

**USING LIVE BRIEFS TO HELP THE CAREER  
ASPIRATIONS OF GEN Z STUDENTS**

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## Speakers



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SOLENT UNIVERSITY STRATEGY 2025

READY

FOR THE FUTURE

**SOLENT**  
UNIVERSITY  
SOUTHAMPTON



# KEY THEMES IN STRATEGY 2025

1. Student success: work ready, world ready, future ready
2. Faculties at the Centre
3. Research themes and a graduate School
4. Knowledge exchange as a key asset
5. Equality, dignity and mutual respect
6. Enterprise
7. Tackling climate change
8. Positive impact on our community at home and overseas
9. Transformation Academy: campus based, hybrid and online courses
10. Academic rigour, quality and the highest standards
11. Partnerships
12. Internationalisation

# WE ARE SOLENT

- We make a difference to society and drive student success.
- We are at the centre of research knowledge exchange.
- We care about the environment.
- We engage with our communities.
- We work in partnership.

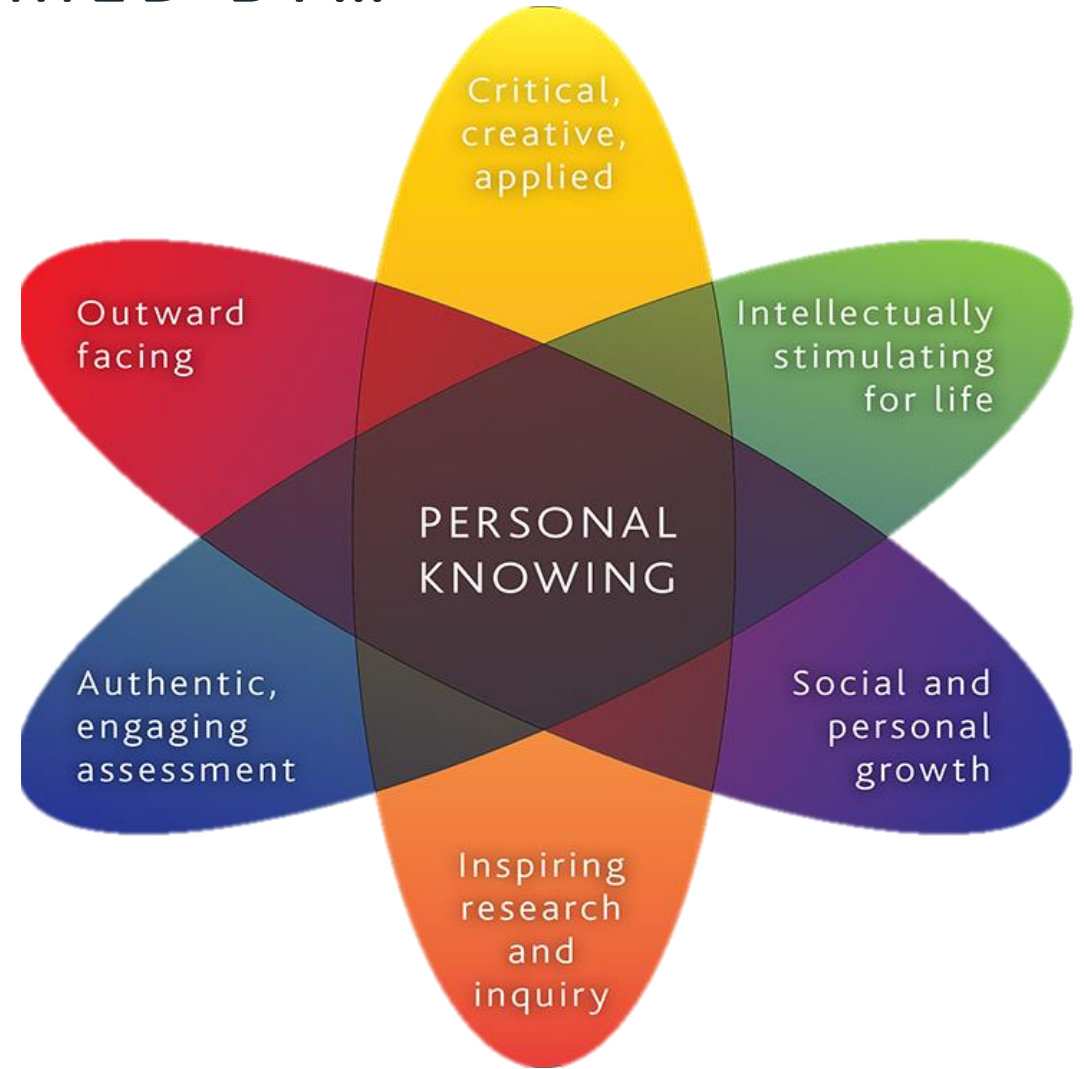


Theo Paphitis, Chancellor,  
Solent University



# CURRICULUM WORK IS INFORMED BY...

- Solent's Real World Curriculum



**INTRODUCTION TO YOU!**



**IN THE CHAT, PUT**

**YOUR NAME  
INSTITUTION**

**JOB ROLE**

**YOUR PERCEPTION OF BIGGEST GEN Z  
CHALLENGES IN REAL-WORLD LEARNING/LIVE  
BRIEFS?**

# GEN Z – ETHOS

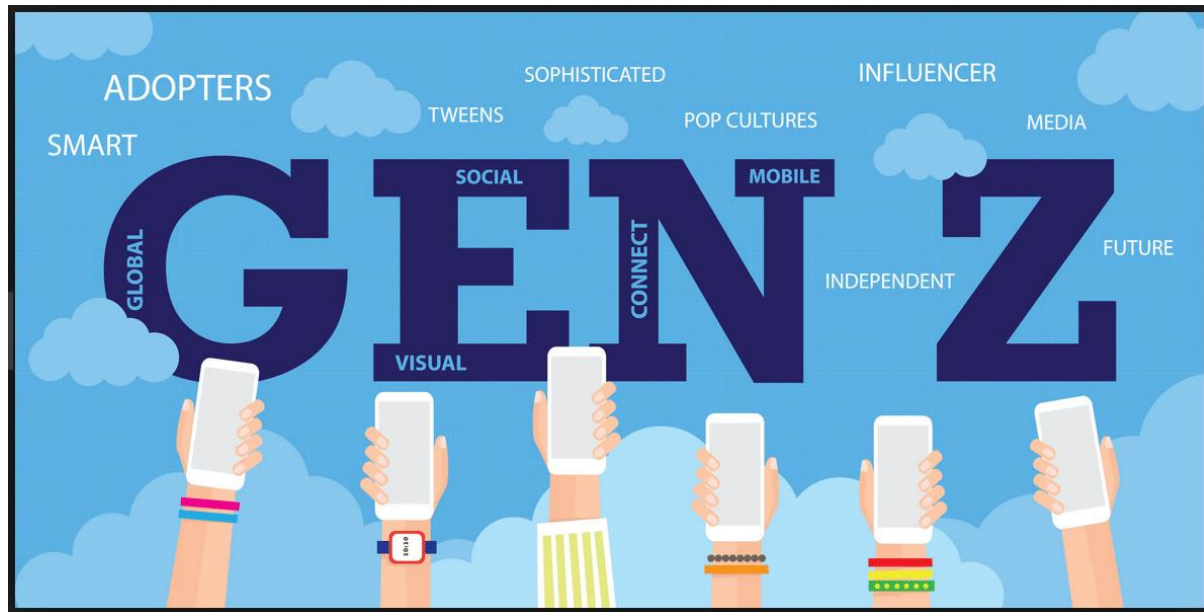
What are their characteristics?

According to CIPD research (2016):

- Interesting
- Interested
- Digital natives
- Sceptical
- Can be cynical
- Pragmatists
- Sense of entitlement
- Want societal good
- Will re-shape work environments

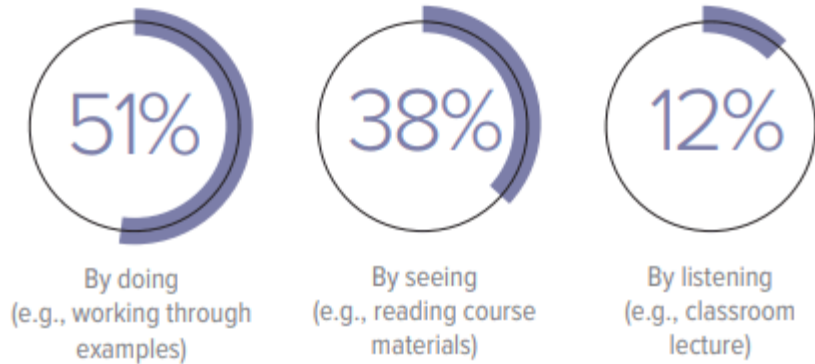
On track to be best educated generation and as ‘digital natives’ born into mobile phones – used to having information at their fingers tips on demand 24/7 (Pew Research Centre 2020)

“in the hearts of Generation Z, companies and employers will need to highlight their efforts to be good global citizens. And actions speak louder than words: Companies must demonstrate their commitment to a broader set of societal challenges such as sustainability, climate change, and hunger” (Deloitte 2021).



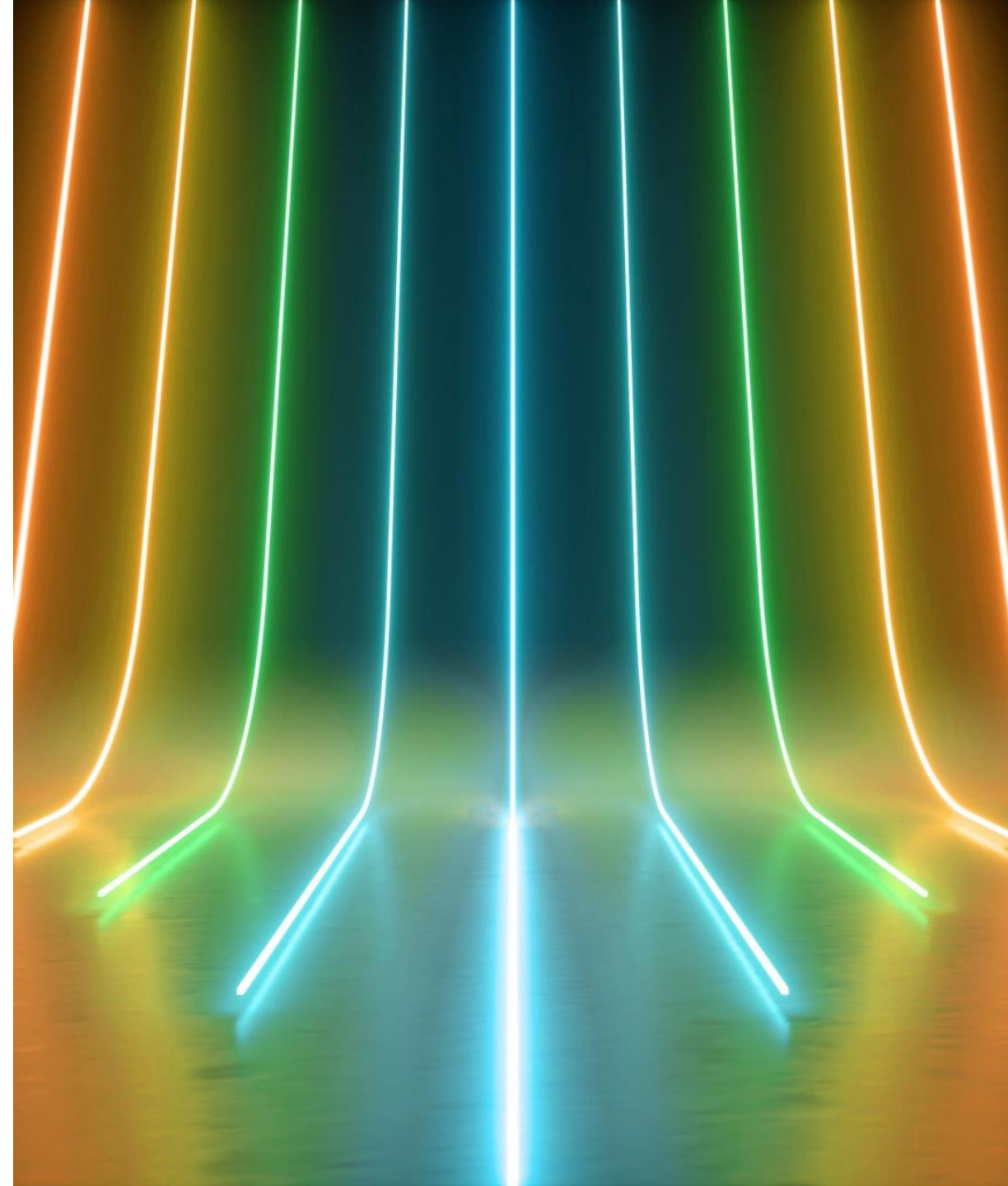
# LEARNING

## HOW DOES GEN Z LEARN?



9% of Gen Z prefer learning with a teacher leading the instruction, YouTube is also their #1 preferred learning method. And 47% of them spend three hours or more a day on the video platform (Pearson 2018)

They want the opportunity to practice implementing their new knowledge and prove that they understand what they've learned. (Panopto 2021)

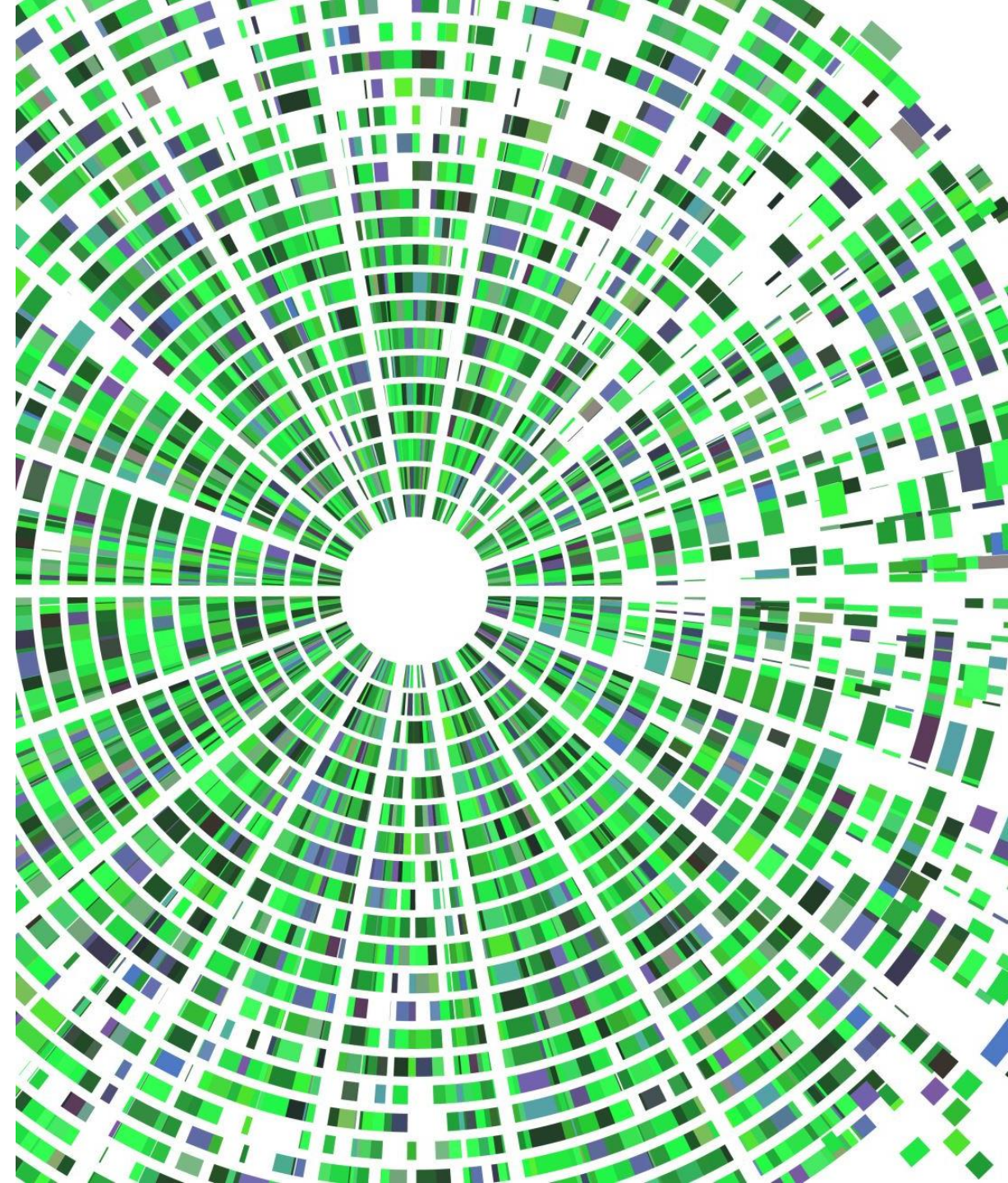


# LEARNING AND WORKING

Born after the mid-90s and raised in the 2000s, this new 'Generation Z' workforce is set to account for 20 percent of working adults by 2020 (Shift 2020).

“Gen Z feel they are the hardest working generation - companies must meet them at the starting line – give them training, flexibility, and mentorship. This digital generation, primarily relying on technology to communicate, suffers from anxiety. Thus, Gen Zers are looking for leaders who are trusting, support their needs and express care for them as humans – not just employees.” (Industry Week 2019)

These young people do not feel prepared for the world of work. Skills we know to be imperative for the next generation — such as entrepreneurship, resilience, presentation skills, public speaking and even being able to do your own accounts — do not feature on the main curriculum. (CIPD 2016)



## Delivering live briefs in a virtual world

B&Q works with Solent to deliver live business briefs, gathering creative insight from the University's student body.

Our students put forward solutions as to how B&Q could use social media influencers in their future advertising campaigns, how they could better position their digital offering for their customers, and how they could improve communication with colleagues who are working from home during the pandemic.

The B&Q logo is displayed in large, white, bold, sans-serif capital letters against a solid orange background.

*“Having a fresh perspective on our business from Solent’s students, who may well be the next generation of homeowners, is really valuable. They see things differently, have unique ideas of what customer service should look like in the digital age, and bring a wealth of diverse experiences and opinions that give us new ideas to work on. And, it’s a pleasure working with them”.*

*Deb Garrett, Employer Brand Manager at B&Q.*



B&Q Live brief

<https://youtu.be/xsMMYRfm3Rg>



## Breakout room 1: Discussion points

Have you seen changes with Gen Zs in support they need around employability?

What type of real-world learning (RWL) do you provide to Gen Zs in your institution?

Please summarise your main group thoughts via Menti Meter

Log onto

[www.menti.com](https://www.menti.com)

Use code: TBC



## Breakout Room 2 – Discussion points

- Do you think Gen Z connect the opportunities provided with employability skills?
- How can we innovate RWL/types of live briefs to enhance and support Gen Z?
- Please summarise your main group thoughts via Menti Meter

Log onto

- [www.menti.com](https://www.menti.com)
- Use code: TBC



# SUMMARY OF DISCUSSIONS ROUNDUP AND Q&A!



KEEP IN TOUCH!



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