

Dr Anne Nortcliffe

Programme Leader, Industrial Collaborative Engineering

In addition to her role as Programme Leader, Ann also has responsibilities as a placement tutor for Engineering, which makes for an interesting network of connections. These connections give rise to engaging professional opportunities.

“If I meet somebody for the first time, I immediately find them on LinkedIn and connect to them.”

Being research active

Anne also actively researches into learning, teaching and assessment and people contact her about her projects relating to audio feedback, learning with smart devices, and employability. Being a member of several LinkedIn groups creates many networking opportunities.

Developing a professional network online has been essential for generating opportunities, not only for her students but also for Anne’s own professional development and scholarship.

“There was a callout on a group forum that I am involved in for a book that was being put together and I, along with a colleague, got in touch, submitted an abstract and it was accepted.”

Peer support

In turn, Anne can call on other members of groups for research purposes. For example, she created a survey in order to gain employer



Understanding the value of a strong professional network, Anne has a diverse range of connections that correspond to the different aspects of her professional roles.

feedback about exactly what they are seeking from graduates. It was easy to send it out through LinkedIn where it received clear and prompt responses.

Reaching out

A wide network of online connections can flag up opportunities and help you make the most of them. Anne uses LinkedIn as her own 'first port of call' when searching for speakers from industry to engage her current students. In developing an aerospace course at the University she reached out to graduates from the last thirty years who are now working in that industry.

"I just searched for "Sheffield Hallam University - aerospace industry" and I found all these graduates who came in as guest speakers"

Written by Haleema Khan

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