

Student Dean Forum Term: CCI, Term 2			
Date & Time: 26.02.2025	UAL Staff: Lawrence Zeegan	Arts SU Officer: Charmaine Chikiwa	Arts SU Staff: Rachel Wornell
Number of students in attendance: 5			

Action Log for School Dean and Students' Union

Actions for School Dean	Update on Progress	Response to students
LZ to look into the different Adobe costs across the university and the LCC/Unreal contract to learn about their access to free software		
LZ to raise interest in finding open internship opportunities to IMG to see if they have knowledge to share with students.		
Alyssa to set up discussion sessions with students – sessions with the reps as well as looking into the feasibility of running two “townhall” style sessions, one per campus, which are open to all students and staff across the CCI.		

Minutes

Discussion points submitted by Deans

NSS

LZ: NSS is being filled out by a lot of students at CCI – thanks to students.

CCI 2.0 Strategy 2025-30

LZ: When LZ took on the role a year ago, the brief from UAL’s Vice Chancellor was to take the CCI from “start up” to “scale up”.

There are three strands of work in the CCI strategy:

- Learning and teaching: looking at the structure, duration and content of courses and thinking of how courses lead into industry or further study
- Research: which is central as the CCI is an “institute”

- Knowledge exchange

It is important to note that a year ago there were three strands to the social purpose strategy:

- Diversifying tech
- Social inclusion
- Digital entrepreneurship

There will now be five strands to the social purpose strategy:

- Pioneering
- People
- Power (looking at ethics and the changing world of technology)
- Planet (sustainable tech)
- Possibilities (creating resilient futures through both hard and soft skills)

The development of strategy is ongoing. LZ is looking to organize workshops with students to add to and challenge this process before the Spring break.

CCI Future Estates Vision / Planning and Update

LZ: There is lots of estates work going on across the university and the future location of CCI is part of that discussion. This is being discussed at the Greencoat and High Holborn campuses' leases will be coming up soon. LZ working with head of estates on consolidating the CCI into one location. The future location(s) of the CCI are currently TBC, but possible locations include Mare Street (a currently unoccupied UAL site), a floor in the new LCC building, and possibly a stand-alone site (if income and student numbers grow).

Important to highlight that any moving takes a time to complete, especially if construction is involved.

Actions on the above are far in the future, so the current focus around CCI estates is to ensure that students from across different campuses have opportunities to come together, and on improving students' access to kit and technical support. E.g. the CCI are planning on adding 3 – 4 Apple Vision Pros to the Apple Development course's kit list

CCI Size and Shape 2025-30

LZ: "Size and Shape" planning is a university-wide project exploring the student population and the courses offered by UAL. Currently, there are c. 23k students studying, and UAL aims to grown that by c. 5k students. Many of these additional students will be enrolled on online courses.

CCI is planning on launching new subject areas. Potential areas of growth include: games, sound and music courses. Areas of growth are being identified by working with internal planning

teams, looking at data on other universities' applications, and working with PwC to investigate what grads want after graduation.

There are also plans to launch pipeline courses (e.g. foundation courses and pop-ups).

This expansion furthers the CCI's aim to grow its income from £9m to £20m.

CCI Industry Advisory Board update

LZ: The industry advisory board is now close to launching. It will meet 4-5 times per year, with members also getting involved with additional work outside of those e.g. meetings between the board. There are hopes of setting up an industry mentoring scheme, as well as feeding into course development, and engaging with students.

Through the work to establish this board, the CCI have already been offered opportunities to collaborate with industry. These offers include a digital showcase of student work at London Tech Week and a potentially exclusive offer for CCI students to collaborate with an AI summit.

Creative Computing Year 3: Collaboration with the AI summit raises ethical and environmental questions. What is CCI's relationship with AI? Courses have conversations about ethics and AI, some aspects are provably bad, and then in final year units it is compulsory to use it. Some students are not comfortable with this.

LZ: UAL are trying to reduce their environmental impact and have succeeded in getting energy usage down. A positive of the work with the AI summit is that it could be a platform for students to question and push for change in the industry. Before signing a contract, LZ will look to bring together staff and students to put a proposal to the AI summit and establish red lines before a contract is signed.

Discussion points submitted by Reps

Industry contact (especially for third year students)

Notes:

Creative Computing Year 3: Final year students need support with industry contacts at the moment. Students are looking for jobs and the sector lacks understanding about what creative computing is. As it is a multi-disciplinary course, students struggle to get dedicated UX or UI jobs. Nexus, a previous industry contact, didn't select any students for a recent opportunity, only selecting grads with experience.

LZ: The Industry Advisory Board will benefit this cohort. Industry is interested in the graduating class and want to see their work before anyone else does e.g. they might visit a private view before opening, or host pitching events before the showcase. These moments allow them to hire new grads before competitors.

LZ: Acknowledges that the pioneering nature of CCI's work means that while the term "creative computing" is well established in research, it is less known in industry.

CC: highlighted work on creating an alumni network as this could help support grads into technician roles. CC is speaking to CSM to learn about their work in this area, as it is already a developed and successful system.

Creative Computing MSc: Highlighted positive industry engagement during CSM undergrad degree. 46 companies brought in a live brief, students picked what they wanted to work on, in groups of 20 – 30 they worked on the project. If the company liked the product, they took it on. Many students went on to get work through connections established while working on the brief.

LZ: Highlighted that courses numbers could be grown through collaboration with different colleges. These collaborations bring expertise as well as industry contacts. To be able to do this, UAL needs to look at how to facilitate students splitting their time across colleges

Cost of study – e.g. access to internships, Adobe, and Unreal Engine

Creative Computing Year 3: Students were not aware that there was a bigger Adobe discount for students until final year. Other universities have free Adobe access. LCC have a deal with Unreal Engine that allows students to access their software for free. Could similar offers be looked at for CCI students and current offers be better communicated?

Would also like some direction on where to apply for internships. This guidance could include sharing alumni details and their places of work, so that students can network with them.

Action: LZ to look into the different Adobe costs across the university and the LCC/Unreal contract.

Seems like the CCI may need to look at better integrating with the careers service/ integrating career knowledge into courses. There are also currently discussion about potentially creating floating industry liaison roles at CCI (potentially 1x UG and 1x PG).

Action: LZ to raise interest in finding open internship opportunities to IMG to see if they have knowledge to share with students.

LZ: Currently working on setting up an alumni network, speaking with staff who already have knowledge of students' careers.

Ongoing engagement

Action: Alyssa to set up discussion sessions with students – sessions with the reps as well as looking into the feasibility of running two "townhall" style sessions, one per campus, which are open to all students and staff across the CCI.

Any other business

CC: Highlighted the Craft Your Future survey and that the higher the completion rate, the more the SU is able to advocate for an improved block grant and then able to offer you more services. The data will also be shared with other universities, and therefore make a bigger difference.