Challenges:
• Learning goals were not adequately grasped.
• Employability numbers were low.
• Students’ sense of belonging was low.

Underwent Activities:
• A new study regulation has been rolled out, heavily focusing on:
  • Boosting the learning goals with new courses/redesign of existing ones.
  • Utilizing students’ Bachelors throughout the education.
  • Increasing project collaboration with companies/organizations.
  • Working with UN’s Sustainable Development Goals (SDGs).
• A new name was utilized to better reflect the new curriculum. From IT Design and Application Development (IDA) to Digitalization and application development (DAD).
• A new recruitment strategy was rolled out:
  • OPEN HOUSE event.
  • Tougher entry criteria.
• A new employment strategy was rolled out:
  • LinkedIn and CV writing workshops on 9th semester.
  • DAD EXPO on the 10th semester (companies and students meet at CS).
  • Creation of a new DAD student/alumni organization (named FADASE by the students).
• Creation of two new DAD Studios accessible only by the DAD students.
• Joint 7th and 9th semester midterm project seminars.

Results in relation to Employability:
• Better grasp of DADs learning goals:
  • Better exam performance.
  • Increased confidence in programming in a variety of programming languages and better integration to project work.
  • Increased appreciation of their Bachelors’ degrees and an increased understanding on how they can be used within an IT environment.
• Most students seek work earlier (end of 8th, beginning of 9th semester).
• Employability numbers have improved. At three quarters after completion the percentage of unemployed DADs was:
  • 2019: 45.6%
  • 2020: 28.6%
  • 2021: 8.3%

Results in relation to Sense of Belonging:
• Increased communication/collaboration among the students by sharing the same physical space.
• Increased interactions among the different years (typically after the joint midterm seminar).
• Increase in joint activities:
  • Invited guest talks organized by FADASE.
  • Extracurricular activities.

Future activities:
• To collect data from recent alumni to better grasp the impact of the underwent activities.
• To increase interactions between DAD students and alumni through FADASE.