



STAFFORDSHIRE
UNIVERSITY

Enterprising Times

Newsletter of the Faculty of Business, Education and Law

January/February 2015

University success in research excellence results



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Editorial

December 2014 saw the release of the Research Excellence Framework results for British universities. For the Business and Management unit 86 per cent of the work submitted was 'recognised internationally' or better with 45 per cent of the work in the 3* and 4* categories. For the Education submission there was a similar result with 46 per cent of work in the 3* and 4* categories. This is a tremendous result by all involved and demonstrates that excellent research underpins our courses and teaching, especially at postgraduate level.

Thanks to Tom for putting this edition together.

Jon

Front cover: staff from across the university toast to success in the Research Excellence Framework

To subscribe or unsubscribe to this newsletter please email jon.fairburn@staffs.ac.uk.

Back issues can be found at <http://www.staffs.ac.uk/enterprisingtimes>.

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Alton Towers and the Business School launch new course – Linda Phillips

Top tourist attraction Alton Towers Resort has joined forces with Staffordshire University to offer a unique degree course which helps students get to grips with every aspect of their business. Twenty students will be recruited to the new Foundation Degree in Visitor Attraction and Resort Management at Staffordshire University's Business School beginning in September 2015.

The Foundation Degree is a work-based qualification which combines 2 years' study with 18 weeks' paid work experience where students will learn about key areas of the business including operations and commercial management; strategic management; health and safety marketing and digital communications; financial and human resource management; and customer service. Students will then have the opportunity to put their learning into practice during key seasonal peaks.



Guy Brazier, HR Director for Alton Towers Resort, said the leisure industry was worth £1.6 billion locally in Staffordshire and £74 billion nationally representing 7 per cent of all UK employment, and therefore deserved to be taken more seriously.

'We believe this course will offer students an amazing opportunity to develop their career potential to work in the leisure industry, which

is an ever growing sector. We've worked alongside Staffordshire University on a number of training and development projects in recent years, but this course is really the culmination of everything we've been aiming for. It will give those that complete it a credible background that will make them far more attractive to prospective employers and of course we are hoping it will act as a catalyst for our own workforce to support our succession strategy.'

He added, 'This is a huge step forward for us and we are eagerly anticipating our first delegation of students during our next season. We have everything in place to support them on what will be a challenging experience and we are very confident that this course will quickly become a hugely popular one for the university'.

Dean of the Faculty of Business, Education and Law, Professor Susan Foreman said, 'The collaboration builds upon a strong partnership between Alton Towers Resort and Staffordshire University. The resort already employs many of our students on a part-time basis and we are delighted to be working with them to develop people who will acquire a comprehensive understanding of their business and their business needs through this unique award.

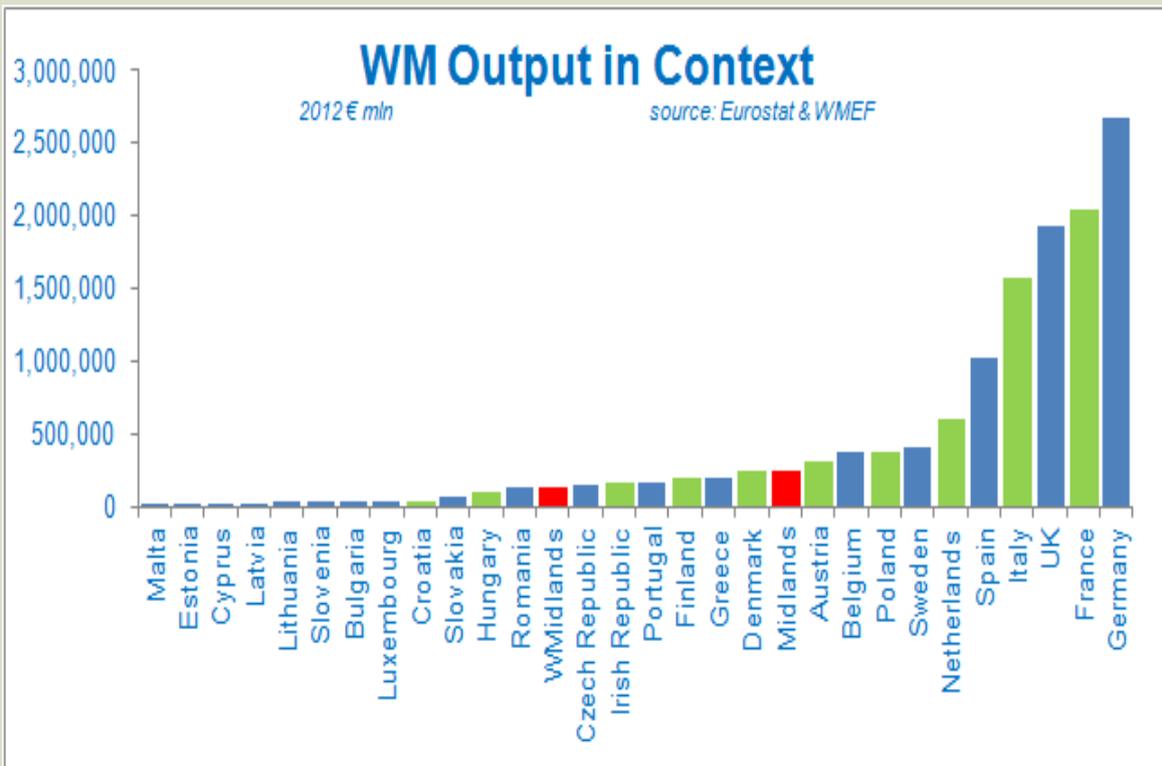
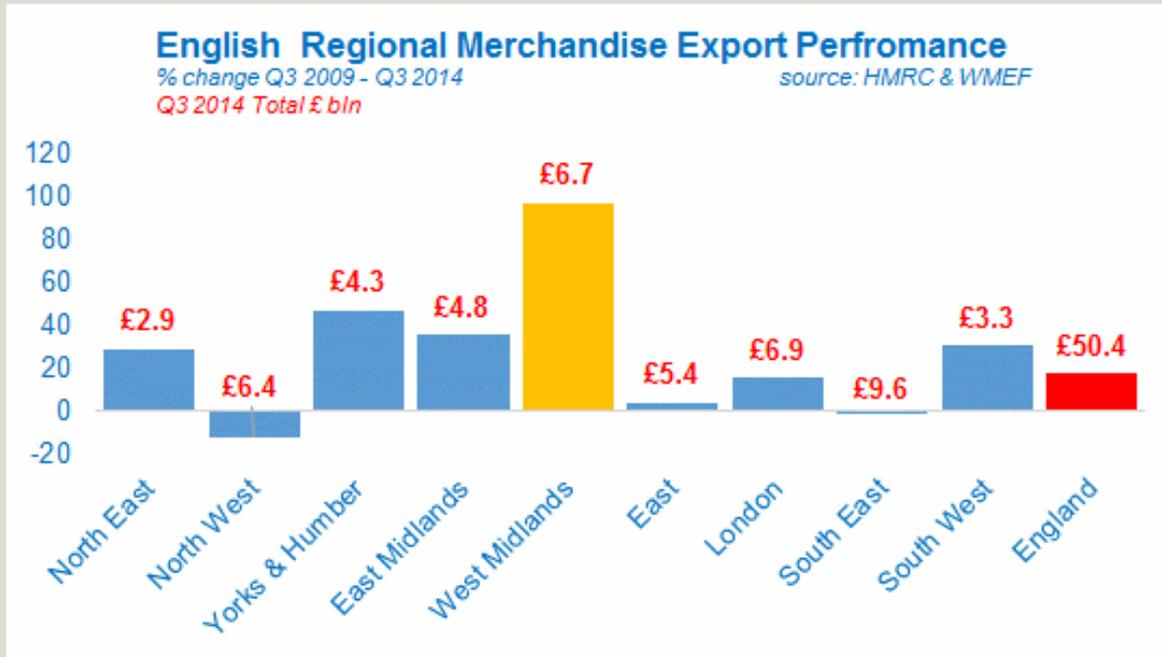
'The new Foundation degree is the latest in a series of specialist awards that have been developed in collaboration with major employers to upskill their workforce. Students will work at front line roles within retail, hotels and park operations in their first year of the programme and at team leader level in year 2. As an alternative to full time employment, they will also have the opportunity to top up to a full degree on completion of the Foundation Degree.'

For course related inquiries contact Linda Phillips, Academic Group Leader on +44 (0)1782 294184 or at L.A.Phillips@staffs.ac.uk.

West Midlands Economic Performance

The structure of West Midlands economy, with large globally ranked producers (such as JLR, Bentley, JCB, Toyota, Rolls Royce and Alstom) sourcing products from precision-based SME manufacturers and traditional craft industries, ensures it is comparable to the more dynamic regions of the European economy.

More information: http://westmidlandseconomicforum.co.uk/index.php/economic_overview



Source: Paul Forrest, West Midlands Economic Forum

Events in 2015

Joan Walley MP 'A woman's place is in the house', 9th March 6:00pm

Joan will reflect on her time in the House of Commons, consider how well women's needs are met and what women can do to influence policy at international, national and local level. Public lecture – to reserve a place contact public@staffs.ac.uk or 01782 295860

Stoke Your Fires Film Festival, 6th-10th March: <http://www.stokeyourfires.co.uk/>

Flatpack Film Festival, Birmingham, 19th-29th March: <http://flatpackfestival.org.uk/>

Stoke Con Trent (Comic Convention), LRV, Staffordshire University, Leek Road, Sunday 19th April: <http://stokecontrent.co.uk/buy-tickets/>

Conference – Health from the Outside In: Urban Design, Green Space and Human Health, Staffordshire University, Leek Road, 28th April 2015: <http://www.phenotype.eu/>

Ironman 70.3 Staffordshire, Sunday 12th June: <http://bit.ly/1z7gtl5>

UK Corporate Games, Stoke-on-Trent and Staffordshire, 25th-28th June: <http://bit.ly/1nTZVqi>

British Ceramics Biennial, Stoke on Trent, 26th September-8th November: <http://bit.ly/1Dijeng>

Stone Food and Drink Festival, 2nd to 4th October: <http://www.stonefooddrink.org.uk/>

Appetite Stoke – sign up for our tasty newsletter and see our latest event plans at <http://ift.tt/1bNgPoJ>

Event – Resilience: What Business can learn from Sport

Event details

Where: Science Centre, Leek Road

When: Thursday 26 March 2015. 09.30 -16.30

Web and bookings: www.staffs.ac.uk/resilience

We are delighted to let you know of our unique event, Resilience: What Business can learn from Sport. With greater levels of uncertainty placing greater stress on businesses, resilience has become a key part of gaining competitive advantage. This event will

demonstrate how resilience can be developed and maintained at the emotional level and at the strategic level, and clearly demonstrate how to build higher performing individuals, teams and organisations in the face of challenging, high stress situations. Of relevance to any individual or business interested in using resilience as a means of gaining a competitive advantage, the event offers the latest thinking in an easy to apply format. Our speakers include Earl Barrett (Premier League and England Footballer), Roy White (Senior Vice President Human Resources at SonyMobile), Professor Marc Jones, Professor Rune By, Dr Jamie Barker and Dr Martin Turner (all Staffordshire University).



For further information concerning this event please contact the event coordinator Nicola Smith at n.d.smith@staffs.ac.uk or + 44 (0)1785 353707, or go to <http://www.staffs.ac.uk/resilience>.

Events – Research Conversations

One of the intentions of Research Conversations is to explore different research journeys. The journeys can have a lot in common and at the same time be quite different, with varying degrees of collaboration, excitement, frustration and success. It is a journey that some are only just beginning while for others it is about developing their work further, recognising that they still have a lot to learn and share.

The programme is as follows:

Date	Time	Guest Speaker/s and Topic	Institutional Details	Faculty Host	Room
Wednesday 4th March	12.30- 1.30	Professor Heather Eggins <i>Using EU research projects to inform policy making</i>	Visiting Professor, Staffordshire University	Katy Vigurs	B325 Brindley
Tuesday 24th March	4.30- 5.30	Dr Matt O’Leary <i>Investigating the role of classroom observation in shaping the professional identity, learning and development of teachers</i>	Principal Lecturer in Post-Compulsory Education, Head of Lifelong Learning Partnerships, University of Wolverhampton	Katy Vigurs	LW140 Law School
Tuesday 14th April	12.00- 1.00	Dr Peter Beszter <i>Understanding continuity in public sector HRM through neo-institutional theory: why national collective bargaining has survived in English local government</i>	Lecturer in OB & HRM, Faculty of Business Education and Law Staffordshire University	Abdoulie Sallah	LT114/116 Ashley
Tuesday 12th May	12.30- 1.30	Dr Matt Slater <i>Investigating a social identity approach to leadership and team functioning</i>	Lecturer in Sport and Exercise Psychology, Faculty of Health Sciences, Staffordshire University	Katy Vigurs	LW140 Law School
Tuesday 9th June	12.30- 1.30	Dr Liza Lovdahl Gormsen <i>The standard and burden of proof in European Case Law</i>	Senior lecturer in Law, University of Manchester; Director, Competition Law Forum, British Institute of International and Competition Law	David Williamson	BG27 Brindley

All welcome. For further information, please contact David Williamson at David.Williamson@staffs.ac.uk. Follow the Research Conversations Series on Twitter using [#StaffsRes](https://twitter.com/StaffsRes).

Tourism news and useful links

If you are promoting tourism you might want to get involved in England Tourism Week, 14th-22nd March: <http://bit.ly/1E9NS1C>

New website to support European Industrial and Technical Heritage Year 2015:
<http://www.industrialheritage2015.eu/>

Promoting and supporting the rescue and sustainable use of historic buildings: <http://www.ukapt.org.uk/>

New visitor centre planned at Wedgwood: <http://www.wedgwoodvisitorcentre.com/content/new-2015>

Aspiring Solicitors – Susan Wigglesworth

In December, Chris White, founder of the Aspiring Solicitors organisation, gave a talk to Law School students about becoming a solicitor. Aspiring Solicitors aims to increase diversity in the legal profession and was founded by Chris because the legal profession lacks fair representation from all social groups. Chris's answer to this problem of under-representation was to leave a successful career as a corporate lawyer with Norton Rose Fulbright and found Aspiring Solicitors, which he now runs, in January 2014.

Aspiring Solicitors hopes to increase diversity throughout the legal profession by increasing awareness of the importance of diversity in law from academic study through to practice and by providing increased access, opportunity and assistance to aspiring solicitors from under-represented groups to enter the profession.

Aspiring Solicitors considers 'under-represented groups' to include:

- state educated aspiring solicitors;
- disabled aspiring solicitors;
- aspiring solicitors with accents;
- female aspiring solicitors;
- aspiring solicitors of all ages;
- lesbian, gay, bi-sexual and transgender aspiring solicitors;
- black and minority ethnic aspiring solicitors;
- aspiring solicitors entering the legal profession from 'non-traditional' routes;
- first generation undergraduate aspiring solicitors; and
- aspiring solicitors from non-redbrick/Russell Group universities.



Chris, who came from a very ordinary background, told us how he became a solicitor. Chris was state educated and his father was a builder who took jobs away from home to get work whilst his mother worked for Marks and Spencer. With school age and Chris, his brother and mother at home during his father's work absences, Chris became the 'the man of the house'. This clearly shows Chris's leadership qualities at an early age.

Chris gave Law School students valuable advice about drafting their CVs, including eliminating blank space and printing on quality paper when submitting hard copy CV. He made us smile when he shared how he had once waited outside a firm, engaging the staff who were going in and out of the firm in conversation. When he attended his interview with that firm, he had the extra knowledge and insights to bring to bear on the questions he was asked about the firm and it was recognised that he 'wanted the job'.

Having obtained his training contract with top US law firm Dechert following completion of his LPC, Chris spoke of the reaction he encountered from a commercial client early on in his training contract. The client used an expletive to express his thanks that at last he was talking to a man with an Essex accent. Clients like to be able to identify with their legal advisers.

The overriding message that Chris gave to Law School students was to persevere in their aspirations to become solicitors, to try their best and ensure that their CVs and applications for work experience and jobs always stand out and have unique selling points.

Chris will be returning to the Law School in March to run a CV workshop for our Law School students. Alice Shirley, one of our Legal Practice Course students, who joined us from Keele University in September 2014, is the Aspiring Solicitors Student Ambassador at the Law School.

Susan is Careers Tutor in the Law School. Contact Susan at S.J.Wigglesworth@staffs.ac.uk or on +44 (0)1782 2945. For further information about Aspiring Solicitors, go to www.aspiringsolicitors.co.uk.

Staffordshire University graduates take ministerial positions in Kosovo

Two Staffordshire University graduates have been promoted to the cabinet rank in Kosovo's new Government.

Dr. Avdullah Hoti, pictured right, who completed his MSc in Economics for Business Analysis in 2002 and PhD in Economics in 2007, has been given the top economic post in the cabinet, the Minister of Finance. After the completion of his PhD, Dr. Hoti returned to Kosovo to work at the University of Prishtina where he is now an Associate Professor of Economics. For four years up to 2013, he was the Deputy Mayor of Prishtina, Kosovo's capital city. His period of study at Staffordshire and his PhD, which focused on Kosovo's labour market, have given him the right training and preparation for one of the most important posts in the cabinet. He says, 'I know that I have taken a huge responsibility and I will do my best' to meet the expectations of the electorate.



Dr. Hoti is followed by Dr. Hykmete Bajrami, pictured left, who completed her MSc in Economics for Business Analysis in 2003. She also went back to Kosovo after completing her Masters degree and joined the Faculty of Economics at the University of Prishtina as an assistant. She completed her PhD at the University of Prishtina and is now Assistant Professor of Marketing there. Since 2010 she has been a Member of the Kosovo Assembly (the Parliament) and active on economics and business related issues. She has been appointed to the second economic position in the cabinet, the Minister for Trade and Industry.

Both Avdullah and Hykmete were recipients of the Open Society Foundation-Staffordshire University scholarship during their studies in Stoke. They follow an earlier Staffordshire graduate, Dr. Fatmir Besimi, pictured right, who has been a Minister in the Government of Macedonia in 2007. He is currently Deputy Prime Minister and Minister for European Integration.



Kosovo's general elections in June 2014 did not give any party a majority control and following months of negotiations, the new Government was formed on 8th December with the LDK leader, Professor Isa Mustafa (himself a long time partner with the Centre for Research on Emerging Economies at the Business School), becoming Kosovo's new Prime Minister and immediately announcing his cabinet which included the two SU graduates. The cabinet was confirmed by the Assembly and the Ministers have now started their work. We wish them success.

Launch of BERA Fair and Equal Education Manifesto

On 10th March, between 5.00-7.30pm, the British Educational Research Association (BERA) is holding a launch event for 'Fair and Equal Education: An Evidence-based Policy Manifesto that Respects Children and Young People'.

The event is being held at Mary Ward House, 5-7 Tavistock Place, London, WC1H 9SN, and is free to attend. However, pre-registration is essential because of the size of the venue.

More information about the event can be found at <http://bit.ly/1yAXxAc>.

Legal careers in progress

Good news has been in evidence for Law School students, with many recent graduates seeing real progress in their legal careers over the last few months.

Chris Simmonds (pictured right) undertook a three month internship at Wolverhampton City Council's Legal Services Department. Following the internship Chris has been retained as a salaried employee. Chris, who graduated in July from the LPC with a distinction, gained the opportunity to work with Wolverhampton City Council and with Landlord and Tenant claims and Court applications to prevent car cruising.



Chris enthused about the training and support given to him by the Wolverhampton City Council Legal Team and his supervisor, City Council Solicitor, Lorraine Moses-Copeman. The civil litigation skills and knowledge that Chris acquired on the LPC, developed through running case files, using case management systems and liaising with other City Council departments, has been invaluable. Chris stressed how important it is to always ask the right questions because 'important building blocks in cases are missed when the right questions are not asked'.

Meanwhile, at Wragge Lawrence Graham and Co's Birmingham office, LPC graduate Sarah Pervaiz (pictured below) is now working as an Employment Assistant. Sarah came back to the Law School in September and gave an inspirational talk to Level 5 students encouraging them to apply to City firms like her own. As Sarah told the Level 5 students, 'If I can do this, so can you. Don't be put off by what you may hear. At Wragge Lawrence Graham and Co you succeed on merit'.



James Finney, a graduate from the LPC in 2011, qualified as a solicitor locally and now practices as a Corporate Lawyer. He shortly moves to Eversheds in Birmingham. Additionally, LPC graduates from 2014 Jack Robinson and Olivia Hargreaves have progressed from paralegals to trainee solicitors with the Smith Partnership and Eric Whitehead and Co respectively.

Both Olivia and Jack had secured paralegal roles through the e-mail alert system used by the Law School to draw graduates' attention to opportunities and used their experience as paralegals to secure training contracts at other firms. The e-mail system has also helped place many LPC graduates as paralegals at local firms Tinsdills and Knights amongst others. The market is buoyant and our students are making the most of opportunities offered.

Building the blocks of a successful legal career can never start too early and in October the Law School held a very successful Careers Fair and Networking event. The event gave Law School students the opportunity to meet and talk with legal professionals and to practise the essential networking skills so important to a successful career in the

profession. It was a busy event and many students were offered work experience opportunities as a result. There were many LPC alumni representing their firms as well as current students in paralegal roles.

Pictured left at this event are Ashley Patel, Jyoti Patel and Sarah Wilson who represented the Students' Union Advocacy Society. A big thank you on behalf of Law School students must go to the firms and organisations who gave of their time and good will to help:

- ACAS
- A H Brooks and Co, Solicitors
- Aspiring Solicitors
- Bowcock and Pursaill, Solicitors
- CILEX
- Staffordshire North and Stoke-on-Trent Citizens Advice Bureau
- Finest, North Staffs Chamber of Commerce
- Freeths, Solicitors
- Grindeys, Solicitors
- ORJ Solicitors LLP
- SGH Martineau, Solicitors
- Staffordshire County Council Legal Services
- Stoke on Trent City Council
- Students' Union Volunteering and Community Engagement
- Students' Union Advocacy Society
- Wolverhampton City Council



In November, the Students' Union Advocacy Society hosted a Legal Careers Conference to give our students the opportunity to consider the type of legal career they wish to pursue in the future. At this event students heard presentations from an Army Legal Services Major, a Judge and a Coroner and many others.

Pictured above left at the Legal Careers Conference in November are current LPC student Jake Wilkie who studies on the Blended Learning mode whilst working for Freeths, Kate Boulton, LPC graduate and now a trainee solicitor with Freeths, and David Bowen, LPC graduate and now trainee solicitor with Tinsdills.

Finally, in December Law School students had an opportunity to hear from the founder of Aspiring Solicitors, Chris White, an organisation aiming to increase diversity and opportunity within the legal profession particularly from under-represented groups (see separate story on page 7).

Publications

English, F. and Bolton, C. (2015) *Bourdieu for Educators: Policy and Practice*. Thousand Oaks, CA: Sage.

Lynch-Wood, G. and Williamson, D. (2014) 'Civil Regulation, the Environment and the Compliance Orientations of SMEs', *Journal of Business Ethics*, Vol. 125, Issue 3, pp. 467-480.

Election Experts: Who will occupy next?

We've called on our election experts to expose, examine and explain the key issues that will decide the 2015 General Election. The Staffordshire University campaign website featuring the election experts aims to drive public engagement with the General Election. The cabinet of academic experts includes the following representatives from Business, Education and Law:

- Professor Jon Fairburn (subject area: Sustainability)
- Dr Ian Jackson (subject area: Economics)
- Professor Michelle Lowe (subject area: Education)
- Professor Angus McDonald (subject area: Politics)
- Dr Junie Tong (subject area: Economics)
- Dr Katy Vigurs (subject area: Education)

The site includes a blog including the following entries to date:

'Reflections on the Autumn Statement' – Dr Ian Jackson, at <http://blogs.staffs.ac.uk/electionexperts/2014/12/10/reflections-on-the-autumn-statement/>
'Democracy Day, who knew?' – Professor Angus McDonald, at <http://blogs.staffs.ac.uk/electionexperts/2015/01/21/democracy-day-who-knew/>

To find out more go to <http://www.staffs.ac.uk/election-experts/>.

Events Management Graduate Internship



Rebecca Collis, who has been working on a university-funded Graduate Internship, is pictured with Paul Williams, Head of the Business School. Rebecca is investigating how Bethesda Chapel might be used to host a number of short-term events. This work also links with ongoing student engagement projects currently being progressed by Events Management students.

Student in Sri Lanka selected as a Unilever Student Ambassador

Farhan Bahaman, a student studying for a Staffordshire University degree in International Business Management at APIIT Sri Lanka, has recently been selected as a Unilever Student Ambassador on the 'Sparks' programme.

Recognised as the number one employer in Sri Lanka, Unilever Sri Lanka reaffirmed its commitment to empowering the country's future business leaders, by launching 'Sparks' in the Autumn of 2014. 'Sparks' is a student ambassador programme, designed to provide an opportunity for students to act as a liaison between Unilever Sri Lanka and their respective university. The programme is designed to allow students to exhibit their strength as leaders in their institution by being ambassadors of Unilever. The 'Sparks' programme looks to enhance the pioneering spirit and skills of talented Sri Lankan youth, inspiring them to be forces of positive influence amongst their peers.

Students experience a flavour of ambassadorship through their experience of working at Unilever. This exposure helps them to develop themselves in key skill areas such as negotiation, stakeholder management and team working, while strengthening their professional networks. Most importantly, Unilever partners the students on their leadership journey, providing them with direction and guidance, and inspiring them to take small actions that will collectively create a step change for themselves, their communities, and society at large. The exposure gained through the student ambassadorship can allow students to fast track themselves into a career with Unilever once they have completed the programme. Students from all universities in Sri Lanka applied for the 'Sparks' student ambassador programme.



For information about our links with APIIT Sri Lanka, go to <http://bit.ly/1IhpYHK> and <http://www.apiit.lk/>.

BCB – Marketing Communications Manager role for 2015-16 and volunteers

The British Ceramics Biennial (BCB) in Stoke-on-Trent returns with the fourth festival this autumn running from 26th September-8th November 2015. BCB is looking to recruit a freelance Marketing Communications Manager to join the team on an initial £12,000 (inc. vat) part-time fixed term contract from April 2015 until March 2016. The Marketing Communications Manager will work with the small festival team, to assist in the management and delivery of tactical marketing and communications campaigns, taking an active lead in some areas, notably digital development and social communications, local audience engagement and festival events.

Applications can be requested from Andrew Palmer, Joint Head of Marketing, andrew@britishceramicsbiennial.com, or downloaded from <http://bit.ly/1zvWYWU>. Deadline for applications: 6.00pm, Monday 3rd March 2015.

The BCB will also be calling out for volunteers to help with everything from visitor experience to marketing. Find out more at <http://bit.ly/1zvWYWU>.

Students use your vote! – Jon Fairburn

This general election on 7th May 2015 will be one of the most important in recent history – not only do the two main parties have radically different views on the function of the state but they will also be joined by a range of minority parties including the Greens, UKIP as well as nationalists.

Turnout at the last general election in Stoke on Trent was poor:

- Stoke North 55%
- Stoke Central 53%
- Stoke South 58%

It was also poor amongst young people, nationally just 51% of 18 to 24 year olds voted.

Poor turn out by young people and students is one of the reasons that we have the highest student fees in Western Europe and generally poor support for young people. Both main parties target policies at pensioners and older people as they know they are much more likely to vote.

Voting can be viewed in many ways:

1. As a right established over centuries in the UK – this is the 800 year anniversary of Magna Carta;
2. As a duty as a citizen and as a remembrance for all those who died to establish and maintain democracy;
3. As a way of showing your support for ideas and for change in society;
4. To act as a beacon across the world. All over the world people are killed, tortured and imprisoned simply because they want to have a vote and say in their country.

So this time there is a big drive both locally and nationally to engage students and young people and to get out the vote including:

1. Staffordshire University Students' Union has successfully applied for funding from the National Union of Students to train General Election Ambassadors, who will be driving up engagement. And they have also had their application for the university's first on-campus polling booth approved.
2. The NUS has launched a General Election campaign called 'New Deal for the Next Generation' that declared: 'Students could swing almost 200 seats at the General Election'. For further information visit <http://ow.ly/H2Poe>.
3. **Come along and debate the issues with our special event at the university, chaired by Professor of Journalism and Politics, Mick Temple. Panel members include Stoke-on-Trent Central MP Tristram Hunt and Stoke Central Prospective Parliamentary Candidates: Liam Ascough, Conservatives; Jan Zablocki, Green Party; Mick Harold, UKIP; Dr Zulfiqar Ali, Liberal Democrats.**

Venue: Staffordshire University Science Centre

Date and time: Friday March 27, 6.30pm

Book your place on 01782 295860 or at public@staffs.ac.uk.

If you haven't registered to vote yet then go to <https://www.gov.uk/register-to-vote>. If you live in Stoke-on-Trent then here the registration deadline is 20th April.

What is a University education for? To create an informed, discerning, educated citizen so take your place in society discuss, debate and VOTE. And if you really don't like any of the political parties then form your own party or stand as an independent.

Contact Jon at Jon.Fairburn@staffs.ac.uk or at +44 (0)1782 294094.

Hello from an inky illustrator – Kate Leonard

Kate was on the Business School's Speed Plus programme from July 2013 until June 2014.



I have recently launched my new website at www.kateleonardillustration.com with my finalised portfolio of designs. There's an online print shop of mine opening soon also where I intend to sell limited edition giclee prints.

Aside from my illustrating I am also now a freelance creative copywriter (specialising in both creative business and lifestyle type motivational posts) and am now proudly a writer for both *Illustration Friday* and *Creative Digest*. I'm also due to have some article features over the coming month with *Prowess women in business* and have two current features over at *Creative Digest* prior to me being asked to write for them. They kindly did both an interview with me on my business and featured an article I'd written:

<http://www.creativedigest.co.uk/enchanting-nature-illustration-by-kate-leonard/>

<http://www.creativedigest.co.uk/how-to-keep-the-fun-in-your-creative-business/>

Lastly aside from now chasing commissions with some dream clients and starting collaborative projects with fellow Staffordshire creative businesses I entered the Big Hoot art project based in Birmingham. They're commissioning artists and designers to decorate a five foot owl and after exhibitions finished the pieces will be auctioned off to raise money for the childrens hospital.

I'm yet to find out whether my entry will be chosen in coming months but you can check out my inky entry here:

<https://kleonardillustration.wordpress.com/2015/01/12/a-very-big-hoot-of-a-inky-project-bighoot2015/>

Contact Kate at <http://www.kateleonardillustration.com/contact.html>. For more information about the Speed Plus programme, contact Clair Hameed at C.M.Hameed@staffs.ac.uk or on +44 (0)1785 353518.

CIMA/IoD Event – Alison Maguire

Staffordshire University hosted a joint CIMA (Chartered Institute of Management Accountants)/IoD (Institute of Directors) evening event during November 2014.

Richard Bisiker, Director of Personal Summits Ltd, gave a very practical talk and engaging presentation on Conversational Coaching. Richard provides specialist training on communication skills and qualifications in Coaching and Business Management.

For further information and also details of CIMA and IoD events in your area please go to:

- <http://www.personalsummits.com/>
- <http://bit.ly/1yAXxAc>
- <http://www.iod.com/connecting/events>

Contact Alison at A.J.Maguire@staffs.ac.uk or on +44 (0)1782 294155.



Students – complete your survey!

Here at Staffordshire University we are keen that students have the opportunity to share their views and opinions in order to enhance the student experience. In order to gain your feedback we undertake a number of student surveys throughout the year.

The National Student Survey and the Student Viewfinder Survey are now open to eligible undergraduate students. Postgraduate Students your Postgraduate Taught Experience Survey is now also live.

Complete your survey – this is your opportunity to make Staffordshire University an even better place to live and study.

As a thank you for completing a student survey you also have the chance to be entered into a prize draw and win a cash prize.

Go to <http://www.staffs.ac.uk/studentsurveys> to complete your survey.

Level 6 Marketing Management students work with Donna Louise Trust – Paul Dobson

Level 6 Marketing Management Students Muryum Bhayat, Amy Clowes and several others are working on a 30 credit module with Donna Louise Trust. The main aim of the module is to create a strategic marketing plan focusing on a range of issues that have been presented by the client. Students will then critically evaluate the business and develop marketing strategies that can be implemented by Donna Louise Trust in order to achieve a higher return on investment and success in a competitive market.

The opportunity of working with a real business helps to give further understanding of the challenges that are faced by businesses in the current economic climate, initiating students' minds to think as if they were professionals working in industry.

Amy says, 'I feel fortunate to have been given the opportunity to complete work that is expected of a marketing management graduate within a real business environment, whilst in my final year at Staffordshire University. Understanding the challenges and changes within the business environment, is a real eye-opener especially when working for a charitable organisation. Creating a marketing plan for Donna Louise Trust is an experience that is priceless and has given me the opportunity to demonstrate my skills as a marketing professional'.



Muryum states, 'Working with such a beautiful charity has not only allowed me to understand the challenges a charity faces, but has also given me the ability to emotionally connect to such a lovely cause. The charity is friendly, family orientated and a massive support to so many people in the Staffordshire and Cheshire area and I hope the strategies developed for the strategic marketing plan will be useful to Donna Louise Trust'.

Contact Paul at P.M.Dobson@staffs.ac.uk or on +44 (0)1782 294093.

Seminar on language and communication needs of disadvantaged children in Stoke-on-Trent – Tehmina Basit

Professor Tehmina Basit, Director of the Institute for Education Policy Research (IEPR), was invited in January to a seminar organised and chaired by Joan Walley, MP for Stoke-on-Trent North. The seminar included presentations and follow-up discussions on ways to improve the language and communication needs of disadvantaged children in Stoke-on-Trent. This invitation only event was attended by Mohammed Pervez, Leader of Stoke-on-Trent City Council; Kamini Gadhok, Chief Executive, Royal College of Speech and Language Therapists; and council members from Stoke-on-Trent Education and Public Health services amongst others. Tehmina was invited because of a research project led by her last year which examined the speech and language development of pre-school children in the city. The project was carried out in collaboration with Dr Amanda Hughes of the IEPR; Dr Zafar Iqbal from Stoke-on-Trent Public Health Directorate; and Janet Cooper from Stoke-on-Trent Children and Young People's Services.

Contact Tehmina at T.N.Basit@staffs.ac.uk or on +44 (0)1782 294242.

Staffordshire University Twitter accounts

Business School

@PaulWilliams – Head of Business School – heritage and cultural tourism

@PaulDobsonUK – Senior Lecturer in the Business School

@Prof_RuneTBy – Professor Rune Todnem By is Professor of Organisational Behaviour, organisational change management and leadership; organisational ethics; HE management

School of Education

@drmichellelowe – Head of School of Education – teachers and education

@aboutlearning – Steve Hall – Senior Lecturer in Education – areas of interest/research in metacognition, pedagogy, and education with enterprise

@drkatyvigurs – Senior Lecturer in Education – education and research

@Jim_Pugh – Principal Lecturer in Education – education and the student experience

@Russell_Spink – Senior Lecturer in Education – pedagogy and initial teaching training

Law School

@KrisLines – Senior Lecturer – research interests: sports law (particularly doping, personal injury and ambush marketing), torts, elearning

Geography

@AllanWatson1 – Senior Lecturer in Geography – creative labour, films, music, cultural geography

Psychology, Sport and Exercise

@DrJamieBarker – Dr Jamie Barker, Sport and Exercise Psychology

@MatthewSlater20 – Matt Slater, Sport and Exercise Psychology

@ProfMarcJones – Professor of Stress and Emotion

@ProfRodham – Karen Rodham, Professor of Health Psychology

@JackyForsyth – Senior Lecturer in Sport and Exercise

@SUPeakCondition – student-led sports science support service

Executive/Senior Staff

@StaffsUniVC – Michael Gunn, Vice Chancellor and Chief Executive

@mikehamlyn – Mike Hamlyn, Director of Academic Enhancement

@daveparkes – Associate Director, Information Services

Enterprise

@beinspiredsu – Be Inspired, business support, entrepreneurs and student businesses programme

@Staffs4Business – For Business, Enterprise and Commercial Development

If there are any more academics at Staffordshire University on Twitter let us know at et@staffs.ac.uk.

Facebook groups

<https://www.facebook.com/groups/staffsuniTEM/> – Tourism Management and Events Management students

<https://www.facebook.com/groups/staffsuniBM/> – all undergraduate Business Management courses

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Deadlines for 2015

27th March

29th May

31st July

5th October

27th November