

ual:

**PgCert Academic Practice in Art, Design and Communication
2023/2024**

Action Research Project:

How Networking can positively impact future employability for the MA's Fashion Design Management Students as well as their personal adaptation journey to the LCF.

22048866 Susana Guinau Molina | January 17th 2024

<https://sguinaumolina.myblog.arts.ac.uk>

Declaration

No portion of the work referred to in this project has been submitted in support of an application for another degree or qualification of this institution or any other university or other institutions of learning. In the writing of this project.

I, Susana Guinau Molina, certify that this is an original piece of work. I have acknowledged all sources and citations. No section of this project has been plagiarized.

Acknowledgment

I would like to thank my tutor, Rachel Mardsen and Liz Bunting, for their guidance and support throughout this project. I would also like to thank Lindsay Jordan, for all her assistance throughout the course, and I would also like to thank my interview participants for their valuable data for this research and their time in answering questions.

Today

Context/Background

Rationale

Research Methods

Summary of Project Findings

Action Plan

Limitations and Areas for Further Study

References

Appendix

Context/Background

**1 YEAR
52 STUDENTS
DIFFERENT BACKGROUNDS &
NATIONALITIES**



**LCF MA's FASHION DESIGN
MANAGEMENT STUDENTS**



**SOCIAL JUSTICE
WELLBEING
INCLUSION – ADAPTATION
FUTURE EMPLOYABILITY**



@Sainsbury's Jan '24

INDUSTRY

Design Management Definition

*“Design management encompasses the ongoing **processes, business decisions, and strategies** that enable innovation and create **effectively-designed** products, services, communications, environments, and brands **that enhance our quality of life** and provide organizational success.”*

*“Design management seeks to link **design, innovation, technology, management** and customers to provide competitive advantage **across the triple bottom line: economic, social/cultural, and environmental factors.**”*

“It is the art and science of empowering design to enhance collaboration and synergy between "design" and "business" to improve design effectiveness.”

(DMI, 2021)



Rationale

OBSERVATION

L. Jones, R. Holmes, C. Macrae and M. Maclure (2010)



LCF, MA's FDM October 2023

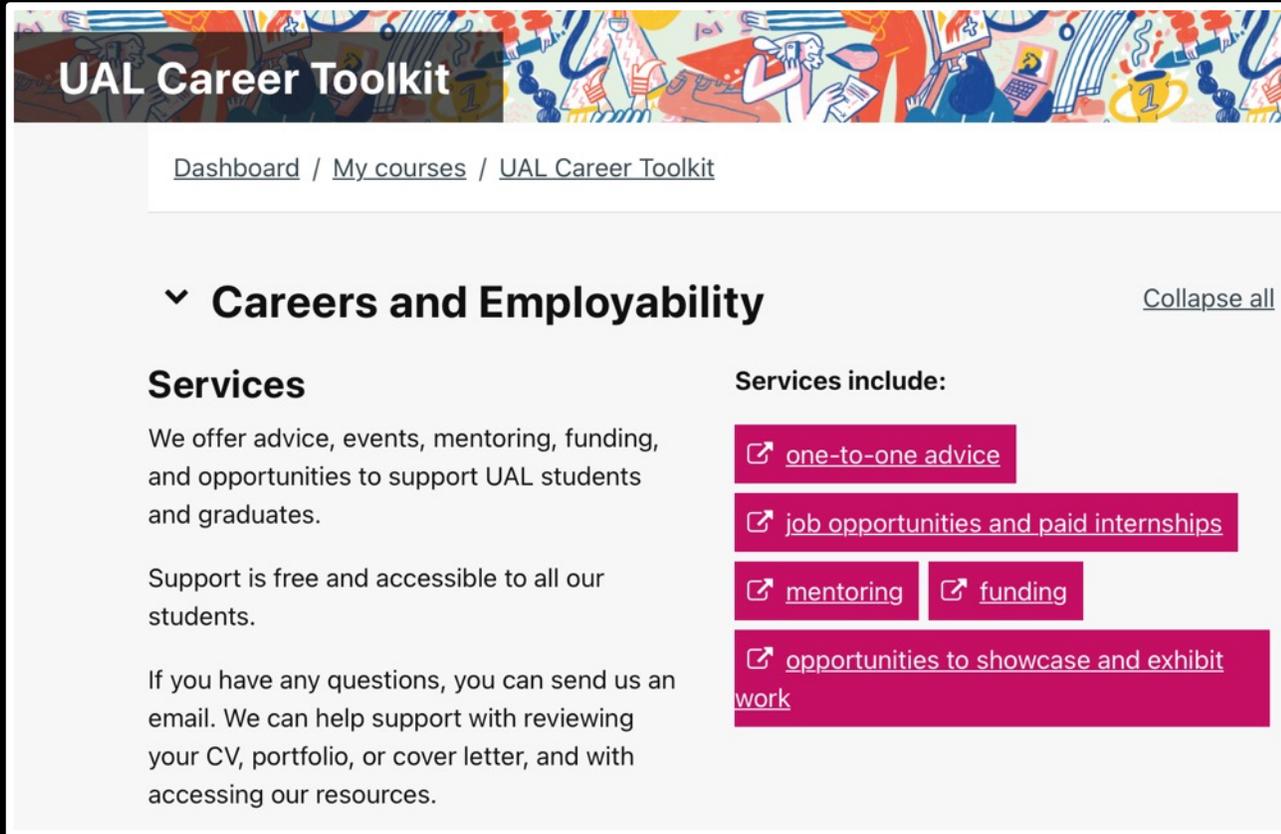
FACTS

- *MA'S Fashion Design Management: 47 students, 13 Nationalities (1/3 Chinese, 1/3 Indian, 1/3 other nationalities)*
- *"There are no statistics of the employability after the students finish the MA FDM course."*
- *"The students are encouraged to sign up to the LinkedIn FDM group and those students are the only ones that can be followed after graduation unless they reach out to us. So, we know the type of jobs that they take on and some of them end up working for very known brands."*
- *"I don't know how to connect and follow up with the industry"*
- *"It's difficult to find a job, it's really frustrating and difficult to keep hope"*

RQ

How Networking can positively impact future employability for the MA's Fashion Design Management Students as well as their personal adaptation journey to the LCF.

CAREERS & EMPLOYABILITY RESOURCES FOR UAL STUDENTS



UAL Career Toolkit

[Dashboard](#) / [My courses](#) / [UAL Career Toolkit](#)

▼ Careers and Employability [Collapse all](#)

Services

We offer advice, events, mentoring, funding, and opportunities to support UAL students and graduates.

Support is free and accessible to all our students.

If you have any questions, you can send us an email. We can help support with reviewing your CV, portfolio, or cover letter, and with accessing our resources.

Services include:

- [one-to-one advice](#)
- [job opportunities and paid internships](#)
- [mentoring](#) [funding](#)
- [opportunities to showcase and exhibit work](#)

<https://moodle.arts.ac.uk/course/view.php?id=73517>



Career Wellbeing One-to-Ones

→

This biweekly one-to-one service is exclusively for current UAL BA, Graduate Diploma, MA, and PhD students.



Student Career One-to-Ones

→

Join us to explore how we can support you to make a living doing what you love.



What's on

Activities Week: Networking in Practice

→

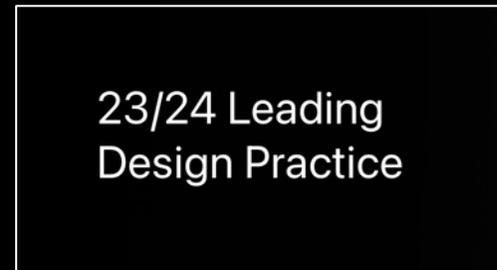
In-person networking opportunity for students and grads!

CAREERS & EMPLOYABILITY OPPORTUNITIES FOR LCF MA'S FDM STUDENTS

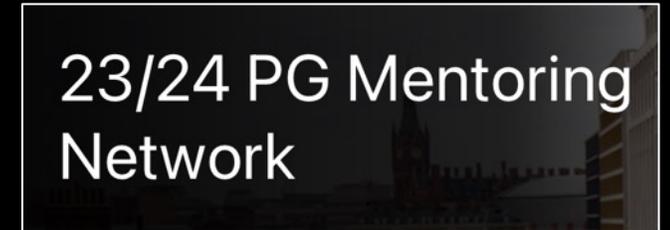
- Collaboration with other Students
- Multidisciplinary Teams
- Having a Mentor
- Meeting Industry Professionals
- Employability Support
- Competencies and skill development to work in creative industries: Design Thinking, Decision Making, Problem Solving, Pitch an idea, Story Telling, Self-Directed work, Project Management...



1st Term MA's FDM Unit
589 Students 2023/24



2nd Term MA's FDM Unit



<https://moodle.arts.ac.uk/course/view.php?id=78378>

24 Mentors, 58 Mentees, 82 Applications



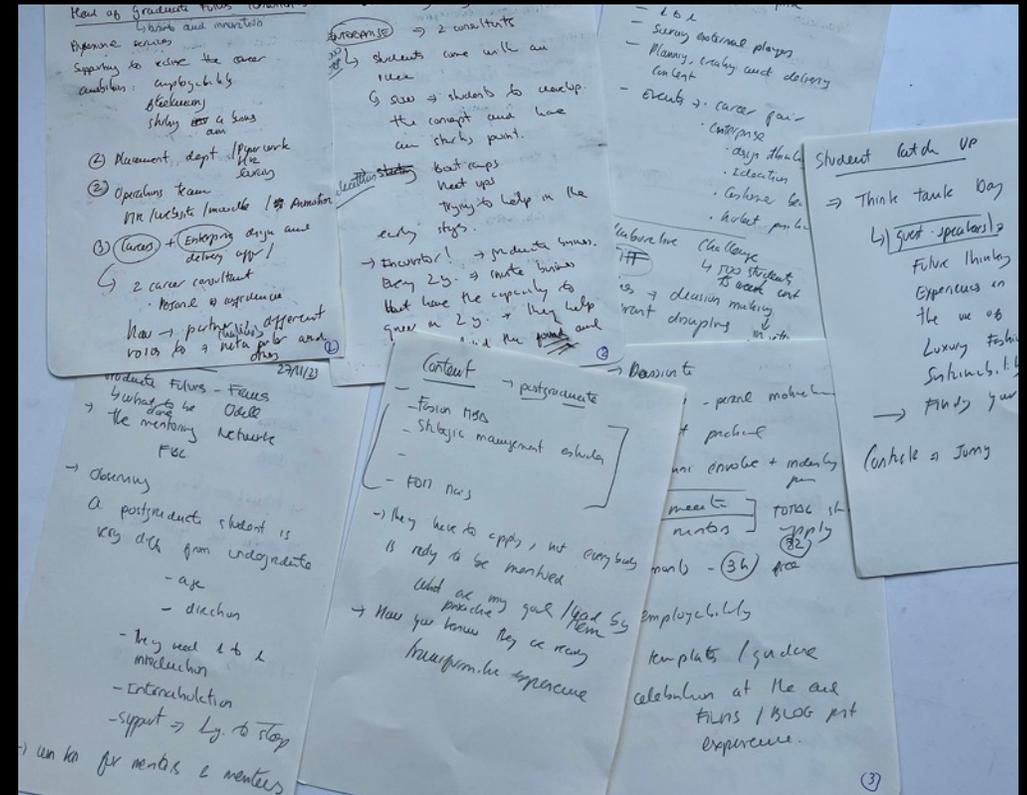
<https://www.arts.ac.uk/colleges/london-college-of-fashion/graduate-futures>

(Appendix 1)

KPI of engaging with 50 percent of the student population/year
Target of 70-72 percent of Grads in grad level employment 15 months after graduation. With 20 -25 percent self-employed.

Primary Research Methods

- **CREATIVE RESEARCH METHODS** (Kara, 2015)
- **CONTEMPORARY RESEARCH** (Kara, 2015)
- **OPEN TO EXPLORE**
- **MIXED METHODS**
- **QUALITATIVE CASUAL INTERVIEWS & QUANTITATIVE SURVEY**
- **LETTING THE PARTICIPANT SHARE THEIR VIEWS ON THE RESEARCH QUESTION**
- **TRANSCRIBING KEY SENTENCES**
- **WRITING ABOUT WHAT IT IS OBSERVED**
- **MIND MAPING INTERCONNECTING THOUGHTS ACROSS THE PARTIPANTS**



Casual Interviews

PARTICIPANT	DESCRIPTION	1ST NON STRUCTURED INTERVIEW	1ST NON STRUCTURED INTERVIEW	ONLINE OR IN PERSON	FEEDBACK ON THE SURVEY	SURVEY PARTICIPATION
ACADEMIC #1	LCF ACADEMIC STAFF	JULY 7TH 2023	JAN 5TH 2024	ON LINE - MICROSOFT TEAMS	✗	✗
ACADEMIC #2	LCF ACADEMIC STAFF	NOVEMBER 27TH 2023	N/A	ON LINE - MICROSOFT TEAMS	✗	✗
ACADEMIC #3	LCF ACADEMIC STAFF	NOVEMBER 30TH 2023	N/A	ON LINE - MICROSOFT TEAMS	✗	✗
ACADEMIC #4	LCF ACADEMIC STAFF	OCTOBER 30TH 2023	NOVEMBER 24TH 2023	ON LINE - MICROSOFT TEAMS & IN PERSON	✗	✗
STUDENT #1	CURRENT STUDENT MA'S FASHION DESIGN MANAGEMENT	NOVEMBER 24TH 2023	DECEMBER 6TH 2023	IN PERSON & BY E-MAIL	✓	✓
STUDENT #2	CURRENT STUDENT MA'S FASHION DESIGN MANAGEMENT	NOVEMBER 24TH 2023	DECEMBER 7TH 2023	IN PERSON & BY E-MAIL	✓	✓
STUDENT #3	GRADUATED STUDENT MA'S FASHION DESIGN MANAGEMENT	NOVEMBER 23TH 2023	DECEMBER 18TH 2023	ON LINE - MICROSOFT TEAMS & BY E-MAIL	✓	✓
STUDENT #4	GRADUATED STUDENT MA'S FASHION DESIGN MANAGEMENT	NOVEMBER 30TH 2023	N/A	ON LINE: E-MAIL	✓	✓

Survey

- MA's FDM students 2023/23: 54 students
- MA's FDM graduates 2022/23: 47 students
- Microsoft Forms
- Potential Number of Participants: 101
- Actual Number of Participants: 18
- Sample not relevant (Appendix 6)
Saunders, M., Lewis, P., & Thornhill, A. (2019) Research methods for business students. 8th edn. Harlow: Prentice Hall. (Pages 297 & 298)
- The feedback received regarding the survey questions helped to understand students mindset.

Summary of Project Findings

RESEARCH FINDINGS



KEY FINDINGS (Appendix 3 & 4)



COLOR CODING PROCESS



STRUCTURE



SUMMARY KEY CATEGORIES &
CONCEPTS

PARTICIPANT	KEY CATEGORIES	KEY CONCEPTS	SOLUTION/MINDSET	
LCF ACADEMIC STAFF	NETWORKING CONNOTATION	CONTEXTUALIZATION	LEARNING JOURNEY - EXCHANGE	
			EMPLOYABILITY	
	STUDENTS' MINDSET	CONFIDENCE	ENCOURAGEMENT	
			LEVEL OF READINESS	N/A
			ADAPTATION JOURNEY	CURIOSITY
	EMPLOYABILITY	LACK OF TRACEABILITY	N/A	
STUDENTS' INCLUSIVE RESOURCES	ACTION & FOLLOW UP	FRAMEWORK		
STUDENTS	FUTURE	EMPLOYABILITY	TIMELINE - PLAN	
		ENTREPRENEURSHIP	N/A	
	STUDENTS' MINDSET	CONFIDENCE	KNOWLEDGE	
		UNCERTAINTY	N/A	
		ADAPTATION JOURNEY	NETWORKING	

Networking



Networking is an important way to promote your business or service, get jobs and build long term connections.

<https://www.arts.ac.uk/students/student-careers/freelance-and-business-support/marketing-and-promoting-yourself-online/network-and-make-a-g-impression>
Illustration by Gracie Dahl

Current Tools PostGraduate Students

PERSONAL TUTORIALS

Personal Academic Tutorial Framework

POSTGRADUATE

No	Week/ Timing	Group/ Individual	Duration	What happens in this meeting	Student Preparation	Student Follow up
PATPG1	INDUCTION	Group	1 hour	Tutor introduces self & explains purpose & mechanics of Personal Academic Tutorial Framework, how it fits in with Year and Unit Leaders Initial "getting to know you", hopes and fears exercise, settling in Q&A	None	None
PATPG2	WEEK 6-8 (pre Xmas break)	Individual	30 mins	Review settling in and hopes/fears Ensure understand assessment requirements & meaning of learning outcomes Ensure on track to achieve other assessment deadlines Signpost to other services - SMART actions	Complete prep sheet: Actions arising from Intro to feedback	Complete actions Upload to personal sharepoint Invite tutor to review
PATPG3	WEEK 18-20 (pre-Easter break)	Individual	30 mins	Review completed actions from prior tutorial Review feedback from Block 1 units Action plan how to take this forward to Block 2 Check understanding of Block 2 assessment requirements/learning outcomes Ensure on track to achieve assessment deadlines Signpost to other services - SMART actions	Complete Prep Sheet: Actions arising from Block 1 Unit feedback	Complete actions Upload to personal sharepoint Invite tutor to review
PATPG4	WEEK 24-26 (pre-Summer)	Individual	30 mins	MAP and Employability Focus Support Exit/ job search/ progression strategy Reflect on course & personal development - SMART actions	Complete Prep Sheet: Employability planning	Complete actions Upload to personal sharepoint Invite tutor to review

(Appendix 2)

FBS Personal Academic Tutorial Record Sheet			
Student Name		Tutor Name	
Tutorial Date		Tutorial Number	
Preparation			
In our tutorial I would like to discuss...			
1			
2			
3			
4			
5			
Notes of Discussion			
1			
2			
3			
4			
5			
Action Plan			
Before our next tutorial I will...			
1			
2			
3			
4			
5			

Proposal

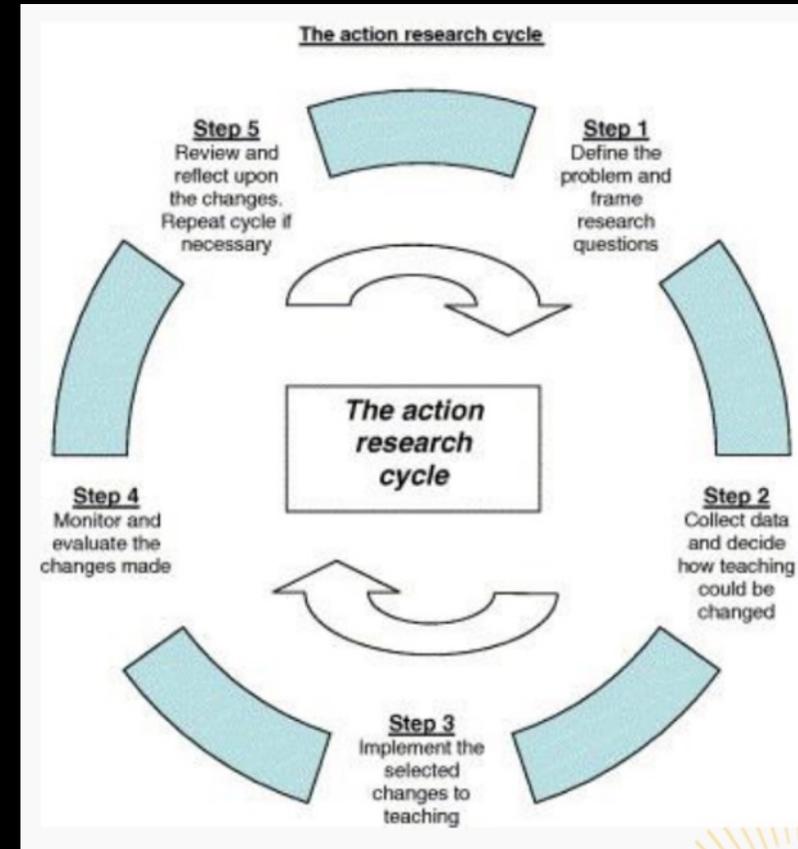
PostGraduate Personal Academic Tutorial Framework for Employability (Optional)

NO.	TIMING	GROUP/ INDIVIDUAL	DURAT ION	WHAT HAPPENS IN THIS MEETING	STUDENT PREPARATION	STUDENT FOLLOW UP
PATPG 1	INDUCTION	GROUP	1H	Tutor introduces self and explains purpose & mechanics of Personal Academic Tutorial Framework for employability. Offer clear via of all the available resources. Initial "Getting to know you". Hopes & Fears exercise. Settling in Q&A	Read "Your Student Checklist" and Explore "UAL Resources", Careers & Employability	Complete actions. Upload to personal Sharepoint. Invite tutor to review.
PATPG 2	PRE XMAS BREAK	INDIVIDUAL	30MIN	Review of Initial reflections and Exploration of the best available resources for the student. Action plan for the coming weeks. SMART actions	Complete Preparation Sheet with Initial reflection: Industry Interest, Skills, Areas of Development.	Complete actions. Upload to personal Sharepoint. Invite tutor to review. Resources Enrolment
PATPG 3	PRE EASTER BREAK	INDIVIDUAL	30MIN	Review completed actions from prior tutorial. Action plan for the coming weeks. SMART actions	Complete Preparation Sheet: Actions PATPG2 and Employability Planning	Complete actions. Upload to personal Sharepoint. Invite tutor to review.
PATPG 4	PRE SUMMER	INDIVIDUAL	30MIN	Review completed actions from prior tutorial. Action plan for the coming week. SMART actions	Complete Preparation Sheet: Actions PATPG3 and Employability Planning	Complete actions. Upload to personal Sharepoint. Invite tutor to review.
PATPG 5	PRE GRADUATION	GROUP	1H	Group discussion, sharing experiences, thoughts and ideas.	Complete Preparation Sheet: Actions PATPG4. Final personal conclusion/	Personal Action Plan and Follow Up. To enrol MA's FDM LinkedIn Group

Limitations and Areas for Further Study

Time Limitation for:

- Further research, Quantitative Survey
- Connection of the new proposed framework to the Creative Attributes (Appendix 5)
- Framework Implementation of the proposed PostGraduate Personal Academic Tutorial Framework for Employability.



Based on McNiff and Whitehead 2009
PGCert ARP Workshop 1

References

- DMI (2021) What is Design Management , Available at: <https://www.dmi.org/page/What is Design Management> (Accessed: 13 January 2024)
- Kara, Helen. (2015) Creative Research Methods in the Social Sciences: Practical Guide, Policy Press. Available at: ProQuest Ebook Central, <http://ebookcentral.proquest.com/lib/ual/detail.action?docID=6193498>. pp. 22, 26, 81-85, 90 (Accessed: 1 December 2023)
- L. Jones, R. Holmes, C. Macrae and M. Maclure (August, 2010) “Documenting classroom life: how can I write about what I am seeing?” Manchester Metropolitan University, UK. Vol. 10(4), pp. 479–491. (Accessed: 15 December 2023)
- Saunders, M., Lewis, P., & Thornhill, A. (2019) Research methods for business students. 8th edn. Harlow: Prentice Hall. (Accessed: 15 December 2023)

University of the Arts London (2020) ‘Code of Practice on Research Ethics’. Available at: https://www.arts.ac.uk/_data/assets/pdf_file/0020/43328/UAL-Code-of-Practice-on-Research-Ethics-October-2020.pdf (Accessed: 20 November 2023).

University of the Arts London (2022) ‘Educational Ethics at UAL’. Available at: <https://canvas.arts.ac.uk/sites/explore/SitePage/81716/educational-ethics-policy-and-guidance-for-staff> (Accessed: 20 November 2023).

References

- Creative Attribute Framework, available at <https://www.arts.ac.uk/about-ual/teaching-and-learning-exchange/careers-and-employability/creative-attributes-framework> (Accessed: 10 November 2023)
- <http://qrj.sagepub.com> (Accessed: 25 September 2023 and 26 December 2023)
- <https://canvas.arts.ac.uk/sites/explore/SitePage/45194/records-management-and-information-governance> (Accessed: 1 December 2023)
- <https://canvas.arts.ac.uk/sites/explore/SitePage/61013/online-forms-and-survey-tools#surveys> (Accessed: 1 December 2023)
- <https://dcaf.myblog.arts.ac.uk/> (Accessed: 10 November 2023)
- <https://moodle.arts.ac.uk/course/view.php?id=73517> (Accessed: 13 January 2024)
- <https://user-research.education.gov.uk/-managing-participant-data-correctly/>(Accessed: 10 November 2023)
- <https://www.arts.ac.uk/students/student-careers/freelance-and-business-support/marketing-and-promoting-yourself-online/network-and-make-a-good-impression> (Accessed: 13 January 2024)
- <https://www.bera.ac.uk/publication/ethical-guidelines-for-educational-research-2018-online#researchers-wellbeing-development> (Accessed: 29 November 2023)
- <https://www.bera.ac.uk/publication/ethical-guidelines-for-educational-research-2018-online#disclosure> (Accessed: 1 December 2023)
- <https://www.bera.ac.uk/publication/ethical-guidelines-for-educational-research-2018-online#consent> (Accessed: 1 December 2023)
- <https://www.bera.ac.uk/publication/ethical-guidelines-for-educational-research-2018-online#harm> (Accessed: 1 December 2023)
- <https://www.gov.uk/service-manual/user-research/managing-user-research-data-participant-privacy#user-research-and-the-general-data-protection-regulation-gdpr> (Accessed: 1 December 2023)
- <https://www.practisingethics.org/principles#consent> (Accessed: 1 December 2023)
- <https://www.ukri.org/councils/esrc/guidance-for-applicants/research-ethics-guidance/consent/> (Accessed: 1 December 2023)

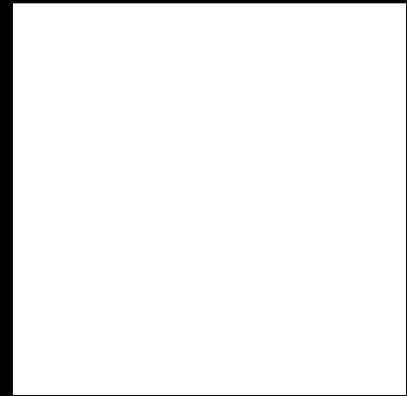


Q & A





Appendix



LinkedIn Posts

- Having Mentor
- Employability Support
- Meeting Industry Professionals

LCF Graduate Futures · 1st
Administered by LCF Graduate Futures Te...
1d · 🌐

Graduate Futures Live: How to identify key skills to succeed in fashion

Are you confused about which area of the fashion industry your skills can be used for? Do you want to know what the top skills employers are looking for in the current job market? This interactive webinar will showcase which skills are essential to flourish in the creative industry and how to identify your personal skill set. You'll learn how to make the most of these skills in professional documents including your CV. By attending this webinar you will receive access to the Graduate Futures Personal Development Padlet which is filled with resources, podcasts, videos and further reading.

Date and time: Wed, 24 Jan 2024 13:00 - 14:00
Location: Online

Find out more: <https://lnkd.in/e5fV6-SF>

#skillsdevelopment #professionaldevelo
#industryinsights #fashioncareers



LCF Graduate Futures · 1st
Administered by LCF Graduate Futures...
3mo · 🌐

Improve your confidence when speaking to employers
LCF Graduate Futures on LinkedIn · 3 min read

LCF Graduate Futures · 1st
Administered by LCF Graduate Futures Team, with University of the Arts London
3h · 🌐

Career Planning for Creatives

Finding career options overwhelming? Not sure how to navigate towards your goals? Plan your career to get started, or restarted. This online session is designed to support you and build confidence in your job searching abilities, as well as identifying strategies to work towards your dream job and career development. You will gain useful insights and knowledge to develop a career plan to suit your needs. Follow the link below for more info

Date and Time: Tue, 3 Oct 2023 13:00 BST
Location: Online , Blackboard Collaborate

<https://lnkd.in/envnaWGP>

#planyourcareer #dreamjob #careerdevelopment #buildconfidence



LCF Graduate Futures · 1st
Administered by LCF Graduate Futures Team, with University of the Arts London
2w · Edited · 🌐

LCF students join the Careers Crawl at **QVC UK Ltd.** HQ

Organised by Graduate Futures Careers Consultants **Melanie Mitchell** and **Amelia Cross**, LCF students spent this morning visiting **QVC UK Ltd.** and experiencing the work environment first-hand.

QVC's **Emily Ballantyne** and **Kara Heward** shared valuable insights about the different areas and roles within the business and shared their values and vision for the future.

Students had the opportunity to network, enjoy a tour of the building, ask questions, and find out more about QVC's upcoming Graduate Scheme.

Thanks, **Emily** and **Kara** for a great morning!

#careerdevelopment #networking #careerscrawl



LCF Graduate Futures · 1st
Administered by LCF Graduate Futures Te...
3mo · 🌐

Graduate Futures Hosts: 'What Fashion Graduates Need to Know Today

This evening's Graduate Futures fireside chat with **Hannah Almassi**, Editor in Chief of **Who What Wear UK** and hosted by **Angela Baidoo**, Senior Strategist at **WGSN** discusses what the future of fashion holds. Hannah shares insights on 'What Fashion Graduates need to know today', and how she navigated her career journey from interning at **WONDERLAND Magazine** to heading up the UK division of the go-to destination for shopping, fashion, and beauty on demand.

Soon-to-be graduates and former students have the opportunity to network and gain valuable information from a key leader in the fashion industry.

#insights #careerjourney #careerinsights #networking #alumninetwork



Launched our 5th PG Mentoring Network this evening
Fashion Business School, London College of Fashion

Truely proud of the incredible opportunity we've created to give students 1-2-1 access to fashion industry professionals **London College of Fashion, University of the Arts London**

Our biggest network yet! 🙌

- 🚀 52 mentees
- 🚀 24 mentors
- 🚀 164% growth YoY
- 🚀 4 PG courses
- 🚀 1-2-1 mentorship for 50% of course

🙌 Excited by what's to come.
🙌 Big thank you to our team of expert, passionate and committed mentors, to our motivated mentees and to **Anees Abbasi** and **Kate Faragher** for supporting me with launch

#mentorshipmatters #mentoringnetwork #fashionmentees #fashionmentors #ppd



eventbrite

Delete

Just added

Graduate Futures Live: How to set goals and plan for a career in fashion

Tuesday, 16 January 2024 at 13:00

Current Tools

BIG

Welcome

Your student checklist

Your first few weeks at UAL are exciting but very busy! Here are some essential things to do that you shouldn't miss as you get started - try to complete your checklist by the end of your second week of teaching so you can review it with your tutor.

You can access all the links by scanning this QR code.

Get set up

Download the MyUAL free student app on the App Store or from Google Play . It has all the essential tools you'll need in one place.	
You can learn everything you need to know to get started at UAL in our Big Welcome guide . Make sure you know where you can get the answers you need.	
Collect your Student ID card or entry wristband when you arrive for your first day on-site.	

Getting help and support

Watch our Get Support video for info on how to get support while at UAL.	
Get to know UAL's Student Wellbeing Hub for resources that can help you stay well during your studies – if you need more help with your health and wellbeing take a look at what our Counselling , Health Advice and Chaplaincy services offer.	
Make sure you sign up for Togetherall , a 24-hour, safe, online community where people support each other anonymously to improve mental health and wellbeing.	
Check out Jay's wellbeing tips on our TikTok.	
Share any health/disability-related requirements with the Disability Services .	
Hopefully you'll never need to access it, but it is always good to know where you can get out of hours and emergency support .	

Getting ready to study

Complete the Get Ready Programme for your College	
Learn who your course leader and personal tutor are, they will be key contacts throughout your studies.	
If English is an additional language for you, find out more about English Language Development and check out what resources are available to you .	
Make sure that you check out the Moodle page for your course to get all the information you need for your studies.	
Take a look at the Library's welcome guide to get to know more about what you can access whilst you're online and onsite.	

Keeping safe

We are committed to providing you with safe and healthy place to study. Watch our health & safety student induction and our fire safety induction short films.	
Make sure that you register with a doctor (sometimes known as a General Practitioner or GP) if you haven't already done so! You can find your local GP on the NHS website .	
If you need any help, contact UAL's Health Advisers at studenthealth@arts.ac.uk .	
It's important to practice good sexual health, there is information about STIs and on where to find a nearby sexual health clinic on the NHS website .	
We are committed to promoting a positive sexual consent culture and raising awareness of support both within and outside the University. Make sure you complete the sexual consent training module .	
If you are travelling around London at night, it's important to know how to stay safe when you are out and about .	

Life in London

If you're worried about fees, funding, immigration or visas. UAL's Student Advice Service may be able to help. Check out UAL's Hardship Fund if you're struggling with study costs .	
Sign up to Arts Temps . UAL's recruitment agency for students and alumni. It's a really easy way to earn money, work flexible hours and gain industry experience.	
If you aren't living in one of our student halls, you'll need to apply for council tax exemption. Find out how to download an exemption letter from the UAL Portal	
As a UAL student you can get access to discounts on the Adobe Creative Cloud suite, check out this year's offer for Adobe CC suite, plus 100GB cloud storage.	
To help manage your money, it can be useful to create a budget, check out the Money Saving Expert's student budgeting planning and get some tips from Anangcha on our TikTok.	

Meet other students

There are lots of ways that you can start meeting other students at UAL. Check out Gabrielle's tips on meeting people on our TikTok .	
Once you've talked to them at the Welcome Fair you might want to join the Arts SU's sports clubs and societies .	
It can sometimes be hard to connect with people university, if you are having trouble you can always sign up for the SU companion scheme .	
If you are a postgraduate student, you can learn more about the Post-Grad Community , a UAL-wide postgraduate network to share work, find opportunities and connect with other creatives.	
Prepare to be a part of UAL's international community by working through the Intercultural Communication activity .	
Complete the Creative Mindsets online activities , there's one on developing a growth mindset and one on understanding bias.	
Make sure to also sign up to one of their upcoming workshops!	

Signed:

Completed date:

Summary of Project Findings

- *“Networking has different connotations. It requires contextualization in terms of teaching and learning, and how it informs employability.” (Ac1)*
- *“We don’t dictate, but we put a light bulb to the opportunities out there.” (Ac1)*
- *“We should give the opportunity to the students to explore and to have a space to reflect.” (Ac3)*
- *“Soft skills have become Hard Skills.” (Ac1)*
- *“The students should stretch soft skills to work in creative industries.” (Ac3)*
- *“Networking is a rule for life, it helps to social adaptation” (Ac1)*
- *“Start equality with everyone, with an inclusive approach.” (Ac1)*
- *“Confidence is a key factor for success”(Ac1)*
- *“We should consider 3 dimensions, Alumni, University, Industry.” (Ac3)*
- *”We should help the students to take action.” (Ac4)*
- *”We don’t have enough mentors for all the students, it is a selection process, and we should understand their personal motivations.” (Ac2)*
- *Not everybody is ready to be mentored.” (Ac2) ”To be ready is a transformative experience” (Ac2)*
- *“Networking is an exchange.” (Ac1)*

Summary of Project Findings

- *“What I do for example, it is a list of businesses I would like to work for, and from there, I think which contacts I know which would help me to be introduced.”(Student4)*
- *“A few questions regarding networking opportunities outside of UAL can be questioned. For example, students taking up part-time roles, attending fashion week events etc are all networking opportunities.”(Student3)*
- *“Sessions with my PAT would be helpful to create accountability and increase my network. Would really like to be in touch with people as often as possible.” (Student1)*
- *“I believe that the opportunity provided by the university through programmes such as graduate futures or mentoring network is a good way to get started in the next step of our personal and professional life.” (Student2)*
- *“Networking with peers is also super important. However, at FDM, there is only limited lectures where all of the class are together which discussions are not as frequent as in the seminars. (Survey Answer)*
- *“As I have only been here for a few months, I feel that I have not taken full advantage of the opportunities and connections that these types of extracurricular activities provide us with.” (Student2)*
- *“I am very grateful for this opportunity that is offered to us and at the same time I am afraid or confused if I am not or will not be able to make the most of these different activities.” (Student2)*
- *“Social meetups could provide a great opportunity for us to engage with diverse individuals who join the event, fostering meaningful interactions and connections.” (Survey Answer)*
- *“It would be helpful to meet the class which graduated before us to know about their journey in seeking employment, especially as an international student. ” (Survey Answer)*
- *“It would be so helpful if we could contact and do internship...etc. with industry partners with London based companies for future career opportunities.” (Survey Answer)*

Current Tools

ual:

The Creative Attributes Framework is a point of reference for how we talk about and develop enterprise and employability at University of the Arts London.

1 Making things happen
 We support students to practice and apply their learning in a variety of situations, during their studies, in the workplace and in the community.

- Proactivity** – the initiative, hard work and passion required to make things happen in society, in the community, and in the workplace.
- Enterprise** – the mindset that takes measured risks and that perceives and creates opportunities, and the resourcefulness to pursue these opportunities in an ethical and sustainable way.
- Agility** – the ability to embrace rapid change and retain an open mind.

2 Showcasing abilities
 We support students to collaborate and connect with others, to communicate their ideas and form narratives around their practice as well as develop the ability to listen and receive feedback.

- Communication** – the skills needed to present your work and ideas, to inspire others and respond to feedback.
- Connectivity** – the ability to collaborate with others, create networks and develop and contribute to communities of practice.
- Storytelling** – the ability to demonstrate your unique abilities and experiences to others in an engaging manner.

3 Navigating change
 We equip students to manage ambiguity, thrive in uncertain futures and develop confidence in their abilities and the resilience to navigate change.

- Curiosity** – the enthusiasm to seek out new perspectives, to create and build on existing knowledge.
- Self-efficacy** – confidence in your abilities, and the ability to respond positively in various situations.
- Resilience** – the willingness to adapt and remain motivated, overcome obstacles, and deal with ambiguity, uncertainty and rejection.

The Creative Attributes Framework (CAF) demonstrates how, through the curriculum, we empower students and graduates to develop ethical and wide ranging qualities, abilities and behaviours to prepare for the future and sustain a rewarding professional life.

UAL students successfully gain graduate level jobs, start their own businesses or go freelance within the creative industries and beyond. The Creative Attributes Framework helps articulate and connect the curriculum to professional practice, demonstrating how UAL students continuously develop and prepare for their future.

The framework is divided into three capacities each of which is underpinned by three attributes. These attributes are in turn demonstrated through practices, skills, behaviours and abilities.

The framework sets out three capacities each underpinned by three attributes:

You can now explore, learn and develop creative attributes online by logging into the new online tool **MyCAF** which is located in Careers and Employability Moodle pages.

The Creative Attributes Framework has been developed by UAL Teaching, Learning and Employability Exchange in collaboration with academics, students and industry representatives.

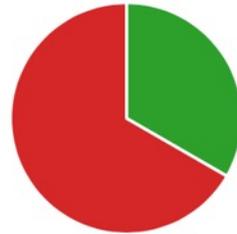
To find out more search: [Creative Attributes Framework](#)

CC BY NC

Survey Questionnaire – 18 Participants

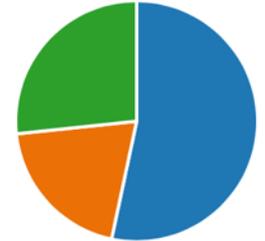
2. Within a scale from 0 to 10, how relevant do you believe networking can influence/ influenced your future employability. Being 0 irrelevant and 10 a must.

0	0
1/4	0
5/8	6
9/10	12



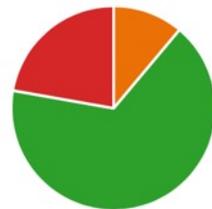
4. What makes you feel more comfortable at the University?

Connecting with other peers, t...	16
Knowing the building	6
Understanding all the availabl...	8
Other	0



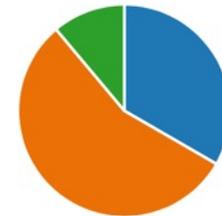
3. How relevant do you believe networking can influence/influenced your adaptation journey to the university?

Irrelevant	0
Not to much	2
It helps	12
It is a must	4



5. During the first weeks of the MA's Fashion Design Management, were you familiar with the networking opportunities the university is offering? Were you properly informed?

The given information was va...	6
I was informed, even though I ...	10
I am/was clear about them	2



Survey Questionnaire

6. Are/were you actively participating on

- Graduate Futures 12
- The Mentoring Network 7
- Other 4



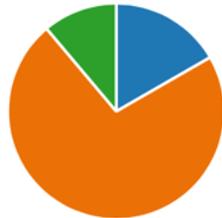
8. Do you enjoy meeting new contacts

- It is not my thing 1
- I do, but I don't know how to ... 9
- I really enjoy it 8



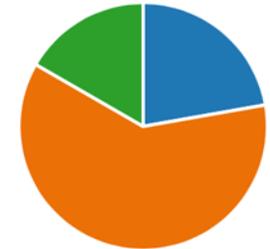
7. Do/Did you track how many new people (peer students, guest speakers, industry professionals, teachers...) do you interact per week/month?

- Not Really. I believe is not req... 3
- I don't, however I believe it wo... 13
- Absolutely 2



9. Do you keep in touch with your colleagues, teachers, guest speakers...

- I don't 4
- I try to keep in touch, but I wo... 11
- I always keep in touch, it is eas... 3



Survey Questionnaire

10. How do you prefer to interact and connect with colleagues, teachers, guest speakers...

On-line	2
In-Person	8
I don't mind	8



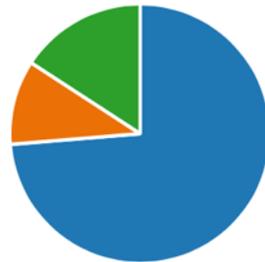
11. Do you believe it will help you to increase your network a follow up accountability tool and a session with your tutor (PAT)

Yes	11
No	0
Maybe	7
I am not interested	0



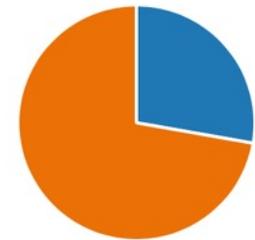
12. Do you have an active profile on LinkedIn

Yes	14
No	2
I want to create one but don't ...	3
Not interested	0



13. Would you like to have the opportunity to interact with industry professionals of your own country?

It is not relevant where the ind...	5
I would appreciate of the FBS ...	13
I can manage by myself	0



Survey Questionnaire

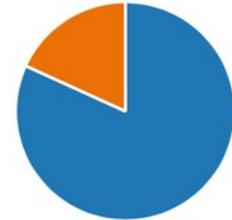
15. Did your connections created during your time at the university helped you with your career?

- Not really, I am still looking fo... 10
- Thank you to my connections ... 2



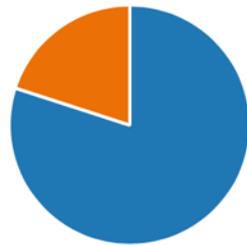
16. Was it valuable for your **employability** to be part of Graduate Futures, The Mentoring Network, Others...

- Not really 9
- Yes, it was 2



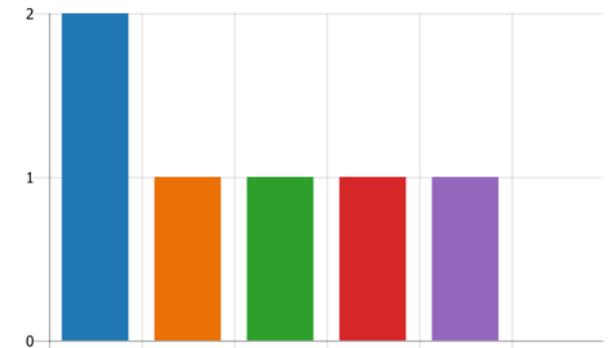
18. Did you feel more included in the University by being part of Graduate Futures, The Mentoring Network, Others...

- These initiatives didn't have a... 8
- These initiatives helped me to ... 2



17. If your previous answer is yes, please, mention which activity has helped you the most on your employability

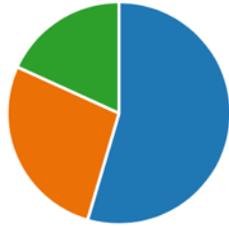
- Graduate Futures 2
- The Mentoring Network 1
- Guest Speakers Sessions 1
- External Participants in differe... 1
- Career Fairs 1
- Other 0



Survey Questionnaire

20. Did Collaborative Challenge and Leading Design Practice (LDP) Units help you to connect with industry professionals?

- Not really 6
- To a certain extend 3
- YesThese units were very valu... 2



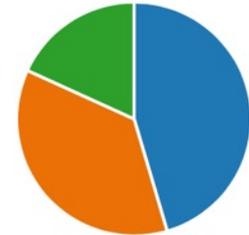
21. Would you have done something different in terms of networking during your year at the MA's Fashion Design Management Course?

- I am quite satisfied with my pa... 6
- I believe I would approach it d... 5



23. Did you feel equipped to create meaningful connections once you finalised the MA's students?

- I don't feel confident networki... 5
- I am but I don't take the step 4
- I am and I regularly create ne... 2



Thank you

22048866 Susana Guinau Molina

<https://sguinaumolina.myblog.arts.ac.uk>

ual:

Susana Guinau Molina | January 17th 2024