METAVERSE® HUB

In partnership with: HARLOW COLLEGE

Transforming careers advice with Harlow College

Challenge

Harlow College had identified a need for improved careers services. Students were lacking a place to find impartial advice and they wanted to create an innovative space that would enhance existing careers provision.

With funding being made available from the DFE Local Skills Improvement Fund and the DFT and CAA Reach for the Sky Challenge Fund, Harlow College looked for a partner to help them create innovative and engaging careers services platforms.

The goal was to reach more learners and provide immersive environments where they could find out more about a wide range of careers and where to study and prepare for a successful career in a rapidly evolving job market. Harlow wanted to the platform to be inclusive and accessible so a wide range of learners could access content in their own space and time.

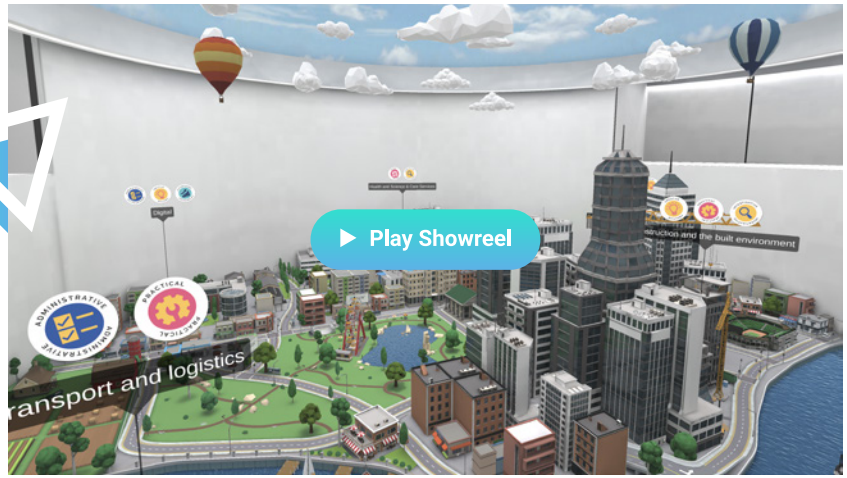

Transport & Logistics


Education & Early Years


Aviation

Solution

Working in collaboration with Harlow College, we have built two new immersive and accessible virtual environments powered by the Metaverse Hub platform.



The first is a fully interactive virtual representation of a 'Career City'. Visitors begin their journey in a foyer that captures the essence of a typical college or university. From there, they can freely explore the virtual grounds. As users progress through the virtual hub, they encounter an interactive cityscape showcasing the offerings of the college group across Essex.

Initially, visitors can explore various college departments, each represented by a distinct area of the city. Careers fairs or events can also be held within this virtual space. Here, users can engage with staff members, arrange one-to-one meetings, view videos featuring past and present learners, browse job opportunities, and immerse themselves fully in college life. To enhance engagement and add an element of fun, we've incorporated a 'treasure hunt' style game.

This competitive approach makes the user experience both enjoyable and informative.

The second platform is a dedicated Aviation Hub set in an airport environment. Learners will be able to access a wide range of information from the career paths and job opportunities available to different company information from within the industry.

These are both content-managed spaces that can be constantly revisited and refreshed with new information. Harlow College will be able to maintain the environments to keep content up-to-date and ensure learners can always find what they need to support their career decisions.

Results

The virtual career city environment holds a vast amount of information about different career paths, courses, and opportunities in an organised and interactive manner. This will help students get a more informed view of their options.

Students can get a feel for college life and potential career paths without physically being present. This can be especially valuable for those considering careers or unfamiliar courses.

These virtual environments will reach more students than traditional career fairs or campus visits, making it a cost-effective student outreach and recruitment tool, particularly for students who might not be local to Essex.

The Metaverse Hub platform will deliver valuable data insights on student interests and engagement, where they have visited and what they have interacted with, helping the colleges tailor its offerings and career advice services.

Testimonial

“

The team at Metaverse Hub have been incredible at taking our vision, understanding our goals and using their creativity to bring it to life. I’ve been impressed with their collaborative approach and communication. From creating the larger environment down to the fine details, their team have worked in partnership with us to deliver this project successfully.

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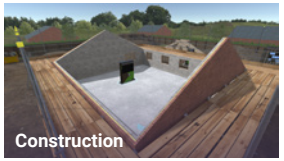
Julien Sample
Executive Director of Business Development
Harlow College


Health & Science


Construction


Engineering & Manufacturing

Interested?

Talk to our team of experts and start making your own memorable and engaging metaverse.

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