**The ‘Developing Professional Online Identities’ project at CSM Centre for Performance**

**Aim:** The project will identify and develop specific digital literacies/hard and soft skills (Presentation/Relational skills diagram) in maintaining professional online identities with the aim of enhancing student/graduate employability and industry readiness. The project will focus on developing independence and confidence in web development, online professional practice, open source use, participatory/online communities and digital citizenship.

**Objectives:** The project team will explore the challenges, limitations and benefits (students and staff) in developing 'public' web identities/profiles e.g creating and maintaining 'public' online profiles for educational and professional practice. The project team will research and evaluate sector needs for developing resources, support, training and skills in creating, developing and maintaining professional online identities

**Project Date**

January to July 2013

**Who are we?**

**DIAL** - Support, evaluation & research in digital literacies, development of communities of practice and resource/training development.

**Learn-IT -** Working with DIAL Develop face- face and flexible (online) training resources, will provide bespoke training for staff and students,

**SEE –** Student Enterprise and employability integration with employers, online content support (design, cluster, reference and package) including curriculum integration.

**CLTAD** - Specialist technical Support, advice and consultancy/curriculum integration.

**CC Skills -** Consultant **- creative & cultural skills Skills and training for the UK's creative and cultural industries.**

**Q-Art London** - Consultant and outreach

**Are you interested in taking part in this project? Please fill out this handout and return to Chris Follows c.follows@arts.ac.uk? (PAPER HANDOUT) tick box and contact info.**

Identify which one of the 4 self-selecting groups you feel you relate to you:

* **Unaware** – not familiar with professional online identities. I am interested to find out more or I’m not interested in online identities
* **Aware** – familiar with professional online identities but not in professional practice and/or not sure about its relevance
* **Starter** – Starting to practice with professional online identities, still lots to learn, would like to learn more
* **Confident practitioner** – developing professional online identities daily and supporting others

**Direction… where should this project be focusing in terms of developing support, advice, research and training?**

To date DIAL have identified the following areas, please add to this list or provide more specific information relevant to you.

* [**Using Social media for business**](http://dial.myblog.arts.ac.uk/2013/01/02/social-media-workshops/)
* [I**mprove online visibility**](http://process.arts.ac.uk/content/improve-online-visibility)
* [**Better interaction with you online visitors**](http://process.arts.ac.uk/content/better-interaction-you-online-visitors)
* [**Understanding online copyright and IP issues**](http://process.arts.ac.uk/content/understanding-online-copyright-and-ip-issues)
* [**How to build your own online spaces and networks**](http://process.arts.ac.uk/content/how-build-your-own-online-spaces-and-networks)
* [**Protecting personal data and privacy online**](http://process.arts.ac.uk/content/protecting-personal-data-and-privacy-online)
* Talking to Industry/ seeing industry perspectives/use
* PLEASE ADD TO THIS LIST …

**Are you interested in being considered as a student representative for your selected group? Student representatives who provide extra time and commitment will receive hourly pay through arts-temps.**

The **student representatives** will support the project team with the integration, development of the project and its impact of digital literacy skills in the development of professional online identities on:

* Course profile, design, objectives, processes and assessment.
* Institutional objectives
* Student competencies and practice
* Staff competencies and practice
* Industry perceptions and needs
* Student needs and expectations
* Student employability

**What next?**

Once we have identified interested participants we will carry out some initial workshops to form the project in line with your individual and course needs, then for specific groups we will:

**Training development and workshops:**

Practical training, webmaking skills, tips and tools e.g. devises, platforms, web development, open source, social media etc.

Presenting self and professional practice online, enhancing your employability etc; Create a community of practice and framework for peer to peer and/or mentor support.

Professional/industry speakers on professional identities, role within creative industries, recruitment, industry etc

The project team will support the development and use of online tools, processes and skills as the project develops and respond to real needs. We aim to explore and develop the (technical and relational) aspects for developing professional online Identities.

At the end of the project we aim to develop and design a pilot MOOC with specific pathways for bespoke training in this field. DIAL/process.arts/SEE and Learn IT (collaboration).