RUN LEARNING AND TEACHING AWARDS 2023

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Title: GradChat: An Equitable, Innovative and Co-Created Employability Initiative

Application Category: Innovation and Learning

Abstract: Gradchat is a series of recorded, podcast-like conversations between me and UniSC Marketing alumni about their experiences in the workplace that allows students to learn from former peers who are now professionals in their fields. All of the questions are crowdsourced from current students, so GradChat is co-created making it more engaging by addressing specific student knowledge gaps. The conversations are 10-20 minutes, and are available online at any time, so they are flexible and equitable for time-poor students.

Grad Chat helps students develop their employability skills in a cyclical approach: I start my students in my marketing courses by thinking about employability tactics and professional development, then have them do authentic workplace activities in workshops and assessments to use in their portfolios and build their employability skills, which are then reinforced via the alumni practitioners in the GradChat conversations.

Students have noted it helped them with their job applications and increased their employability skills and confidence. GradChat has recorded 12 conversations, achieved over 334 views since its 2021 launch and due to its success, has been expanded into other disciplines.