

**Title:**                   **Creative Campus – a new approach to educational change**

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### **Abstract:**

#### **Session Learning Outcomes**

By the end of this session, delegates will be able to:

- Consider the impact of the Creative Campus at Kent
- Use techniques to promote creative activity
- Appreciate the challenges in using creative approaches to educational change

#### **Session Outline**

Creativity should be an explicit part of the higher education experience and relevant to the disciplinary context to develop students to their full potential (Jackson and Shaw, 2006). Although creativity is omnipresent within the critical and analytical approaches to academic teaching and research, there are pedagogical, procedural, organisational and cultural inhibitors to creativity (Jackson, 2006). As a transformative process, creativity has the potential to enhance, or disrupt existing practices (Kleiman, 2008) and the challenge for higher education is to achieve an effective balance that promotes educational change.

Inspired by Bridges (2007), Kent launched the Creative Campus in 2008 - supported by the HEA Change Academy that develops teams to lead, co-ordinate and facilitate change within a university. Embedded in the strategic plans of the University, students have engaged in over 50 projects with staff and the local community that support the development of learning and teaching using the arts, estates and environment. By fostering communication and collaboration, innovation in the curriculum (Jackson and Shaw, 2006) and development of novel learning spaces (Neary et al, 2010), new partnerships have been created that enhance both student and staff engagement, provide wider opportunities for volunteering and interdisciplinary collaborations within the University and beyond, that have acted as a catalyst for cultural change.

In this session, participants will be able to engage with this approach to leading educational change by considering some case studies and evaluating the barriers to, and impacts of, the Creative Campus to date.

## Session Activities and Approximate Timings

Warm up activity (5 mins)  
Introduction to Creative Campus at Kent (10 mins)  
World Café style discussions (20 mins)  
Round up (5-10 mins)

## References

Bridges, S. (2007) 'The Creative Campus Project'. Guest speaker, Creativity in HE Seminar PALATINE/SCEPTRe, University of Surrey, 14 March  
Further information available at: <http://www.uacreativecampus.org/>

Jackson, N.J. (2006) Creativity in Higher Education: Creating tipping points for cultural change. *SCEPTRe Scholarly Paper 3* at:  
<http://www.surrey.ac.uk/sceptre/documents/PAPER3DEVELOPINGCREATIVITYINTERTIARYEDUCATION.doc>

Jackson, N.J. and Shaw, M. (2006) Developing subject perspectives on creativity in higher education in Jackson, N.J, Oliver, M., Shaw, M. and Wisdom, J. (eds.) *Developing Creativity in Higher Education: an Imaginative Curriculum*, London: Routledge-Falmer

Kleiman, Paul (2008) Towards transformation: Concepts of creativity in higher education, in *Innovations in Education and Teaching International*, 45:3, pp209-217

Neary, M. et al (2010) *Learning Landscapes in Higher Education*, Lincoln: University of Lincoln  
at: <http://learninglandscapes.blogs.lincoln.ac.uk/>