



Interview Skills hits the mark

How would you feel standing in front of thirty Year 13 students for three hours delivering interview skills training? Nervous, excited or looking for the nearest exit? This is the just the sort of experience that our full-time students gain through the AddVantage programme which is run in conjunction with the Dungannon and Cookstown Business Education Partnership. Lauren McMaster reflected on the experience, "Yes it was scary at first but you get a real sense of achievement when you deliver a good session. This will be great experience for me when I am in front of an interview panel."

The "Apprentice" Experience

The induction week gives students a real flavour of the year ahead - there was a range of exercises and activities which involved lots of teamwork, problem solving and communicating. The culmination of this was an apprentice style presentation in our boardroom. Breige McNamee looked back at the induction experience, "The first week was really full-on but it gave you a great chance to get to know your classmates, see what the course involved and make some chocolate in the Food Technology Centre. The only problem was that the Course Manager, Dr Roy Nelson, enjoyed playing Lord Alan Sugar and firing the losing presentations a bit too much."



Keynote DEFRA speaker

The visit of Dr Gemma Harper, Chief Social Researcher with DEFRA (Department for Environment, Food and Rural Affairs) gave students a fascinating insight into the role of social research in policy formulation. In her presentation, Gemma outlined how social science research focuses on understanding and influencing behaviour while at the same time provides an evidence base to support the government's strategy of a strong and sustainable green economy.

Communication Courses Information Evening

Tuesday 21st June, 5-8pm at Loughry Campus

Thursday 25th August, 3-8pm at Loughry Campus

The Information Evening is a great opportunity to see the facilities, meet the staff and get a real feel for the course and how it might benefit you.

Come along if you are interested in studying full or part-time for a qualification in Communication, with options in Strategic Management or Training and Development for Rural Business.

Contact details

Dr Roy Nelson
Telephone: 028 8676 8115
Email: roy.nelson@dardni.gov.uk

Freephone: 0800 028 4291
Textphone: 028 9052 4420
Email: enquiries@cafre.ac.uk

Loughry Campus
 76 Dungannon Road
 Cookstown
 BT80 9AA

www.cafre.ac.uk

ISBN: 978-1-84807-237-4



communication chat

Welcome to the summer 2011 edition of Communication Chat, the publication that keeps you up-to-date with student news and events from the Postgraduate Communication course at Loughry Campus, Cookstown.

Communication Prizes

Communication is a prized asset which employers treasure. Thanks to generous sponsorship, the top students at Certificate, Diploma and MSc level, received prizes. Shaunagh Brolly (top MSc student) was delighted with her award reflecting "This has paid for this year's course fees and I have enough left over for a graduation celebration dinner!"

Students who earned top marks pictured with Course Manager, Dr Roy Nelson



Fight for your career

Each year our Communication students visit Focus Farms to learn about product diversification and innovation within a farm business. This year's group went to "The Jungle" zorbing and paintballing grounds outside Moneymore. After getting an insight into the development of the business, they couldn't wait to try out the facilities for themselves. The students spent the afternoon 'exterminating' each other and left with plenty of bruises, but thankfully with the same number who started!



Bringing the industry into the classroom

Every year we bring in a number of guest speakers from industry to demonstrate how the theory translates to the "real world". This year the students took part in a webinar with Janet Harkin for The Learning Pool who give an insight into on-line learning. The students really enjoyed Michael Hughes' (InvestNI) practical demonstrations of how companies use social media to communicate and market their services and a few of them went off with the intention of developing their own app!

Pictured above Michael Hughes (InvestNI) along with Dr Roy Nelson, Course Manager (centre) and some of the full-time and part-time students who enjoyed the insight into social media.



It was 'Snow Ordinary' Graduation

The winter graduation last December had a real Christmas feel to it with a thick covering of snow, a sharp contrast to the glorious sunshine in July when main graduation event takes place. Irrespective of the weather, the students all had a great time.

There are a number of exit points in the course and students may accept their Postgraduate Certificate or progress to the Diploma award or complete their MSc. The Diploma/MSc courses have options in Training and Development for Rural Businesses or Strategic Management for Rural Businesses.

Above:
Elaine Donaghy (Omagh), Yvonne Corbett (Cookstown), Patricia McGurk (Carrickmore) and Amanda Dawson (Lurgan) celebrate their graduation from Queen's University Belfast

Left:
MSc Communication graduates Rachelle Coyle (Arboe), Anny Ung Clegg (Belfast), Melanie Fitzpatrick (Belfast) and Emma Crawford (Ballygawley), enjoy a wintry graduation.



A 'Hands on' approach

One of the key features of the course is the opportunity to put the theory of communication into practice and give students a real advantage when it comes to job interviews. This year these experiences have included delivering training to local sixth form students in interview skills, producing a promotional DVD for CAFRE and conducting a survey of farmers participating in agri-environment schemes.

Joan Regan hitches a life to make her CAFRE promotional DVD.



Conference calling

Sharing research results is a key part of the Communication course. This year MSc student Lynn Shiels had her poster display on view at the Food Research Conference in University College Cork, while PhD student Aoibéann Walsh presented a paper on her research to date. It has been a busy year for Aoibéann and with conference dates in London and Bonn she really is clocking up her air miles.