

From Spark to Fire: Fostering Student Citizenship for Underrepresented Groups

Dr Samar Gad

Associate Professor, Course Director
BSc Accounting and Finance

Dr Becky Lees

Head of Department
Accounting, Finance, and Informatics

**Kingston
University
London**

LTSE
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LEARNING, TEACHING &
STUDENT EXPERIENCE

Who this presentation is for?



Faculty senior managers



Programme leaders



Professional and student services teams



Academics interested in student behavioural dynamics

Course

**BSc
Accounting
and Finance**

**Total Number
of Students
350**

50% Declared themselves as the
first in their household to enter tertiary
education



85% Students come from
Black, Asian and ethnic
communities

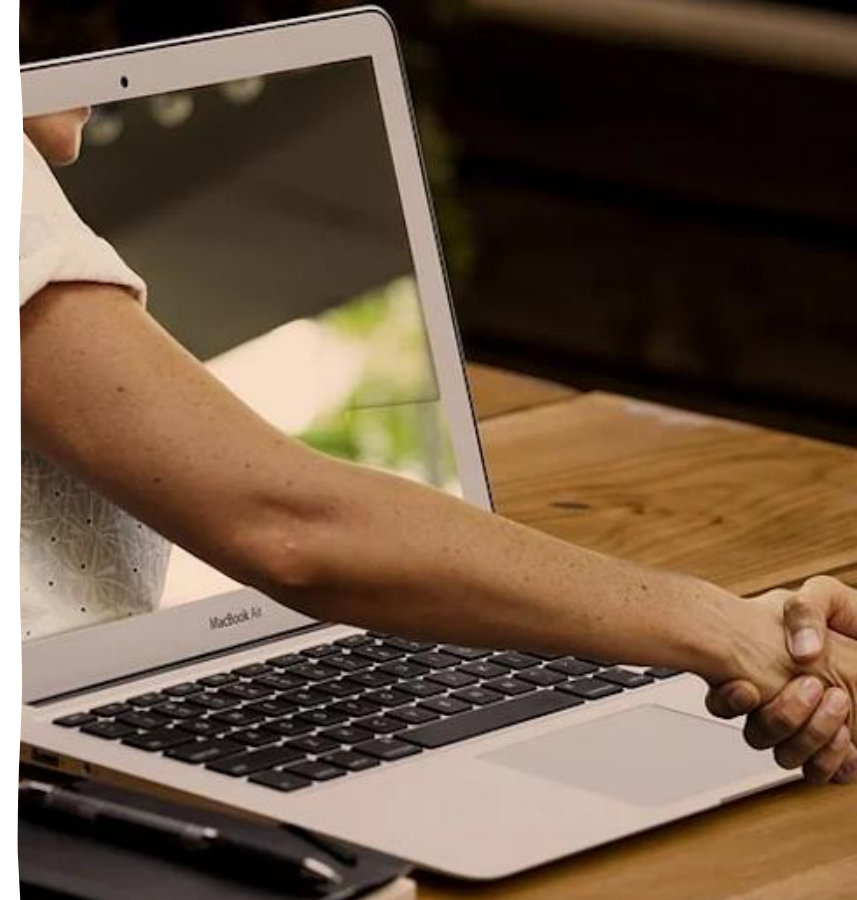


70%
Commuter
student



Citizenship

It is voluntary discretionary behaviour such as advocacy, and helping behaviour. It is a sense of belongingness with the university (Naheen & Elsharnouby 2021)



- Classroom Walk-ins
- In person and virtual office hours


I work in a
care home
full time.

I am doing a
degree,
hoping that I
can shift
careers and
earn more

I earn
good
money

I look after
my siblings

- What's the best way to reach you?
- Any particular social media platform you all use?



Just come in
the
classroom
and talk to
us



TRUST
SINCERITY
SUPPORT



ACHIEVE
RELEVANCE



CONFIDENCE IN
HIGHER
EDUCATION

Our Goals

01

Understand students' needs and aspiration

02

Find a source of students' insights

03

Have students as partial employees

04

Nurture brand advocates



Actions

Walk-ins

Socials

Polls

Global Training and Competitions

Connecting them with industry events and practitioners

In-class integrated guest speaker sessions

Spread word of mouth



Integrated Guest
Speaker Sessions

Senior Supervisor
Bank of England

Bloomberg Visit

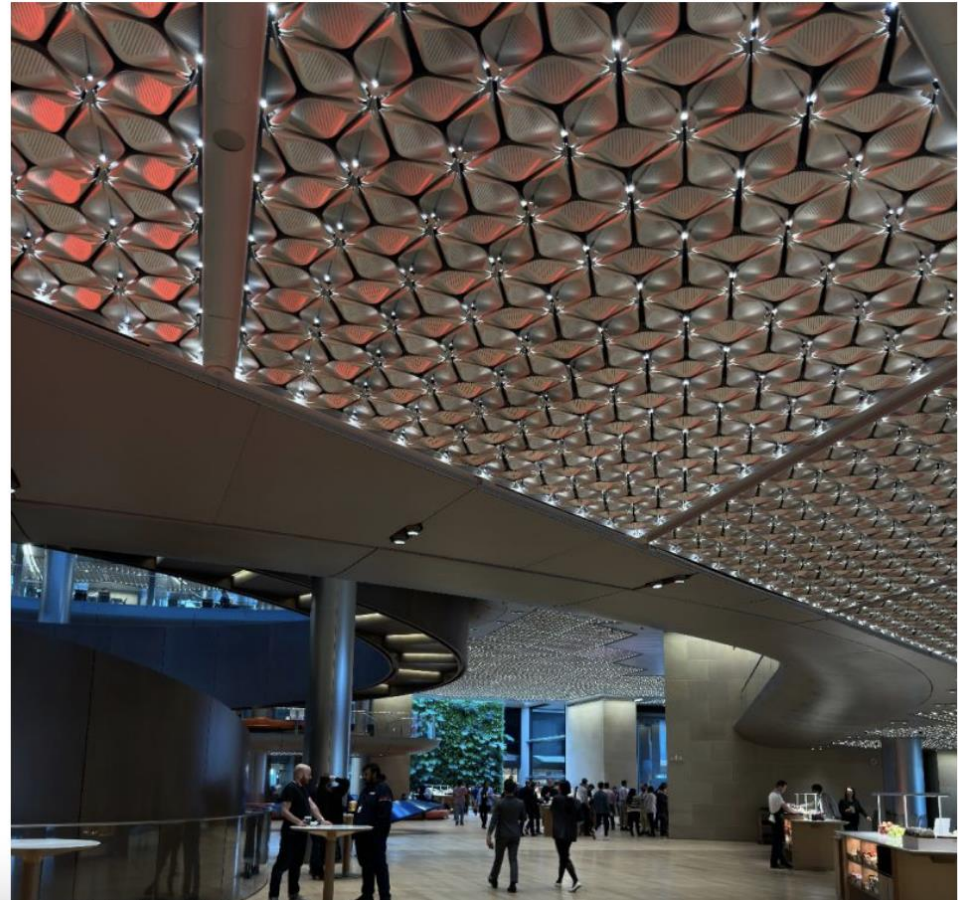


Women in business Bloomberg Event



Accounting & Finance Student at Kingston University, pursuing a finan...
3mo · 🌐

It was a great opportunity to attend 'Women in Business' Discovery day at Bloomberg's wonderful London HQ. I had the chance to hear from a panel of inspirational women, attend a workshop and network with Bloomberg representatives from Analytics and Sales alongside the Recruitment team. Thanks to [Aurélie HERRERO](#) and [Peter Bashorun](#) for the opportunity.



Bloomberg Certificate Bootcamp



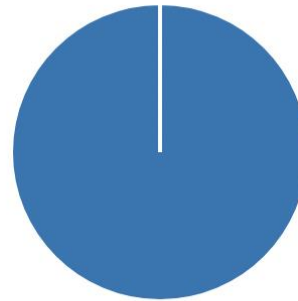
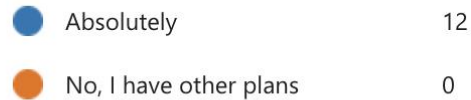
Polls

View results

Open in Excel ...

1. Would you like to join?

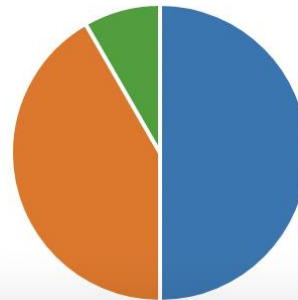
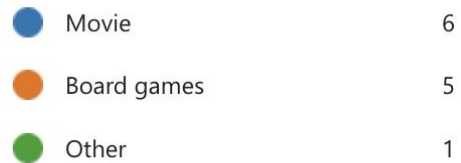
[More Details](#)



2. You prefer:

[More Details](#)

 Insights



Other Suggestions:

Philosophical discussions about modern day life on Earth, purpose of life and our overall impact on the universe.



Socials



Global Training and Competitions

AMPLIFYME FINANCE ACCELERATOR SIMULATION

In Partnership with
Morgan Stanley

Student at Kingston University | Student at Kingston University | Student at Kingston University
2h • Edited • 1



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You and 6 others



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Giselle Chloe Gadia (She/Her) • 1st Student at Kingston University
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Ian Kalonji (He/Him) • 1st 3rd Year Accounting and Finance (BSc) student at Kingston University (Predicted...
2h • Edited • 1



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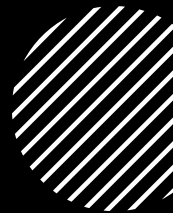
Twesigye Rachael Asasira (She/Her) • Following
University of Kingston University
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Feedback



More fun trip or occasions with more students.



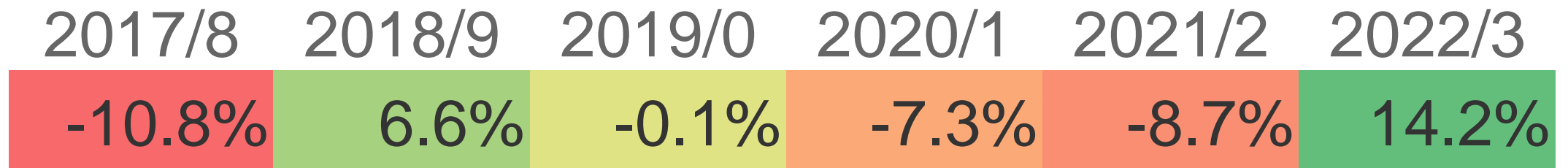
Educational trips and workshop opportunities would be more encouraging.



I already feel very involved

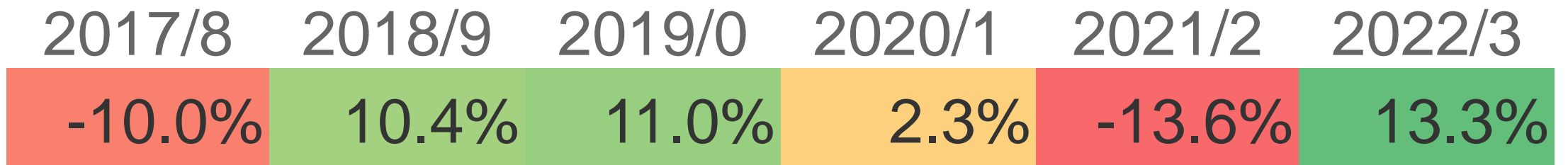
Impact

Learning Resources



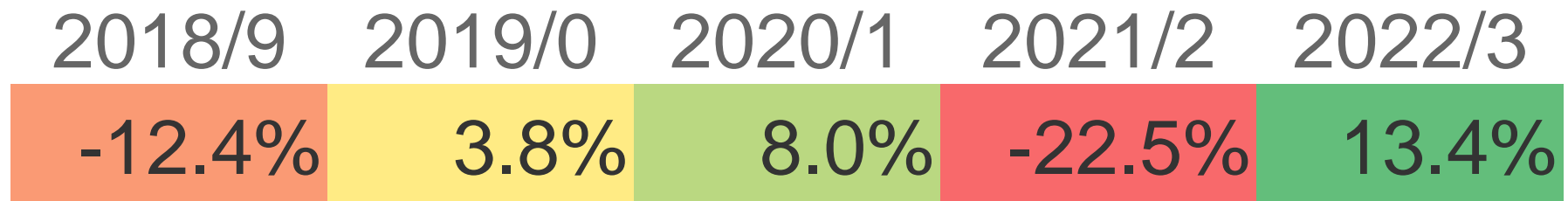
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Learning Opportunities



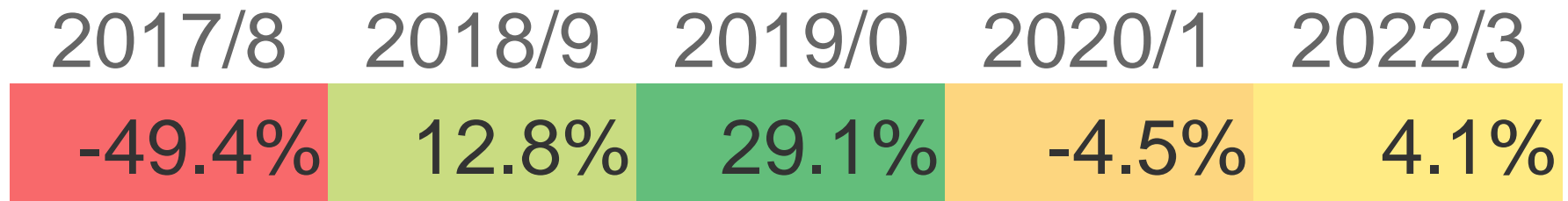
Impact

Careers and Employability



Impact

Student Voice



Impact

Student's virtual presence on LinkedIn is emerging, and they are becoming more confident when showcasing their achievements





Impact

Festival of learning: two students shared their views on best teaching and curriculum design practices

Next steps

Work on community outreach and inspire students to become agents of change.





Questions and Feedback are
welcomed

Thank you for attending