

# LAUNCHPAD

Spring 2019



**WHY JOURNALISM**

**WITH PUBLIC RELATIONS**

**WAS RIGHT FOR ME**

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University of  
**Salford**  
MANCHESTER



# SALFORD SUCCESSSES

A round-up of our achievements throughout the past semester.

## SALFORD GRADUATE TO HAVE FILM SHOWN ON SKYTV

A University of Salford graduate will have his 'post-brexit fairytale' film shown as part of Sky Art 50, which looks into British identity.

Naqqash Khalid has directed Stock, set in the warehouse district of Manchester. The film follows a French man who has recently moved to the area and finds himself involved with the British authorities, and stars French actors Idir Chender and Hania Amar alongside British actor Sarah-Jane Potts.

After graduating in English Literature in 2015, Naqqash decided to continue his journey at University of Salford and now lectures part time in Media and Performance.

Naqqash has always had an interest in film and media and has even won the Best Young Filmmaker award for his short film Parts.

Stock premiered at the Barbican in London as part of Sky Arts 50 on February, before being released on Sky Arts this spring.



## DANCE STUDENTS TO TOUR UK

Dance students kick off their professional touring careers with a 12-date tour of the UK.

Twelve dancers on the inaugural MA Dance Performance programme take to the stage under the name Emergence – a brand new dance company collaboration between Jos Arnott Dance and the University of Salford.

Led by Artistic Director Joss Arnott and Salford lecturer Sarie Mairs Slee, the dancers tour a double bill of works created for and with them by Arnott and Phoenix Dance Theatre's Artistic Director Sharon Watson. Both works - which premiered at New Adelphi on November 29 - take empowerment as their starting point.

Watson's piece titled 'And still I walk...' draws inspiration from the women's suffrage movement and focuses on the theme of mankind's continued plight for justice. This deeply emotional piece features a transformative score of music by Hans Zimmer and Max Richter which enhances the sense of being taken on an emotional journey, and costumes inspired by a visit to the People's History Museum in Manchester.

Arnott's work 'When Worlds Collide' also features a powerful, cinematic score which has been composed specially by James Keane.



## SALFORD STUDENTS IMPRESS GLOBAL DRUM AND BASS STAR

A group of creative students have been praised by Drum and Bass star DJ Metrik after they produced music videos for two of his tracks.

It's not every day that students can say they've been set an assignment by a chart-topping artist, but when internationally renowned producer DJ Metrik and his music label Hospital Records brought in the brief asking students to produce music videos for his tracks Fatso and Electric Echo- the talented Media Production class got stuck right in.

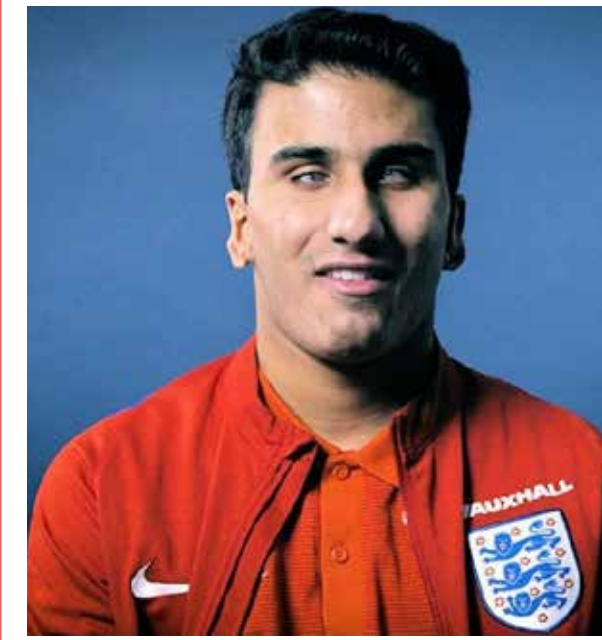
MA Media Production Students Marc Nicholson, Johanna Turner, Anna Hurst and Daria Stan took on the brief and came up with their creative solutions for the tracks.

Electric Echo was turned into a computer game inspired VR beat 'em up adventure with amazing VFX, whereas Fatso's video is a conceptual urban dance performance on Manchester's canals shot in reverse.

Speaking out on his social media, DJ Metrik praised the unofficial videos and shared them with his fans saying:



"Hospital and I set the students a challenge to produce two promo videos for my tracks. Given these were made on a zero budget it's clear to see the love and skills that went into them. I am so impressed with what they've come up with and I've had to share them!"



## SALFORD STUDENT HAS 2020 PARALYMPIC AMBITION

England Blind Football player Azeem Amir recently joined a host of well-known Manchester faces and sports personalities on camera in the FA's latest campaign, '21 Days of Positivity'.

The film showcases the words of the inspirational poem, 'Do Something', written by our Honorary Graduate and Mancunian poet Tony Walsh and features sporting heroes such as Manchester United's Jesse Lingard, England Women's Toni Duggan and Chelsea's Ross Barkley.

Business and Management student Azeem delivers the words that he connects with; "Do something to get a little fitter...do something to celebrate your health." He said: "I'm honoured to be one of the England players launching the 21 Days of

Positivity campaign to help parents and coaches create fun, safe and inclusive environments for young footballers."

Azeem was born with no sight in his right eye and slight light perception in his left eye but has never let this act as a barrier in life...

He currently plays in the National Blind Football League for Merseyside Blind FC and is excelling in his first year at the University of Salford. He makes the most of the on-campus gym to get his training in alongside his studies.

The 19 year old was called up to train with their senior squad in October 2017 and made his debut against Japan in Tokyo in March 2018.

## FIRST CLASS GENES: THE FAMILY CELEBRATING A SALFORD GRADUATION FOR THE 5TH TIME

There's something in the water up in mid-Lancashire – and it appears to be coming from Salford!



Beryl and Ernie Marsden are coming back to campus for graduation for the 5th time to celebrate the success of grandson Ryan in his master's degree.

It's the second graduation they've attended for Ryan – who completed his undergraduate course in Mechanical Engineering before choosing Salford again for the master's in Petroleum and Mechanical Engineering.

They recently attended Ryan's brother, Brett's graduation in Accounting and Finance back in 2017, and came to both their sons' graduations – Andrew (Ryan and Brett's dad) and David (their uncle).

Andrew completed his degree in Civil Engineering and David's graduation was in our renowned Quantity Surveying course.

Are you keeping up? Because it doesn't end there, Uncle Dave's son Scott (Ryan's cousin) is graduating next summer from a master's in Engineering!

Six graduations, all at Salford is more than a pattern: "I don't know what it is," explains Ryan, 22. "Everyone was just really happy here."

Ryan has already secured a job in his field of study, working as a Product Development Engineer at Trelleborg Offshore, an oil and gas exploration company in Lancashire. He said:

"It's really special and means a lot to me that all my family were able to come and celebrate my graduation. I've been lucky enough to already get a job in my field so I'm grateful to Salford for giving me so many opportunities."



New figures have revealed that the University of Salford is among the fastest growing universities in the country and the fastest in the North West, providing a boost for the regional economy.

Released by UCAS, the numbers show that over the last two years Salford has grown its intake by 16% – over 800 extra students, putting it among the best in the country as well as top of the north-west.

This growth has been achieved against a backdrop of falling student numbers across the country due to demographic trends. Seven of the region's universities saw student numbers fall over the same period. The success of Salford is positively impacting the regional economy, as much of that growth has come from outside the north-west, meaning extra students bringing thousands of pounds to shops and businesses in the region.

One in three Salford graduates from outside the region also stay here once they finish their studies, adding to the regional talent pool and economy.

Through our Industry Collaboration strategy, we strive to provide an educational experience that gives our graduates the best chance of a successful career. We work closely and collaborate extensively with a range of businesses across sectors – from SMEs to multinational companies, to ensure that our teaching fills the skills gaps in our economy.



# JOURNALISM WITH PUBLIC RELATIONS

OLIVIA: WHY JOURNALISM WITH PUBLIC RELATIONS WAS RIGHT FOR ME

By: Rhys Blanchard



BA Journalism with Public Relations was introduced to our School of Arts and Media for the first time this September. As a BA Broadcast Journalism student, I wanted to know what life as a student was like on the course. From the selection of pioneering PR-crazed students, I met Olivia. We'd previously met after taking part in an interview for BBC 5 Live, and straight away got the impression that she was a talent to watch.

## What first attracted you to Journalism with Public Relations?

Without a doubt MediaCityUK. The facilities on our campus here are the best I've seen from any university. I've already gotten involved in so many cool things like being on BBC 5 Live with Martin Lewis which has been phenomenal, and that's all because of the location.

## How are you finding the course?

I'm loving it. By now I think people will know whether you've made the right decision, and I know that I definitely have. I love that I get to experience the Journalism side of the course, as well as building skills in Public Relations, as it means that I have a wide scope on where I can take my career. For someone like me, who doesn't know whether they want to be a Journalist or go into PR, I can just go with the flow, and that's exactly what I'm doing.

## What is the Journalism/PR ratio with your course modules?

I spend three of my nine hours weekly contact time on my Public Relations modules, and the other six on journalism. As far as modules go, I'm loving all of them. At the moment, I'm still studying Trimester One modules, a key one being Introduction to Journalism, where we have to profile successful journalism. As well as this, I'm currently mid-way through quite a lengthy compare and contrast of two publicity campaigns.

## Could you explain what a day in university for you may be like?

I get the free 50 bus from our Peel Park campus, which is great because it practically takes me from door-to-door. Once I get to our MediaCityUK campus, I usually have a lecture first where we're taught any academic information we need to complete the assignments we're working on. My lectures are usually followed by a seminar, where the class will sit with our lecturer and discuss anything we weren't sure on or need to go over a little more. This is great because nobody is expected to take in everything the first time round, plus it's a good time to share your opinions of certain topics. I usually get involved with some extra-curricular activities too, like hosting a Shock Radio show, which takes some planning and acting as one of the course's Student Representative.

## Was it easy to settle into your course?

I have to say, all the lecturers instantaneously built a great rapport with everyone on my course. There isn't one member of staff who I couldn't go and talk to if I had a problem, and I'm exceptionally grateful to be able to say that. With people on my course, it's one of those where everyone's a bit nervous to start with, so in the beginning I didn't really have a lot to talk about with the others, but you learn very quickly that we're all in the same situation, and you all actually have a lot in common. Now, a

couple of months into the course, I'm really good friends with everyone, and it's weird to think that we've not know each other for very long.

## Is there a dream job that you're aiming for?

I'm going with the flow at the moment, and that's cool with me. I don't know whether I want to go into this industry as a freelancer, or whether I'll go for a PR job, but I guess that's what is great about this degree, that you're not shoehorned into either. I do like celebrity journalism though, even though I wouldn't want to be a celebrity, I have this fascination with celebrity life.

I DON'T KNOW WHETHER I WANT TO GO INTO THIS INDUSTRY AS A FREELANCER, OR WHETHER I'LL GO FOR A PR JOB, BUT I GUESS THAT'S WHAT IS GREAT ABOUT THIS DEGREE, THAT YOU'RE NOT SHOEHORND INTO EITHER.





THE UNIVERSITY OF  
**TOLEDO**

1872

# FROM SALFORD TO STATESIDE STUDY



Student Sara Rooney had the opportunity to study in Toledo, USA, for a year as part of her BSc (Hons) Biology course. She tells us a bit about her experience and the opportunities she was able to take during her year abroad.

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My favourite thing about studying in the USA is the amazing people I've met and the beautiful places I've managed to visit during my free time! I've already managed to visit New York, Chicago, Canada and Las Vegas (to name a few). The exam structure and teaching styles in the USA are so different, it was challenging to adjust to the new system, but a really interesting experience.

The University of Toledo has amazing amenities for students. The Sports Centre has three floors of standard exercise bikes and free weights, four basketball courts, an indoor running track, a ropes course, a climbing wall, an Olympic sized pool, a sauna and even an indoor water slide. On top of that they also have large football pitches, baseball pitches, volleyball pitches and tennis courts outside. Pretty much every sport imaginable is covered!

Most of the Biology lecturers at Toledo know the Salford students by name, so they often go above and beyond to make sure we're settling in and coping okay. The fact most of the classes are small, means teaching staff will happily address queries as they go along, and within larger classes

the lecturer will hang around afterwards, so you can ask any questions. All the staff hold weekly office hours specifically for your class, so you can also approach within this time with any problems.

Choosing to study in the USA for a year was challenging and scary, but it has also been the best year of my life. It's honestly a once in a lifetime opportunity to see the real America, travel and make amazing friends. If you have the opportunity, then I would fully encourage you to study in the USA.

Whilst studying in Toledo, I joined the Wilderness-Expedition Club. They provided some wonderful trips including skydiving, rock climbing, hiking and my favourite which involved canoeing down the Au Sable river in Michigan. All the students on the exchange also get free entry to the American Football games on campus which are wild! They have fireworks, dancers, cheerleaders and marching bands. It's like nothing we have back in the UK. I lived in an apartment just off campus, there is a bus stop just outside that takes you around campus for free (very useful in the rain and snow!). The apartment complex also had a pool, a gym and BBQs for the residents to use.

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# SALFORD Stories

## SALFORD STUDENTS TAKE ON NEW YORK FASHION WEEK



Earlier this year our level 6 Fashion Design students and graduates had the exciting opportunity to showcase their collections at New York Fashion Week.

The global event, which takes place in Lower Manhattan, saw 25 lucky students and alumni showing their work at New York Fashion Week for the first time. They also got the chance to meet guests and VIPs.

Following on from this, they hosted a pop-up store at New York Fashion Week's showroom. This allowed visitors to see their collections up-close, with the possibility of purchasing products.

Salford Fashion Design have won the British Fashion Council Portfolio award for best student graduate design six times, as well as a variety of competitions, such as the Global Levi's X Arts Thread Design Competition in both 2017 and 2018.

The University's previous alumni have secured great jobs and internships within the industry, working alongside the likes of the creative director at MaxMara and designers at H&M in Sweden, Topshop in the UK, and Pete Pilotto London.

Photo credit: FashionUnited

## ROMAN ROAD 'M6' UNEARTHED BY ARCHAEOLOGISTS

Archeologists from the University of Salford have made the most significant Roman discovery in Lancashire for 50 years.

A main arterial road - among the widest discovered Roman Britain - was unearthed near the village of Cuerden with evidence of trading settlements along the road from the Middle Ages onwards.

The road - which runs near to the M6 - was known about, but its exact course was not.

Salford Archaeology, which specialises in providing site reports for government, was called in by Lancashire County Council as part of planning permission for a 65-hectare mixed-use development.

The team dug six large areas revealing a section of Roman road a metre under the surface and comprised of a gravel surface and a north/south-aligned ditch.

The surface of rounded cobbles and gravel, thought to be from the River Lostock, has survived to a maximum extent of 18.32m by 11.4m - a very wide road showing it was the main highway for the Roman military moving north.

A rare find of reduced greenware pottery occurring on the same site as the Midlands Purple wares was also found - something virtually unheard of in the north-west.

Previous studies indicated that the River Ribble may have formed a physical boundary for the distribution of these types of pottery, but these discoveries may provide crucial new evidence of trade and use of both occurring north and south of the river.



## SCIENTISTS IDENTIFY 'ORIGIN' OF CANCER SPREAD

Scientists at the University of Salford have identified a cancer cell from which all cancer growth starts in the body.

The discovery of the cell, which they are calling 'the cell of origin' sheds new light on what fuels cancer growth and how to potentially stop it.

Using auto-fluorescence techniques, the Salford team, which included Federica Sotgia and Marco Fiorillo, isolated the most energetic cells in a series of cell lines of cancer cells derived from human breast tumours.

They found that of the most dynamic cancer stem cells, representing 0.2% of the cell population, had special characteristics, with significantly more energy than average cancer cells.

They then cross-checked the cell's 'performance' in terms of mitochondrial hyperfunction, rate of proliferation and a factor they call 'stemness' - in other words if it is capable of creating a tumour.

They also found the cells displayed characteristics of senescence with one biomarker of senescent namely p21-WAF, increased by ~17-fold in these cancer stem cells.

"If we ask where do these cells come from, the evidence indicates they emerge from senescent (dying) cells," said Professor Sotgia.

"They displayed hallmarks of senescence but are no longer senescent, they have broken out of senescence."

The explanation for this appears to be in how the cells become re-energised. They may have used anti-oxidants and mitochondrial energy, to release themselves and so reverse cell cycle arrest.



## 'FULL EMPLOYMENT' FOR FIRST NURSING ASSOCIATE GRADUATES

The first ever cohort of new Nursing Associates have now signed up to the Nursing and Midwifery Council (NMC) register, after graduating from the University of Salford.

51 graduates celebrated the completion of the two-year training programme at an event attended by Jean Hayles, Deputy Lead Nurse for the North of England (Health Education England) and Natasha Dare from the NMC.

Salford is among the first training universities to offer the foundation degree - FdSc Nursing Associate - as a Higher Apprenticeship.

The Nursing Associate is a new support role that will sit alongside existing healthcare support workers and fully-qualified registered nurses to deliver hands-on, tailored care for people of all ages.

Health Education England (HEE) oversees the nationwide pilot programme, which is delivered via both foundation degrees and apprenticeship schemes.

Dr Janine Archer, programme leader, said: "It has been exciting to see our students develop their skills and confidence.

"Our programme is truly hands-on, with students working in local hospitals throughout their training. And they enjoyed a significant element of simulation training to enhance their clinical skills, using our world-class facilities.

"I am delighted to say that all our first Nursing Associates have successfully secured jobs in Foundation Trusts across Greater Manchester."

The government has planned 2,000 training places for Nursing Associates in the pilot with 7,500 starting in 2019.



## FIRST GRADUATES FROM TWO-YEAR DEGREE COURSE

The first group of students to complete a unique accelerated degree will graduate from the University of Salford this week.

'Accelerated degrees' - the only ones in the UK construction and property sectors - launched in Autumn 2016, with students attracted to the new all-year calendar, which allows them to complete much quicker. And now the first 20 have finished their studies.

The quickest form of degree, 'accelerated full-time', packs all the learning opportunities of a traditional three-year degree into two years. At Salford accelerated degrees are available in quantity surveying, building surveying, property and real estate, construction project management and architectural design and technology. Students benefit from the same learning experience as on a traditional course but study right through the calendar year.

The results have shown that accelerated degrees are not putting students at a disadvantage in terms of results, with nearly half of this cohort achieving a first class degree.

Students on the course cite 'a quicker route to a job' and the 'lower fee burden' as their top two reasons for choosing the accelerated route. The new degree formats have also been warmly welcomed by employers looking for greater flexibility, both in recruiting graduates and in upskilling their own people.



## SIEMENS HAS DECLARED ITS NEW ENGINEERING DEGREE WITH THE UNIVERSITY OF SALFORD A "FANTASTIC SUCCESS" AFTER SEEING ITS FIRST PERSONNEL GRADUATE

The BEng Control and Automation degree tops up skills for a wide range of Siemens engineers, from Advanced Apprentices to experienced personnel.

The first graduates from the course - to be offered as a degree apprenticeship in the future - collected their degree certificates at Winter Graduation, 11 of them first class honours and two 2:1s.

Paul Ward, who heads business partnerships at the University, said: "It's a very strong start! We have responded really well to an industry need, accrediting Siemens training and developing a flexible model of two weekly blocks of study.

"For the students, it's a key step along the road in their career, so we couldn't be more delighted."

## SALFORD RED DEVILS SIGN-UP TO FAN FIT APP

A new app aimed at getting sports fans to think more about fitness has been launched and it could help people to get more active while supporting their favourite team.

Fan Fit, designed by staff and students from the University of Salford, will allow fans of clubs of all sports who are signed up to create some friendly competition around fitness while interacting with other fans and enjoying the latest information from their clubs.

Rugby League Club Salford Red Devils are one of the first teams to sign up to Fan Fit and are encouraging their fans to get involved. All that is needed is a smartphone, either Android or iOS.

As well as the fitness tracker the app provides video, social media and news feeds, and fixtures and results, so fans can keep in touch with the latest club news while keeping fit at the same time.

It is hoped to eventually get players involved so that fans can compete with those players as well as fellow fans to see how fit they can get.

The north-west as a whole recently came near the bottom of league tables for health and fitness, with rates of heart disease and stroke among the highest in the country. Sports clubs in the region believe they could be doing more to combat this, as a duty of care to their fans.

You can download Red Devils Fit now on Android and iPhone by visiting: <http://fanfit.co.uk/about-fan-fit/>





# BUILT ENVIRONMENT AND ENGINEERING

## UNIVERSITY OF SALFORD RECOGNISED IN UK'S BEST BREAKTHROUGHS LIST

The Energy House at the University of Salford has been named as one of the UK's 100 best breakthroughs for its significant impact on people's everyday lives.



Energy researchers from the University have been honoured in the UK's Best Breakthroughs list for their pioneering work in energy measurement, innovation and lowering household utility bills.

Their idea to open the world's first real home inside a controlled environment not only created one of the world's most unique laboratories – but has provided a world-class stream of evidence to support technological change in domestic energy use, which accounts for 30% of the UK's greenhouse gas emissions.

Salford Energy House - a two-up, two-down Victorian brick house similar to four million real UK homes is equipped with sensors on every window, door, wall and appliance, it can be subjected to simulated climates – sun, wind, snow and rain.

Research has underpinned the retrofitting of 3,000 homes, proved methods to slash utility bills by 15% and enabled 500 companies

to test and improve insulation, boilers, thermostats, building materials and smart meters and controls.

The Energy House – featured on a recent BBC Breakfast programme – also provides home energy saving tips to organisations like Citizens' Advice.

The list of breakthroughs demonstrates how UK universities are at the forefront of some of the world's most important discoveries, innovations and social initiatives, including the creation of the internet, work tackling plastic pollution and ultrasound scans to check the health of unborn babies.

The UK's Best Breakthroughs list: '100+ Ways Universities Have Improved Every Day Life' was put together in partnership with universities across the UK. As part of the MadeAtUni campaign, every university in the country was invited to nominate the one thing from their institution which they believe has had the biggest impact on people, lives or communities.

## WORLD-FIRST HOME ENERGY RESEARCH LAB FOR SALFORD



A £16 million home energy research center in Salford has been given the go-ahead by funders and is forecast to be completed in 2020.

The unique facility at the University of Salford will offer state-of-the-art testing for hundreds of UK companies innovating in the construction, energy, smart homes and digital sectors.

Business leaders and politicians have welcomed the investment which will give Greater Manchester the world's first all-weather research centre for whole building performance capable of cutting test times for new products "from years to a matter of weeks."

The new facility – Energy House 2.0 - is timely given the UK's Industrial Strategy on 'clean growth' and also supports Greater Manchester's plans to position itself as a world-leading green business and clean tech hub.

Energy House 2.0 is a successor to the University's hugely-successful Energy House, which opened in 2011 and has provided the science behind technological change and a raft of initiatives to save on energy bills particularly for Britain's 5 million 'fuel-poor' households.

The existing facility – a Victorian terraced house inside an environmental chamber – is one of the most famous laboratories in the UK, and has

regularly featured on TV and in the media.

The new blueprint is a much a larger, more flexible facility, where all sorts of buildings can be constructed, tested and demolished. The laboratory will create wind, snow, rain, solar simulation, and temperatures between -20C and +40C. It houses sensor, thermal, data and visualisation laboratories and new product development unit under a single roof with viewing galleries and a board room.

## SALFORD PROUD TO HOST GO ELECTRIC WITH INDUSTRY



Electric and autonomous vehicles went on show at the University in an exciting partnership with industry to promote the new technologies.

Tesla's, electric and autonomous BMWs, Renaults, Nissans, Jaguars and our own Navya autonomous shuttle were on display at our MediaCityUK campus with up to 100 business guests attending.

The University is collaborating with Transport for Greater Manchester on both electric and autonomous technologies and hosted the event with Go Electric and the GM Chamber of Commerce to inform businesses hoping to switch from diesel and petrol.

Visitors had the opportunity to test drive the latest electric cars on the market and step aboard the Salford 'driverless' shuttle, which is the focus of a raft of research around road safety, user experience and smart city technology.

Speakers at the event included Neil Jones, from Upside Energy, a partner in the University's Vehicle-2-Grid Research with Honda and Good Energy, which is exploring the potentialities of linking EV Cars with home energy systems.



# BUILT ENVIRONMENT AND ENGINEERING

MADE IN SALFORD

# WOMEN IN ENGINEERING

## MARYAM: SALFORD'S GLOBALLY-RECOGNISED FEMALE ENGINEER

Maryam was interviewed by Rhys Blanchard

Earlier this month, I had the absolute pleasure of meeting PhD student Sajedah (Maryam) Mollasalehi who is taking her career from strength-to-strength while studying at Salford. Not only has Maryam travelled the world, presenting her work at internationally renowned conferences, she's also made a name for herself as a prominent member of our Built Environment community.

### Hi Maryam, please could you tell us about your time at Salford?

I started studying at Salford back in 2010, doing BEng Civil and Architectural Engineering, and it was fantastic. I had to do a foundation year for this degree, and I remember being the only woman in my class, which was unexpected but also very interesting because the guys were so supportive of me, without making me feel patronised. In my second and third year I did study with other women, however, with around six or seven of us in the class.

After completing my first degree, I moved on to a master's in BIM (Building Information Modelling) and Integrated Design. It was such an interesting year, but when it came to the dissertation, I did find it hard. At the same time it was so fulfilling, as during that time, you meet so many fascinating people in the industry who have jobs that I aspire to have. I found researching immensely satisfying, which was a pleasant surprise, and made me think that I could potentially explore a career in academia. I did well in my dissertation and was awarded the Autodesk Prize for the 'Best MSc Dissertation' in my school.

I would like to thank my master's dissertation supervisor Mr Andrew Fleming, who at the time of the award, encouraged me to do a paper based on my MSc dissertation. He said that he'd guide me, and that I was more than capable of producing some great writing, using my dissertation topic as a foundation. After I had written the paper, I sent it to a prominent conference in my field, with the hope that they would recognise it. They accepted my paper, and offered me a chance to present it at the conference, which was remarkable. It meant that I got to travel all the way to the US with my work. Here I also won an award for my presentation, which has been a real highlight of my career so far.

### Have you faced any challenges of working in a male-dominated industry?

It is challenging, because I am a young, female engineer, but it's never been horrible. I can truly say, that I've never experienced any kind of bigotry when working in the research side of my profession, in fact my experience at Salford has been just the opposite.

### Do you have any advice for women who are looking to enter the construction industry?

Don't listen to others, just go for it. If you're passionate about engineering or any aspect of the industry, then you should believe in yourself and go for it, and that's the same for anyone wanting to go into any industry.

### What are you focusing on at the moment?

I'm working part-time alongside my studies, so I'm looking to complete my PhD and then launch my career. I want to build up my CV and move into the industry or find a career in academia. In my spare time, when I'm not carrying out research based activities, I spend my time blogging, which is something that I love, as well as writing content that is designed to help those studying or in some form of education.

### What is your ultimate career goal?

I can't say I have a dream job necessarily, as I'm unsure whether I'll be spending my whole working life in academia, or whether I move into the industry. What I can say for certain is that I want to make a difference. If I achieve something in my career that I'll be remembered for and that could be of any help to others, I'll be happy.







# HIGHER AND DEGREE APPRENTICESHIPS AT THE UNIVERSITY OF SALFORD

We currently cover a number of subject areas including business, engineering, health, construction and biomedicine. You can find out more about the apprenticeship programmes we currently offer and those in development on our website at [www.salford.ac.uk/degree-apprenticeships](http://www.salford.ac.uk/degree-apprenticeships)

## Why do a Degree Apprenticeship?

Degree apprenticeships combine work with study. As an apprentice, you will study part-time and spend the rest of your time in the workplace. You will also:

- ✓ Earn a salary while you learn.
- ✓ Receive on-the-job training.
- ✓ Study towards a full bachelor's degree.
- ✓ Learn from experts and develop the skills needed in industry.
- ✓ Get your studies funded by the Government and your employer, so you won't have student debt to worry about.\*

\*Because apprenticeships are funded by the Government and employers, apprentices are not eligible for student finance. This includes tuition fee loans and maintenance loans.



# SALFORD BUSINESS SCHOOL APPRENTICESHIPS

## Development opportunities for you:

Did you know that Salford Business School offers apprenticeships which enable you to study for an MBA or an MSc Leadership and Management?

Undertaking an apprenticeship as an existing employee enables you to stay in your role whilst doing a fully funded qualification. This work-based learning route enables you to gain a formal qualification and will be funded by the University through the Apprenticeship Levy.

We are currently seeking interest from employees for these apprenticeships, delivered by Salford Business School, with a 2019 start;

- ✓ Associate Project Manager (L4 Cert HE Project Management Consultancy)
- ✓ Operational/Departmental Manager (L5 FdSc Business and Management)

- ✓ Chartered Manager (L6 BSc Hons Business and Management)
- ✓ Senior Manager (L7 Master of Business Administration)
- ✓ Senior Manager (L7 MSc Leadership and Management)

Please note, these are open courses for external applicants. The University is supporting employees to apply for them and will provide full funding.

An apprenticeship is a very specific type of development designed to deliver a significant new skills and knowledge. It is most suited to early career professionals, career changers, and people who have significant new aspects to their role.

For these reasons the decision to undertake one of these apprenticeships must be a joint one between you and your line manager, and would usually be identified through a PDR discussion. Full information and eligibility criteria are provided in the guidance notes.

[salford.ac.uk/degree-apprenticeships](http://salford.ac.uk/degree-apprenticeships)



# OUTREACH & WIDENING PARTICIPATION

## YOUNG CARERS' DAY

At the end of January the Outreach and Widening Participation team hosted an event for local young people with caring responsibilities, as part of the national Young Carers Awareness Day campaign by the Carer's Trust. The purpose of the campaign is to raise public awareness of the challenges faced by young people because of their caring role, and to campaign for greater support for young carers and their needs.

The event was attended by 48 young people in Years 9 to 12 from seven different schools across Greater Manchester. The event featured talks on the support available for students with caring responsibilities from our askUS team, who are the first point of call for any current students who need extra help whilst studying. There was also information from Campus Living Villages, who run our halls of residence, on their rental bursaries for students who are a young adult carers, care leavers, estranged from their family, or struggling to make the transition into university life due to pressing personal or social circumstances.

Attendees heard from Salford Carer's centre about carer's rights and the support they are entitled to, including financial and wellbeing support.

The day also featured a campus tour with current student ambassadors, an interactive session with the Students' Union representatives and free pizzas in Atmosphere Kitchen and Bar.

Outreach and WP Officer Carl Gleeson, who lead the event said: "It was great to see so many young people enjoying the day, we think they got a lot out of visiting the campus and meeting our current students. We feel really proud to be part of a national day of action to raise awareness about the barriers that young carer's face. Hopefully, the day has helped to raise their aspirations and aim for higher education!"

For more information on our widening participation events for young people, please visit [www.salford.ac.uk/outreach](http://www.salford.ac.uk/outreach) or email the Outreach and WP team on [outreach@salford.ac.uk](mailto:outreach@salford.ac.uk)

For further info on CLV's bursaries please visit [www.campuslivingvillagesfoundation.org](http://www.campuslivingvillagesfoundation.org)

Young Carers  
Awareness Day  
Thursday 31st January 2019

1 IN 5  
SECONDARY  
SCHOOL  
CHILDREN  
HAVE A  
CARING ROLE



## DIGITAL ENTREPRENEUR VLOGGING AMBASSADOR (DEVA) PROJECT LAUNCH

The Outreach and Widening Participation team was proud to host Salford City Academy's entire Year 9 cohort to our MediaCityUK campus to kick off the Digital Entrepreneur Vlogging Ambassador (DEVA) project.

A new collaboration between Bridge GM, Greater Manchester Higher and the University of Salford, the DEVA programme aims to deliver an innovative, digital careers, enterprise and widening participation experience to young people from disadvantaged backgrounds and under-represented groups, equipping them with confidence, motivation, knowledge and skills to progress onto positive destinations, particularly within the creative and digital sectors. Central to the delivery of this experience is the co-creation of a video CV by young people aided by influential vloggers (the DEVAs) who are currently working in the creative industries. This means that DEVAs will visit participating schools and help pupils put together video

CVs and practice interviews, write personal statements and inspire the young people to be the best they can be.

The campus visit to MediaCityUK was designed to show the young people some of the educational possibilities on their route to working in the creative and digital sectors. Academic taster sessions in digital media, journalism, broadcast media and graphic design were complemented by technician lead tours of our TV and Quays News studios, as well as Q&A sessions with current student ambassadors. The young people therefore found out about HE courses relevant to working in the digital sectors.

Feedback from the young people showed that they enjoyed "Talking about technology and how its advancing", "knowing more about life in the university" and "TV Studio touring and quays news touring".



# WORK WITH US

WORK WITH US

The Recruitment and Outreach team work in partnership with schools, colleges and careers advisers, raising awareness of higher education and the University of Salford. Our focus is to ensure that students and their key influencers are aware of the range of choice that is available and that students are recruited onto the right courses for them.

## CAMPUS VISITS

We are happy to welcome school and college groups onto the University campus to provide an insight in to student life. We aim to make these visits bespoke events to fit the requirements of your students and can arrange subject taster sessions as part of the day.

A typical programme would take approximately 2-3 hours and include:

- / Campus tour
- / Talk from current students about their experiences at university
- / What can Salford offer you - a talk around what we offer at the University

## VISITING YOUR SCHOOL OR COLLEGE

Alongside attending higher education fairs, we are happy to organise a visit to your school or college and offer a range of HE related presentations.

Providing timely information and advice can be hugely beneficial to Year 12 and Year 13 students as they make important decisions about their future. We have created our range of talks to inform and encourage students, aiding the transition to university.

Popular topics include:

- / Choosing courses and universities
- / The UCAS process
- / Personal statements
- / Student finance and budgeting
- / What can Salford offer you?

We can also offer student-led sessions and are happy to deliver talks to staff and parents.

# OPEN DAYS

We are happy to accommodate groups of prospective students and their teachers at our Open Days. Taking place throughout the year, they give prospective students the chance to find out more about studying with us.

Your students will get the opportunity to learn about the courses we have on offer, view our specialist facilities and meet staff and students from their subject area of interest. We also offer tours of the campus, accommodation sites and our facilities at MediaCityUK.

OUR NEXT OPEN DAYS ARE:

- / Saturday 22 June 2019
- / Saturday 5 October 2019
- / Saturday 19 October 2019

Follow us on Twitter:  
@Salford\_Schools

RECRUITMENT AND  
OUTREACH TEAM:  
WORKWITHUS@  
SALFORD.AC.UK

## COMING UP...



### TEACHERS' AND ADVISORS' CONFERENCE

WEDNESDAY 3 JULY 2019

Providing school and college staff with information on what Salford can offer your students.

The conference will offer teachers and careers advisors the opportunity to choose from a variety of academic-led workshops, take part in Q & A sessions and speak directly to our academics about facilities, courses and general information your students may need.

For more information and to book your place please visit our [Booking Page](#).



### YORKSHIRE TEACHERS' AND ADVISORS' CONFERENCE

WEDNESDAY 26 JUNE 2019

The University of Salford invites teachers and careers advisors in the Yorkshire region to the first ever Yorkshire based Teacher Conference. The event will be held at the Royal Armouries Museum where we will be showcasing our Media, Architecture, Music and Midwifery courses.

The conference will offer a variety of academic-led workshops, Q & A sessions and the opportunity for attendees gain further knowledge about facilities, courses and general information.

For more information and to book your place please visit our [Booking Page](#).





University of  
**Salford**  
MANCHESTER