



Noteworthy

Luton's new look!

A brand new image for the University

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From the editor

WELCOME to the Summer 2001 edition of Noteworthy. As you can see, the magazine has a brand new look. Back in October 2000 the University went red! We launched our new corporate identity and 'Education that works' ethos with a striking new logo and website (see pages 4-5). Visit it now at www.luton.ac.uk.

The new website has designated alumni pages where you can download Noteworthy and an online alumni registration form. Remember, we can keep in touch with you only if we know where you are.

Please take the time to fill in the feedback questionnaire. It's great to hear your views about Noteworthy. In this issue you'll find even more news on what your old friends are up to. Media graduates might want to check out the 'Class of 97' (see page 17). Let us know if you can put careers and names to faces!

Whether you're just starting out in the world of work or you're well established in your career, you'll be pleased to hear how well the University is doing in preparing graduates for employment. In April we topped a national league table in *The Times* as the best UK university for graduate employment (see page 3). But leaving University doesn't have to mean an end to learning. If you'd like to advance your career even further, why not check out our postgraduate courses

(see page 22)? We look forward to hearing from you.



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Noteworthy is a publication for all graduates of the University of Luton. If you would like to register to receive a free copy – or notify us of a change of address – please fill in the enclosed form. Alternatively you can contact us by phone or email.

The University of Luton is top for graduate employment

Where education really does work!

► VICE-CHANCELLOR
Dr Dai John



University of Luton

Education that works

The University of Luton has been given top marks – 100 per cent – by the Government's Higher Education Funding Council for England (HEFCE) in its latest graduate employment survey.

▼ FACT FILE

■ Luton continues to climb the national league tables, appearing in *The Times* (18 May) in 76th position – a leap of seven places up on last year's position and 17 places above our 1999 position.

■ The University is top for graduate employment (according to *The Times*).

■ We are the country's second most improved university, in terms of our teaching quality (according to *The Telegraph*).

■ We have been awarded six 'excellent' scores in a row by the Government's watchdog, the Quality Assurance Agency.

■ We have invested more than £50m in resources and facilities since 1993. We are about to invest £12m to build a six-storey home for Creative Arts.

■ We have more than 12,400 students and 1,000 staff.

■ Nearly one-fifth of our students are from overseas – almost double the national average.

■ We have one of the most diverse student populations in the country, – 45 per cent are aged over 24, and 30 per cent from ethnic minorities.

The figures sparked headlines in *The Times*, proclaiming Luton was at the top of its employment league table, improving on its previous position of joint second. It was not long before the national media were all shouting about the fact that Luton graduates are more likely to get a job than those graduating from Oxford or Cambridge.

According to HEFCE, Luton scored 100 per cent for employment – significantly higher than the University's benchmark figures and the national average results.

The results demonstrate our commitment to ensuring graduates are equipped with the skills they need for the job market. Our graduates are proof that our Education that Works philosophy really does work!

Luton was the first university to introduce a 'skills profile' alongside the class of degree to ensure all graduates are equipped with a range of skills, such as team working, presentation and IT.

The high academic standards set by the University are reflected in six 'excellent' scores for teaching quality from the Government's Quality Assurance Agency, with Design the latest to join Nursing, Building, Communications and Media Studies, Biological Sciences and Psychology.

We continue to invest in our students' learning environment. Over £8 million has been spent on a state-of-the-art Learning Resources Centre and the Government has just announced a £2 million grant towards a new £12 million building to join the main Park Square campus to the University's Business School in Vicarage Street. The new six-storey building will be home to a centre for Creative Arts and Media, together with lecture theatres.

The investment in Creative Arts reflects increasing

employment opportunities for Luton graduates.

Students have chosen to move away from some subject areas, such as the sciences, towards more creative industries, such as design and media, and this has resulted in the University taking a fresh look at course provision to meet the increasing demand in some areas.

The University is looking to restructure into three new faculties that will concentrate on the specialist areas of Business, Creative Arts and Technology and Health and Social Sciences.

"We need to realign our structure and portfolio to create synergy between those subjects which are in high demand," said Vice-Chancellor Dr Dai John.



Recent developments in and around the University

University news

University gets a new look

THE University of Luton has a striking, brand new identity – designed to reflect its forward-looking, modern and innovative approach to education that works.

The new identity is a vibrant design that incorporates the University of Luton's initials – UoL – and reflects core strengths of the University, such as the quality of teaching, success at developing students and its relevance in the real world.



University of Luton
Education that works



▲ NEW CHANCELLOR
CHAIRMAN of the Independent Television Commission (ITC), Sir Robin Biggam, has been appointed the new Chancellor of the University of Luton. He takes over from Sir David Plastow, former Chairman of Vickers plc and Inchcape, who had held the post since the University was formed in 1993. Sir Robin, who lives just outside Luton, has served as a non-executive Director of BAE Systems PLC and British Energy PLC, and has been involved in several national projects, such as the Channel Tunnel rail link.

The identity was created by design consultants AMD Brand Evolution and was developed following consultation with staff, students and partners.

The logo is placed alongside a traditional Bodoni typeface that adds substance and professionalism to the new identity.

Vice Chancellor Dr Dai John said: "It is important for the University to project a positive image, one that reflects our main strengths, particularly in the increasingly competitive area of higher education."

WEB SITE REDESIGNED

THE University of Luton logo has been at the centre of a complete redesign of our web site, aimed at making the online experience much more user-friendly and informative.

After its relaunch, traffic on the web site soared dramatically to 6,200 hits (requests for web pages) per day, averaging a fantastic 43,000 a week.

University webmaster David Sparkes said: "The new site is much more user-friendly and interactive and we have seen the rewards of this.

"Prospective students can apply online, request information from specific subject areas and order a prospectus.





► CORPORATE BRANDING

THE front cover shows Matt Adcock, the University's new media officer (and Luton graduate), who started in his new role on the day our identity was launched.

► ON LINE

THE University of Luton's web site has been redesigned to reflect the new Education that works identity. It can be found at www.luton.ac.uk



▼ LUTON COUP

DR DAVID Docherty, former Deputy Director of Television at the BBC, has taken over as Chairman of the University of Luton's Board of Governors. He takes over from local businessman Geoffrey Farr, who held the post for a year after Sir Ian Dixon retired due to ill health. Vice Chancellor Dr Dai John welcomed Dr David Docherty, the Managing Director of Broadband at Telewest Communications, to his first meeting as chairman, saying the appointment was "a coup for Luton".



"Businesses can make direct contact with our research and commercial affairs units and we have had lots of visits from graduates keen to register for the Alumni Association."

The University of Luton home page – www.luton.ac.uk – features a regularly updated news and events link to let visitors know what is going on at the University.

There is a section devoted to the Alumni, where you can download the latest edition of Noteworthy in pdf format.

Graduates can also register as an alumni member on the site and give details where a printed copy of the magazine should be sent.



Related Courses

MBA Entrepreneurship*

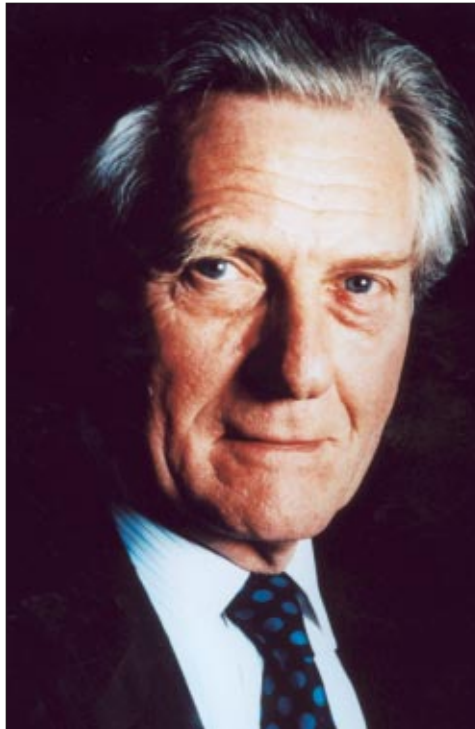
MSc Entrepreneurship and
Business Management*Find out more at:*

+44(0)1582 489262

www.luton.ac.uk**▼ INNOVATION IN LUTON**

ANYONE thinking of starting a new business with a technological edge in Luton should visit the Luton and Dunstable Innovation Centre, according to the Under Secretary of State for Competitiveness at the Department of Trade and Industry.

Alan Johnson said: "The Centre provides a unique service for Luton and has progressed in leaps and bounds in the two years since it was established. It's a great example of how business and universities can work in partnership to promote innovative ideas."



Heseltine's global message

CHAIRMAN of the Haymarket Group, Michael Heseltine, gave the inaugural lecture at the University of Luton's National Centre for Competitiveness (NCC) – which aims to encourage companies to compete in the global marketplace. The NCC was established in partnership with several leading companies and organisations, including Ernst & Young, ntl, JVC, SKL (UK) Ltd and the Department of Trade and Industry – which the former Tory deputy leader used to head while in Government. "Mr Heseltine was the perfect choice to give the inaugural lecture as he championed the cause of competitiveness within Government and is a very successful entrepreneur," said the University's Director of Commercial Affairs, Frank Burdett. The NCC aims to become a practical forum to

discuss competitiveness and a major resource for businesses.

Director of the Learning and Skills Council and chairman of the NCC, Luton businessman Derek Ludlow, said: "By adopting a culture of competitiveness – which focuses on price, quality and customer service – companies can gain confidence and compete nationally."

NCC is using the services of business guru, author and Professor of Competitiveness at the University of Luton, Colin Coulson-Thomas, to lead the Winning Business Research programme that offers bespoke benchmarking reports and solutions to companies.

Special NCC reports on winning business in major industrial sectors and leading professions, a winning business toolkit and a guide to winning business skills are all published by the University of Luton Press.

FREE BUSINESS CHECK

IN A BID to make best use of the vast wealth of business knowledge and resources at its disposal, the University of Luton is offering companies the opportunity to take part in a free Sensecheck to improve their competitiveness.

The University offers a range of courses aimed at meeting the needs of small businesses.

The free company Sensecheck was devised to highlight areas where a company could benefit from training courses run by the University.

The questionnaire – which can be found at

www.luton.ac.uk/sense – contains nine simple questions that aim to highlight areas where help can be offered on a practical, value-for-money basis.

After the questionnaire is completed, a member of the University's business development team will arrange a half-hour competitive advantage audit.

The specialist will then talk through some of the business issues the company faces and offer suggestions as to how the University's training and development programme can help.

Some 20,000 Sensecheck questionnaires have been sent to companies and the response has been good, with many businesses taking up the offer of audits and training.

◀ ART ON THE WEB

TWO internet 'artists in residence' will develop web-based artwork to present information on the University of Luton Convergence web site. Convergence is a journal of research into New Media Technologies, edited by the Department of Media Arts and published by the University of Luton Press.

The artwork, being created by Joe Lawlor and Chris Molloy, will explore the convergence of communications on the internet using the journal's web site.

Joe explained: "We will create a narrative that will spread throughout the web site. New items will appear each week, and we hope that the narrative will be as political and provocative as it will be entertaining."

You can take a look at the site at: www.luton.ac.uk/convergence



Related Courses

MBA e-Business

MSc e-Business Management

MA Digital Art and Design

MSc Internet Technologies

Find out more at:

+44(0)1582 489262

www.luton.ac.uk

Women in e-Business

WOMEN who are worried they could be left behind in the world of e-Business are being offered a course by the University of Luton.

e-Business for Women aims to boost the role of women by giving them the skills and business networks to support career development and company productivity.

The course has attracted £800,000 from the European Social Fund.

Jenny Nabben, a course consultant, believes it will help women gain new skills and knowledge of the digital industry.

Malcolm Keech, Head of Computer Information and Science at the University of Luton, said: "The course is designed in order to fit into a working lifestyle.

"Hands-on computer experience is needed and they should also be managers or potential managers."

At the end of the course, delegates will:

- Have a comprehensive overview of new information and computing technologies.
- Be able to apply these technologies within their own organisation.
- Know how these technologies will affect the industry they are working in.
- Have a view of what further study they may need to support their career development.
- Produce a written project relevant to their organisation.
- Have increased their networking.

Contact Pauline Ewence on 01582 489396.

NET PLAGIARISM PROBE

A GROWING problem of plagiarism by students has been investigated by the University.

The UK-wide investigation was led by Carol Collins, Research Fellow in Teaching and Learning.

The Computer-Assisted Assessment Centre, a consortium based at the University of Luton, asked higher and further education providers what sort of plagiarism they have experienced.

The majority of academics believe the problem is on the increase and mainly involves students copying extracts from books and theses to supplement their own work, with the internet as the number two source of copied text.

While students use the internet to cut and paste words into their own work, they also use the web to buy whole essays, which they then submit. Others get together to work on assignments which are then submitted as their own.

The University of Luton has tested a number of software packages designed to identify plagiarism. The aim has been to evaluate the effectiveness of the packages and level of technology needed to identify plagiarism.

Carol said: "This will help education providers make informed decisions about the way forward to deal with this problem."

▼ LUTON ON-LINE

A £2 MILLION boost from the European Union means the University can build on its languages courses for business people – with an e-Business focus.

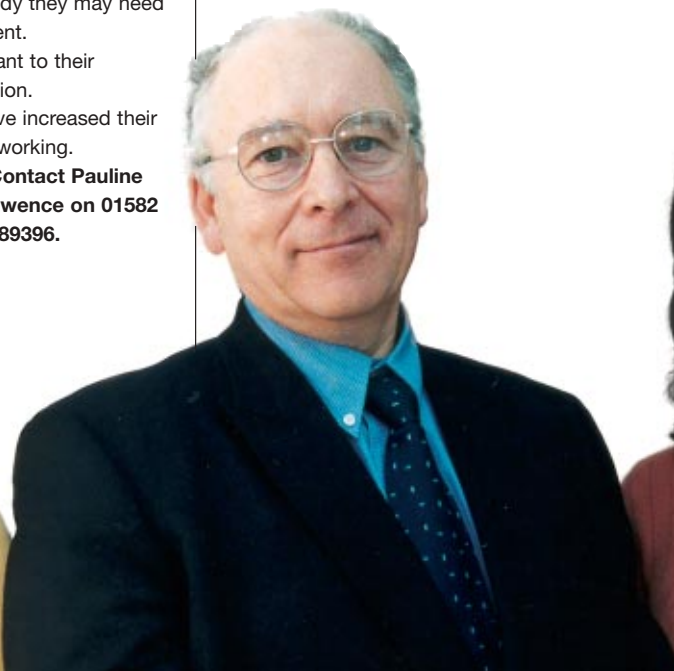
More than 300 firms are expected to take part in new Languages for e-Business courses in French, German and Spanish.

The University has also won £1 million in EU money for a number of internet-based business projects.

Funding goes to the IMVOCED project, which develops quality management training, and the e-Business TRIMAR project, which will develop an on-line training system for small businesses. Led by lecturer Roisin Mullins, it will offer free expertise on internet marketing.

Two e-Business projects led by Dr Yangying Duan have won EU funding.

The Webstep project involves website design – and Dr Duan is developing a European Masters Degree in e-Business. Dr Yangying Duan and Roisin Mullins are pictured with Neville Hunt, IMVOCED project leader.



► **FINANCIAL REWARDS**

TWO University of Luton students have won the title of **BTEC Higher National Students of the Year** – and a cash prize. **Darren Rayneau**, who studied **HND Computing**, and **Jacqui Tully**, who completed the **BTEC Capability Award** – a high-level key skills qualification offered via the Graduate apprenticeship Scheme – were presented with their awards by Pro Vice-Chancellor, **Tim Boatswain**. **Jacqui** found the presentation and networking skills she developed while working for the award were valuable in her work with **Signpost Dunstable**, and as a part time detached youth worker with **Bedfordshire County Council**, while studying for a **Youth and Community Diploma**.



Related Courses

MA Marketing (for CIM Diploma Holders)
 MBA Marketing
 MSc Marketing Management

Find out more at:
 +44(0)1582 489262
www.luton.ac.uk



◀ **SUPERHIGHWAY**
UNIVERSITY of Luton MSc Marketing Management graduates Conrad Wilson and Sohail Khan are offering a free mini marketing audit through their web site:
www.aimnewmedia.com

Aiming ahead

THE ROAD ahead on the information superhighway looks great for two former MSc Marketing Management graduates who launched a media marketing agency.

AIM New Media provides new media marketing services for businesses such as web design agencies, traditional marketing and publishing agencies, dot com companies and corporate clients. Conrad Wilson and Sohail Khan launched the venture within the University's Innovation Centre and it took just two weeks to pick up their first client. Top design agency Taylor Gibson Associates agreed to work with AIM New Media – to offer the agency's impressive list of blue-chip clients additional support in the form of innovative new media marketing services, to boost visitors to their clients' web sites and generate sales.

AIM New Media drives traffic to web sites with the aim of raising conversion rates – ensuring people take some action on the site, such as filling in a form – and increasing brand visibility.

The company uses viral email to target messages sent out by a client. Viral email is designed to spread quickly, but is only sent to customers, or visitors to a site who say they would like to hear more.

Sohail explained: "We have had one case where 100 names on a company database were sent a viral email and within a month it had spread to 10,000 people."

Since its launch a year ago, AIM New Media has undertaken 50 consultancy jobs and progressed nine eMarketing projects.

► **BRIDGE THAT GAP**
TWO hundred free Graduate Apprenticeships are on offer thanks to a grant from the Higher Education Funding Council for England.

BRIDGING THE GAP

IF YOU CAN offer a work placement or training opportunity to a graduate apprentice, the Work Based Learning unit at the University of Luton would love to hear from you.

Graduate Apprenticeships are designed to bridge the gap between higher education and the workplace by delivering practical training experience for graduates working, or wanting work, in small businesses.

Gordon Weller, Head of Work Based Learning at the University, said: "Luton was the first university in the UK to run a Graduate Apprentice Scheme in 1996, and this funding will enable us to offer free places and give small and medium-sized businesses a cost-effective way to develop staff."

The places are open to students not currently employed and more placements are urgently needed. Gordon hopes Luton graduates and other local employers may be able to help.

If you or your employer can offer work placements, contact the Work Based Learning unit on 01582 743712 or email wbl@luton.ac.uk





◀ HEALTH CARE APPOINTMENT

HEAD of Public Health and Primary Care at the University of Luton, Gurch Randhawa, has been appointed Chairman of the new Luton Primary Care Trust.

Mr Randhawa is a member of the NHS Confederation's Partnership and Health Policy Advisory Committee – and under his leadership the new trust will tackle the cause of illness and disability, working with other bodies to develop skills and career opportunities for health care professionals, managers and staff.

Related Courses

MA Applied Social Studies

MBA Health Services Management

MSc Professional Practice (Health Care)

MSc Research and Evaluation

Find out more at:

+44(0)1582 489262
www.luton.ac.uk

Cracking down on crime

SENIOR researchers from the University of Luton Vauxhall Centre for the Study of Crime, including the former head of Luton police, have won two Home Office research contracts worth £116,000 and £75,000.

Three programmes under the 'Tackling Crime and Disorder Associated with Prostitution' initiative are being evaluated by Research Fellow in the department of Applied Social Studies, Margaret Melrose.

Former Chief Superintendent Alan Marlow is evaluating a targeted police initiative in Harringay focusing on street prostitution and drug abuse, particularly crack houses.

A Senior Development Fellow with the Vauxhall Centre, Mr Marlow said the studies will evaluate if the initiatives work and if they are cost-effective.



▲ **POLICE INITIATIVE SENIOR Development Fellow and former Luton Chief Superintendent Alan Marlow.**

GAY HEALTH CHECK

RESEARCH into the lifestyles and health requirements of lesbians, gay men and bisexuals in Buckinghamshire is being investigated by the Institute of Health Research.

Commissioned by Bucks Health Authority, University researchers have conducted surveys and interviews and organised focus groups to find out what it is like to live as a lesbian, gay man or bisexual in the area. People taking part have also been asked what is their experience of local health services and how they can be improved.

If you are interested in taking part, contact Tony Welch at Bucks Health Authority on 01296 318630 or email

tony-welch@exchange.bucks haanglox.nhs.uk

WANTED: A FREE VOICE

IF YOU have the voice and skill it takes to complete a professional voice-over, then health care lecturers based at Stoke Mandeville Hospital, Aylesbury, would like to hear from you.

They have just finished filming a video demonstrating the mandatory clinical skills of moving and handling patients – and cannot complete the project until they find 'a voice'.

There is just one hitch – the job is unpaid!

The video has the potential to revolutionise the way moving and handling skills are taught, with the camera allowing the viewpoint to zoom in on key techniques.

It can be watched many times if student nurses are unclear on any of the points.

If anyone can help provide the professional voice, or the cash to pay for someone to do the job, they should contact the Healthcare team on 01296 315560 or email vicky.arrowsmith@luton.ac.uk.

SEARCHING THE STARS

FREE computer time is helping the University of Luton search for alien life in space and has pushed the University up the Search for Extraterrestrial Intelligence (SETI) league table of UK universities. In October 1999, the University was in 99th place, but last year it had rocketed into 28th place for allowing some of its computers – during 'down-time' – to search billions of radio frequencies in a bid to find another world transmitting a radio signal.

THE PLACE TO BE

THE Students Union has been given a £100,000 facelift to make it the 'place to be' in the town, where students can live life to the full. Design company Design LSM, which helped transform the Met Bar in London, has transformed the three-floor SU to create the most popular, secure and friendly student venue in Luton.

▼ COMIC VERSE

THE University of Luton dedicated its National Association of Writers in Education Spring Conference to the United Nations Year of Dialogue Among Civilisations.

The University's Creative Writing Programme is the only BA (Hons) in Creative Writing offered in the UK. The conference included an Open Mike Poetry event, hosted by the patron of Creative Writing at the University, comic poet John Hegley.



Sportsmen and women are making sure the University has a place on the map

Sporting stars

Related Courses

MSc Coaching Science*
MSc Exercise Science
MScSport and Exercise
Management*
MSc Sport Science*

Find out more at:

+44(0)1582 489262
www.luton.ac.uk

Green Army

LUTON's Green Army reached the finals of the British University Soccer Association Knockout Championships for the third time in four years – and lost out for the third time!

This year, after going 1-0 up with a goal from midfielder Ricky Clarke, the University of Luton eventually lost the final against Bath, 2-1.

Sports Manager Stuart Barrow said: "Bath equalised in the first half and then took the lead 15 minutes after the break. We were very disappointed it did not go into extra time, as we were on top for most of the second half. It was very disappointing."

To reach the final, the Green Army won the Southern League, beating Bristol, Exeter and to Edinburgh in the semi-final.

Star of the Luton team in the latest quest for soccer glory – they reached the final of the competition in 1997 and 98 and lost out to Manchester and Brunel West London – was striker Paddy Connelly.

The former Blackburn youth player, now studying for a Sports Science degree, could not find the net in the final, but scored two goals in the semi-final. Overall, with a total of 17 goals, the powerful centre forward was the most prolific goalscorer in the competition.

SAMOAN WELCOME

THE University of Luton Rugby League team played host to the Samoan national squad (pictured right) during the recent Rugby World Cup.

On their way to reach the quarter-final stage of the competition, where they were defeated 66-10 by the Australians, the Samoans used training facilities at the University of Luton during their campaign, and trained with the University Rugby League side.



▼ CHASING SUCCESS

UNIVERSITY of Luton sports science graduate Sarah Hardaker is chasing international badminton success – and looking to do well in the Commonwealth Games in Manchester with her new partner Emma Chaffin. Last year Sarah took part in the 2000 Olympic Games and admits to still smiling broadly every time she recalls the 'fantastic' experience in Sydney. She and her partner were knocked out in the second round by the world number three pair from Korea. Sarah's eyes are now firmly set on taking part in the XVII Commonwealth Games next year, with ambitions of taking part in the Athens Olympic Games, but first she and Jo hope to do well in this year's World Championships in Saville.

NINJA HERO

FORMER Computer Science student Matt McCallum has fulfilled a lifelong ambition – completing an intensive four-year ninjutsu training course at the Xaisho Academy of Excellence in Japan.

One of only two Ninjas in the UK to be offered a scholarship, Matt (pictured below) decided to apply while on a visit to Japan.

Matt started ninjutsu at the age of four. It was something of a family sport, with both his father and older brother taking part.

By the time he was eight, Matt had earned a black belt and at 14 he was the youngest person to represent Great Britain. Two years later he was the under-25 European champion.

Before he left for Japan, Matt said: "I was invited to a selection day in London and took part in a series of physical and mental tests, which included the ability to speak Japanese fluently.

"It's a real honour. There were only two places available in Britain. The training is really strict and you have to give up loads of luxuries, such as alcohol, music, television and chocolate."



The University of Luton is winning a global reputation

International affairs



Related Courses

MA Business Development for Emerging Markets

MBA International Business

MBA International Business (Twin Centre)

Find out more at:

+44(0)1582 489262
www.luton.ac.uk

Global appeal

COURSES at the University of Luton are attracting more and more students from abroad, with more than 1,000 coming from outside the European Union in the current academic year. With almost the same number of students coming from within the EU, the University now attracts students from more than 120 countries.

Tim Gutsell, Director of International Development, said: "We are teaching students who have encountered a wide range of learning styles in their education backgrounds."

The University has introduced a full suite of International Foundation Programmes at pre-Bachelors and pre-Masters levels, as well as English as a Foreign Language programmes. International students are given help to adapt to a new culture – there is an extended International Student Welcome Week at the beginning of the year and an International Student Service Centre in the Student Centre, to offer support on welfare, visa and accommodation issues.

WORLDWIDE ►

ATTRACTION

TIM Gutsell, Director of International Development at the University of Luton.



Tim said: "Our international students have the opportunity to make friends with students from other countries who provide a network of international contacts when they leave Luton." Tim would like to hear from former international students so the University can improve the services offered.

Suggestions please to international-office@luton.ac.uk.

INTO AFRICA

UNIVERSITY of Luton courses are increasingly popular in Southern Africa, with a growing alumni spreading the word about the quality of business education offered by the University in the region.

"For people in South Africa and surrounding countries, such as Botswana and Lesoto, it's a real opportunity to study at an international university at a very reasonable price," said Robert Dale, secretary of the Luton Business Association, the alumni association in South Africa.

Two courses are available – an MBA and an MSC in Healthcare Management.

Regent College, near Durban, is used to help deliver the courses. It handles much of the course administration, including finding venues for lecturers from Luton to deliver course elements.

The Luton Business Association is open to all students registered with the University of Luton and students registered with Regent College. Despite only being launched in December 2000, the Association already has 170 members, and it is expected that numbers will grow rapidly. Visits to organisations in the region are organised as well as social get-togethers for members.

The Association offers advice on how students can arrange affordable trips to the University to attend their graduation ceremony.

▼ REAL OPPORTUNITY



ROBERT Dale is chairman of the rapidly-expanding Luton Business Association – the alumni association in South Africa.

The University of Luton teams up with fast expanding local airline – easyJet

High-fliers join forces



Nice and easy

WITH its base at nearby London Luton Airport, it is not surprising the University of Luton looks to business destinations served by high-flying easyJet – Amsterdam, Athens, Zurich, Geneva, Barcelona and Madrid – as prime recruiting areas for students. David Hakkenberg, the Managing Director of a German company operated by the Dutch IT services company, Management Share, regularly flies into Luton from Amsterdam to complete his MA in Marketing course.

He picked Luton because of the high quality of the course and facilities offered by the University, plus the fact it only takes two-and-a-half hours to reach the campus from his company's Amsterdam office. He said: "Luton offered an excellent opportunity to upgrade my Diploma in Marketing to a full degree. For people in The Netherlands, travelling to and from Luton is easy and cheap with easyJet."

David started his degree course in October 1999 and is working on his dissertation at the moment, aiming to complete his studies this year.

"I visit Luton every month from October to June, arriving early on Monday and taking the first flight available back to Amsterdam on Tuesday," he said. Director of Education Liaison and Student Recruitment, Steve Kendall, said the University recognises the importance of the easyJet routes as a potential source of students.

The University is currently raising its profile among

▼ **JETSET STUDENT**
DAVID Hakkenberg frequently jets in to the University of Luton from his home in Amsterdam – to complete his MA Marketing course.



▼ **TAKING OFF**
STELIOS Haji-Iannou, founder of easyJet, saw the potential Luton had to offer – and now his airline is presenting opportunities for both the University and its undergraduates.



easyJet passengers with articles and adverts in the airline's inflight magazine.

Steve said: "Many passengers from Europe can easily take advantage of courses that have a significant independent study element. They can use the easy transport links to get to the University, while other full-time European students can easily return home for breaks."

Many of the University's students also make the most of easyJet's need for people with excellent foreign language skills to answer phones, take bookings and respond to enquiries in the customer service and reservation areas.

EasyJet employs around 350 people at Luton and deals with 6.4 million passengers a year.

LIFE IN THE JET SET

WORKING for the budget airline easyJet is not as arduous and stressful as seen on TV, though it does have its moments, says Airport Liaison Officer Mark Hoffman.

Like many other Luton students, Mark (pictured on the facing page) joined easyJet as a part-time Passenger Services Supervisor when he started his BSc Sport and Exercise Science course, looking forward to earning some extra cash to subsidise his education and social life.

Like many other easyJet employees, he soon found his face on the first couple of series of the hit ITV docusoap, Airport, which is based on easyJet operations at Luton.

He said: "It was lots of fun working for a go-ahead company like easyJet, but there were moments when things got a little hairy, like when I was surrounded by 600 screaming people because there was a slight flight delay. You certainly learn how to deal with difficult people and situations quickly. You can't just run away."

On another occasion, when London Luton airport was closed because of bad weather one Christmas, an elderly passenger became very irate when he was told that his flight to Barcelona was delayed. "He insisted he should be given a free transfer to Melbourne, where he had family, because the weather in Europe was not up to scratch. It took me 20 minutes to convince him that easyJet did not fly to Australia. In the end we found a newspaper with



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a list of easyJet destinations and that convinced him. When it was all over he was apologetic," said Mark.

After he graduated in 2000, Mark was asked to apply for the position of Airport Liaison Officer and he now co-ordinates and initiates customer service and aircraft handling in response to network and service disruption.

Although he no longer has to deal with passengers face-to-face, Mark has to ensure disruption caused by things such as the weather, has a minimum impact on passengers. He attends daily Project Clockwork meetings with senior managers to



► **WORKING ON AIR**
UNIVERSITY of Luton
BSc Sports and Exercise
Science graduate
Mark Hoffman found a
career at easyJet.

improve the time performance of easyJet aircraft, reporting the previous day's delays.

Mark is also responsible for immigration issues for the whole easyJet network and has introduced a number of new systems to ensure that people do not arrive at foreign destinations without the necessary valid documents.

"We have what's called an Orange Culture at easyJet – a company ethos that now ensures we are very passenger friendly and approachable, with a can-do attitude. This means that everyone has to be very quick on their toes," says Mark.

That's just as well as Mark is currently learning Salsa and Flamenco.

He makes frequent trips to easyJet's Spanish destinations as part of his training and found that, as well as needing to speak the local language, he needed to learn some local culture too.

"I started to take Salsa lessons because the Spanish people are very gregarious, and after a hard day at the airport, they love to go out and party," he said.

▼ **FLYING HIGH**

HUNGARIAN-born
Krisztina Surrey thanks
the University of Luton for
her Passenger Service
Agent job with easyJet.
Krisztina graduated from
the University last year
with a BA (Hons) Travel
and Tourism, having
achieved a Diploma in
Tourism and Hospitality
at a college in her home
country.

She said: "Luton's
flexibility and friendliness
were second to none.
They made me feel so
welcome and I really
enjoyed the course."
Krisztina said that she
found it useful that she
could study modules
covering all aspects of
tourism, gaining an insight
into all aspects of the
industry.

"The course gave me the
direction I needed to make
my career choice. Luton
offered me the chance to
study an innovative
degree and this helped me
get my job at easyJet.
Without it I may not have
even got the initial
interview," she said.



▲ **NOW BOOKING**

THE easyJet call centre in Luton – where many of the University's students find their language skills are in demand.

A study by a University of Luton graduate has revealed the stark truth behind the beauty of ballet

Food for thought

▼ **AWARD WINNER**

A UNIVERSITY of Luton student fought off fierce competition from Psychology postgraduates from all over the country to win the British Psychological Society's (BPS) Postgraduate Annual Student Writer Competition.

Sarah O'Toole, a 1999 psychology graduate, said she was "gobsmacked" at winning the competition. She saw the entry form in the monthly Psychologist magazine and "decided to go for it" on the spur of the moment.

As part of her prize, the winning article – Home and School: Bridging the Gap – will be published in the July edition of the magazine. She will also receive a certificate and an all expenses paid trip to the Society's annual conference.

Entries were judged on relevance, accessibility and interest to the Psychologist's readership, with the quality of writing and clarity of argument as important as the content.

This is the second prestigious BPS prize to be won by a Luton student.

Gail Kinman, who is now a Lecturer in Psychology, won the prize for best student dissertation in Occupational Psychology in 1996.



Diet and dance

PSYCHOLOGY graduate Hannah Lambert admits she was shocked when her research revealed that ballet dancers appear to be susceptible to abnormal eating disorders.

She sent a questionnaire to a sample of dancers to identify possible reasons why they would be more likely to develop eating disorders.

The ballet dancers were asked about eating disorders, body image and psychological distress. Hannah was surprised by the results.

"Twenty-six per cent of the dancers questioned said that they had suffered an eating disorder compared to just four per cent on the non dancers," she said. Hannah has a particular interest in eating disorders – she works as a counsellor with Caraline (01582 457474), a Luton-based charity that offers help and education for people with eating disorders.

Caraline was founded by Claire Beacon, a dancer who suffered from anorexia. Hannah became fascinated by the vulnerability of members of the profession.

Ballet dancers seemed to put an emphasis on being lean and thin. Hannah found dancers constantly compared their appearance with that of others and were constantly made aware of the issue as rehearsals are mainly conducted in front of mirrors. Hannah said: "Some ballet dancers appear excessively thin, not because they manage to survive on half a flapjack every day, but because that is their inherited physique – it is simply the way they are."

Hannah is currently studying for her MSc in Psychology and Culture.

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◀ **NET RESEARCH**
THE University of Luton's Department of Psychology Intranet is proving a valuable research tool for students.

▼ **SOLVING PROBLEMS**



EVERY day everyone has to solve countless problems, and a new book – Problem Solving – published by Principal Lecturer and Field Manager in Psychology at the University of Luton, Ian Robertson, could help make the whole process much easier.
Where there is a problem that needs solving, there is always a goal – it could be finding the answer to a crossword or writing an essay – and the book deals with goal-directed problem solving.
Areas covered include general problem solving strategies used by people when they do not know what to do, lateral thinking and how people use, or fail to use, past experience to deal with a novel task.
The book, published by Psychology Press, focuses on the practical transfer of learning through problem-solving and has great relevance to educationalist and business psychologists.

PSYCHOLOGY INTRANET

STUDENTS and staff have grown to love the unique University of Luton Department of Psychology Intranet that has become an invaluable part of everyday departmental life.

“It has made a massive difference for everyone,” said Labs Manager Bob Cozens.

“It has made research much easier for students because they can now search for journals electronically.

“Other facilities available include handbooks and lecture notes online, which enable students to complete further reading before attending lectures so they are better prepared,” he added.

Second Year Psychology Course Rep, Martin Petchey, said: “Having a resource like the Intranet site is very useful as it allows us to check on module-related items, as well as find data for our experiments and research.

“It also enables us to get in contact with the staff and hopefully, in the future, the students will be able to contact psychology Reps much more easily with the addition of a Reps page.”

The Psychology Intranet at Luton was one of the first in the UK to encompass an entire academic field, with 78 per cent of students in the department saying the Intranet enhanced their learning experience.

The Intranet was created during the £300,000 redevelopment of the psychology laboratories, with the aim of providing a strong infrastructure and

enhancing the experience of studying psychology at the University.

It gained national recognition at the Computers in Psychology 2000 Conference (CIP 2000) at the University of York.

The main features include:

- All module handbooks
- Lecture notes and lectures produced in PowerPoint
- Full text electronic journals and access to the library catalogue
- Laboratory and Psychometric test inventories
- Online procedures on SPSS
- Important notices
- Information about staff and the department
- Discussion groups for modules and student issues
- Online research
- Computer applications are launched through the Intranet

A project run by the University is helping car workers prepare for the closure of their factory

Skills for survival

£1m for Griffin

THE University of Luton's Project Griffin has won a £1 million project with backing from the European Social Fund to help workers threatened with redundancy at the local Vauxhall car factory and the plant's supply chain.

The impact of the Luton plant's closure on local employment has been reduced, with news that 1,000 jobs have been created at the plant's sister factory, IBC, which produces vans and recreational vehicles in the town.

The expected number of job losses has dropped as a result of the start of three shift production of the new Viraro van – a joint venture involving General Motors and Renault.

Because of relocation of staff – some 60 jobs are to move to the Vauxhall plant in Ellesmere Port, south of Liverpool – and the number of workers taking voluntary redundancies, there should be no compulsory redundancies this year or next.

Dr Frank Burdett, Director of Commercial Affairs at the University of Luton, said: "Thousands of jobs associated with the industry in Luton and south Bedfordshire could still go as a result of the changes."

Project Griffin, which has the backing of Vauxhall Motors and Bedfordshire and Luton Chambers of Commerce, has attracted a bid with a total value of £1 million from the EU for a Product Development course that it is hoped will benefit up to 200 people in Luton and the surrounding area.

Mike Stonnell from the Department of Technology at the University, said: "The course sets out to enhance the adaptability of its beneficiaries by updating their skills in line with the skills requirements of employers and regional planners."

The course is aimed at small- to medium-sized businesses across a range of industries, ranging from aerospace to clothing, and involves the use of computers to aid product design, product development and engineering principles.



▲ END OF AN ERA
THE last Vauxhall Vectras will roll off the production line in Luton next year – bringing an end to decades of car manufacturing in the town.

WORKING TOGETHER

THE University of Luton is at the forefront of efforts to ensure the closure of the Vectra plant has a minimum impact on local employment.

It is an active member of the Luton Vauxhall Partnership – which is looking at how the site can be developed for the benefit of employment in the town. The University is also involved in the Luton Image Project, aiming to promote the best image possible for the town in an attempt to attract more industry.

But by far the most important link between the University and Vauxhall remains the GUIDELines Learning Centre at the Luton plant.

The University manages the educational programmes within the GUIDELines portfolio, accounting for around 96,000 learning hours a year.

Employees at Vauxhall are engaged on a variety of studies – from MBAs, BA (Hons) Business studies to BSc (Hons) Computer Science and Information Technology.

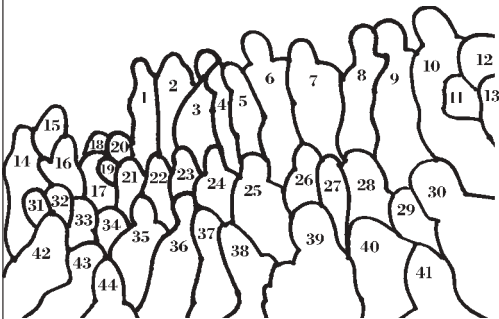
The courses have been tailored to the needs of students in a mass-production environment and will continue as staff transfer to the sister IBC van plant.



Keep up to date with where they are and what they are doing

Where are they now?

NOTEWORTHY is always pleased to hear from anyone who attended the University, so everyone – staff as well as graduates – can keep track of what has happened to students since they left the University. Alumni are listed by year of graduation and alphabetically.



▼ LUTON FM LAUNCH TEAM '97

NOT everyone pictured has been traced, but the following have moved on to the following posts:

- 1. Dave Bryant – LWT
- 2. ?
- 3. James
- 4. Neil Wease – runner for Wise Buddah
- 5. Will Hill
- 6. Sid Cole – researcher with Basil Productions, Birmingham
- 7. Beverley Limbrick – actress
- 8. Scott Rawsthorn – promo producer, Pearson TV
- 9. Dai – animator
- 10. ?
- 11. Johanna Lapalinen – in Iceland
- 12. Bill
- 13. Samantha Douglas – C4, works with Andi Peters

- 14. ?
- 15. Anna Jaremko
- 16. Claudine Raymond
- 17. Jo Black – journalist BBC 3CR
- 18. Matthew Love
- 19. Zeta Hardy – policewoman
- 20. Paul Daris
- 21. Becky Brown
- 22. Eliot Kidner – was at Live TV
- 23. Emily Kain – researcher with Anglia TV's Trisha
- 24. Andrew Thomas
- 25. Sandra McAller
- 26. Matt Hodgson – researcher with Trouble TV
- 27. Paula Wood
- 28. Rob Lee – Network manager, Sky
- 29. Dan Elman – sports journalist

- 30. Eammon Campbell
- 31. ?
- 32. ?
- 33. ?
- 34. ?
- 35. Toby Friedner – journalist/presenter with BBC 3CR
- 36. Janey Gordon – Lecturer
- 37. Martyn Weston – journalist, BBC Radio Northampton
- 38. Ben Cole
- 39. Nish Nathwani – BBC Talent 2001 campaign
- 40. Melissa Johnson – Metro Travel
- 41. Claire Carney
- 42. ?
- 43. Cheryl Lucas – Singer
- 44. Yvonne Jarret – PGCE



Spotlight on the success of University of Luton graduates

Where are they now?

Radio success

STUDENTS who launched the successful RSL station, Luton FM, back in 1997, pictured on the previous page, have plenty to shout about... and not just how useful a University of Luton degree can be when it comes to embarking on a broadcasting career. The photograph shows many expectant faces, excited at the prospect of taking the next step on their career path in the real world. One shining example is **Nish Nathwani** (No 39), a real life Agent Henry with the BBC. The 33-year-old has recently been working with the BBC Talent 2001 campaign and credits the University with turning around his life. After he obtained his BA (Hons) in Media Practices, Nish worked on a voluntary basis with BBC Three Counties Radio as a broadcasting assistant. There he worked alongside fellow '97 graduates, including broadcast journalist **Jo Black** (No 17), and journalist and presenter **Toby Friedner** (No 35). This work led to a six-month contract as diversity co-ordinator for the Eastern region. The job entailed promoting awareness of the opportunities within the BBC to ethnic minorities. After talking to members of minorities who work at BBC radio and TV stations covering Norfolk, Suffolk, Cambridgeshire, Northamptonshire and Essex, as well as Beds, Bucks and Herts, Nish held meetings with editors and managers in the BBC East region. He also contacted the University of Luton, which has the second most diverse student population in the country, along with University College Northampton, with the aim of telling minority students about what the BBC does and what it can offer as far as a career is concerned. He said: "I organised meetings involving BBC executives. At the University of Luton, BBC News presenter and reporter George Alagiah was also present and the lecture hall was packed." As a result of his efforts, the Eastern Region was nominated for a prestigious British Diversity Award, and he collected the bronze award. In addition to this award, the BBC English Regions scooped the top award on offer, the British Diversity Champion – and Nish is proud of being part of the team that worked hard to encourage and help people from different groups and backgrounds.

1993

Susan Hardy
BA Health Care
I now work part-time for University of Luton, teaching in the faculty of Health Care and Social Studies. I am Adult Brand Manager for the DipHE Nursing Studies (Bedfordshire) course. I also teach across a broad range of other nursing courses within the faculty. Since graduating I have had two children, now aged five and three, and I try to juggle parenting with my busy day job. I shall be commencing my MSc studies later this year at Luton.

Lynne Pope
HND Media & Communications
After graduating I returned to Shropshire, realising I was more suited to living and working in the countryside, not in the 'Big Smoke'. For two years I have been working on conservation, rights of way and site management with local authorities.

Sacha Wilks
HND Marketing & Advertising
After the shock of entering the 'real world' and realising I wasn't going to be the next 'Gazza', I decided on a career in sales. After working for multinational companies in London, Edinburgh, Liverpool and Manchester, I am looking to start up a sales and marketing agency.

“It would be top to hear from old friends from Luton 1992-1995.”

Gaynor Smith
BA Public Policy Management/Social Studies

1994

Ann-Marie Marsh
HND Media & Business
After graduating from Edge Hill College of HE, I acquired a number

My present post involves providing leisure activities for adults who attend a training centre for people with learning difficulties and behavioural problems. I assess individuals and then

“I have two children and juggle parenting with a busy day job and an MSc.”

Susan Hardy
BA Health Care

of temporary jobs before starting work at QAA in 1998. My job involves composing teams of experts to visit universities to check quality of education in HE institutions.

1995

Matthew Collis
BSc (Hons) Mapping Science & Physical Geography with French
My French elective modules come in handy now that I am living in France. I temped for a year after graduation, then eventually worked as a telecommunications mapper for NTL. My French wife and I moved to France and, after six months' full-time French study, I worked as a technical drawer. I have since moved to Paris to work for NTL France as a mapper again!

Ann-Marie Devonshire
BA (Hons) Psychology & Health Studies

devise programmes to provide for their needs.

Gemma Humphrys
BA (Hons) English Studies
Since graduating I have been working at various locations around Greece as a holiday representative for a Greek specialist tour operator. I am now based in the UK, working in the overseas department at the head office in London.

Sunil Khatwa
BA (Hons) Business Studies
I work as a software-testing engineer, hoping to move into project management software development.

Gaynor Smith
BA Public Policy Management/Social Studies
It would be top to hear from old friends from Luton 1992-1995.

Phil Welton
BSc (Hons) Biology/Analytical Chemistry
I have been working hard earning lots of money, which I have spent on beer! Email me at philipwelton@yahoo.com and I'll try to get anyone from 1995 in touch regularly by email.

Mark White
BA (Hons) Modern English Studies



◀ **JOANNA TRENAM (EVANS)**
BA (Hons) Psychology and Business 1997

Since graduating, I have worked for two of the largest banking organisations in the country and am enjoying the challenge! I am currently an account executive for Barclays, providing business to business financial solutions for companies in the London area.

“ I am deputy manager, design and online, for the Stage newspaper. ”

Susan Hailes
BA (Hons) Media Practices

I taught English in Japan for three-and-a-half years. When I left Japan in June, I was in charge of a 30-teacher school. I am going to Australia to work and visit friends I made in Japan.

1996

Matthew Cooke
BA Literary Studies in English

I have eventually found my career choice. Don't despair if you're worried about career choices. It is a minefield, but patience is a virtue.

Karen Raynes
BTEC HND/ BA (Hons) Marketing/ Business Administration

I now work as an educational liaison officer at the university in my local area. My job is marketing related, which follows on from my degree. Working in HE is busy, exacting and lots of fun. I also get to travel, nationally and internationally soon.

Joanne Smith
BA (Hons) Marketing
I thought I ought to let everyone know from my year that I finally married Keith Towndrow in February 2001. Thanks to Tom and Fish for the entertainment.

1997

Louise Griffiths
BA (Hons) Media Practices
Since graduation I have worked for the BBC, ITV and Channel 5 in London. I recently moved to Liverpool

where I am currently working as an assistant producer for Granada TV. I regularly meet up with good friends from my years at university.

Susan Hailes
BA (Hons) Media Practices

I am deputy manager, design and online, for the Stage newspaper, where I have worked for what seems eons. I live in London with my girlfriend and baby rabbit, reading comics, playing Pokémon, attending sci-fi conventions and generally being shunned by society. It's a great life.

Clare Lander
BA (Hons) Accounting
I have got married to Raj Kachiwala, who graduated with a HND in business and finance at Luton in 1995. He is now an IT consultant.

Diana Lee
BA (Hons) Law with Social Studies
I am employed as a bed bureau officer and moved to the first PFI site at

“ Since graduation I have worked for the BBC, ITV and Channel 5 in London. ”

Louise Griffiths
BA (Hons) Media Practices

Dareth Park Hospital last year.

Marit Rullestad
BA (Hons) Travel & Tourism
After I finished university I went back to Norway,

where I landed a job as a front desk manager at a conference hotel. Now I am working as a conference/booking consultant at one of Norway's most famous conference hotels, dealing with both national and international conferences.

Rebekah Tonge
BA (Hons) Health Studies & Social Studies

Following my graduation I enrolled on a degree course to train as an occupational therapist. I have now finished the course and intend to begin my career in Glasgow.

“ I am currently working as a sales executive for part of a national publishing company. ”

Kate Davies
BA (Hons) Modern English Studies

Matt Watling
BA (Hons) Psychology
After graduation I spent two years in retail management then decided that teaching would be an interesting career. I have since enrolled on a two-year ICT course leading to a PGCE qualification.

David White
BA (Hons) Media Production
I am still working at Liverpool Victoria Friendly Society as a support analyst (IT). I am currently

trying to get a job as a Unix administrator.

1998

Lisa Jane Anderson
BA (Hons) Psychology
After graduating I spent two years gaining clinical experience, which enabled me to take an assistant psychologist post within learning disabilities. I intend to do a Doctorate in Clinical Psychology.

Ruth Carr
BA (Hons) Business Administration
After graduation I worked for a year then decided to

go back to Uni to pursue a MSc Industrial Relations & Personnel Management and gain Graduate IPD membership.

Kate Davies
BA (Hons) Modern English Studies
I am currently working as a sales executive for part of a national publishing company and am looking forward to furthering my career as well as getting married.

Pierrick Debeaussart
BA (Hons) Business Administration
I live and work in France as a broker on the commodities market exchange near l'Arc de Triomphe.

Brian Eastwood
BSc (Hons) Computer Aided Design Technology
I have been working



▲ **GAVIN'S RISE**
FOUR years after leaving the University of Luton with a BA (Hons) in Leisure Studies, Gavin Peake-Jones is now a director with management consultants Reach4 Development, based in North Wales. He said: “My degree gave me a thorough grounding in management theory and the skills required to run a business. “Not only did I have the mechanics of running a business, I was also able to develop my ability to manage a team of people.” The 26-year-old feels that his time at the University of Luton, where he set up and ran the Mountaineering Society, gave him a head start at job interviews. He secured an operational management role with a small company, then moved to London, where he was headhunted by a much larger company. After working as a freelance management consultant, Gavin was offered a Director's role with Reach4 Development, a company that specialises in delivering management development programmes using both indoor and outdoor environments.

**JEFF MILLS ▶****BA (Hons) Business Studies (Marketing pathway) 1998**

I work as an Account Manager for a fashion distributor in the West End where I supply major department stores and independent boutiques throughout Europe. I particularly enjoy liaising with the press and stylists of celebrities – including Hear'say, Geri Halliwell and Victoria Beckham – to market our products. I have also co-ordinated and attended fashion exhibitions in the UK and France.

“ I now have a career in investment banking in the City in Eurobond trade support. ”

Don Sear*BA (Hons) Combined Arts & Tourism*

throughout various departments within the military aircraft design and production section at BAE Systems. My current position is to define the working digital mock-up processes across all projects within the business. I have the University of Luton to thank for the foundation of knowledge which makes my work more productive.

Samantha Kelly*BA Sociology*

After graduation I enrolled as on a teacher training course. I have completed my first year of teaching and get great job satisfaction.

David Lonsdale*BA (Hons) Literary Studies in English*

I would like to hear from any of the class of '98 who studied Literary Studies in English. Please email me at davlons@hotmail.com.

Bishops Stortford. It's great fun and I'm loving it.

Kaan Mutlugil*MSc Tourism Management*

After graduation, I worked as marking assistant in one of Turkey's biggest tour operators. I now work as Marketing Director with an American franchise restaurant chain, Schbtzsky's Deli, in Istanbul.

Don Sear*BA (Hons) Combined Arts & Tourism*

After graduating I did a few temp jobs, and now have a career in investment banking in the City in Eurobond trade support. I am also looking to move to Paris.

Rishit Shah*BSc/BA Business & Computer Science*

I returned home to Kenya and started work for Oracle as a database developer. I am now running my father's

“ I now work as Managing Director with an American franchise restaurant chain, Schbtzsky's Deli, in Istanbul. ”

Vincent John Malvaso*BA (Hons) Sport & Fitness Studies***Vincent John Malvaso***BA (Hons) Sport & Fitness Studies*

Since leaving Luton I have worked my way up from being a fitness instructor to being gym manager at a new health and fitness club in

business and studying web design. I would like to work in the UK or Australia and also open a health centre.

Phillip Statham*BA (Hons) Law*

Since completing my law

Saving tourism

MARKETING graduate Emma Scott-Goldstone (pictured below) found herself on the front line in the battle to keep the UK tourism industry going after foot and mouth appeared to close down the countryside earlier this year.



“Foot and mouth has hit the UK tourism industry hard and the company I work for, Carrier Direct Marketing, is running several regional foot and mouth helplines through its 24-hour call centre,” said Emma. “Our helplines assure visitors that, as long as they adhere to the restrictions placed in individual regions, they can still enjoy a fun and relaxing holiday. “The UK tourism industry is far

from being in crisis itself, it's just a matter of convincing visitors that it is safe,” she said. There is also a foot and mouth information page on the UK tourism website she co-manages for the company – www.theUKexperience.com.

“The site tells visitors what attractions are open throughout the UK and lists Government helpline numbers.”

After graduating with a BA (Hons) in 1997, Emma entered the tourism industry, working for the UK's largest travel and tourism advertising agency, Conrad Advertising, before moving on to work in public relations.

While she was with this PR firm, Emma was given the opportunity to work for Carrier Direct Marketing, a firm that specialise in direct marketing mailing, fulfilment and call centre facilities. She was asked to co-manage their new UK tourism web site. The site is designed to allow quick and easy access to UK destination and resort websites and brochures, with many other features to keep the traffic flowing! Emma's day-to-day job involves updating news items, writing copy for new clients, linking relevant companies to the site, designing and writing new pages, selling advertising space, and maintaining the client portfolio, as well as booking advertising campaigns.

degree I have been to law school in London where I qualified as a barrister. I am now working for a top legal firm in Birmingham and combine this with a semi-pro football career.

James Stretton*BSc Sports & Fitness*

I have become a firefighter for Leicestershire Fire and Rescue since leaving Luton and am currently working towards promotion.

Fung Yee To*BA (Hons) Business Administration*

After leaving Luton I worked in a centralised laboratory as a clinical data co-ordinator in London. After 10 months, I accepted a new job at CMED (Clinical Research Services) as a contractor clinical data manager based at Novartis Pharmaceuticals.

1999

Moses Adetiba*BSc/HND Computer Science*

Hi to all the class of 1997/1999 BSc Computer Science and a big thank you to the lecturers in the IT department for their help, especially D. Robinson and O. Ojie. I am now working as an IT manager.

Maria Adrados*BSc (Hons) Geology*

A ‘tip’ for job seekers – try to do your mailing at once and database it. That will help you manage your time and will facilitate your decision making.

Shakeela Yazzmin Ahmed*BSc Information Systems*

I am now working for an American company as a DMS Controller. Contact me at yazzmin-9@hotmail.com.

Katy Clarke*BA (Hons) Modern English Studies*

I gained a TEFL qualification



► **SARAH WESTON**

BA (Hons) Business Studies 1997
MSc Marketing Management 2001

I now work for MotivAction, the UK's premier corporate hospitality events and incentive company, as an events manager. The job is great. No two days are ever the same, from organising an outdoor multi-activity day (MAD) with quad bikes, and serious team-building events to evening entertainment with celebrities as guest speakers and overseas incentive trips. It is hard work – I could be setting up an event at 6am and not packing down until 4am in the morning – but it's well worth it!

after graduation and will be working as a TEFL teacher in London. I started a PGCE primary course at Oxford in September after working as an insurance advisor for eight months.

Louise Christie

BA (Hons) Psychology
After completing my psychology degree at the

Richard Hanner

BA (Hons) Sport & Fitness Studies
Having worked for nine months in a local builder's yard I am heading for Australia to fulfil a dream I have had for seven years.

Pawnjeet Singh Matharu

BSc (Hons) Geography
Temping in the housing

department before moving on to work for the oil company, Chevron Oil Nigeria.

Abeda Sultana Uddin

BSc Human Biology & Pharmacology
I am currently working as a medical laboratory assistant at a public health laboratory where I did work experience as part of my HND studies. I am hoping to become a medical laboratory scientific officer.

Judith Wardle (Heaps)

BA (Hons) Psychology
I have started my MSc in Health Psychology, as well as teaching psychology A level at Bosworth College, Northampton. I am now also married!

Nicola Williams

BSc (Hons) Business Information Technology
I am working for Laing homes at their head office as an IT support specialist and have recently become a certified Novell Network administrator. A special thank you to lecturer Penny Onley for her help during my final year.

Paul Wolpyszyn

BA (Hons) Modern English Studies

“ I have become a fire fighter for the Leicestershire Fire and Rescue Service. ”

James Stretton
BSc Sports and Fitness

university I decided to try my hand at an MSc in health psychology. I enjoyed the course and feel that it has prepared me well for future employment.

Paul Croft

BA Leisure Studies
I work as duty manager at a leisure centre and teach at West Herts Further Education College. My Three years at Luton were very enjoyable and it appears the University has matured very nicely.

Jane Dotterill

BA (Hons) Business Administration
I am currently completing my MSc Entrepreneurship, then hopefully I can move on to a Doctor of Business Administration qualification before getting a job in teaching.

Nic Darragh-Haddow

BSc Health Science
One day after graduating I had my first interview. Two days later I was offered the job! I now work as a medical technician at the Department of Nuclear Physics at the Royal Free Hospital, Hampstead.

benefits section of Waltham Forest Council, I am looking to join a graduate trainee programme in a field that will interest me.

Rachel Stiff

BA (Hons) Graphic Design
I started out as a publishing assistant at the Mothercare head office, working on their catalogue. I now work in Colchester, designing advertising and layout on two publications, The Tribune and Courier, which go to over 10,000 homes. I

“ I am now working for an American company as a DMS controller. Contact me at yazzmin-9@hotmail.com. ”

Shakeela Yazzmin Ahmed
BSc Information Systems

am also in a partnership designing and publishing a magazine.

Mohammed Tukur

BA (Hons) Marketing
Having returned to Nigeria, I worked with a construction company in their purchasing

Since graduating, I have completed an NCTJ entry journalism course and now work as chief Premiership reporter for a football internet site, eurosoccer.com.



▲ **CANARY ZEEMA**
SPORTS graduate of 1999, Zeema Abbey is enjoying life with First Division Norwich City. Zeema, who played for Hitchin Town while attending the University of Luton, made his mark with the Green Army in midfield before moving on to Cambridge United after completing his studies. Last season he was picked up by the Canaries and in a memorable first season even got his name on the scoresheet, which is no mean feat!

More and more people are discovering the benefits of continuing their education

Postgraduate study

► **BEYOND DEGREE**
Mark Atlay, Deputy
Director of Lifelong
Learning.



Learning for life

DID you get to the end of your degree studies, put the last touches to your dissertation, finish the final exams, burn your notes and think: "I'm never going to study again!"?

Well, it may be time to think again.

Increasingly graduates are returning to university to extend their studies at undergraduate or postgraduate level. There are a number of reasons for this.

Firstly, in today's job market you need something extra over other applicants to get through the selection process and even be short-listed.

A Postgraduate or Masters' level qualification can give you that edge.

As well as the more detailed subject knowledge that studying to this level can give you, it also shows you can take responsibility for your own development.

Secondly, the pace of change in work is increasing. Qualifications obtained recently can be out of date within a few years. You may need to return to study to update your knowledge and keep abreast of the latest developments in your field.

Thirdly, the nature of work is changing.

Jobs no longer have the clear focus they once did: multi-skilling and flexibility are key themes. Flexible career paths take you into new areas or in unexpected directions.

You may find yourself taking on a management role, managing change or project planning. Effective operation in some roles can be assisted by an understanding of the academic principles which underpin them. Postgraduate study can help to give you this insight – along with the opportunity to discuss them with fellow students.

Finally you may just enjoy studying, opening yourself to new perspectives and horizons. You may miss the cut and thrust of debate in a supportive but challenging environment.

The University of Luton has a range of postgraduate opportunities designed to meet every need.

If anyone wants to know more about the opportunities for studying at postgraduate level, what's in the courses or what skills are required, then contact the University and open the door to your future.

by Mark Atlay

Contact: +44 (0)1582 489262 or
 admissions@luton.ac.uk

POSTGRADUATE COURSES

Applied Social Studies

MA Applied Social Studies

Computing and Information Technology

MSc Computer Applications
 MSc Computing and Information Technology
 MSc Internet Technologies
 MSc Software Engineering

Creative and Media Arts

MA International Cinema*
 MA Media, Culture and Technology
 MA Religion and Literature*

Design and Art

MA Digital Art and Design*

Education Studies

MA Education Management (International Summer School)

Environment and Biological Sciences

MSc Human Nutrition*
 MSc Research
 MSc Waste Management

Finance, Systems and Operations

MBA e-Business
 MSc e-Business Management
 MBA Executive
 MSc Financial Decision Management

MBA Financial Management
 MSc Strategic Information Management

Healthcare

MA Clinical Leadership
 MA Collaborative Leadership and Management
 MA Effective Community Care for People with Mental Health Problems*
 MBA Health Services Management
 MSc Professional Practice (Health Care)
 MSc Research and Evaluation
 MSc* Specialist Practice

Human Resources Management

Chartered Institute of Personnel and Development (CIPD) Professional Qualification Scheme
 DBA Doctor of Business Administration
 MSc Human Resource Management
 MA/PgDip Management Studies

Law

LLM Master of Law

Linguistics and Languages

MA Applied Linguistics (TEFL)
 MA Applied Translation
 MA Intercultural Communication

Marketing, Strategy and International Business

MA Business Development for Emerging Markets
 MBA Entrepreneurship*
 MSc Entrepreneurship and Business Management
 MBA International Business
 MBA International Business (Twin Centre)
 MA Marketing (for CIM Diploma Holders)
 MBA Marketing
 MSc Marketing Management

Psychology

MSc Health Psychology
 MSc Psychological Approaches to Health
 MSc Psychology and Culture

Sport and Exercise Science

MSc Coaching Science*
 MSc Exercise Science
 MSc Sport and Exercise*
 MSc Management Sport Science*

Tourism and Leisure

MSc International Tourism*
 MA Sport and Leisure Management
 MBA Sport and Leisure Management
 MBA Tourism Management

* subject to validation

Useful tips from the University of Luton's experts

Careers advice

Help is on hand

ANYONE who has graduated from the University of Luton in the last three years, and lives within travelling distance of the University, can still use the award-winning Careers Service.

The Careers Service website won the small careers service category at the Careers Guidance, Technology and the Future event organised for Higher Educational Careers Service practitioners earlier this year.

The site was praised for its use of original material and links to other career-related sites.

"The award recognises the quality of service we try to provide for students. There were 21 entries and we did really well against some very stiff opposition," said Eileen Scott, Head of Careers Services.

The Service also offers a comprehensive Information Room with a vast array of sources of information on occupations, further study options, employers and vacancies.

Former students can also book to see a Careers Adviser and have a confidential, one-to-one interview.

Employer vacancies can be accessed at www.luton.ac.uk/jobslive and there is lots more help available on the university website at www.luton.ac.uk/careers. You can contact the Careers Service via email at careers@luton.ac.uk or telephone 01582 489293.

INTERNET CAREERS TIPS

THE Careers Service is increasingly making use of the Web to find up-to-date careers information. Here are some useful pointers:

■ Find a site

Books such as 'The Rough Guide to the Internet 2000', or magazines such as 'The Net', are good starting points for finding websites.

The Careers Service recommends 'Finding a Job on the Internet', by Brendan Murphy.

Once you have found a good website, bookmark it.

■ Use bookmarks

A bookmark allows you to save the address (URL) of a particular website, so that can easily visit it again. Computers at the Careers Service have many useful sites bookmarked to make life easier for students.



■ Use a search engine

Search engines are programs on the web which allow you to look up a particular keyword. No single search engine is comprehensive. It's therefore worth using more than one. Here are some useful ones:

www.yahoo.com www.google.com
www.excite.com www.askjeeves.com
www.webcrawler.com

APPLYING ON THE NET

THE Internet is increasingly used as a medium for job applications. There are two ways in which you can apply for jobs online:

■ Online Application Forms

Many graduate recruiters put application forms on the web. To see an example go to the British Telecom graduate recruitment site:

<http://www.bt.com/World/employment/graduate/>

■ Emailing your CV

Some companies ask for people to e-mail their CV when applying for a job. The most important thing to remember is to treat an emailed CV with the same importance as you would if you were posting it. It is only the medium that has changed.

▲ BODYTALK

THE way that you move, the way that you walk – it's bodytalk. And in an interview your posture says an awful lot about you. Here are some tips:
DO NOT look defensive by crossing arms and legs, leaning away from the interviewer or avoiding looking at the other person.

DO NOT look nervous by fidgeting, clearing your throat or offering little eye contact.

DO NOT look aggressive by staring too much or pointing your finger.

DO look co-operative by plenty of eye contact, nodding in agreement and smiling.

DO look confident by looking into the other person's eyes and avoiding nervous gestures.

Remember to have a friendly, co-operative approach and SMILE!

Noteworthy

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