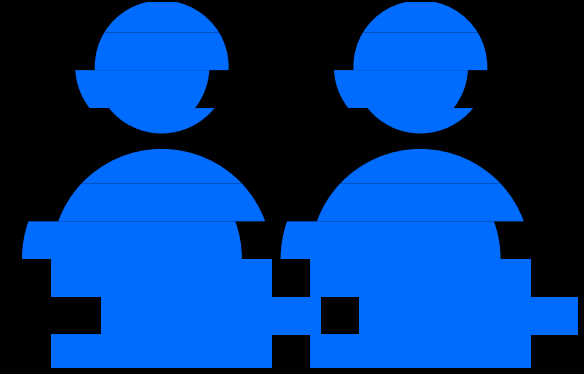# *NEW* Creative HE with Creative Shift

Lora Ghany & Sat Sehmbey

2025

ual:

Who we are

We deliver a programme of opportunities, working closely with industry partners to enhance students' experience and professional development.

- **Mostly student-facing**

- **Staff resources**

- **Work across the 4 UAL colleges:**

- Camberwell, Chelsea and Wimbledon (CCW)

- Central Saint Martins (CSM)

- London College of Communication (LCC)

- London College of Fashion (LCF)

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What we offer

We offer an alternative model of enterprise learning and employability education, which students and graduates can access at any point in the student journey.

We deliver around **40+** projects, events and opportunities each year:

- **Community networking events and groups** (Short)

- **Industry led masterclasses** (Short)

- **Visits out to industry** (Short)

- **Funding opportunities** (Short)

- **Inclusive enterprise support** (Medium)

- **Paid internships** (Medium)

- **Industry live briefs** (Long)

- **1000+** (repeated engagement), **400** individual students, **2000+** sign ups

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Eligibility Criteria

Programmes are free and open to **Home** (UK) **students and graduates** (up to 5 years)

where **one or more of the following** applies:

- Have taken part in UAL Insights programme

- Black, Asian or Minority Ethnic (BAME)* backgrounds

- Students whose parent(s)/ guardian(s) have not completed a University Degree.

- Recipients of the UAL bursary

- Disabled students (according to Equality Act 2010)

- Care leavers & Care givers

We note that this language is contested and different terminology is used in different contexts and places. However, as the Higher Education sector, HESA and Census data uses the terminology B.A.M.E. we will continue to use this language at UAL.

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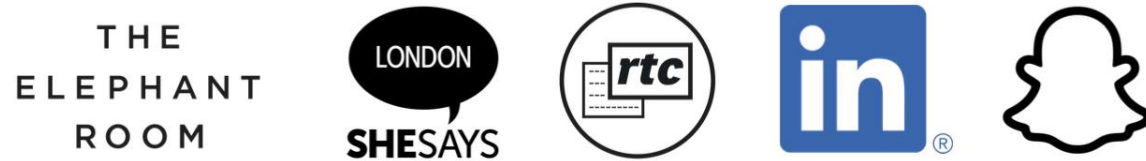
Industry Partners

We work closely with industry partners, start ups and freelancers from diverse backgrounds to support ethical changes in the industry, which brings benefits to the wider creative economy.

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100+ engagements with industry professionals, SME's and organisations this year 24-25

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Our approach & What works

- Co-created projects with industry (bridge the gap)

- Experiential opportunities to support creative journeys (learn by doing)

- Student-centered (compassion, care, lived experiences)

- Asset model rather than deficit (interests & values driven)

- We work closely with Insights (UAL Outreach)

- Fostering a sense of community (what this means to us)

- Leadership (Ubuntu Philosophy, Feedforward, Legacy)

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Key programmes:

Take your ideas to the next level (The KUSP)

- 6-week enterprise programme spread over 2 months

- 10-15 students & grads per year

- Students apply with an early-stage idea they want to develop

- Industry mentors, group activities and embedded IP learning, a photoshoot and co-created yearbook publication and celebration & networking event.

- The importance of language and embracing lived experiences

- IP as a way to develop creative identities in value driven & purpose centered ways.

- Community & decoloniality within enterprise learning.

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Key programmes:

Women+ of Colour in Leadership

- About the programme (live brief, events, resources)

- Who is involved – Leadership Coach & Industry Partners

- 6 years, over 100+ students (live briefs)

- Ubuntu Approach - I am because we are

- Feedforward – Marshall Goldsmith

- Student Learnings
  - o Self-belief /self-worth
  - o Practical Leadership
  - o Value of communities

- Leadership Legacy (live briefs & resources/podcasts)

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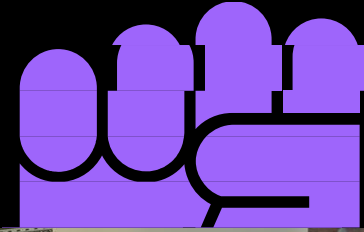
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How we determine success

- Repeated engagement (Community & Belonging)
- Retention (Stats)

Theory of Change

To lead a shift in student thoughts and behaviours, whilst building on their interests & expertise

1) Awareness of Possible Future Selves

2) Sense of Belonging to Creative Shift Community

3) Pursuit of Intrinsic Motivations

4) Formation of Strong Career Identities

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Evaluation in Practice

Our system for evaluating different types of programmes:

- Long term projects (8+ weeks)
- Medium (3-6 weeks projects)
- Short (one-off events, drop in activities)

Storytelling

- Numbers and outputs
- Qualitative case studies and video content
- Social media (Active learning)
- Active learning & integrated reflection pieces

Adapting programme design based on student voice through evaluation

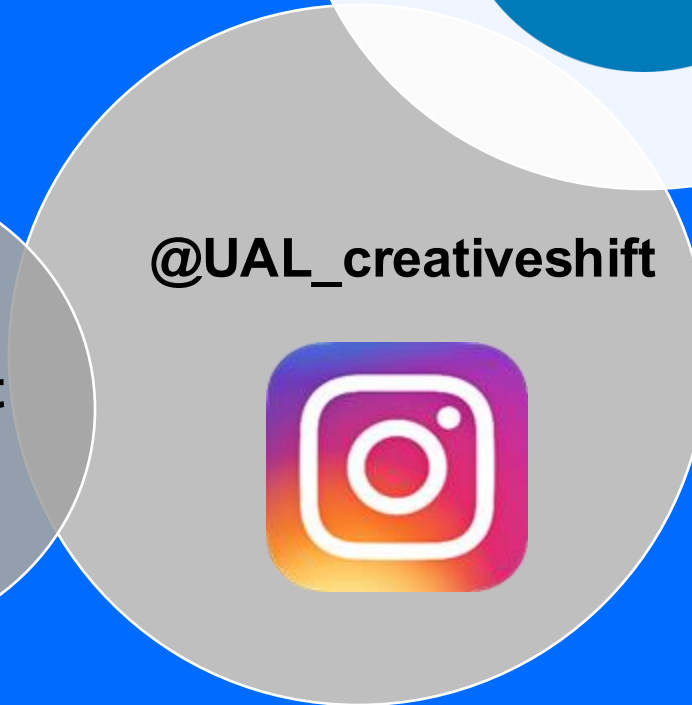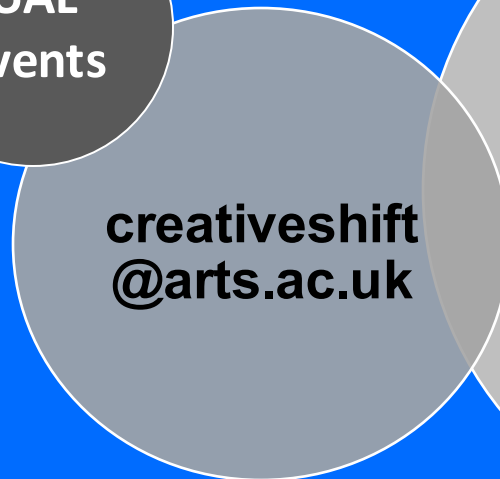**creative shift**

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Any questions?

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Keep in contact

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