

{ 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

- 1 to sup or not to sup?
- 2 one view: engagement is anathema
- 3 a different view
  - a) the value of what we do is not self-evident
  - b) most employers don't have cloven hooves
- 4 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

# Into the future

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