



# NORWICH UNIVERSITY OF THE ARTS

## *THE Awards 2019 – Outstanding Support for Students*

Institution/Nominee	Norwich University of the Arts
Title	Profile: a careers game students can win
Key personnel	Norwich University of the Arts
Submission	<p>Job-hunting is being transformed from a lottery into a game all students can win – thanks to a unique deck of cards and a playing board.</p> <p>Gamification of careers advice has more than doubled student engagement, with record numbers playing their way to a better understanding of the value of their skills. The game, called Profile, challenges students to match real-world workplace issues to the skills they need to resolve them. As a game, Profile allows for self-evaluation, otherwise fraught with difficulty. It creates a level playing field inclusive of all students.</p> <p>Students chart progress via a digital portal – collecting evidence of skills development that can populate CVs and job applications. The portal gives staff real-time insight into how students in aggregate feel about skills – identifying gaps where support is needed.</p> <p>SUMMARY: Profile is UK HE's first attempt to gamify careers advice with a card and board game.</p>