



Careers Illuminate Challenge: Curtin University

CASE STUDY: Curate, Credential and Carry Forward Digital Learning Evidence: tiny.cc/cccdle

Context: Curtin Careers and Employment Centre developed the Careers Illuminate Challenge (CIC) to help increase engagement of students with career development concepts early in their university experience. CIC consists of 12 online career-based modules designed around the Australian Blueprint for Career Development using game inspired mechanics such as points, badges and progress bars to help bring career content to life. CIC aims to provide career development skills to all students, no matter their mode or location of study to help develop students' employability and career readiness for graduation.

[1] What are we doing?

The Careers Illuminate Challenge is accessible to students and staff with a Curtin ID. Students can self-select from 12 modules in three categories: Explore, Apply and Grow. Each module contains five activity pages, with different content and interactions on each. Each module is worth 100 points. Students gain points for completing activities within the module. Students who complete six modules automatically gain the Careers Illuminate badge. Combining any eight modules with a minimum of 22.5 hours of industry experience and a final reflection on their experience enables students to earn a Curtin Extra Certificate, a second transcript awarded at graduation. The Curtin Extra Certificate provides official recognition and evidence of significant involvement in co-curricular programs that contribute to university life and personal and professional development.

[2] How are we doing it?

The 12 modules are hosted at a centralised platform. We worked alongside the Leadership Centre who shared their experience and knowledge of web-based interactive educational tools. A web design agency developed 11 different interaction types that could be used to develop module content. Curtin Careers and Employment staff flipped traditional career content into more interactive and engaging methods using the 11 interactions. Game-inspired mechanics such as points, badges and progress bars were used to help make the module content more engaging and motivational. User testing was conducted to refine the platform and modules during an alpha pilot phase (Semester 2, 2014).

[3] Who is involved?

Primarily undergraduate students. However all students and staff with a Curtin ID can access the modules.

[4] Why are we doing it?

- To raise awareness early in students' university experience the importance of developing career readiness and to help increase chances of gaining graduate employment.
- To increase accessibility of career content to students no matter their mode or location of study.
- To develop students' career readiness by increasing their confidence, providing practical skills and opportunities to implement their learning and increase their employability.

[5] What are the challenges?


- Ensuring that the learning outcomes of the modules are met when delivered using non-traditional methods.
- Time to develop content that is fun, engaging, interactive, and meaningful.
- Keeping content and interactions fresh and engaging.
- The costs involved in content development (e.g. working with graphic designers) and keeping it up-to-date.
- Timely response to student feedback when they are used to seeing rapid changes in online applications.
- Creating a sense of community for online students.

[6] Where is it heading?

Impact research using data analytics of students'



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behaviors who engage with different interactions in the online modules and how these behaviors link to students' activity and module completion and later, to employability related activities leading to employment. Using individual modules to support professional development in other co-curricular programs as well as in faculty curriculum. Constant feedback generation of user experience to help inform future changes to current modules as well as future development of new modules.

Resources

[Careers Employability Award](#)


[Curtin Challenge](#)

Contacts

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Currently, MOOCs are primary sites for badging models, yet the limited understanding of MOOCs is often translated into suspicion about the technologies and models they are spawning. The human, technical and political know-how has to be developed with an inclusive capacity- raising commitment. Each area of innovation (human, technical and political) is in its own right, a complex object of research, scholarship, risk-taking and reflection. The challenges cascade into sets of issues that will require shared vision and coordinated action, which in turn will require sustained commitment by the Executive and all other levels of the organisation.

[6] Where is it heading? Curtin Challenge is already using a badging system and it is evident that more contexts for their use will emerge. It is necessary to develop a clearly articulated policy framework and some operational protocols around future articulations of badges and other alternative forms of credential that are formally endorsed by Curtin.

Resources

[Campus policy framework for open badges](#)

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