Developing online career development learning tools for the Vet School: using alumni in professional networking

Susan Bird
Rebecca Valentine
Careers Consultants
Session outline

• Background to the PGT project and rationale
• What we did
• Impact and successes
• Highlight UG Vet School as early adopter of Platform One, the new alumni platform
Background

• Approached by Vet School to develop suite of resources on creating an online presence for PGT ODL students:
  • Collated existing resources (Digital Footprint MOOC PDFs and videos)
  • Developed new resources using Camtasia
  • 2 live sessions on LinkedIn using Collaborate

https://www.coursera.org/learn/digital-footprint
@DFMOOC  #dfmooc
Rationale

• Need for students to have a strategy for using LinkedIn:
  “I know I should have a profile but I don’t know where to start”
  “I have a profile but I don’t do anything with it”

• Beginner session – “Basics and Benefits”
• Advanced session – “LinkedIn Next Steps”
• Synchronous and asynchronous delivery
• Didactic and participative teaching methods
• Tapping into strong community of practice
What we did…

- Highlighted the benefits
- Customisation
- Example alumni profiles
- Relevant professional bodies
- Demo of “groups” and “people at” features
- Recorded the sessions
Impact and success

• Positive anecdotal feedback from students after live sessions
• Evidence of strong engagement in sessions – chat box questions and comments
• Follow up appointments with some students
• Positive feedback from academics in School
• Legacy – recorded sessions available
From UG Vet Pals to Platform One

For more about Platform One:

Contact simon.raeside@ed.ac.uk
Thank you!

Any questions?