

# Research project : How might we extend co-creation innovation across Queen Mary?

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## Co-creation at Queen Mary

Queen Mary has been acknowledged as the most inclusive and diverse Russell Group university. QM aims to be *the most inclusive university of its kind, anywhere* supported by an Inclusive Curriculum designed to 'Empower, Co-create, Diversify, Enable, Develop, Reflect, Value, Encourage'. Co-creation is a pillar of the 2030 Strategy and aligns with the values of *Inclusivity* and *Collegiality*. Co-creation may also enable *flourishing* of staff and learners through enhancement of meaningful work and development of relationship, student engagement and belonging. Student and staff flourishing is core to the institutional mission.

## Recognising co-creation: SEED award

**SEED (Student Enhanced Engagement and Development) award:** applicants need to have spent a minimum of 10 hours on activity relating to co-creation.

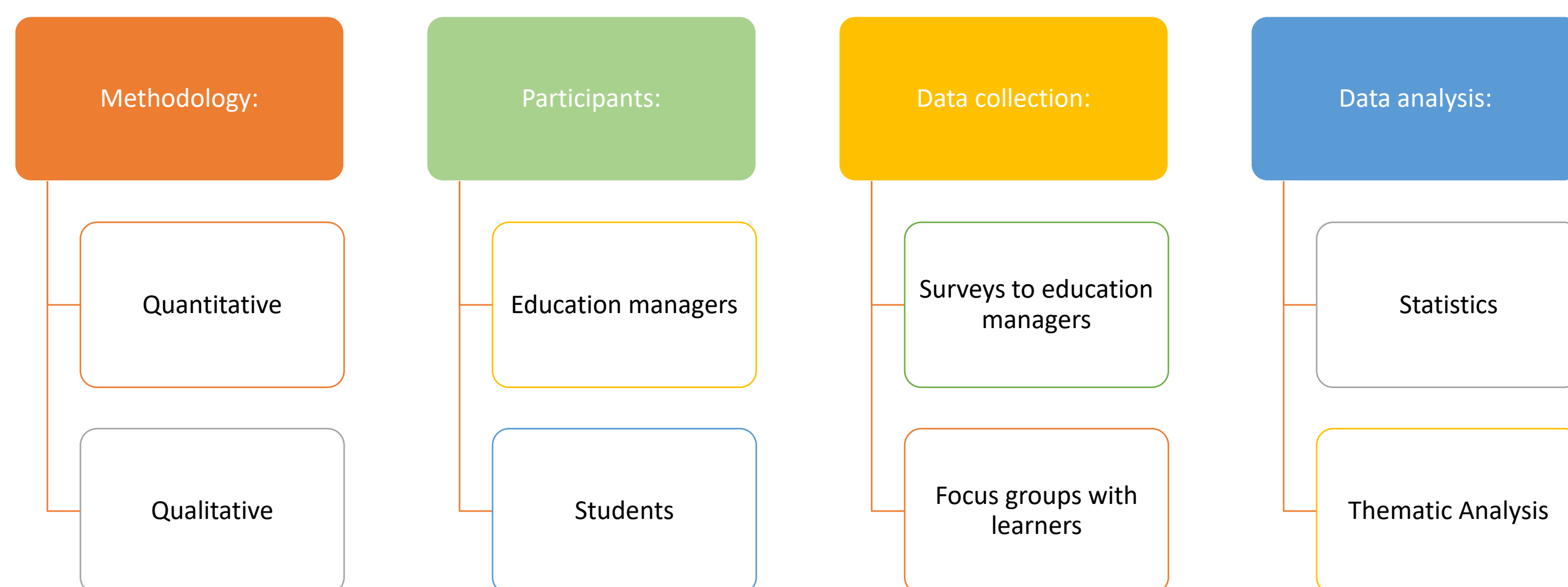
The award scheme aligns with the UKPSF - areas of activity A1-A4.

Applicants are invited to submit evidenced reflection on their co-creative work and are endorsed by the member of staff who has worked with them as partners in the project.

Applications are reviewed by a panel. Successful applicants receive a certificate, and the award is featured on their HEAR (Higher Education Achievement Report).

**Aim:** determine the awareness of the concept of co-creation, identify initiatives held, point out needs in terms of support and resources and identify opportunities.

### Methodology:



### Results:

#### Survey to education managers: awareness, needs and impact:

Survey sent to the 18 education managers and completed by 5 (27%).

- Education managers revealed limited awareness of past and current projects involving co-creation.
- All education managers knew about the SEED award and their suggestions in terms of making the award more visible included:
  - present the award to relevant staff (like T&L managers) with opportunities to ask questions;
  - provide links to information that staff can share with students through modules;
  - involve professional staff in promoting and championing to academic staff and students;
- Most education managers would like support to design, implement and evaluate the projects;
- Student retention is perceived as the area where co-creation can have more impact.

#### Focus groups with learners who have not received the SEED award:

8 participants across the 3 faculties

- Learners were not fully aware of the meaning of co-creation;
- Some learners had experience in projects involving some degree of co-creation but were not aware of it;
- Teaching and support of learning and design of activities are perceived as the most exciting areas of work and curriculum design as the most complex;
- In terms of the development of skills, learners mentioned: communication, interpersonal skills, organisation, project management and leadership skills;
- Ambition to look for solutions, ability to invest time and effort, ethics, ownership and responsibility (and accountability) were also perceived as relevant aptitudes;
- Learners mentioned projects involving some degree of co-creation developed by societies (work with academics to improve modules) and student consultancy;
- Suggestions for co-creation projects: conference planning, participation in selection and recruitment of academics and students) in order to promote diversity, creation of resources (podcasts, videos,...), projects based on calls for skills at institutional level (multidisciplinary projects) and opportunities for co-teaching;
- Learners identified needs involving resources; information through social media; training for staff and opportunities for collaboration;
- The potential impact of participating in co-creation is perceived by learners as high in terms of their outcomes and results and quality of teaching and learning;
- Learners suggested strategies to promote the SEED award: make information available on campus and on social media; send emails from ambassadors and Students' Union and send department e-mails and reminders of its benefits on QMplus dashboard (VLE).