

CAREER PRACTITIONERS SEMINAR

FRIDAY 14 FEBRUARY 2020



WELCOME

- **Anna-Liza Shepherd**
Schools Recruitment Team



TODAY'S PROGRAM

TIME	EVENT DETAILS
9.00 – 9.20am	Keynote address: Professor Duncan Bentley Deputy Vice-Chancellor (Academic)
9:20 – 9.40am	2020 Market Update: Nishan Bandaranayake Domestic and Direct Recruitment
9.40 - 10.00am	What is Professional Purpose? Associate Professor Nadine Zacharias Director, Student Engagement
10.00 – 10.10am	Q&A's
10.10 – 10.30am	Morning Tea AMDC Level 3
10.35– 11.30am	Workshop session 1
11.35am – 12.30pm	Workshop session 2
12.35 – 1.30pm	Workshop session 3
1.30 – 2.45pm	Lunch AMDC Level 3
2.30pm	Optional accommodation tour Departing from AMDC Level 3

WORKSHOP SESSIONS

SESSION ONE 10.35AM – 11.30AM	SESSION TWO 11.35AM – 12.30PM	SESSION THREE 12.35PM – 1.30PM
<p>AMDC301 What The Tech?</p> <p>Tech is the catalyst for better communication, collaboration and efficiency. See how we're augmenting our teaching with AR, VR, drones and 3D-modelling software.</p>	<p>AMDC301 The E In STEM Should Be For Experience</p> <p>Can practical experience be woven into every year level and subject area? We think yes, and we're drawing up plans. Let our Dean, Learning and Innovation take you through them.</p>	<p>AMDC301 Uncommon Law – Students With Edge</p> <p>Our law students are ready to practise upon graduation. They are securing highly-coveted jobs with law firms such as King & Wood Mailesons, they place highly at the Oxford International Intellectual Property Moot every year, and are solving law sector problems with legal tech, even before graduating.</p>
<p>SPW FOYER Brought To Life: Making Health More Engaging</p> <p>Learning gets real when you use VR, AR and wearable tech. Find out how we're teaching health differently and take tours of our Anatomy, Biomechanics and Exercise Physiology labs, as well as the Dietetics Kitchen.</p>	<p>AMDC502 Spectacular By Design</p> <p>A designer is nothing without their portfolio. That's why we ensure that all our students leave us with best-in-class portfolios representing their chosen specialisation, of which there are many to choose from. View their work and see how your students' could soon be on show here too.</p>	<p>AMDC509 Animation: Careers That Zag To Success</p> <p>Grab some popcorn, sit back and let yourself be taken away by our animation students' short films. Discover the work of current students and past graduates. Then, hear our academic and teaching staff explain the courses we provide and how our alumni have built great, unique careers.</p>
<p>TB103 Sustainable Skylines: Be That Architect</p> <p>The world is calling out for sustainable buildings and spaces. We train our students to answer these growing challenges via intensive design studios and creating proposals from complex briefs. We know the importance of testing out ideas, which is why students have ample and free lab access to build prototypes. Dive in, see our spaces and learn more.</p>	<p>AMDC507 Scholarship Degrees Supported By Industry</p> <p>Know a hardworking student who'd thrive with a \$40,000 scholarship and a 40-week placement at places like Accenture or GE? Learn more about our Bachelor of Business Information Technology (Professional) and Bachelor of Accounting and Business Information Technology (Professional).</p>	<p>AMDC507 Media & Communication In The Digital Age</p> <p>More than ever, the world is hungry for information and content that engages and resonates, in an age when digital and social media are taking over from traditional channels. Hear from our students about the unique experiences a Swinburne course can offer.</p>
<p>AMDC506 Business & Events: Choosing The Non-Degree Route</p> <p>These are the unicorns of vocational education, where we take real-life experience to the next level. For business students, that's a study tour to China, exploring Sino-Australian opportunities. And for event management students, it's cutting their teeth on blockbuster festivals in Melbourne.</p>	<p>AMDC506 Putting The Wonder Back Into Science</p> <p>Science is all academia and lab coats, right? Not quite. Science at Swinburne is the launchpad to many varied and unique career destinations. Learn how we help feed our students' curiosity and map out their journey to a rewarding career.</p>	<p>AMDC506 IT, AI & Big Data</p> <p>All the news you need to know, and what it means for the next wave of IT, AI and big data careers. More importantly, see how key industry trends are informing and influencing our teaching.</p>
<p>AMDC505 What Is Professional Purpose?</p> <p>Our goal is to help students align their professional goals with their personal passions and interests. Hear about how and why we created the Professional Purpose program. Listen to the talk then watch the demo!</p>	<p>AMDC505 Arts For A New Era</p> <p>Focused on how as much as why, our program is both hands-on and head-on. We teach our students to unflinchingly examine tomorrow's challenges (environmental, ethical, societal) and work on ways to solve them. Hear our students speak about their passions.</p>	<p>AMDC505 Dip A Toe, Get Certified – Alternatives To A Health Degree</p> <p>Studying a diploma or certificate in health at Swinburne is very much like being in the workplace, with the supportive environment of a classroom. We teach by having students practise the skills they'll eventually use – it's the best way to set them up for success! See how we're leading the way with AR, VR, simulations and innovative lab spaces.</p>

KEYNOTE ADDRESS

- **Professor Duncan Bentley**
Deputy Vice-Chancellor (Academic)

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2020 MARKET UPDATE

- **Nishan Bandaranayake**

Head of Domestic and Direct Recruitment

2020 MARKET UPDATE

NISHAN BANDARANAYAKE
HEAD OF DOMESTIC AND DIRECT RECRUITMENT



CAMPAIGN REFRESH

CAREER PRACTITIONERS SEMINAR 2020



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SWINBURNE
UNIVERSITY OF
TECHNOLOGY

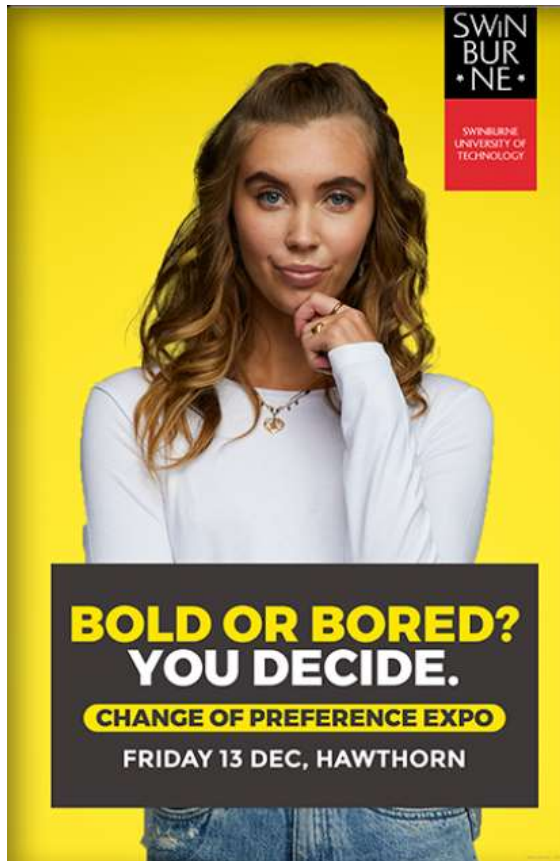
YOUR MOVE
SWINBURNE INFO EVENINGS

UNDERGRAD
21 JAN | POSTGRAD
22 JAN



SWINBURNE
UNIVERSITY OF TECHNOLOGY

GET SURE
SWINBURNE INFO EVENINGS
TUE 26 NOV, WANTIRNA
WED 27 NOV, HAWTHORN



SWINBURNE
UNIVERSITY OF TECHNOLOGY

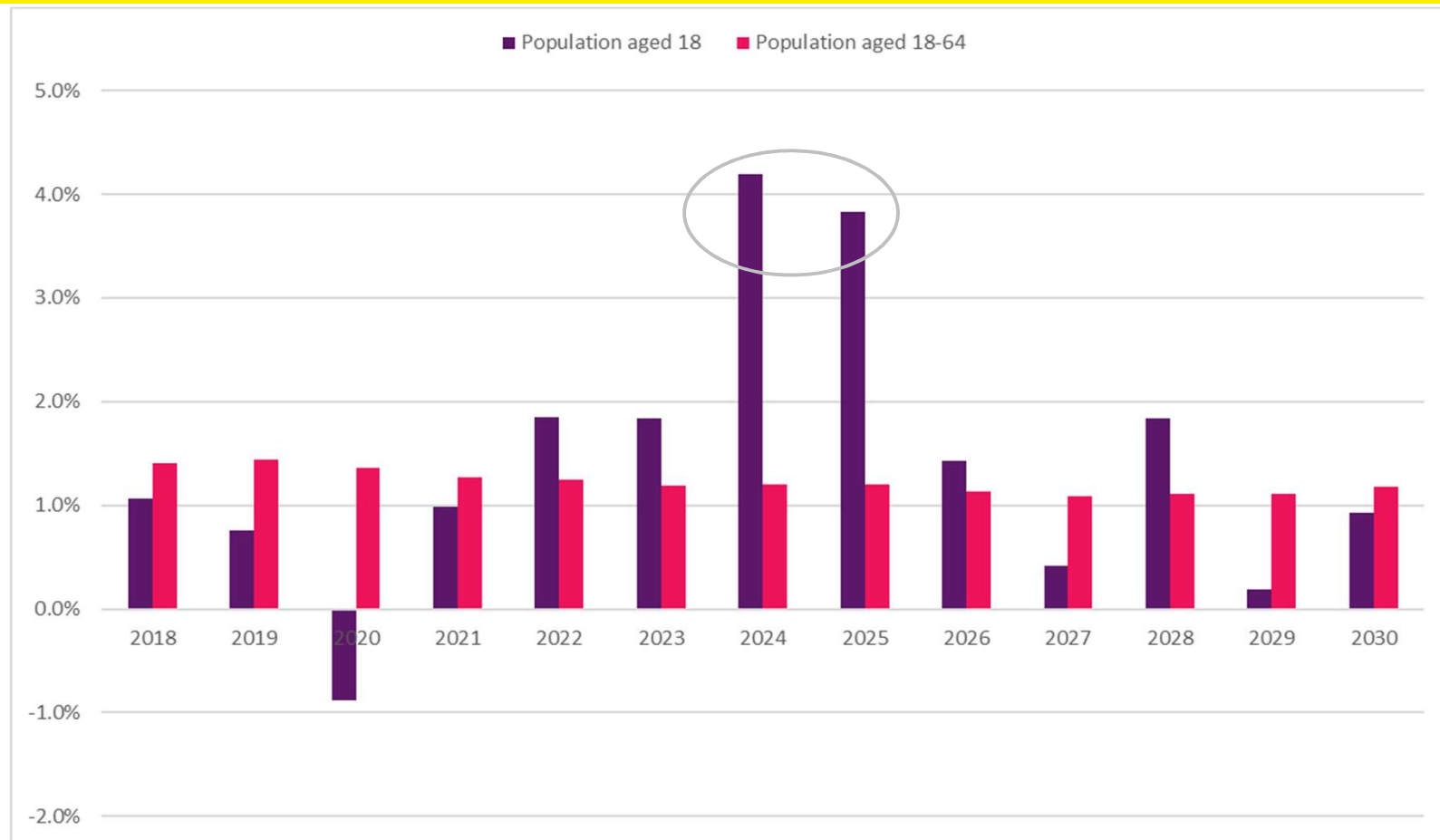
**BOLD OR BORED?
YOU DECIDE.**
CHANGE OF PREFERENCE EXPO
FRIDAY 13 DEC, HAWTHORN



SWINBURNE
UNIVERSITY OF TECHNOLOGY

**DON'T BE SO
PREDICTABLE**
SWINBURNE EXPO
FRIDAY 13 DEC, HAWTHORN

POPULATION GROWTH COMPARISON



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Universities Australia, 2019, 'University Finances: What Next?'
HE Finance Conference 2019

HIGH DEMAND TAFE COURSES

In 2020 the Department of Education has identified eight qualifications that are likely to deliver training in excess of forecast demand. A cap of enrolments for these courses applies in for new intakes in 2020.

1. **Certificate IV in Accounting and Bookkeeping***
2. Certificate IV in Business
3. Certificate IV in Leadership and Management
4. Certificate IV in Youth Work
5. Certificate III in Education Support
6. **Certificate IV in Education Support***
7. **Diploma of Community Services***
8. **Diploma of Justice***

Limited in course placements

- **Diploma of Nursing***
- **Certificate III and Diploma of Early Childhood Education & Care***

Teaching staff capacity

- **CIV in Cyber security***

***Free TAFE course**

VTAC DECEMBER ROUND

- New in 2019
- Shorter turn around time from result release to offers going out
- Did not see increased level of anxiety which is a great thing!
- Swinburne's Aviation, Education and VET courses did not make offers in December
- Compared to 2019 there was an additional offer round in the VTAC process
- Guaranteed ATARs

Outcomes

- Made 30% more offers in December than in Jan round
- Dec + Jan 2020 offer volume was 11% larger than Jan 2019
- Comparable February offer rounds have been smaller than in 2019

POPULAR COURSES VIA VTAC

These courses have seen increased demand compared to 2019

- Bachelor of Design (Architecture)
- Bachelor of Design
- Bachelor of Engineering (Hons)
- Bachelor of Health Science
- Bachelor of Criminal Justice and Criminology
- Bachelor of Psychological Sciences/Bachelor of Criminal Justice and Criminology
- Professional degrees in Business and Computer Science
- Diploma of Screen and Media
- Diploma of Teacher Education Preparation
- Advanced Diploma of Engineering Technology

SUPPORTING AND CELEBRATING

- Support over the traditional university shut down period
- Welcome to the UNI-verse!
- Celebrate, experience Swinburne before they start and value the adventure ahead



SUPPORT FOR STUDENTS

Student HQ

1300 794 628 (Option 1)

askgeorge@swin.edu.au

- Swinburne will commence classes as planned. Senior leadership continually assessing risk as new information emerges
- All students impacted by the travel bans due to the Novel Coronavirus are being counselled individually and will have individualised learning plans put into place

ADVICE FOR 2021

1. Universities remain capped at 2017 funding levels, in real terms the available funding has declined due funding not adjusted for CPI
2. VTAC pool will likely shrink again in 2021
3. Expect the December round will become larger, Swinburne aims to have all courses participate in the December round
4. Swinburne will continue guaranteed ATARs.
5. Free TAFE continues with constraint on places in some courses
6. We see a surge in employment growth in the Transforming STEM space which would include courses in Space Science, Biotechnology, Advanced Manufacturing and AI needed to meet demand.
7. The schools recruitment team and how they support you and your students



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WHAT IS PROFESSIONAL PURPOSE?

- **Associate Professor Nadine Zacharias**

Director, Student Engagement

PROFESSIONAL PURPOSE

Co-Curricular Program



What is the Professional Purpose Program?

- 🎯 Co-Curricular Program
- 🎯 Self-paced, blended delivery
- 🎯 Managed by Careers & Employability



**FIND
YOUR
PROFESSIONAL
PURPOSE**

SWIN
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SWINBURNE
UNIVERSITY OF
TECHNOLOGY

Home

Announcements 

Modules

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Outcomes 

Conferences 

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Settings

View all pages

What is Professional Purpose?

Your **Professional Purpose** is like a **compass** that helps you choose the **best direction** for your **studies, work and life**.

A strong sense of **Professional Purpose** means you have a **good understanding of:**



Yourself – the values that represent who you are



What you want to achieve – the type of difference you want to make

And the related **professions that align** with **who you want to be**.



The Professional Purpose Program is Based on...

- ④ Stanford Design Your Life Program
- ④ Academic research on “Sense of Purpose”
- ④ Student transition and success models



Stanford Design Your Life Program

Stanford University

An eclectic approach, that applies



design thinking

Creative problem solving techniques



positive psychology

eg purpose, flourishing, mindsets



career development theory

eg happenstance, narrative, portfolio careers

to solving ‘the “wicked” problems of life and vocational wayfinding’.

<http://lifedesignlab.stanford.edu>



Research on Sense of Purpose

Studies suggest links with:

- ④ Health and well-being
- ④ Motivation to learn and academic achievement
- ④ Grit and resilience in the face of adverse situations
- ④ Compassion, gratitude and hope
- ④ Pro-social behaviours

Transformative & Authentic Learning

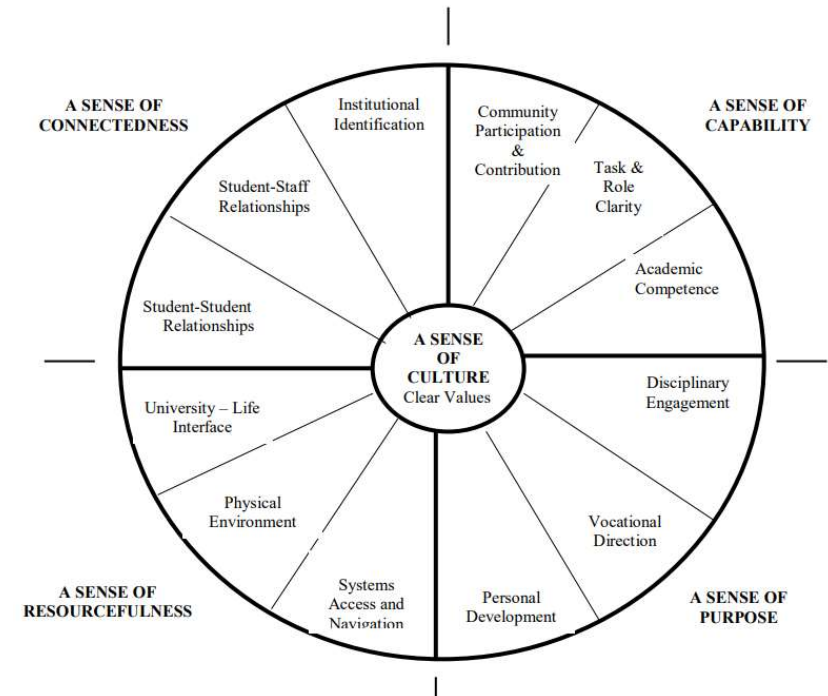
Professional Purpose supports learning by supporting the development of student:

- 📍 *self-awareness* and *social awareness*
- 📍 a focus on cultivating *meaning*
- 📍 connections between *learning* and *world beyond the classroom*



Student Transition and Success Models

Example: The Five Senses of Success



A student's sense of purpose depends on their sense of vocation, their engagement with their discipline of study and their capacity to set personal goals.

Swinburne Articles

Bates, Glen W; Rixon, Andrew; Carbone, Angela and Pilgrim, Christopher. **Beyond employability skills: Developing professional purpose** [online]. *Journal of Teaching and Learning for Graduate Employability*, Vol. 10, No. 1, 2019: 7-26.

Dohaney, Jacqueline; Mann, Llewellyn and Coddington, Alicen. **What's your purpose?: Redefining the being and becoming of future engineers through professional purpose** [online]. In: *29th Australasian Association for Engineering Education Conference 2018 (AAEE 2018)*. Hamilton, New Zealand: Engineers Australia, 2018: 176-182.

The Co-curricular Program Overview

Stage 1

Exploring Your Professional Purpose –
distil what really matters to you
(3 hrs in first year)

Stage 2

Clarifying Your Professional Purpose –
align with career goals
(3 hrs at mid course)

Stage 3

Pursuing Your Professional Purpose –
turn plans into reality
(3 hrs in final year)



Stage 1

Exploring Your Professional Purpose



Online activities:

- ✍ Getting Started: Wellbeing check-in
- ✍ Sense of Purpose: Claremont Purpose Scale
- ✍ Finding what matters: personal values
- ✍ Finding what matters: connecting to uni

Workshop activities:

- ✍ Student life designing
- ✍ Generating motivation and commitment

What our students have said



“A life skill unit. I would recommend to others; helps me to explore where my interests are”

“Great content, a nice array of tools and methods to prompt thinking”

“Content was so productive, doesn’t only help first year students but also others”

“I liked the activity of having design your life!”


“Idea of creating backup plans were really helpful, made me think how the life shall take a shift”

THANK YOU & QUESTIONS



Activity 1A Your Wellbeing

Finding confidence in all elements of the PERMAH model involves building them into your current life and then practising them.

Here's your challenge 

Your first activity (A) involves reading the descriptions of the PERMAH elements and then answering this question:

- **How confident are you feeling with each one of the PERMAH elements right now?**

In the activity below enter the elements in order of confidence level starting with the one you feel most confident in and finish with the one you feel least confident in. Then, export the document and save the list to your Portfolium folder or to your OneDrive for later use.

Ranking of PERMAH elements according to confidence level

My list of PERMAH elements:

PERMAH Elements

Export Page


My list of PERMAH elements:




Positive Emotion
The levels and frequency of experiencing those feel good emotions: joy, gratitude, serenity, interest, hope, pride, amusement, inspiration, awe and love.




Engagement
Finding opportunities to lose yourself in favourite activities or intentionally using your strengths in lots of different ways in your life. Being present in the moment.



Relationships
Having good people around you -friends, family, colleagues, children, community. Opportunities for you to share and celebrate successes - yours and others'.



Meaning
Feeling like you belong to and/or serve something bigger than yourself. Or have a sense of purpose in what you do.



Accomplishment
Experiences of accomplishment usually result from moments where you persevered and applied yourself to mastering or achieving something.



Health
Taking care of your body as best you can, particularly by engaging in different kinds and levels of physical activities.

I'm most confident in *

7/announcements

Claremont Purpose Scale



Kendall Cotton Bronk, Brian R. Riches & Susan A. Mangan (2018)
Claremont Purpose Scale: A Measure that Assesses the Three
Dimensions of Purpose among Adolescents, Research in Human
Development, 15:2, 101-117

- 12 item self report sense of purpose scale
- Three subscales: meaning; goal-directedness; beyond the self focus
- Individual feedback based on subscales and total score

Sample questions:

How clear is your sense of purpose in your life?

1. Not at all clear
2. A little bit clear
3. Somewhat clear
4. Quite clear
5. Extremely clear

How hard are you working to make your long-term aims a reality?

1. Not at all hard
2. Slightly hard
3. Somewhat hard
4. Quite hard
5. Extremely hard

How often do you hope to leave the world better than you found it?

1. Almost never
2. Once in a while
3. Sometimes
4. Frequently
5. Almost all of the time

Claremont Purpose Scale

Sample feedback



Medium sense of goal-directedness:

People whose scores put them in this category may not always feel highly motivated by their goals. They may not always feel their goals are interesting or challenging enough for them. Alternatively, they may sometimes feel their goals are too challenging. They may also feel pressure from others to pursue particular goals.

What to do?

Your score suggests a developing sense of goal-directedness. Look for ways to strengthen your motivation.

- Make stronger links between your values, interests and goals to better reflect who you are.
- Get some help to see the realistic steps towards your goals. Prioritise where to put your energy.

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