



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

BSc in Health & Social Care

Changemakers – Creativity and Value Creation (BMHP 5014)

WEEK 5 WORKSHOP WEEK

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Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



www.uwtsd.ac.uk

Today we will...

A workshop which will include the following items:-

- To share with each other what your idea's are and which two artefacts you have chosen.**
- The assessment for the first assignment e-portfolio artifact tasks.**
- The assessment for the second assignment.**
- Submission and conduct.**
- Referencing requirements.**
- Your feedback.**
- Answer any questions and enable you to go away and work on your e-learning activities.**

Module learning outcomes – why they are important...

- **Demonstrate knowledge and critically understanding of innovation, creativity and enterprising mindset, recognising the values and the contributions creativity makes to the common good.**
- **Conceive, articulate and apply creative thinking within a work-based or academic context to develop novel solutions and/or value creation.**

Mobilising Support

Topic 1 - Collaboration not Competition

Welcome to **Topic 1 - Collaboration not Competition**

Click on the image below to start (opens in a new browser window)



TOPIC 1 COLLABORATION NOT COMPETITION

1. Establishing a supportive network
2. Stakeholders analysis
3. Creating a stakeholder map



Your Cohort's E-portfolio

Sharing Ideas

- As part of a learning circle for the cohort it is important to share ideas and help everyone to complete the assessment task for the first submission. This links to the topic area covered in Unit 3 around mobilising support – collaboration not competition.
- The use of the chat is going to be critical as an interactive tool for this session.
- You will be expected to confirm which two artefacts you will be including in your e-portfolio and your topic area so be prepared to share.
- Everyone in the cohort will be able to support you with ideas to include in your topic area as part of the wider learning community.

MODULE OVERVIEW

Module Title – Changemakers – Creativity and Value Creation

Module Code – BMHP 5014

Credits - 20 (Level 5)

Assessments – Part 1 and Part 2

- **Assessment 1 – E-Portfolio consisting of 2 artefacts tasks by 15th July 2022**
- **Assessment 2 – 2,000 (-/+ 10%) assignment by 29th July 2022**



Assessment 1



ASSESSMENT

1. Assignment 1 – E-Portfolio Evidence of Learning
– 50% 2,000 word equivalent consisting of
2 different artefact tasks Submission to Turnitin
links on Friday 15th July 2022 at 15:00GMT

ASSESSMENT CRITERIA E-PORTFOLIO

Generic Assessment Criteria

1. Engagement with Literature Skills 10%
2. Knowledge and Understanding Skills 20%
3. Cognitive and Intellectual Skills 20%
4. Practical Application Skills 20%
5. Transferable Skills for Life and Professional Practice (including 10 marks for e-learning participation in the online material) 30%

E-Portfolio Options

- Choose two from the following tasks to evidence your e-portfolio - **both of your artefacts have to be linked to each other.**
- Task 1 Option – Mind-map plus 500 words explanation.
- Task 2 Option – A Blog which is 500 words must include at least 1 website link.
- Task 3 Option – Elevated Pitch which is 500 words.
- Task 4 Option – A flyer/leaflet plus 500 words explanation.
- Task 5 Option – Conference Poster plus 500 words explanation.

Assignment Presentation – E-Portfolio

- **Cover page** – your name, student number, module reference details, the lecturers name.
- **Contents page** – add page numbers.
- **Short introduction** – must contain, which two artefacts you have chosen, what your idea is for your project and from which perspective you are coming from. (This should be 75 words).
- **Artefact 1** – name which one. (500 words).
- **Artefact 2** – name which one. (500 words).
- **Reference page** – only one reference list for both artefacts which meets Harvard requirements.

General Information

You are expected to create an e-portfolio which comprises of 2 items from a list of 5 artefact task options. The e-portfolio items should follow through an idea or an approach to either:

- 1. Develop a new project plan that is unique and which you have identified a gap in a service, or**
- 2. You are advocating in support for an existing national or local project, which you will demonstrate your active role of leadership to support the project to a potential new audience within your local area; or**
- 3. You will develop a campaign of your own that will promote, or advocate a given cause, or mission for which you are passionate about.**

The expectation is that you will confirm which aspect in your approach to your given option in a clear introduction to your two artefact items which you have chosen to showcase.

Task 1 Option – Mind-map

ARTEFACT TASK 1

- Create a mind map of your choice with no more than 6 interconnecting links that demonstrates how the ideas and concepts are formulated from one of the approaches you have chosen to take.
- Alongside your mind-map you should provide a written explanation of your mind-map of no more than **500 words**.
- You can use supporting imagery, and it can be hand drawn or produced using MS Word, or PowerPoint using Office 365 or an appropriate technology such as Mind Meister available at: www.mindmeister.com/
- The mind map should be referenced appropriately for all the images uses.
- The mind-map explanation should include references sources around your idea/approach on the topic area and it can include governmental legalisation and national policy.

Task 2 Option – A Blog

ARTEFACT TASK 2.

- Create a blog that outlines how you came up with your idea/approach. You should discuss your idea by explaining what it is clearly which will encourage other bloggers to engage with you.
- This blog should be no more than **500 words** and should use supporting visualisation imagery e.g., graphs, tables and pictures and should include website links to entice your potential audience to seek further information.
- It should have **one website** link included around your idea/approach.
- A list of sources used to inform your blog should be included in a reference list, using the appropriate referencing standard.

Task 3 Option – Elevated Pitch

ARTEFACT TASK 3.

- Create an elevator style pitch (a written piece which you could present to a fictitious audience) about your idea/approach.
- The pitch should be written in a format that will enable you to present it to a new potential audience and should be no more than **500 words**.
- In your pitch you are promoting your idea to engage with the audience, so that they will offer support to you in a proactive way either by being actively involved or by offering support such as crowdfunding.

Task 4 Option – A flyer/leaflet

ARTEFACT TASK 4.

- Create a single-sided flyer which supports your idea and approach. Your flyer can be produced in PowerPoint using Office 365 or cover an A4 MS Word sheet.
- It should be designed to engage your potential audience or contributors and should benefit your idea. For example, if you have an awareness raising idea, your flyer should concisely portray the issue and how you would like people to get involved.
- You will need to explain the contents of your flyer in no more than **500 words** about how you came up with the flyers design and why you think it is effective at advertising your idea.
- A list of references should be included outlining both the images you use and the academic source material you have include.

Task 5 Option – Conference Poster

ARTEFACT TASK 5.

- Create a conference poster showcasing your idea and approach. Your poster should showcase your idea in such a way that it encourages your potential audience to find out more and to attend your conference.
- Think of a strapline for your conference poster and use images to portray your idea and concepts.
- You will need to explain the contents of the poster in no more than **500 words** of how you came up with the poster design and why you think your potential audience would get involved.
- A list of references should be included with the poster. Consider your potential audience when designing the poster and the kind of messages you wish to portray to promote your idea to encourage individuals to attend.

Be creative, innovative and show an enterprising mind-set

- Whichever two artefact tasks you chose for your e-portfolio, please be as creative as possible in the design of your work.
- You can use PowerPoint Office 365 format or MS Word to produce your e-portfolio as long as it can be read in the Turnitin portal. Remember which one you chose they both have to be in the same format.
- Ensure you use images, colours, boxes and written text to make your work eye-catching and visually appealing.

PARTICIPATION AND CONTRIBUTION IN THE ONLINE ACTIVITIES

- In the final assessment criteria **Transferable Skills for Life and Professional Practice** you will be able to attract up to 10 marks for demonstrating that you have been proactive with the online e-learning material.
- It is confirmed that the academic tutor for the module will be monitoring your involvement and the achievement of the activities and postings of material in the cohorts notice board, blogs and Padlet.
- These 10 marks will be awarded based on your tutor's assessment of your active participation in, and contributions to, the learning activities throughout the module.

IMPORTANT INFORMATION

- It is important that you create one document for that covers only two of your chosen artefact tasks and submit it into Turnitin on **15th July 2022 by 3pm.**
- You must indicate which task number you are covering in the production of your work.
- It is essential that you provide one reference list at the end of producing both your chosen tasks and that you use the University's Harvard referencing guidance.
- Ensure that you spell check your work, that you have correctly referenced the websites used for the imageries in your work and that you have used paragraphs (where appropriate) to break up your narrative.
- Your work should have flow and be logically presented. You can add relevant images, website links, blogs, YouTube videos such as TED material, governmental website links, or other documentary information to help enhance your idea and concepts that formulates either your new project, or advocates support of, or the development of a campaign.
- Please be as creative as possible in the design of your work. Ensure you include any pictures, graphs, tables, colours, boxes and written text to make it visually appealing.

Assessment 2



ASSESSMENT

1. **Assignment 2 – Written Assignment – 50%**
2,000 word (-/+10%) Submission to Turnitin
links on Friday 29th July 2022 at 15:00 GMT

Second Assessment 2,000 Word Assignment

Assignment	Project Outcomes Written	Words:	2,000 words
Title:	Assignment		(-/+ 10%)
Submission deadline:	Week 10 – Friday 29th July 2022 at 15:00 GMT		

Respond to the following question

"Identify the key learning points from the online e-learning material which you have gained because of completing the **Changemakers: Creativity and Value Creation** module.

Draw **upon one topic area** from **each of the four units** of the e-learning material from the module e.g.,

- unit 1 - ideas and values,
- unit 2 - creative solutions,
- unit 3 - mobilising support and
- unit 4 – evaluation”.

Expectations

- You are expected to write in the first person to reflect on your learning and personal journey which has helped you to identify your knowledge and critical understanding of innovation, creativity and enterprising mindset recognising the values and contribution, which creativity makes to the common good within the health and social care profession.

Self-reflection

- Remember that with assignment two you are doing a self-reflection of your journey through completing each of the four units in the e-learning online activities.
- You write in the **first person**, so that you can bring in your lived experiences, within work, social or personal life.
- You are drawing on the e-learning material by evidencing from the material itself in a meaningful and engaging way and linking it to health and social care.

Identify a topic in each of the units

- Reflect upon a topic in each of the online units e.g.; four topic areas.
- Draw on the key topic material in each area so that you have e-learning reference sources.
- Keep within the word count of 2,000 words +/- 10%
- Remember to research around the topic area and draw on other sources.
- Ensure you include a conclusion reflection on how innovation, creativity and having an enterprising mindset toward the common good within the health and social care profession.

2nd Assessment - Assignment Structure

- **Cover page** – student number, your name, the module number and title and the tutors name (not part of the word count).
- **A contents page** (not part of the word count).
- **Sub-heading suggestions for writing the assignment as follows:**
- **Introduction** – setting an outline about what you are going to cover in the assignment, which is linked to the assignment question (approximately 100 words).
- **Unit 1** – choose one topic area from the unit and confirm it in your introduction to this section of your reflection (400 words).
- **Unit 2** – choose one topic area from the unit and confirm it in your introduction to this section of your reflection (400 words).
- **Unit 3** – choose one topic area from the unit and confirm it in your introduction to this section of your reflection (400 words).
- **Unit 4** – choose one topic area from the unit and confirm it in your introduction to this section of your reflection (400 words).

What is important in each unit's reflection is that you are being specific so that it is evident which topic area you have chosen.

2nd Assessment - Assignment Structure

Conclusion – my overall learning from the e-learning material which you have gained linking it to recognising the values and contribution, which creativity makes to the common good (in health and social care) (approximately 300 words).

Reference list – follow the Harvard guidance and requirements. Please remember to do it in alphabetical order, adding access dates if web source material. It is essential that you have 8 creditable reference sources.

Reflection relates to...

1. Interpretation
2. Analysis
3. Synthesis
4. Evaluation

Assessment Criteria 2nd Assignment

Generic Assessment Criteria

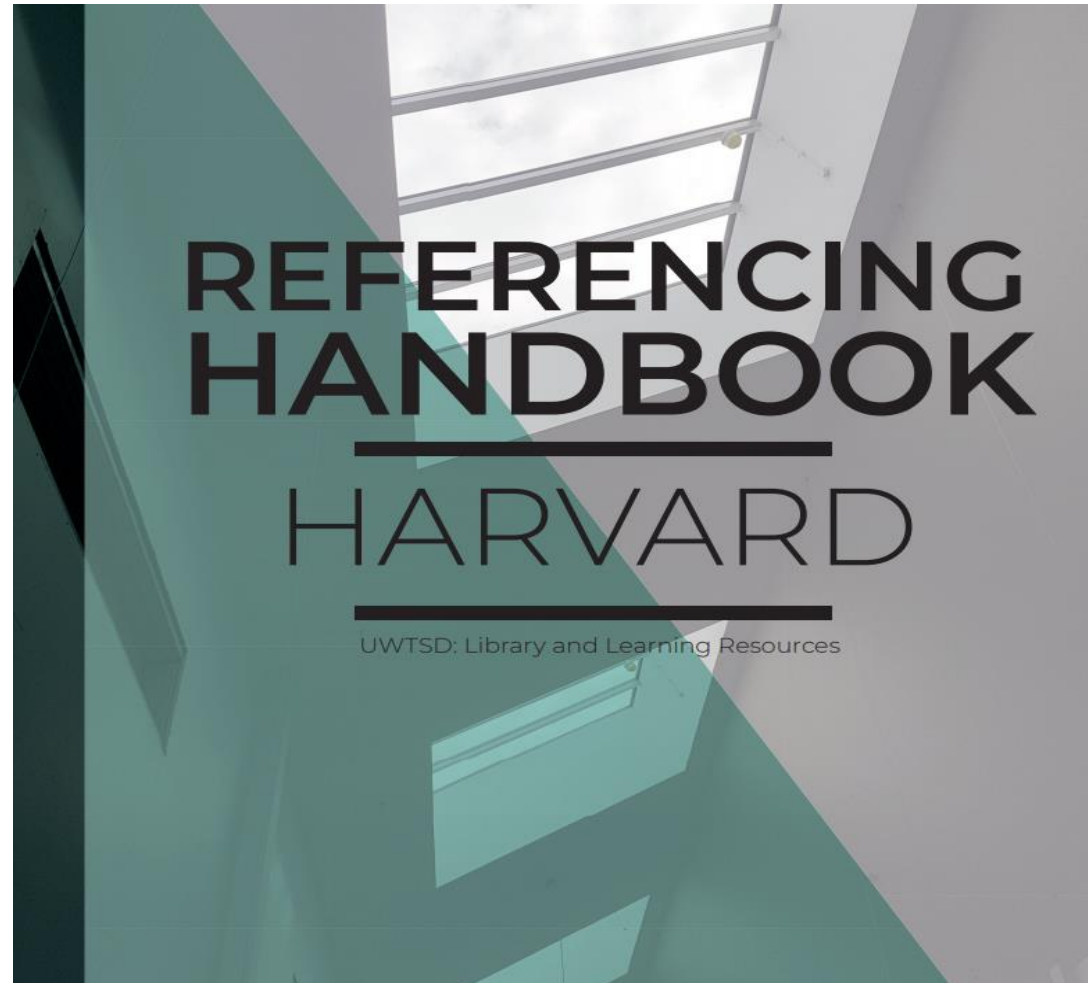
1. Engagement with Literature Skills 20%
2. Knowledge and Understanding Skills 20%
3. Cognitive and Intellectual Skills 20%
4. Practical Application Skills 20%
5. Transferable Skills for Life and Professional Practice 20%

SUBMISSION AND CONDUCT

- Your submission should be your own work.
- You should not share or circulate your assignment with others, who could copy your work into their assignment submission.
- You should not purchase assignments written by others on your behalf.
- You should note that there is an academic policy and process around academic practice and unfair practice within the university, which will be followed if it is suspected that you have breached the policy.

REFERENCING REQUIREMENTS

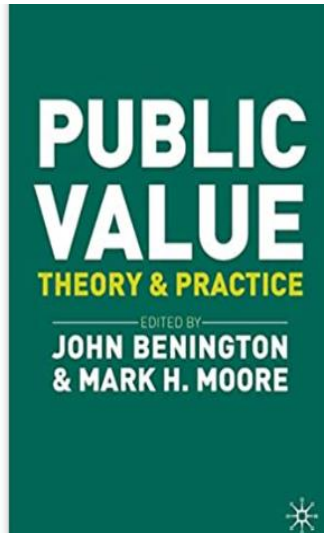
- Ensure that you follow the UWTSD Harvard referencing requirements.



YOUR FEEDBACK



References



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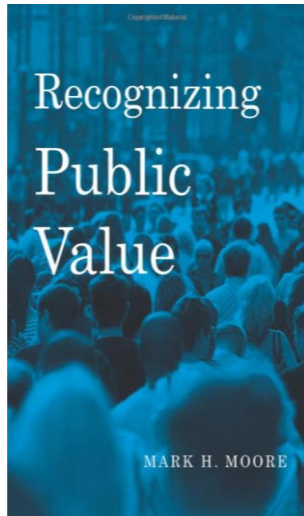
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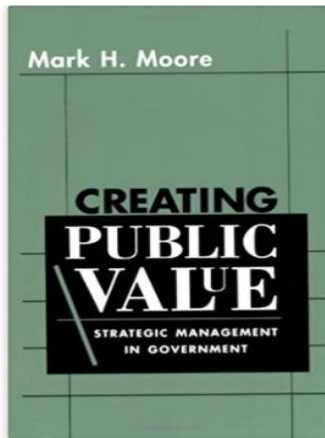
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172'.2—dc23 2012022228



Moore, H. M. (1995) ***Creating Public Value – Strategic Management in Government***. Cambridge: Harvard University Press.

UNITS FOR THE ON LINE TASKS – UNIT 1

TOPIC 1 HOW INNOVATION CHANGES THE WORLD

1. Introducing innovation
2. Innovation and society
3. Creating the future
4. Creativity and society

TOPIC 3 ADDRESSING SUSTAINABILITY

1. What is the problem?
2. Sustainability changemakers
3. Be the changemaker.
4. Additional resources

TOPIC 2 WHO AM I? MY SENSE OF SELF

1. The idea of self
2. Social influences
3. Developing creative confidence

TOPIC 4 MAKING STATEMENTS

1. Big (traditional) values
2. Designing tool recipes
3. Small (personal) values
4. Additional resources

UNITS FOR THE ON LINE TASKS – UNIT 2

TOPIC 1 CHANGE MARKING – THE ACT OF CREATING VALUE

1. Who and what are changemakers?
2. Value creation pedagogy
3. The practice of changemaking

TOPIC 2 STORYTELLING

1. Stories and why we tell them.
2. Spotting competences in stories
3. Creating our own competency story

TOPIC 3 IDENTIFYING NEW IDEAS

1. Scoping
2. Finding meanings
3. Identifying attributes

TOPIC 4 SEEKING SOLUTIONS

1. Creative solutions tool cards
2. Tool Kits
3. Making your own tool kit

UNITS FOR THE ON LINE TASKS – UNIT 3

TOPIC 1 COLLABORATION NOT COMPETITION

1. Establishing a supportive network
2. Stakeholders analysis
3. Creating a stakeholder map

TOPIC 2 FUNDING YOUR IDEA

1. Sources of funding
2. Creating a crowdfunding campaign
3. Understanding social enterprise

TOPIC 3 TELLING YOUR STORY

1. Storytelling as a persuasive communication tool
2. Self-confidence and authenticity
3. Preparing a strong presentation

TOPIC 4 BE IN IT TO WIN IT

1. Navigating social media
2. Developing your professional persona
3. LinkedIn the professional network

UNITS FOR THE ON LINE TASKS – UNIT 4

TOPIC 1 MEASURING SUCCESS

1. What is success?
2. The Pygmalion effects
3. Success and wellbeing

TOPIC 2 PERSONAL EVALUATION

1. Your project success
2. You, your project and others
3. Success through teamwork

TOPIC 3 MOVING FORWARD

1. Building up from the project
2. The power of failure
3. Looking forward

TOPIC 4 CLOSING THE LOOP

1. Skills and attributes
2. Showcasing your work