



WIN-WIN

students & businesses working together

HOW COULD A
STUDENT HELP
YOUR
ORGANISATION?

Krystina Selley a third year student doing a course in Creative Digital Media has had the chance to do a work placement as part of her course with a major organisation, Citizens Advice Bureau.

Her task was to promote CAB to young people –ages between 18 and 35 regarding accessing the services for themselves or become volunteers for the organisation. The other task that was assigned to Krystina was to seek funding or other resources.

This led to a production of two videos which were used to promote CAB to their target audience.

The organisation benefited tremendously from the work that Krystina did since CAB would not have had the time, the creativity or the manpower to perform these tasks.

CAB also argues that taking students on board was a positive experience and they will try to do this every year.

Moreover, the organisation strongly encourages companies to do the same thing, as Tim Bawler a CAB representative says: “We would thoroughly recommend forging links with the University of Worcester or indeed any university. Whilst primarily considering media style courses, I think there is scope to broaden this locally e.g. legal services and fund raising”.



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