

ACADAMH  
FIONTRAÍOCHTA  
ENTERPRISE  
ACADEMY

# Navigating the RPL Journey

Engaging with the Screen Sector

Hugh McAtamney

Senior Engagement Manager

Creative & Culture Sector

Jan 2024

# Overview & Background

- Strong collaboration with Industry

Screen Ireland  
School of Media

Co-Creation at  
the heart of the  
relationship

Industry Experts

Advanced Producers  
Creative Leaders  
CGI Technical Art  
Apprenticeship

Work Based  
Learning

## Relationship & Trust

5 years of developing of  
partnership between the school  
of media and screen created a  
strong platform to exploring a  
complex area



# Partnership



## Screen Ireland



**€500m**

Production spend in 2021

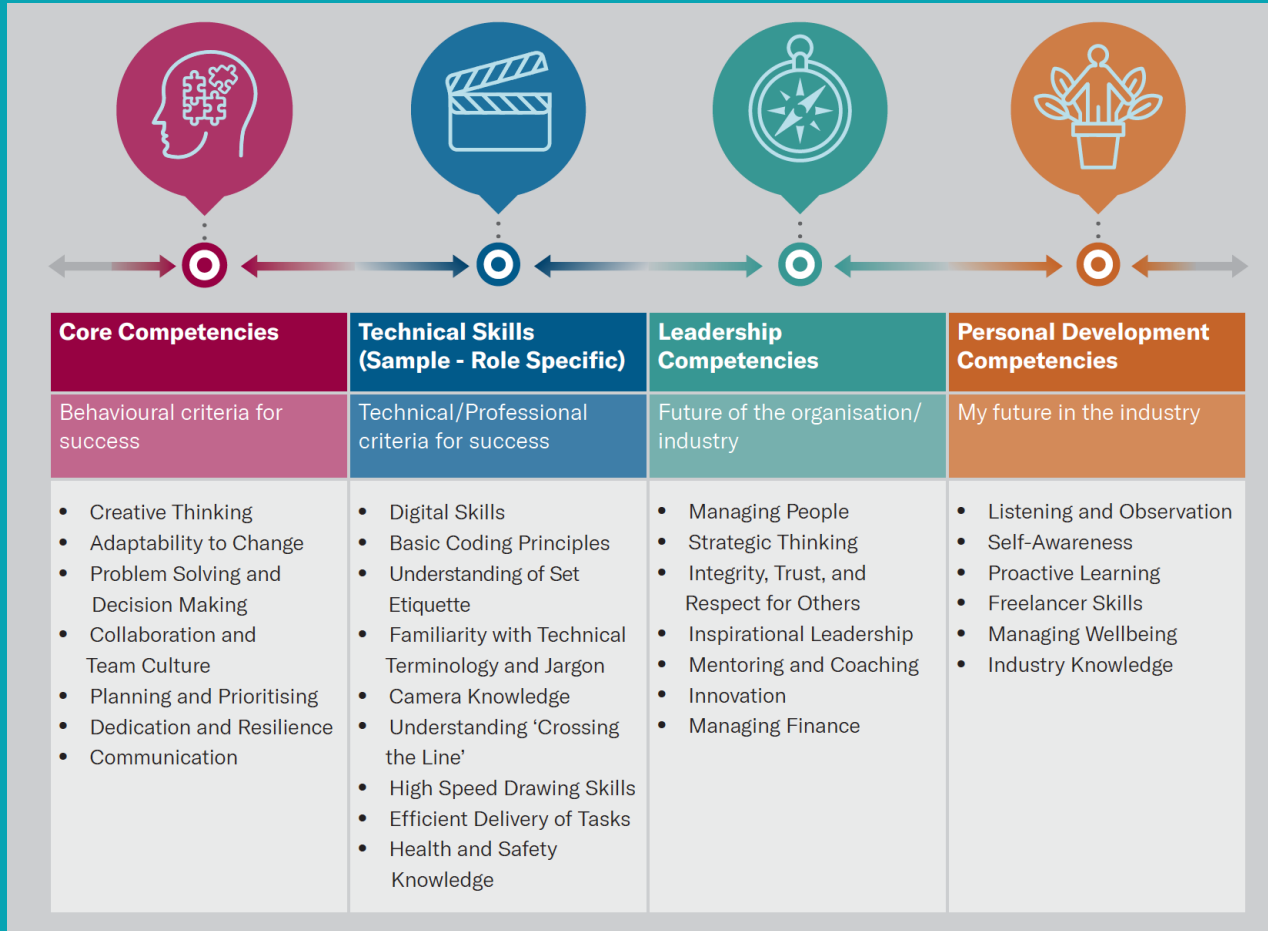


**40%**

Increase on 2019

- Leaders in skills development for the Irish screen sector
- Competency Framework (published July 2022) defines the scaffolding of skills within each of 24 departments / Guilds
- Section 481 team works to provide opportunities for skills development through structured work-based learning
- Enterprise Academy responded to the need to develop an ecosystem of accredited talent development
- Unique characteristics (Film, Animation) (Games)
- Collaborative Provision
- Creating transparent pathways to life-long learning

# Screen Guilds of Ireland Competency Framework



Core	1. Creative Thinking
Description	Thinking about a situation, problem, or work requirement in a new and fresh way. Using different perspectives to generate new ideas and creative ways to address work challenges.
New Entrant	<ul style="list-style-type: none"> <li>✓ You see challenges and requirements from a new perspective to come up with a new idea or way of doing things.</li> </ul>
Foundation Trainee	<ul style="list-style-type: none"> <li>✓ You see challenges and requirements from a new perspective to come up with a new idea or way of doing things.</li> </ul>
Experienced	<ul style="list-style-type: none"> <li>✓ You coach others in creative techniques.</li> <li>✓ You create an environment where creative thinking is welcomed when appropriate to generate a better-quality result.</li> <li>✓ You welcome and publicly value the creative thinking of others.</li> </ul>
Expert	<ul style="list-style-type: none"> <li>✓ You use your role and industry experience to think around a work problem or situation to create new options on how these might be addressed.</li> <li>✓ You have the ability to come up with alternatives that are relevant to the situation and are valued by others.</li> <li>✓ You can evaluate your new ideas and the ideas of others to ensure that new thinking leads to high standard results.</li> </ul>
Leadership HOD	<ul style="list-style-type: none"> <li>✓ You carefully assess the risks and sensitivities in making certain decisions and discuss these with appropriate people while respecting confidentiality requirements.</li> <li>✓ You demonstrate the ability to solve complex problems creatively, creating effective and innovative solutions.</li> <li>✓ You identify potential obstacles or barriers that may impede/prevent a particular solution or course of action and you take the appropriate steps to overcome/address these.</li> <li>✓ Where possible, you generate new insights and a range of workable solutions to understanding such situations.</li> <li>✓ You encourage others to think creatively about the work challenges that they face.</li> </ul>

# External Engagement

- Who and How

Enterprise Academy

Screen Ireland

Locations Guild

Develop a shared understanding of RPL

Understand Fears

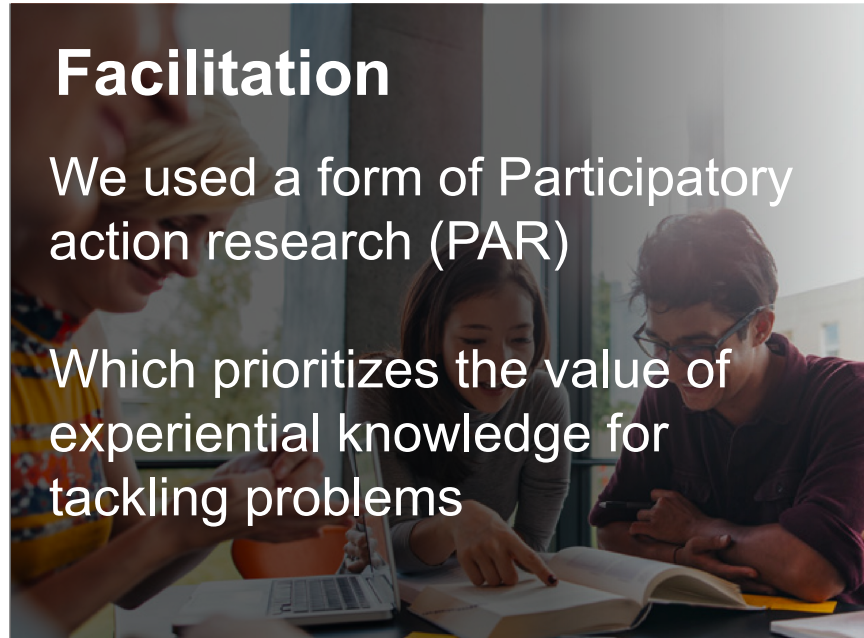
Series of workshops over august & September 2020

All held online in the evening time

## Facilitation

We used a form of Participatory action research (PAR)

Which prioritizes the value of experiential knowledge for tackling problems



# Internal Engagement

Who and How?

**Research**

**Hard Evidence**

**School of Media**

**Academic Community**

**Best Practice**

**Anecdotal Evidence**

**School**

**Pilot Project /THEA**

**Interviews**

**Crew Survey**

**Alignment**

**Socializing Ideas**

**Mapping**

**30% with no a major qualification**

**Paperwork Process**

**Critical Friend**

**Enterprise Academy**

# External RE Engagement

- What & Why

BA

Screen  
Industry  
Practice

School of Media

Screen Ireland

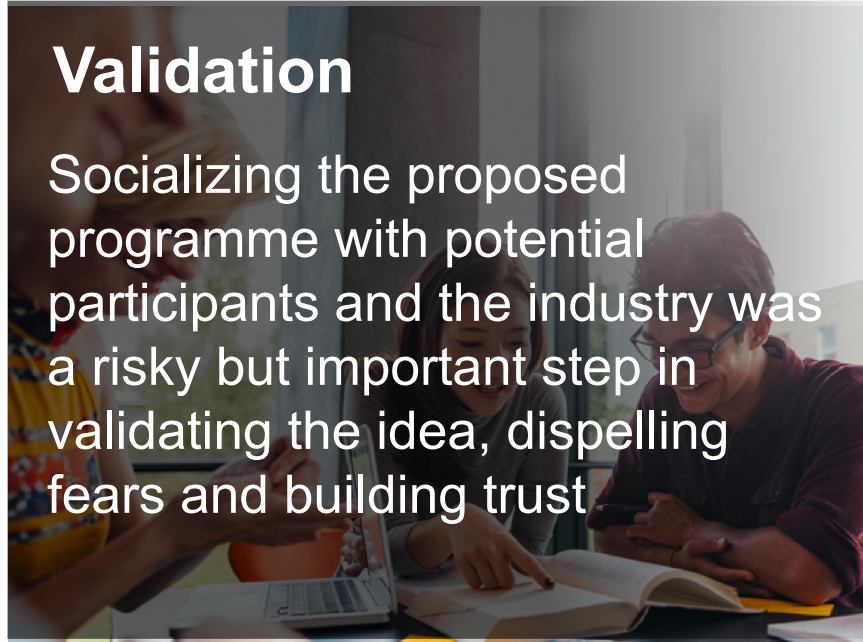
Screen Guild Crew

Held on campus  
and online

Reassuring

## Validation

Socializing the proposed programme with potential participants and the industry was a risky but important step in validating the idea, dispelling fears and building trust



# Lessons Learned

## Role of the Enterprise Academy

---

Having the bridge / brokering support is a crucial factor in engagement, processes, paperwork, research and validation of ideas.

Helping schools to build engagement capacity & mindset

## Big picture

---

Helping to keep coming back to WHY we are doing this!  
The impact of this programme will be felt down the road beyond this project's lifespan and our contracts.

Continually reassess assumptions and understanding

## Critical Friend

---

Can we formalize the informal socialising of complex and contentious academic challenges

## Characteristics

---

Acknowledge that it wont be perfect.

You need to have the right skillsets and people characteristics

Importance of a strong partnership