

Annual Giving Funded 'Prize Pitch' Video Project 2010

Final Report – Outcomes



The aim of this project was to boost the employability, presentation skills and confidence of undergraduate Sociology and Media Culture and Society students.

Both parts of this project accomplished these aims.

Part One enabled current students to interview a range of our alumni in the workplace and at the University. They developed interviewing, digital technology and editing skills in recording the sessions as video clips. In addition, they established invaluable contacts with alumni. The materials generated will provide a lasting careers resource for current and future students on using their degree to navigate the jobs market, as well as an impressive feature in Open Day and other recruitment activities.

Aneesah in video training 1

Aneesah: *'I felt this project was an excellent opportunity to exercise my media skills and gain a little more confidence in interacting with others. In all, it was an excellent experience and one which has made me more determined to make the most of my time studying Sociology at the University of Birmingham.'*

Part Two was a one off workshop with prizes which enabled students to compete in teams to 'pitch' to the brief 'how can social science change the world.' Led by a professional trainer, the event put the students in a team-work, problem-solving and presentation situation under pressure before a judging panel and helped to develop their presentation and confidence skills .

Alumni funding enabled the team to purchase professional training and appropriate equipment for the students, both in videoing and editing as well as in the workshop.



Liam: *'As a Sociology undergraduate the training provided a great chance to turn theory into practice as the degree involves learning about various methodological techniques such as in-depth interviews. The training thus provided the first real opportunity to employ interviewing techniques which I have since repeated in work experience at a regional newspaper in South Wales.'*

Liam in charge of the video 1