



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

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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>

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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?

