

Qualification Title: New Zealand Diploma in Writing for Creative Industries (Level 5)

Qualification number: 3408

Date of review: 3 December 2021

This report refers to graduates awarded this qualification prior to: **31 December 2020**

Final decision on consistency of the qualification: National consistency is confirmed

Threshold:

The threshold to determine sufficiency with the graduate profile was determined as evidence of the following statement:

Graduates have enhanced writing skills and technical writing knowledge relevant to the applied writing context, and can work independently or as part of a team as writers. Graduates are on a pathway to a future career within a broad range of writing professions.

Education Organisations with sufficient evidence

The following education organisations have been found to have sufficient evidence.

MOE Number	Education Organisation	Final rating
6014	Whitireia Community Polytechnic Ltd	Sufficient
6012	Northland Polytechnic Ltd	Sufficient
6011	Nelson Marlborough Institute of Technology Ltd	Sufficient

Introduction

This qualification is a 120-credit qualification developed by Waiariki Bay of Plenty Polytechnic. The qualification intends to provide Aotearoa New Zealand with graduates who have broad theoretical and technical knowledge and skills relevant to creative and applied writing that will enable them to work independently or as part of a team in, particularly, the writing sector, in relation to publishing, broadcasting, performance and digital platforms, and other businesses and organisations. The qualification is intended for people who wish to work independently as writers, for those already working in the creative industries who wish to enhance/upgrade their skills, and for those working in other industries who wish to improve their writing skills to allow higher-level employment.

This consistency review was conducted online, over one half-day session with three providers.

In total, there were 54 graduates in the 1 January 2016 – 31 December 2020 period, for this qualification.

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Evidence

The education organisations provided a range of evidence to demonstrate that their graduates met the graduate profile outcomes.

The criteria used to judge the evaluation question were:

- The nature, quality and integrity of the evidence presented by the education organisation,
- How well the organisation has analysed, interpreted and validated the evidence, and used the understanding gained to achieve actual or improved consistency, and
- The extent to which the education organisation can reasonably justify and validate claims and statements relating to the consistency of graduate outcomes, including in relation to other providers of programmes leading to the qualification.

Examples of evidence include:

- Mapping of learning outcomes and GPO matrix
- Employer surveys
- Graduate surveys
- Next user surveys
- Moderation plans and reports
- Graduate destination

How well does the self-assessment and supporting evidence provided by the education organisation demonstrate that its graduates match the graduate outcomes at the appropriate threshold?

Providers submitted a consistent range of evidence to support their submissions. Overall, evidence supports that the learning and assessment is appropriate to the graduate profile outcomes and leads to valued outcomes such as employment and further study. Provider evidence illustrated that many learners enrol in this qualification as an interest area, and publish their own work or become self-employed. While few graduates moved to jobs within the industry, it was concluded that the writing skills are useful in a range of employment contexts.

There was limited employer, stakeholder and next user feedback collected overall. Due to the nature of the qualification, evidence could be strengthened by the collection of feedback from a wider range of employers, to identify if and how the GPOs may be applied in a range of employment not directly related to the industry. Graduate feedback identified areas of strength and weakness, that were appropriate to improve the delivery of the qualification. One provider implemented an effective collation and analysis system to better understand the needs of learners in relation to each GPO, by breaking the GPO into micro units and gathering feedback accordingly. This provided a fuller understanding of how the provider could better meet the needs of learners in the future.

Overall, the self-assessment and supporting evidence supplied, by those organisations found sufficient, demonstrates that their graduates meet the graduate outcomes at the determined threshold.

Special Focus (includes special focus on a strand or outcome)

None

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Issues and concerns

None

Recommendations to Qualification Developer

None

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