



Education and Employers

6th International Conference on Employer Engagement
July 2021

Industry Projects at Ada:
Real life learning in the classroom

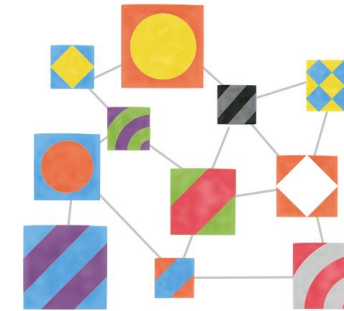
Tina Götschi & David Kaye



CONNECTIONS
in the real world



THINK • CREATE • DEVELOP



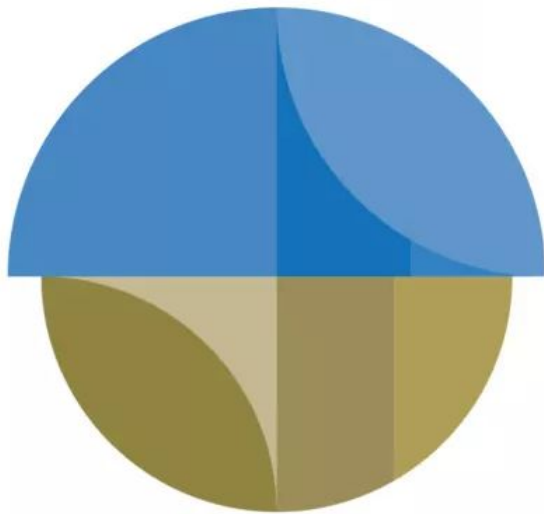
PATHWAYS
chart your own path



Job landscape

By 2025, new jobs will emerge and others will be displaced by a shift in the division of labour between humans and machines, affecting:

97 million



85 million

Growing job demand:

1. Data Analysts and Scientists
2. AI and Machine Learning Specialists
3. Big Data Specialists
4. Digital Marketing and Strategy Specialists
5. Process Automation Specialists
6. Business Development Professionals
7. Digital Transformation Specialists
8. Information Security Analysts
9. Software and Applications Developers
10. Internet of Things Specialists

Decreasing job demand:

1. Data Entry Clerks
2. Administrative and Executive Secretaries
3. Accounting, Bookkeeping and Payroll Clerks
4. Accountants and Auditors
5. Assembly and Factory Workers
6. Business Services and Administration Managers
7. Client Information and Customer Service Workers
8. General and Operations Managers
9. Mechanics and Machinery Repairers
10. Material-Recording and Stock-Keeping Clerks

Source: Future of Jobs Report 2020, World Economic Forum.

Digital skills gap:

“Just under a third (30%) of skill-shortage vacancies involved a lack of digital skills.”
(DfE 2020)

What is the Share of Women in the Jobs of Tomorrow?



Source: Global Gender Gap Report 2020, World Economic Forum.

Diversity in tech

The future UK tech built
Tech Nation Report 2021

Whilst 49.8% of workers in the labour market as a whole are women, in tech, it's half that, at 25.5%

Tech has a marginally higher proportion of BAME people than the labour market as a whole, 11.8% for all occupations, and 15.2% for tech.

Are digital skills enough?

Top 10 skills of 2025



Analytical thinking and innovation



Active learning and learning strategies



Complex problem-solving



Critical thinking and analysis



Creativity, originality and initiative



Leadership and social influence



Technology use, monitoring and control



Technology design and programming



Resilience, stress tolerance and flexibility



Reasoning, problem-solving and ideation

Type of skill

- Problem-solving
- Self-management
- Working with people
- Technology use and development

CUR IOS ITY

Learning is about more than facts and figures. It's about discovering how things work. It's about different people, cultures and environments and a strong appreciation for the new.

RIG OUR

Quality comes from the discipline of hard logic, honest challenge, thorough analysis and precise execution and communication.

CRE ATIV ITY

Ambiguity and uncertainty are our friends. That's why we make the space to imagine, to connect the unconnected, and to be inspired to create the new, and to solve the unsolved.

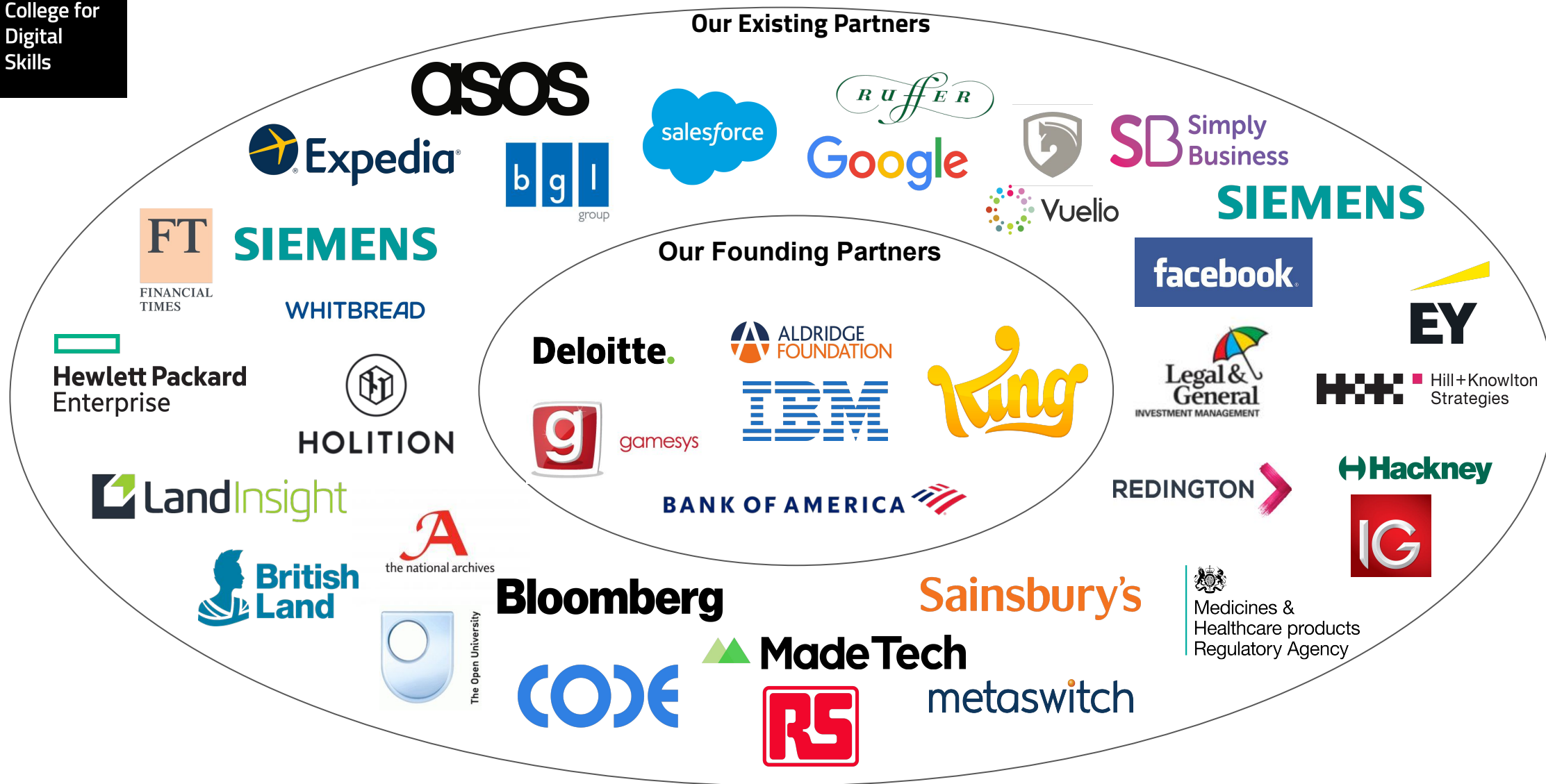
COLL ABOR ATION

Individually we can be great, but together we are greater than the sum of our parts. We show people how to get the best out of each other, how to motivate each other, how to co-create, and to come together to solve challenges and create the new.

RES ILIE NCE

Adversity and change are inevitable factors we face in life. We build the adaptable, and flexible mindset to ensure you are armoured to face the future with confidence.

Our Industry Partners and Collaborators



BANK OF AMERICA



Deloitte.

salesforce

King

#ALWAYSADA





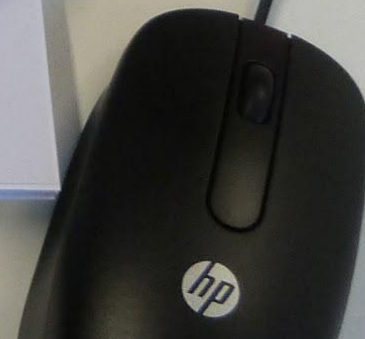
ptc
Deloitte.



INTERNET OF THINGS

Workshop 10 July 2017

Deloitte.





▶ PLAY ALL

Ada TV [Deloitte Project 2020]

11 videos • 903 views • Last updated on Jul 3, 2020



Ada AI Hackathon

The Challenge - Improve the student experience at Ada College using AI

Teams worked remotely to come up with 2 deliverables over 3 days - these are the entries for this year's best Tech Solution.

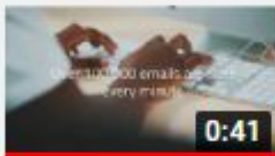
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Welcome to Deloitte

Deloitte US

2



Team 1 Pitch

Ada, National College for Digital Skills

3



Team 2 Pitch

Ada, National College for Digital Skills

4



Team 3 Pitch

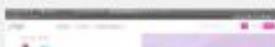
Ada, National College for Digital Skills

5



Team 4 Pitch

Ada, National College for Digital Skills



Team 5 Pitch

King

GAMES PROJECT
es Fest
March 2018

design and develop a card game,
playable in 30 minutes or less
from 6 sheets of A4 paper



King in 60 seconds

- Candy Crush, Farm Heroes, Bubble Witch, Pet Rescue... and 200 more games launched
- Candy is growing, #1 & #2 mobile games in the US
- Bigger than Snapchat and LinkedIn
- Founded 2003, exploded 2012, IPO 2014, acquired by Activision
- Approx 2000 Kingsters, and we're hiring fast (more on that later)

King has offices and studios in
London, Stockholm,
Barcelona, Bucharest, Malmö,
Berlin, Seattle, San Francisco,
Chicago, New York, and LA

Candy Crush SAGA
FARM Heroes saga
Bubble Witch saga
Pet Rescue

A man with a beard and glasses, wearing a striped shirt, is standing on a stage and presenting to an audience. He is holding a small object in his right hand and gesturing with his left hand.



Ada TV [King Project 2020]

23 videos • 1,041 views • Last updated on Dec 17, 2020



The Challenge - Create a concept for a new game that would bring awareness to a social issue.

22 Teams
6 Deliverables
2.5 Days
1 Challenge



Ada, National
College for
Digital Skills

SUBSCRIBE



Promo 1

Ada, National College for Digital Skills



Pollution Heroes Saga

Ada, National College for Digital Skills



Opia Saga

Ada, National College for Digital Skills



Campville

Ada, National College for Digital Skills



Natures Island Saga

Ada, National College for Digital Skills



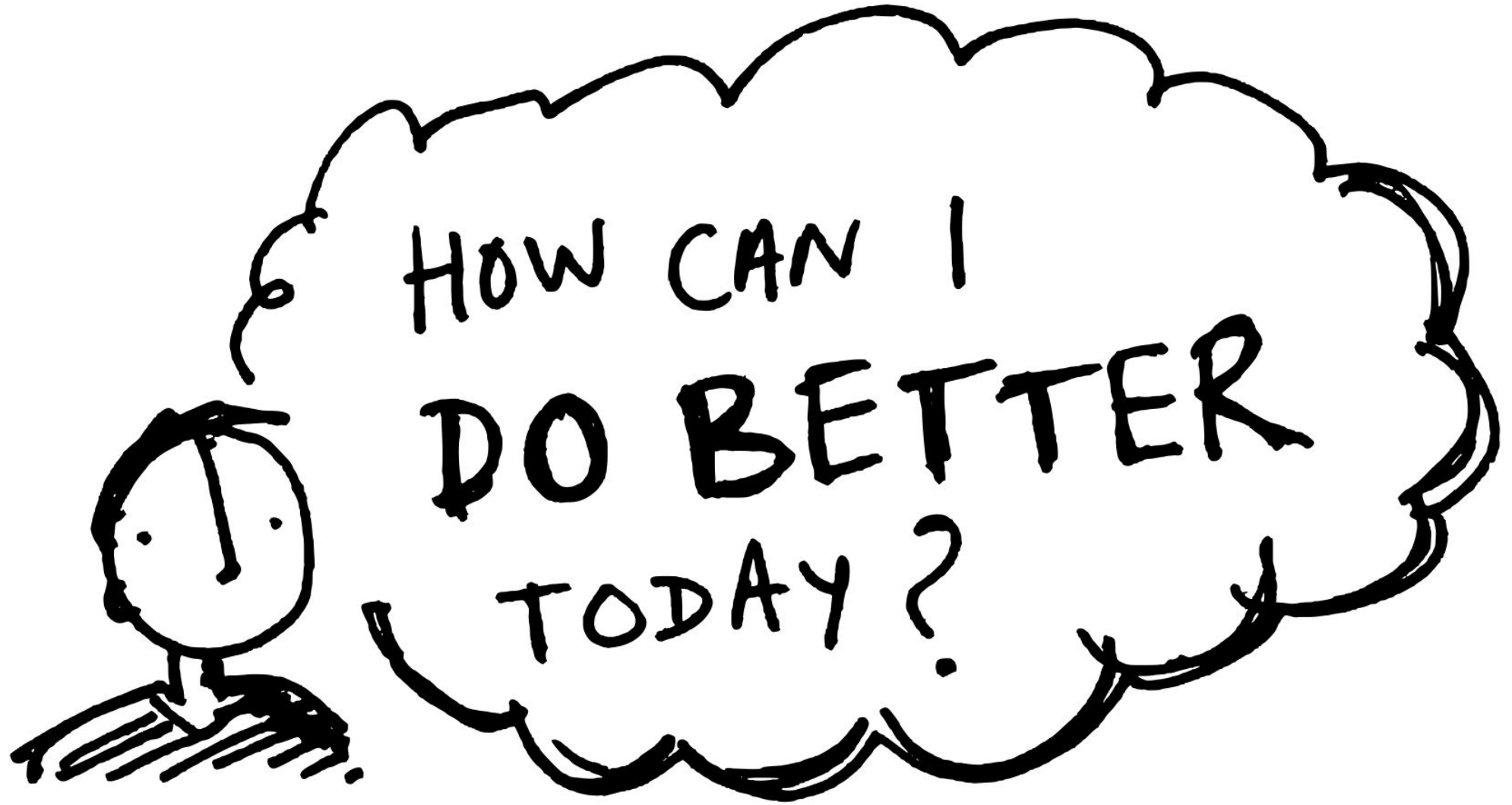
My Actions Saga



salesforce







The Impact on our students

- Uni Application Personal Statements
- CVs / Linkedin
- Confidence
- Networking & building Cultural capital
- Building bonds with peers
- Application of curriculum learning
- Literacy and Oracy

Accomplishments

4 Projects

King - Game concepts for social change

Dec 2020

In this project I had the 'Project Management' role. The challenge for this project was to create a new concept for an engaging game that would go against norms and that could change which, for my team, was endangered animals awareness. The team worked remotely and on-site, posing a new challenge to me as a PM to manage a team that worked with teams fully on-site and fully remote but not hybrid. We have created a 30 second Ad that was submitted to the judges, receiving the only 'honourable mention' from the judges.

Bank of America Infographic Challenge 2020

Feb 2020

My roles in this project were 'Data Analyst' and 'Project Manager'. The challenge of this project was to work in small teams to explore supplied data about London and identify a pressing social, health or environmental problem. Then, we've supported our findings with rigorous analysis of the data and created an infographic to present the analysis in a visually engaging way.

Having the two roles of project manager and data analyst has really challenged and helped me improve my organisational, prioritizing and leadership skills by requiring me to manage the team successfully while carrying out technical data tasks.

Deloitte - The Ada Student AI Challenge

Jun 2020 – Jul 2020

My role in this project was 'Project Manager'. This project was done remotely, making it a tougher challenge to manage as a PM. The challenge was to improve the student experience at Ada College using AI. Being remote challenged me to adapt my approach to and methods of communication to suit the circumstances. With one team member absent, I've taken the business role as well to finish the necessary deliverables and help the team get 3rd place in the competition.

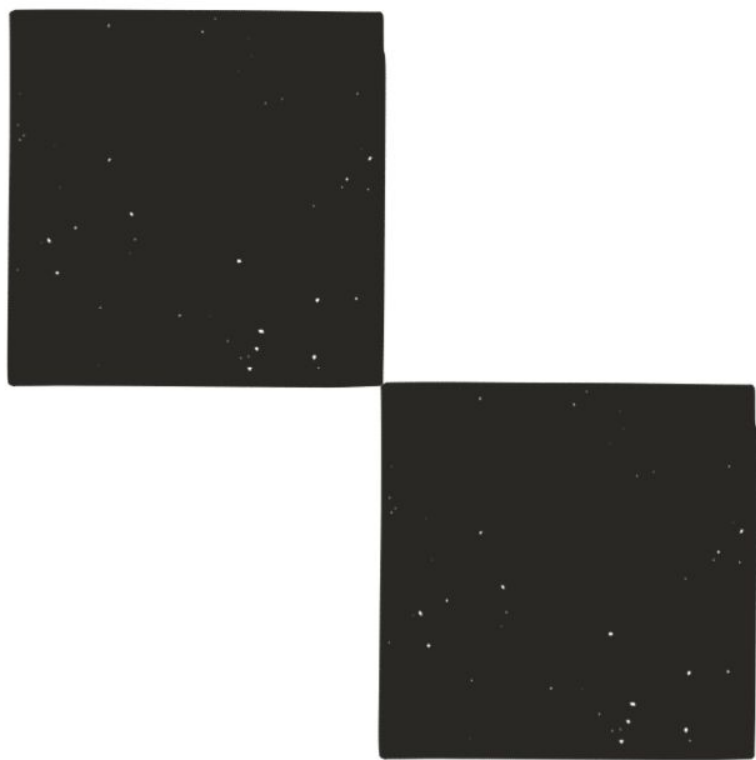
Salesforce - Student Recruitment Challenge

Dec 2019

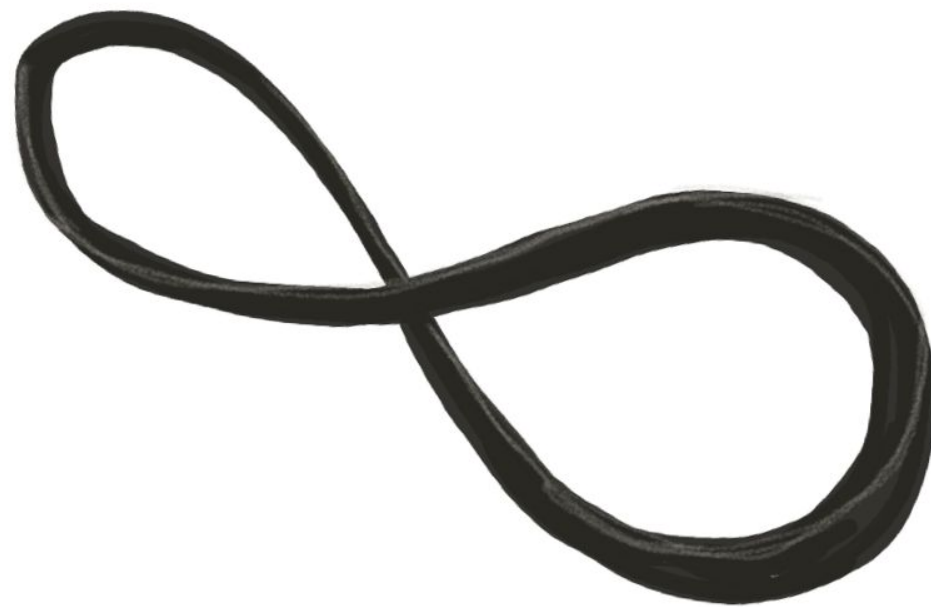
My role in this project was the 'User Discovery Lead'. The aim of the project was to take the role of a Salesforce Solution Consultant, selling to Ada College. In teams, we evaluated what Salesforce can do to help Ada College meet its ambitious goals to recruit the next generation of Digital Pioneers and broaden its brand appeal in the education sector. We have created a pitch for the team's solution, and we have pitched it to the judges.

One of the lessons I learned was how to put myself in the shoes of the users and empathize with them to improve the recruitment experience for students and their carers. In addition, I have also improved my team-working skills by rigorously collaborating with my peers to create relevant user personas and journeys.





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ada

possibilities