Engaging with employers/
Supping with the devil

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Format

1. Pride and prejudice in the Arts
2. It’s politics Jim, but not as we know it
3. The other Boleyn girl
4. DIY in the Arts
5. Into the future
Pride and prejudice in the Arts

to sup or not to sup?

one view: engagement is anathema

a different view

a) the value of what we do is not self-evident
b) most employers don’t have cloven hooves

things we do:

a) seek employers’ views
b) talk with them
c) co-create content
It’s politics Jim, but not as we know it

1. craft a good story – then put it on high rotate
2. our narrative is both data driven and normative
3. things we’ve done
   a) create a new BA ‘champion’ role
   b) recraft our curriculum
   c) tell the story to business
   d) tell it to existing and potential students
   e) use the media to attach it to others’ agendas
The other Boleyn girl

1. not everyone needs a STEM geek
2. Frey/Osborne’s final sentence: ‘For workers to win the race they will [need] creative and social skills, and social intelligence’
3. things we’re doing:
   a) forming alliances with non-STEM employers
   b) partnering with business in a Public Lecture
DIY in the Arts

1. in the face of the onslaught we have agency
2. advocating for the Arts, with our allies, has become a legitimate and important role
3. & no, it’s not just the economy, stupid

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Into the future

1 the on-going conversation with colleagues
2 finding the sweet spot with orthodox business
3 collaborating with each other