

Review of the Year Video

1) Outline the project or initiative and what makes it innovative and inspiring (max 300 words).

An integral part of the annual graduation and awards ceremonies at Shetland College UHI is the 'Review of the Year' video which is produced by college staff. This video combines footage of college events with newspaper clippings and BBC Radio Shetland reports to illustrate the wide range of activities which learners' have been involved in over the academic year. This footage is intercut with congratulations messages from support staff and notable members of the Shetland community, such as Tavish Scott MSP and Alistair Carmichael MP. This video is shown during all further education and higher education awards ceremonies, and used in subsequent marketing of the college.



We feel it is very important to put celebration of learner success at the heart of our awards ceremonies to show that the college values their achievements and hopefully to inspire and encourage them to take the next steps after college. It is an innovative approach in that the video has a prominent position in proceedings and is very much seen as a key component of our awards ceremonies. The 'Review of the Year' video is also a very useful marketing tool for the college as it efficiently summarises a wide range of activities which students can expect to be part of while studying here, as well as demonstrating how much



the college values and celebrates the achievements of learners. Through hearing congratulations messages for those learners who have been successful, potential learners may be encouraged to take on a course themselves and experience that same success.

2) Detail how the project or initiative was delivered, from the planning stage through to its successful conclusion (max 300 words). Include details of timing* and funding.

Throughout academic year 2012-13 the Communications and Student Engagement Assistant at Shetland College UHI had been capturing video footage of college events and facilities. In discussions leading up to the graduation and awards ceremonies in September 2013, the idea formed to use this footage to showcase the wide range of activities which learners had been involved with over the year. Soon after it was mentioned that support staff often don't attend the awards ceremonies and miss the opportunity to congratulate learners on their achievements. To address this, congratulations messages were filmed with these members of staff and incorporated in the 'Review of the Year' video. Messages were also sought from the wider Shetland community - the final video included staff at the local branch of Skills Development Scotland, Tavish Scott MSP, Alistair Carmichael MP and Robbie Leask, the driver of the morning bus to college. Press clippings and audio recordings of BBC Radio Shetland reports were also included in the video. In keeping with the aim to celebrate learner success, an excellent composition by Eamonn Watt, HNC Music, was used as the soundtrack.

The response from staff, students and visitors was extremely positive, and a very similar procedure was followed for the ceremonies in September 2014. The 2013-14 'Review of the Year' video provided an excellent showcase of college activities at the awards ceremonies, which was particularly important considering that Shetland was hosting the university Foundation Day in 2014.



When James Dade, an HNC Music student, was approached to provide a music track for the video he insisted on composing a new piece of music especially for the project. He did an incredible job and his electronic music provided a wonderful contrast to the equally excellent, but very different, music which was used the previous year.

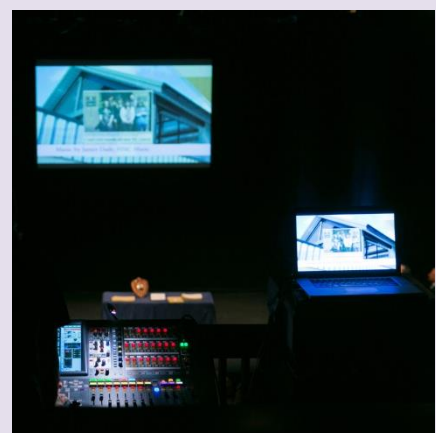
3) Outline the project or initiative's outcome(s) within the university and beyond with relevant supporting evidence, metrics or testimony where appropriate (max 400 words).



The aim of the 'Review of the Year' video was to put celebration of learner success at the centre of the annual awards ceremonies. Over the course of an academic year, learners are involved in all kinds of activities, projects and opportunities which contribute to their academic qualification. Rather than simply presenting students with certificates, we wanted to celebrate these activities and showcase all that is involved in a college course. The video was shown at all further education and higher education ceremonies, so it was an ideal opportunity to show those

considering further study (particularly those receiving FE awards) what else the college could offer them. A range of dignitaries are invited to these ceremonies, as well as members of the public as learners' guests; so it is also an opportunity to show them what the college is all about. This marketing practise extends beyond the ceremonies with the 'Review of the Year' video often used to promote the college and its activities, particularly to school pupils.

By placing such an emphasis on celebrating what our learners' have achieved, we hope to inspire and encourage them as they take their next steps. The feedback we have had from students and staff, from both Shetland College UHI and the wider university, has been very positive. Following the 2013-14 HE Graduation Ceremony, one senior lecturer said: *'sitting on the stage watching your film and seeing the smiles on students' faces made me remember the value of what we all do.'* James Dade, who composed the music for that video, posted on Facebook: *'Shetland College UHI awards ceremony & graduation day two weeks tomorrow, feel privileged to have been asked to create music for the presentation of the event! 😊'*



The Review of the Year video has become an established part of our graduation and award ceremonies at Shetland College UHI. The whole purpose of these ceremonies is to celebrate learners' achievements, and we think the video is an excellent showcase of that. It also doubles up as a useful marketing tool to give

potential learners a flavour of what they might experience while studying at Shetland College UHI, and demonstrates how much college staff value their achievement of a college qualification.

Both videos can be viewed on the college YouTube Channel:

‘Shetland College UHI: Review of the Year 2013-14’

<https://www.youtube.com/watch?v=vYTgSEpAGE>

‘Shetland College UHI: Review of the Year 2012-13’

https://www.youtube.com/watch?v=l0gSFsjx_3M

