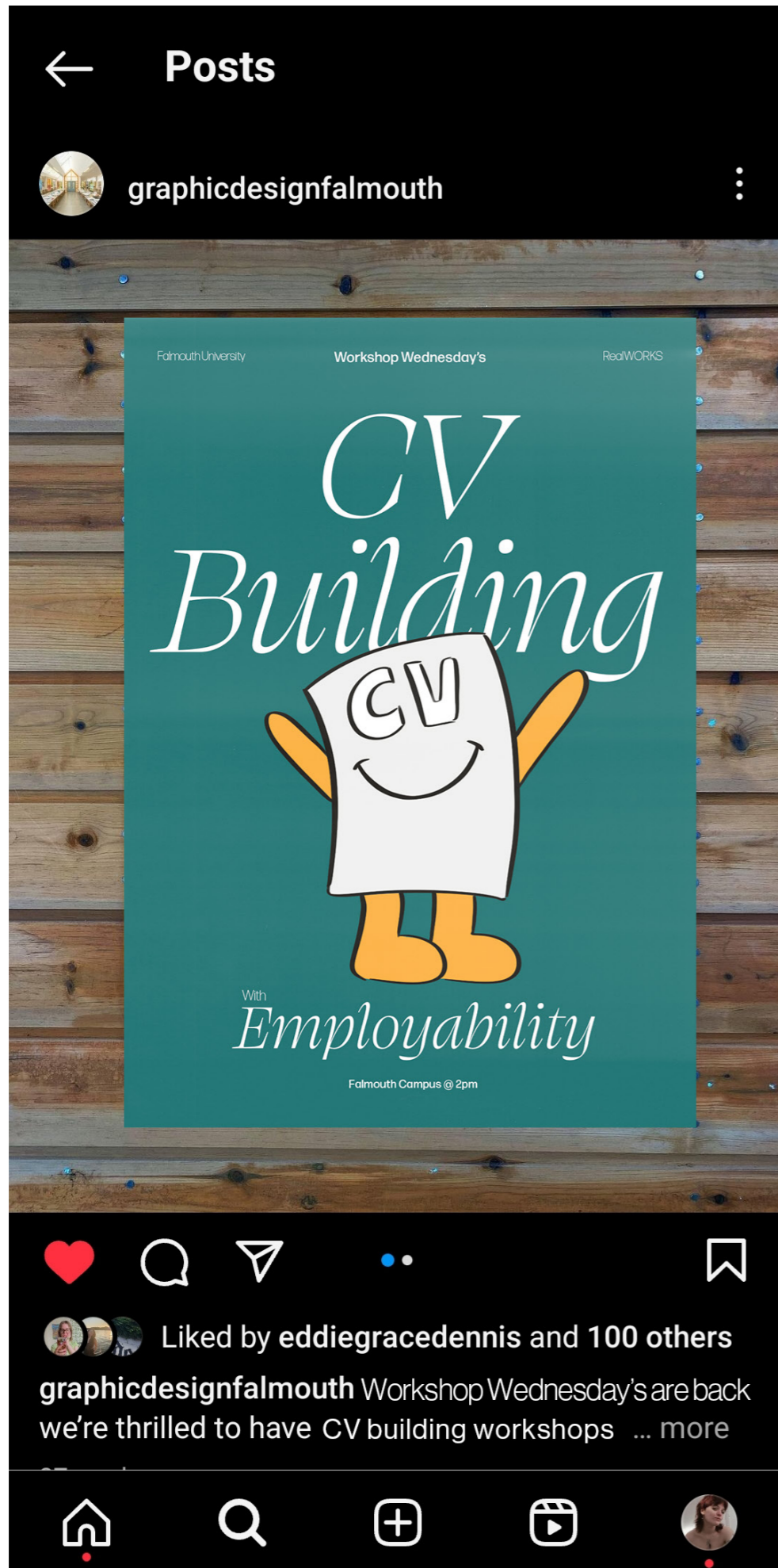
A step in the right direction would be to make better use of high traffic locations on both the Penryn and Falmouth campus, examples of these include The Stannery, fox café, both library's and the Exchange Building. You can utilise these spaces by creating large format, engaging posters that can advertise the website and events. Although niche but a good way of making these posters more engaging would be to use students on the Falmouth campus to help create them (similar to culture Thursday).

Hall's Welcome packs already exist and so should be taken advantage of here. Decks of cards are used by all students throughout all years of study, often in social situations. Therefore, employability branded/themed cards would be appropriate to advertise the service while also helping with more specific tasks such as CV building. Other things that could be contained within the welcome packs include multi functioning business cards and condoms.

There are also many other services that the university offers that can be used to increase engagement. A collaboration with the Stannery or fox café that includes branded coffee cups will be free advertisement for employability and increasing engagement.



How - A deck of cards gifted within the first year welcome packs advertising the employability service. They could be used to encourage students to think about the big questions early on in their degree as well as advertising employability, perhaps by using a QR code.



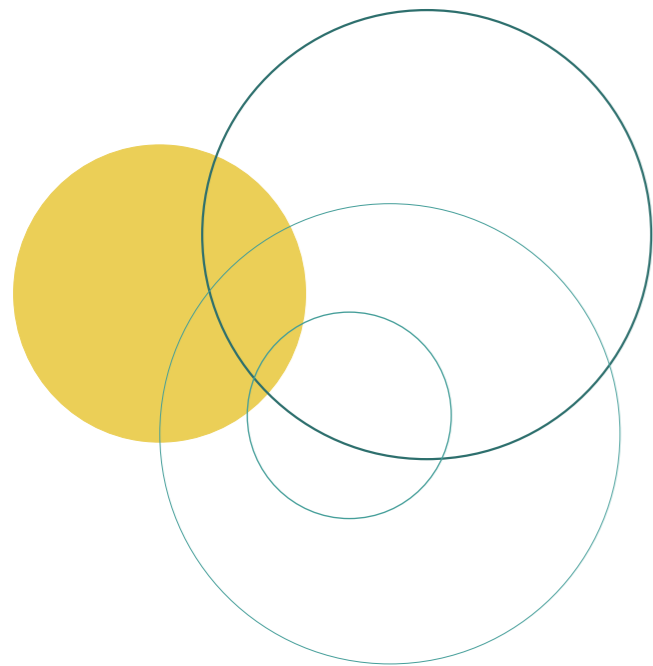
How -

Use of large format posters created by students to advertise employability as a whole or specific elements such as study abroad or workshops. These can then be displayed in high traffic areas on both campuses.

06



TAKING ADVANTAGE OF FACE-TO-FACE OPPORTUNITIES SUCH AS WORKSHOPS AND EVENTS WITH STUDENTS.



Why -

Face-to-face opportunities are once again far more appealing to students today and therefore memorable. Which would allow for committed engagement with the employability service.



> RUNNING OF FACE-TO-FACE WORKSHOPS > SPECIFIC EVENTS AND WORKSHOPS FOR DISADVANTAGED STUDENTS

What -

The employability service does not make full use of in-person opportunities, which are more appealing and beneficial to students. To improve this, the Employability service should make use of Falmouth University's 'Workshop Wednesday's' events and run workshops focused on CV building and interview preparation.

Workshops should:

- Define clear objectives and determine the specific goals to teach students effectively.
- Be planned and prepared well.
- Have a suitable venue that students will find accessible with available equipment necessary for disadvantaged students.
- Collaborate with support services within the university, such as student support mentors.
- Incorporate interactive activities to keep students engaged – this can be group discussions, mock interviews and practical exercises that might include examining a CV and improving it.
- Be promoted effectively – using eye-catching posters, social media platforms and physical spaces.

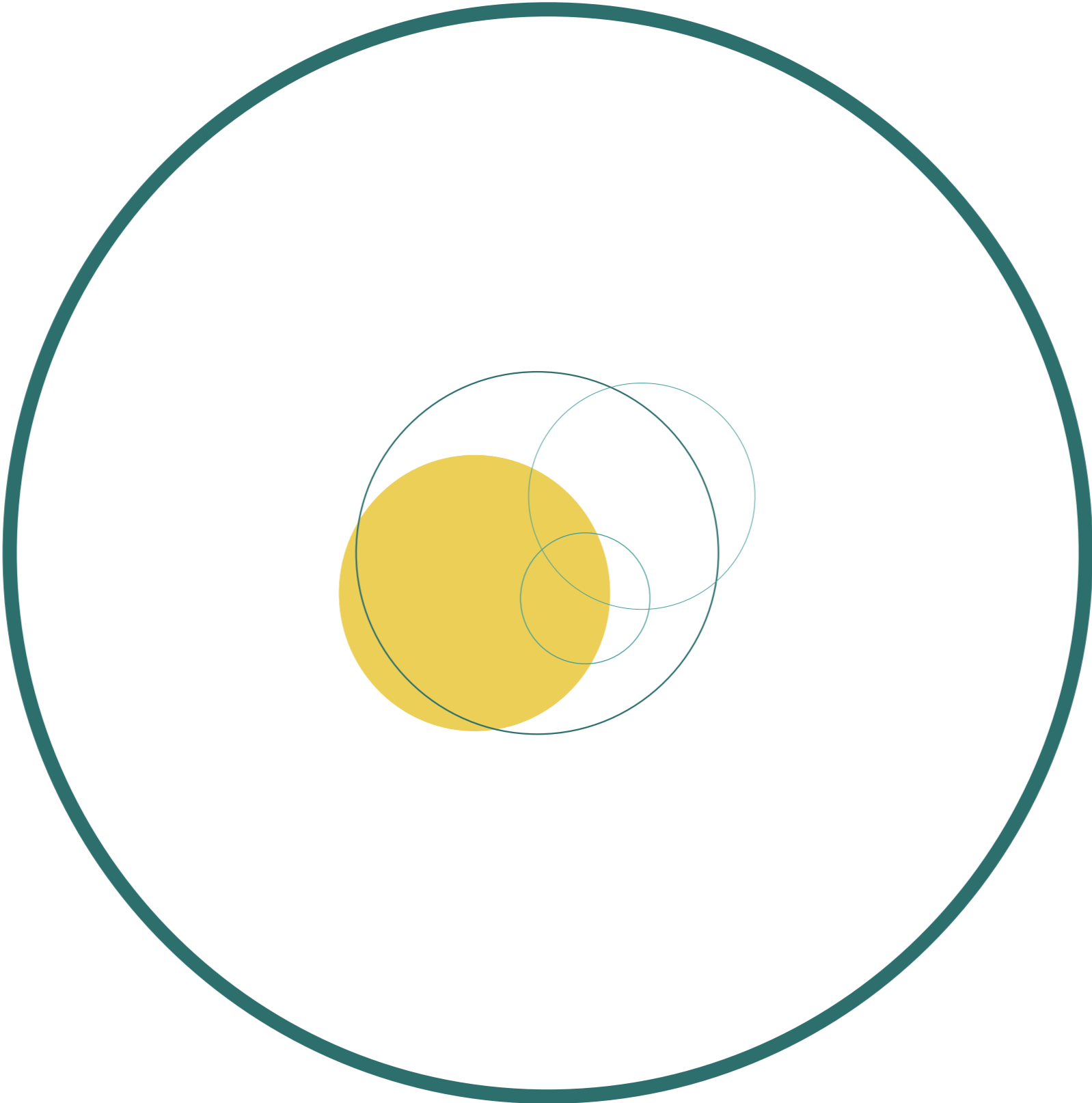
To help promote the workshops and the overall existence of the Employability service, the use of posters will be key. These designs should be bright, eye-catching and clear.

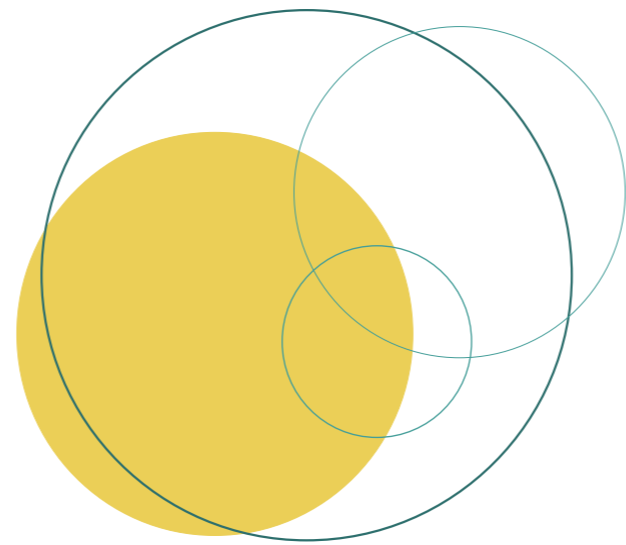
The physical spaces can be designed using unique characters and Falmouth-esque illustrations, which can create a 'stop-and-stare' effect. In addition to promoting the workshops, the physical spaces could display flag bunting or flag themed décor to promote the study-abroad scheme.



Why - Face-to-face workshops and events. These could be used to help students as well as promote employability and its services such as building a CV.







MICRO-INTERNSHIP

FRED, DYLAN,
BEN, PAM, ROBYN



TEAM 2

