

Diversity Discussion Session

Unit/ Course	Final year BA or MA creative advertising, art and design students interested in creative roles within advertising agencies We recommend this session is held with female students only, perhaps small groups of 12 or fewer Tutors may also want to invite along a member of the University Careers Advice and Employability service The complimentary guest lecture, which is optional, could be held with a wider group of male and female students			Topic	Professional Practice Personal Development Career Progression Gender and Diversity
Day and date	Ideally outside a normal taught session – this is in addition to the standard curriculum	Venue	Ideally an informal session, somewhere private where students feel comfortable to share personal views and experience	Time	Session lasts a minimum of 60 minutes dependent upon discussion
Learning Outcomes (see examples on page below)					
<ul style="list-style-type: none">● Illustrate an awareness of challenges that may face female graduates entering advertising agency creative departments, related to their gender● Develop strategies and connect with resources and organisations that will help them overcome some of these challenges● Reflect upon the issues raised and information shared, and appraise them in light of their personal experience					
Transferable skills developed (see examples on page below)					
<ul style="list-style-type: none">● Analysis● Knowledge and understanding● Self appraisal, reflection on practice					

Diversity Discussion Session

Plan of activities			
Time	Teacher Activity	Learner activity	Resources needed
60 minutes Planning prior to session	<ul style="list-style-type: none"> Download and review the related handouts entitled Students: Five Fantastic Actions to Take Today, Statistics and Stories and Let's Imagine Familiarise themselves with the links and resources outlined in Educators: Eight Great Things You Can Do Today, Reviews contemporary comment and articles in advertising trade press (The Drum, Campaign) related to gender equality and advertising. Summary of the latest found here: https://lostgirls.kathrynellis.co.uk 	<ul style="list-style-type: none"> No formal pre-preparation for students. You may ask them to check out some of the recent articles and comment on the topic in advance, found here: https://lostgirls.kathrynellis.co.uk 	<ul style="list-style-type: none"> Students: Five Fantastic Actions to Take Today Statistics and Stories – cards to be printed and cut before the session Let's Imagine <p>All available from: https://lostgirls.kathrynellis.co.uk</p>
60 minutes Potential complimentary guest lecture	<ul style="list-style-type: none"> Contact one of the female creatives outlined in the resources, another you may know or a female ex-student who is now working in an advertising agency creative department to come in and talk about their experiences It would be appropriate for male students to attend this session 	<ul style="list-style-type: none"> Research the guest lecturer online – their social media presence Prepare questions to ask 	<ul style="list-style-type: none"> Invite to students outlining who the guest lecturer is and links to their Linked In and other social profiles
10 mins Introduce the topic of gender asymmetry in advertising agency creative departments	<ul style="list-style-type: none"> Explain why the session is for female students only – as this is an issue related to gender and they may feel more comfortable discussing some of the topics without male students present Outline why they are here in a positive light – to discuss some of the specific challenges they may face as women applying for roles in advertising agency creative departments in order to give them the best chance of getting in and getting on as successful creatives Open discussion with some context along the lines of: The make-up of creative advertising, art and design courses is around 60% female and 40% male. This would lead you to expect the ratio of men to women working as creatives is pretty equal, right? Wrong. According to the latest IPA Census, only 30.6% of people working in creative departments in the UK are female. And it gets worse. Only 11% of creative directors are women. No other department or discipline in advertising or media has such an unequal gender ratio. So, why is it, that in UK creative departments women are so rare? Why is so much qualified female creative talent lost from this particular profession? 	<ul style="list-style-type: none"> Students to discuss their initial feelings around the topic raised. Students to outline what they want to get out of the session. 	N/A

Diversity Discussion Session

15 mins Review related Statistics and Stories to increase understanding of facts and experiences around gender and the creative departments workplace	<ul style="list-style-type: none"> • Break the group into smaller discussion groups of 2-3 students dependent upon class size • Hand out Statistics and Stories cards at random – ideally one Stat and one Story per group • Incite each group to discuss the information presented for 5 minutes using the discussion questions in the next section as prompts • Students to share their thoughts with the whole group and discuss for the next 10 minutes 	Students to read their Statistics and Stories and discuss using the following questions as prompts: <ul style="list-style-type: none"> • How true or believable is what they have read? • How surprising is it? • Does it differ to the reality they have seen, or that they expect? • Why does this Story or Statistic matter? • How does what they have read relate to them? 	Statistics and Stories cards – one set
15 mins Review a written piece to encourage reflection upon the topic	<ul style="list-style-type: none"> • Hand out the written piece entitled Let's Imagine and explain it was written by a female creative director working in a London advertising agency and published in a trade press title. • Encourage students to read individually and jot down a few thoughts on the discussion questions outlined to the right. • After 10 minutes reading and reflection ask students to share their thoughts with the whole group. • Capture potential challenges, issues or difficulties identified on a flip chart or white board. 	<ul style="list-style-type: none"> • What was the writer trying to achieve by writing this piece? What did she want the reader to think or understand? • Think of the piece the other way around. What challenges might they might face as women working in a creative department? • How could their application, interview and internship process be different to one of their male peers? 	Let's Imagine - One copy per student
10 mins Begin to formulate positive outcomes and action plans	<ul style="list-style-type: none"> • Refer to the challenges, issues or difficulties captured in the previous section. • Encourage students to think of strategies they can put in place to counter some of the challenges identified. • Use Students: Five Fantastic Actions to Take Today, as a prompt. 	<ul style="list-style-type: none"> • Student to formulate an action plan of three things they are going to do to give them the best chance of getting a creative role. 	Students: Five Fantastic Actions to Take Today
10 mins Wrap-up and reflection	<ul style="list-style-type: none"> • Ask students how they feel about the information and issues shared in the session. How does the way they feel now differ to their feelings at the start? • Explore any areas of disbelief or discomfort. 	<ul style="list-style-type: none"> • Students to reflect upon the session and discuss openly with the group. 	Students: Five Fantastic Actions to Take Today – One copy per student

Diversity Discussion Session

	<ul style="list-style-type: none">• Distribute Students: Five Fantastic Actions to Take Today to suggest positive actions and sources of further information.• Offer one to one tutorials with any students who want to explore further.		
60 mins total			

60 minutes Extension activity for students post session	<ul style="list-style-type: none">• Discuss with students how they may use their learnings and reflections from this session to get involved in current professional debate and build their professional network	<ul style="list-style-type: none">• Compose a short 150-500-word blog, Facebook or LinkedIn post or Tweet (dependent upon the platforms they are active on) reflecting upon this session, for view by a professional audience• Connect with some of the organisations and contacts outlined in the resources materials to build their professional network	<ul style="list-style-type: none">• Students: Five Fantastic Actions to Take Today Reflections noted during the session
Preparation for next lesson Gather student feedback to incorporate into your next session			