

UK Vietnam Higher Education Collaboration Forum

Theme: Student mobility and employability –
increasing need for intercultural skills and academic English

30 October 2018

Global Festivals of Learning (GFoLs) -

A tool for developing student employability
and global outlook



Dr. Milena Bobeva

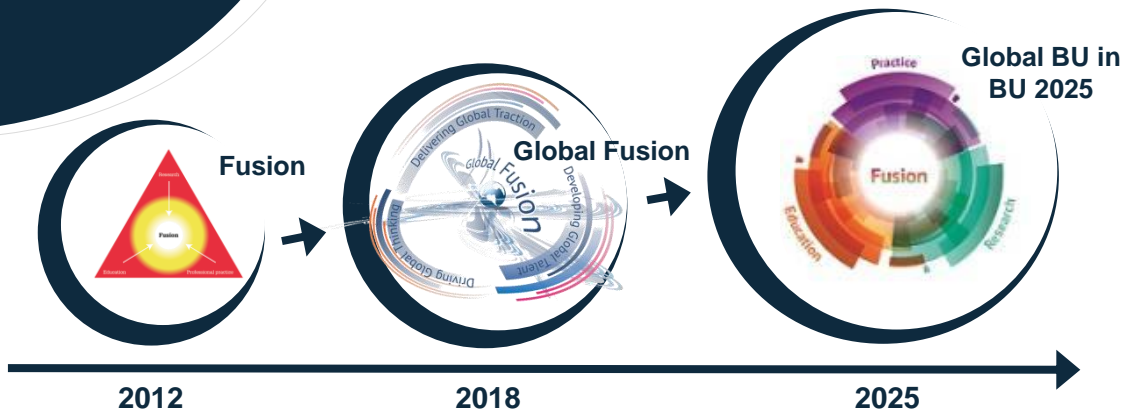
Associate Dean (Global Engagement), Faculty of Management, Bournemouth University



BU
Bournemouth
University



Global BU 2012 - 2025



GFOL Objectives

1. Showcase and disseminate global education, research and practice within an overseas context.
2. Enhance global access to and engagement with BU's research activities.
3. **Inspire learning and enrich BU's offer on global talent and employability.**
4. **Encourage new thinking and nurture creativity and innovation.**
5. Bring back global learning and experience to our region to inform future developments.
6. **To develop our students as global citizens**



over **1,600**
participants took part in
BU's global Festival
of Learning
in 2018!



85
BU staff and
students took part
across the four
Festivals



● Global Festival of Learning, ASEAN 2017

4 Festivals
hosted in
India, China,
ASEAN and
Europe



● BU Students at GFoL, China 2016



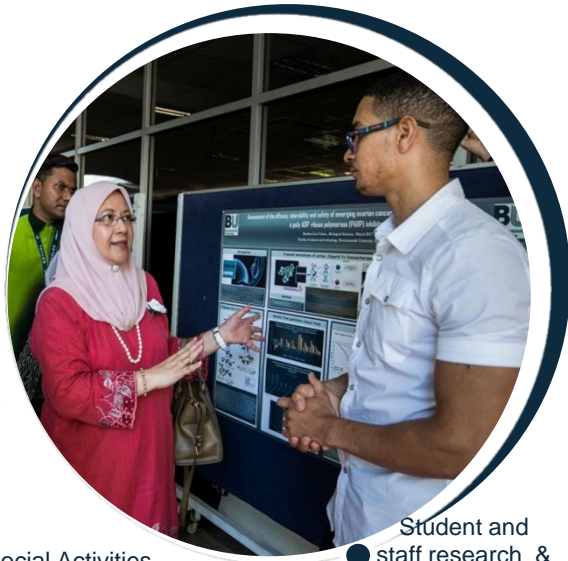
GFOL Activities



Industry Visits



Social Activities



Student and
staff research &
co-creation



Students@GFOL: Roles



- Students as technical support team:
 - Event management
 - Photography
 - Videorecording
 - Social media publishing

Students@GFOL: Additional Roles



- Students as panel members alongside BU staff

Students@GFOL: Additional Roles

- Students as co-creators
- Students as presenters



Students @GFOL: Additional Roles



- Students as panellists-experts in innovation and entrepreneurship

Top 10 skills

in 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility



in 2015

1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity



Source: Future of Jobs Report, World Economic Forum



Evaluating GFOL Impact Framework

v.2016, 2017

Theme	Impact Statement	Impact Measures		
		Inputs	Outputs	Outcomes*
Education	<ul style="list-style-type: none"> An exceptional student and staff experience A tool for the development of a global outlook in staff and students 	<ul style="list-style-type: none"> No. and types of events (include individual names and organisations of who have participated) No. and types of events with top ranking institutions No. and types of keynotes/sessions with leading educationists 	<ul style="list-style-type: none"> No. of BU and other students engaged No. of BU and other staff engaged Survey results of attendees Survey results from students Survey results from staff 	<ul style="list-style-type: none"> Student employment data No. of partnerships established leading to exchanges/mobilities No. of courses co-delivered by / contributed to with overseas partners Longer-term survey results
Research	<ul style="list-style-type: none"> Enhanced opportunities for collaboration and co-authorship of research 	<ul style="list-style-type: none"> No. of keynotes/events from leading researchers & institutions No. of research focused sessions No. of Global Talent research interviews/surveys undertaken (if relevant) 	<ul style="list-style-type: none"> Student/staff and attendees survey results 	<ul style="list-style-type: none"> No. of research collaborations with partners/attendees/institutions No. of publications with partners/attendees/institutions No. and type of formal partnerships established Longer-term survey results
Practice	<ul style="list-style-type: none"> Increased opportunities for global public engagement 	<ul style="list-style-type: none"> No. of employers attending/contributed No. of govt/policy attending / contributing No. of keynotes from leading practitioners/high profile industrial /policy leaders No. of Global Talent/employability focused panels/sessions – No. and type of contributors 	<ul style="list-style-type: none"> Student/staff and attendees survey results Press hits/articles – no., outlets, type of coverage Social media footprint/reach 	<ul style="list-style-type: none"> No. of collaborative projects/research with practitioners/industry/govt No. of students recruited Longer-term survey results

*Outcomes will be tracked over time and will require a longer-term approach to data collection.

Data collection tools: - Post event survey (participants)
- Student reflective account

64%

of students are
extremely likely to seek
work abroad in
the future

GFOL Outcomes

As a result of taking part in the
Global Festival of Learning ...



71%

of students are
extremely likely to seek
further experiences
abroad

Student Outputs: Post-Event Survey

“International experiences offer students a **change in mind and heart sets** to prepare and **organise to work in different cultural contexts**. To be more globally aware, to be **respectful**, to **show concern and care** for those that need it, be **mindful of different cultural differences**.”



Student Outputs: Reflective Accounts

“The festival was challenging at times, but really help to **push my professional capabilities** as research assistant and social media content creator in an fast paced and dynamic environment amongst a very busy team. I completed all the task I needed while having time to **connect with the people and culture** in China, there’s 24 hours in a day and Global Festival of Learning showed me how much can be achieved in those 24 hours with the right organisation and planning. Now I have a much **greater understanding of my abilities and greater confidence in the amount of work I can do independently and part of a team.**”



Skills Developed

- Having to deal with ambiguity
- Reacting on spot
- Multitasking
- Working in teams
- Good time-management
- Networking
- Coping with jet lag

To Improve

- Controlling emotions
- Not completing all started tasks
- Better preparation when presenting
- Social media coverage
- Taking more pictures

Evaluating Impact Framework

v.2018 (student-focus)

Indicators of the Global Festival (GFOL) impact

Area	Indicator	Target	Actual
Leadership	Leadership skills	100%	100%
	Teamwork skills	100%	100%
	Reverse mentoring	100%	100%
	Verbal & non-verbal communication	100%	100%
Cultural Awareness	Cultural awareness	100%	100%
	Cross-cultural communication	100%	100%
	Global citizenship	100%	100%
	Critical thinking	100%	100%
Innovation and Creativity	Innovation and creativity	100%	100%
	Professional presentation	100%	100%
	Planning and organisation skills	100%	100%
	Self-discipline	100%	100%
Positive Attitude	Positive attitude	100%	100%
	Cognitive flexibility	100%	100%
	Emotional well-being	100%	100%
	Self-awareness	100%	100%

v.2017

+ Pre-, mid- and post event surveys

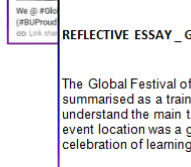
+ Student team Twitter page



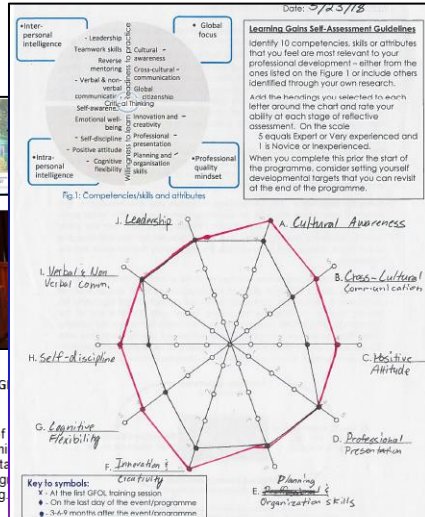
+ Student visual diary



+ Student reflective essay (post event)



+ Student Employability / Learning Gains radar (pre- and post- GFOL)



Student Outputs: Shared Visual Diaries



We @ #GlobalFoL18 ASEAN
(#BUProud)

🔗 Link shared



#BUProud #GlobalFoL18

Milena and You

Student Outputs: Visual Artefacts

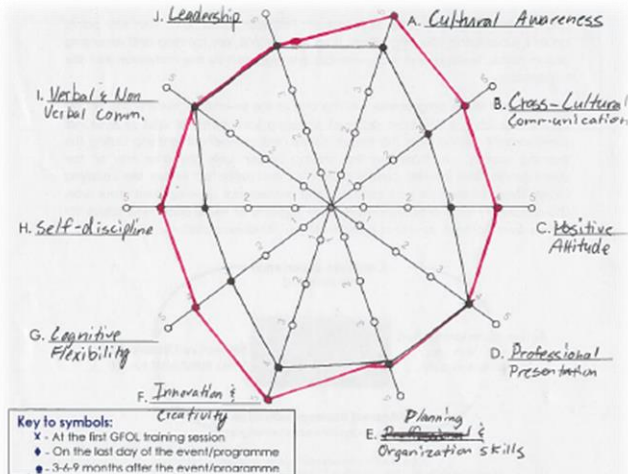
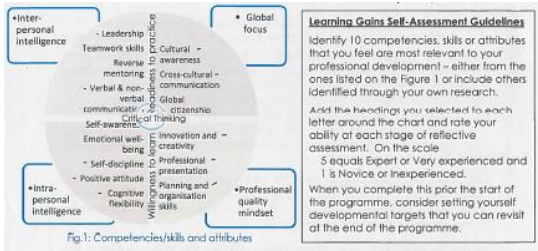


“First day of GFOL, I felt like a VIP.”



“Since linking with these new contacts on LinkedIn (BU alumni, staff and speakers) I plan to keep in contact and look out for employment opportunities in the future in case they appeal to me.”

Student Outputs: Employability / Learning Gains Radar

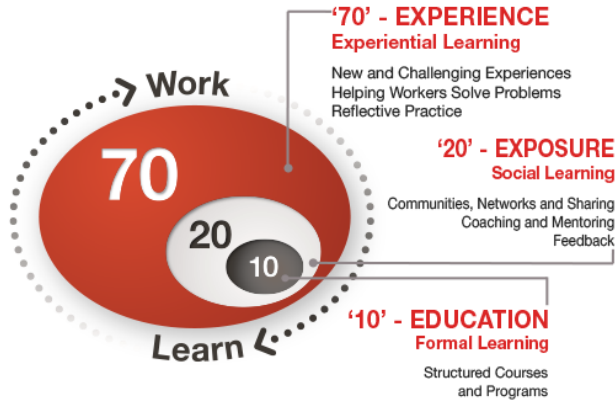


Students@GFOL: Global Outlook



Students@GFOL: Global Outlook





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Thank you!



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