

FLOURISH AT CSM

Impact Report

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‘Connecting a new generation of CSM talent with employers to shape the future’

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1. Executive Summary



 ***April 2023, CSM launched ‘Flourish’:***
a day-long event and exhibition connecting employers and CSM students, staff and alumni to showcase the Diploma in Professional Studies (DPS) and explore the knowledge exchange benefits of student work placements and other forms of collaboration.



Flourish 2023 Overview & Objectives

🎯 Why was Flourish Launched?

The **Flourish at CSM** programme was designed to explore the potential of student knowledge exchange opportunities and foster equitable and mutually beneficial relationships. Flourish provides an informal space for employers and students to connect and broker placements.

1. Activate our alumni network to connect and employ students
2. Generate a higher volume of longer, paid student DPS work placements
3. Raise awareness and understanding of the value of DPS with students, staff, employers and alumni
4. Stimulate an increase in interest and uptake of DPS placements by CSM students
5. Inclusively connect non-DPS year students with UAL Careers & Employability and potential employers
6. Build staff awareness of the Careers & Employability resources and support around work placements to empower them to communicate this to students

☀️ What happened at Flourish 2023?

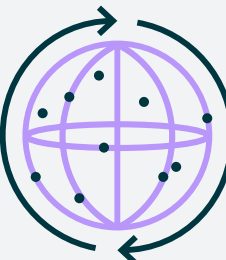
Flourish at CSM ran for a full day in Spring 2023 and included:

- An exhibition celebrating work achieved by students and their employers during DPS work placements
- A breakfast session to showcase DPS opportunities to existing and potential employers and introduce the various ways of engaging with CSM
- Industry panel talks
- A portfolio briefing from LVMH
- Evening alumni and student networking

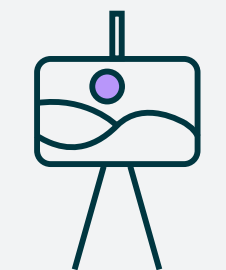
Impact of Flourish



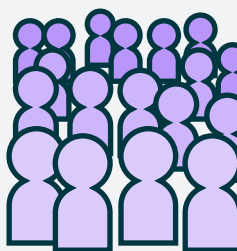
Raised internal & external ***profile of CSM employability, careers & talent recruitment***



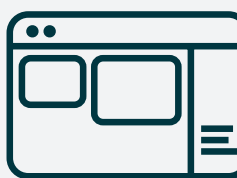
Successful promotion of ***student placements*** as valuable ***knowledge exchange***



21 CSM students & their employers exhibited work achieved during DPS placements



500+ CSM students and staff engaged with the Flourish exhibition & event



330 students attended an ***online*** portfolio briefing session led by LVMH

+72

72 placement providers attending seeking students for placements

+50

50 new clients joined looking to promote student placements at their organisations

↑5%

5% increase in sign-ups for DPS year following Flourish

+92.4K

£92,397.44 in new paid placement opportunities currently known as a direct consequence of Flourish



Audience

600+

Attendees of Flourish at CSM
in-person and online in a single day

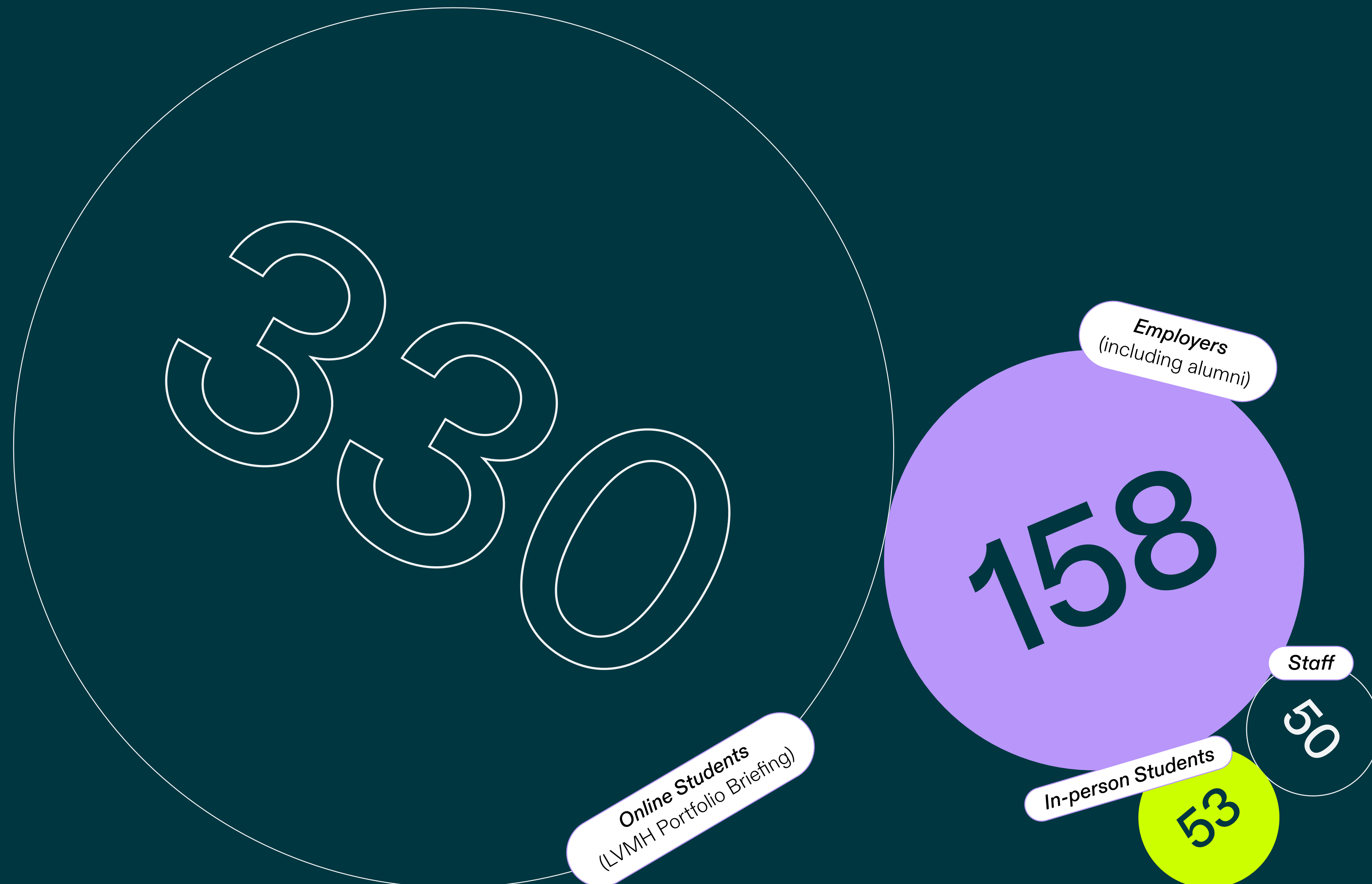
500+ CSM students and staff attended the Flourish at CSM in-person and online

330 CSM students joined an LVMH online Employer Portfolio advice briefing

158 potential & existing external partners attended Flourish 2023

50 new potential placement providers were seeking work placements students

46% of the 72 employers attending were actively seeking to offer DPS placement

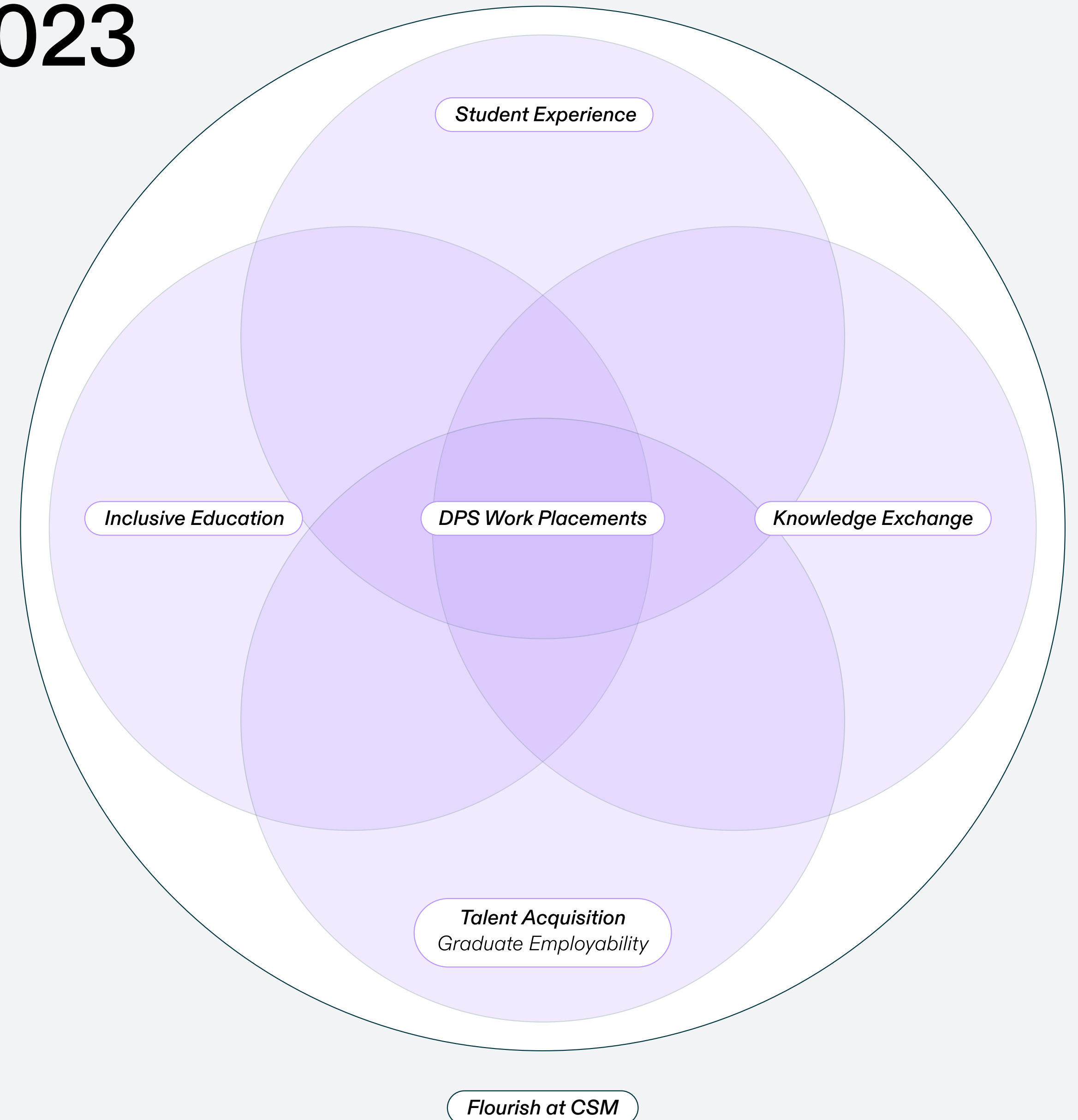


2. Context & Purpose of Flourish 2023

Context & Purpose: Flourish 2023

 Flourish 2023 was a one-day pilot event in April 2023 connecting students, employers, alumni and CSM staff to collectively explore the value and mutual benefits of knowledge exchange, with emphasis on DPS work placements. Flourish was a response to the opportunity for CSM to increase interactions and engagement between students and employers, including the number DPS placements secured.

 Every year, CSM facilitates over 1000 placements worldwide for students from our Fashion, Jewellery, Textiles & Materials, Fine Art, Product, Ceramics & Industrial Design, Fine Art and Performance programmes. Organisations appreciate sustained engagement with CSM talent at this crucial stage in the student journey. High numbers of CSM students who have taken the DPS go on to be offered graduate jobs by their former work placement organisations. The direct impact of DPS on employability demonstrates the value of work placements in establishing longer-term collaboration. Work placements are a catalyst for enhancing the following ➔



Context & Purpose: Diploma in Professional Studies (DPS)

The *UAL Diploma in Professional Studies (DPS)* presents an opportunity for students to share and develop their skills, knowledge and experience through a work placement. This optional *year-long addition* to the student journey *takes place in Year 3 of an extended four-year degree*. Student placements are *part of our Knowledge Exchange work*: CSM *students offer* their distinctive perspectives, problem-solving capacity and creative solutions to employers in exchange for experience of a professional environment and facilities.

Work placements embed a new generation of CSM creative thinkers and practitioners *within organisations*. This makes *meaningful contributions to our institution's Knowledge Exchange* commitment to creativity driven *economic and social impact* and aligns with the following UAL guiding principles: ↓

UAL Strategy 2022-2025

Guiding Policy 1

To give our students the education they need to flourish in a changing world.

Guiding Policy 3

To change the world through our creative endeavour.

 The **Flourish 2023** programme was designed to:

The Flourish programme was designed to bring together students, employers, and alumni to explore student knowledge exchange opportunities and foster equitable and mutually beneficial relationships. The aim was to increase interactions, engagement and understanding of the value of knowledge exchange between students and employers. The event included an exhibition at CSM showcasing and celebrating student contributions during their work placements. Both students and potential employers were able to discover first-hand the value of embedding student expertise within an organisation. Flourish also offered an informal space for employers and students to connect and broker placements.

Event captured by BA Graphic Communication Design student Razvan Dragos













CERAMIC & INDUSTRIAL DESIGN

Though we work in the world of things, the needs and connections between people and the world engage us the most. So, it is through the materials, processes, and techniques of design that PCID courses interrogate designing for positive social impact.

All PCID courses are committed to creative ambition, collaboration, and making through design as a practice that transforms, is anticipatory and adaptive to the equitable benefit of people, enterprises, and the environment.

We see DPS as an opportunity to strengthen ties between industry and education, to apply student's learning in a professional setting. DPS helps students to contextualise their learning within the industry of their choice giving them confidence, skills and a professional network before they start the last year of their B.A. For industry, DPS students can bring great energy and new ideas to a team.

PLACEMENT PARTNERS INCLUDE:

Barrow Design and Manufacturing, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 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3. Flourish 2023

Team & Expertise

Acknowledgements to the *CSM Staff and Students who made Flourish 2023 possible:*

The cross CSM and UAL team of DPS and Work Placement co-ordinators, UAL Careers & Employability and Knowledge Exchange staff made the Flourish 2023 pilot possible. Their belief in the importance and need for a work placement event and their dedication to realising Flourish by leveraging their impressive industry networks, experience and key relationships were instrumental.



Flourish 2023 Team & Expertise

DPS Co-ordinators

 Fashion



*Wande Awoniyi
& Maria Nishio*

 Fine Art



*Anne-Marie
Creamer*

 Jewellery, Textiles
& Materials



Maria Militsi

 *Product, Ceramics,
Industrial Design*



Jesús Felipe Querol

Flourish 2023 Team & Expertise

KE, Careers & Employability

 Associate Dean,
KE at CSM



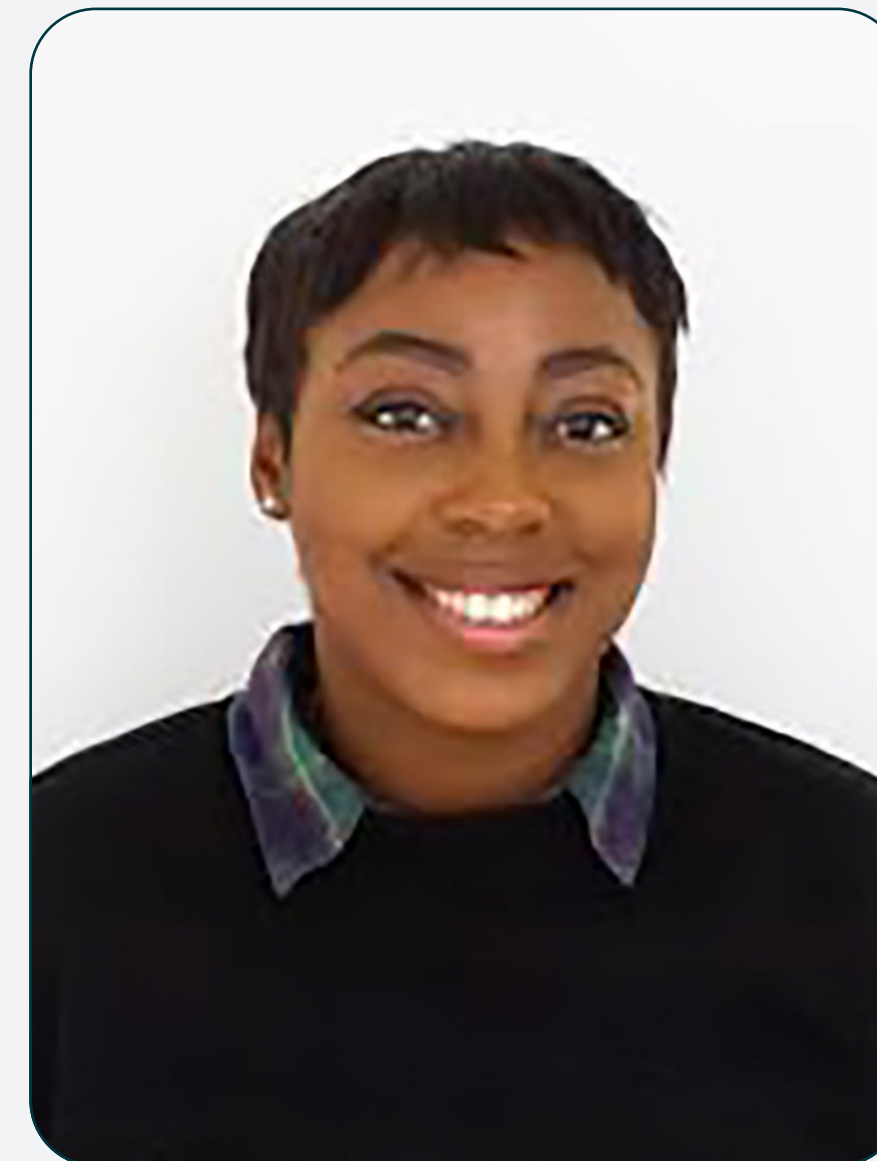
Darla-Jane Gilroy

 UAL Careers
& Employability



Ruth Annett

 UAL Careers
& Employability



Shingi Sibanda

 CSM Placements
Co-ordinator

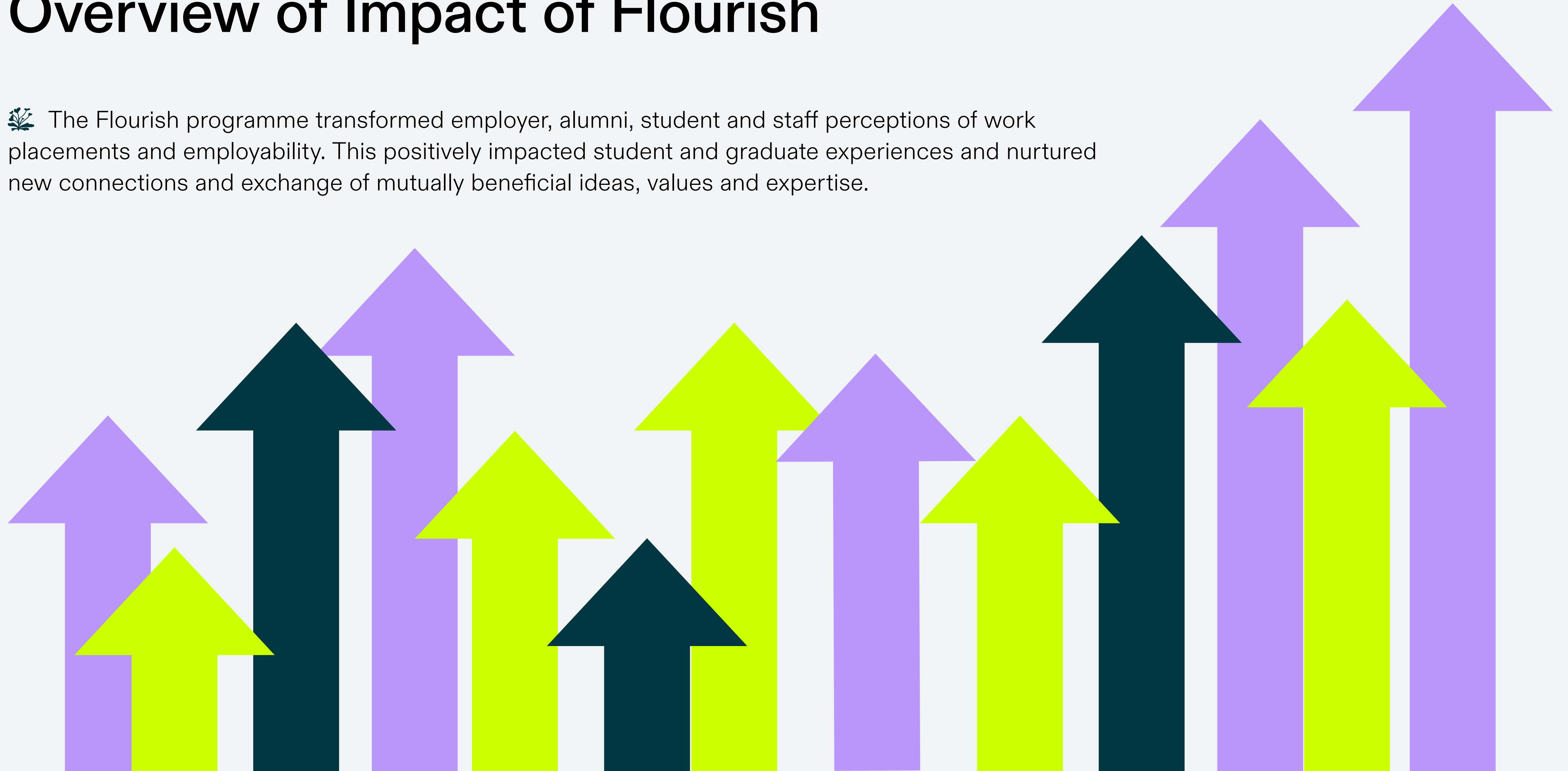


Benjamin Chen

4. Overview of the Impact of Flourish & Insights

Overview of Impact of Flourish

 The Flourish programme transformed employer, alumni, student and staff perceptions of work placements and employability. This positively impacted student and graduate experiences and nurtured new connections and exchange of mutually beneficial ideas, values and expertise.



Placements

£92.4K

In paid student
placements

72

Partners interested in offering
student placements

+50

Potential
Partners



Industry & Alumni Engagement

45.57%

*of employers attending interested
in offering student placements*

 72

31.65%

*of employers attending
were new potential partners*

 50

*Total industry
and alumni attendees*

 158



Maria Nishio

Fashion DPS Co-ordinator

“The opportunity for students to directly approach industry during Flourish was invaluable. One of our Fashion Design & Marketing students did just that and secured a paid placement with the Parisian designer Paula Canovas Del Vas.”

Student Experience

500+

Students engaged with Flourish at CSM in-person and online in a single day.



Online Students
(LVMH Portfolio Briefing)



Employers
(including alumni)

In-person Students





Anne-Marie Creamer

Fine Art DPS Co-ordinator

“A second-year student from Fine Art tentatively joined Flourish 2023, unsure about the value of a DPS year. After staying all day, their perception was 100% changed. Flourish had made DPS concrete and tangible and they decided to take a DPS year.”

Communications

LinkedIn

8,562

LinkedIn Newsletter Subscribers reached with news of Flourish

18,232

Impressions within one week after Flourish at CSM

E-mail

48%

Open Rate

5%

Click-through Rate

940

Flourish at CSM 2023
E-mails sent

Insight 1: Student Motivations for KE with industry

🌱 Students are motivated to bring distinct perspectives shaped by their CSM experience and skillset, lived experience, and a readiness to grow and challenge their development. Working inside a professional environment, they build relationships and networks, increase knowledge, skills and experience and contribute to the host organisation's mission, while also exploring and reflecting upon individual interests to inform future career pathway.

We asked 75 PCID students across Stages 1-3 about the skills, practices and impact they have to offer industry. This gives an insight into student motivations for seeking knowledge exchange with employers. The following themes emerged from the feedback:

1. Sharing fresh new creative perspectives and approaches
2. Driving transformation and impact for organisations using creativity & design
3. Contributing to inclusive, ethical and sustainable organisational approaches
4. Finding values-driven employers open to EDI and sustainability
5. Opening up new possibilities for themselves and employers through collaboration



Insight 2: Employer Perceptions of Flourish

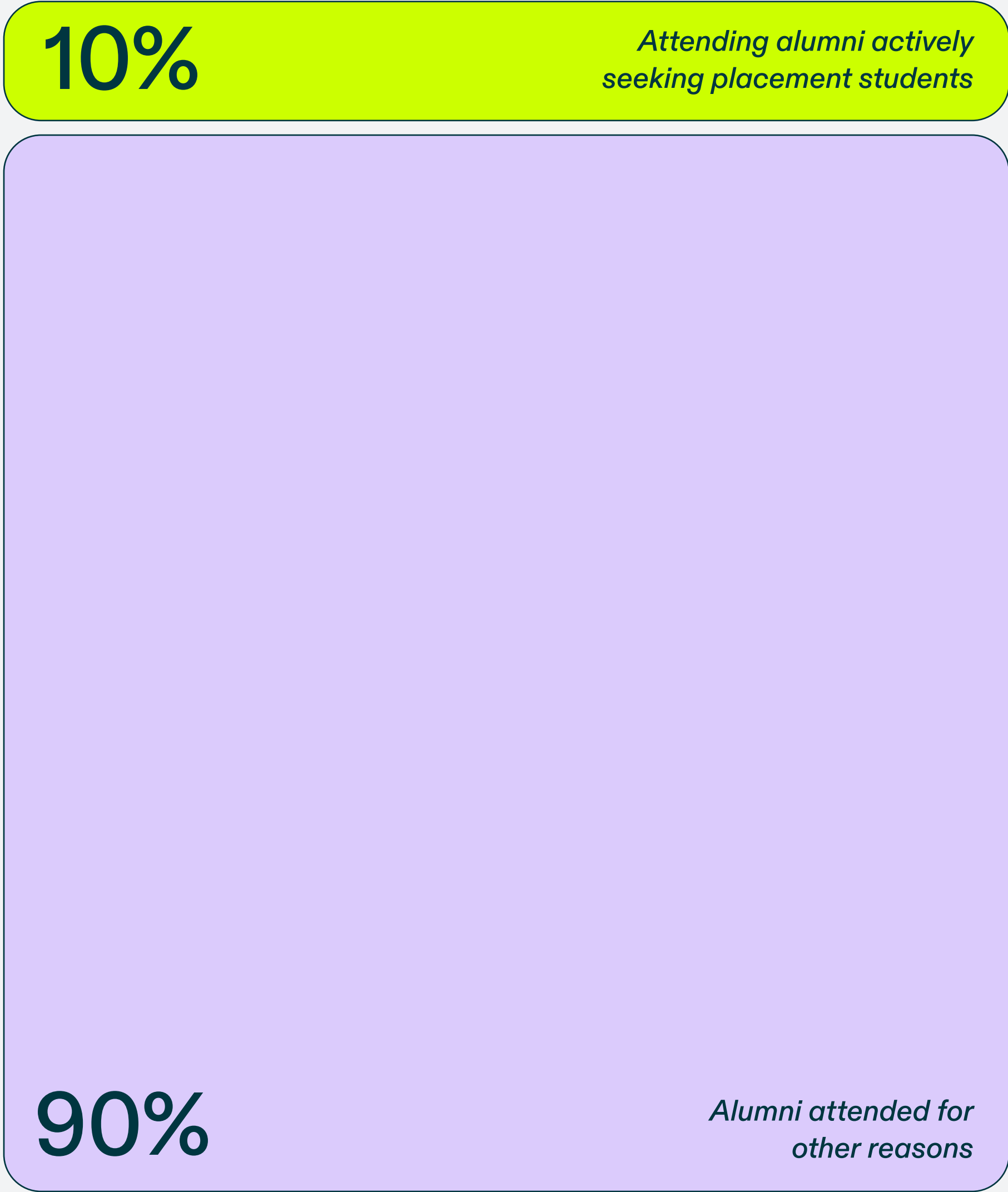
🌱 Through a combination of interviews, feedback collected on the day and data from surveys we have identified the following motivations and value from employers:

1. Discovering the variety of skills and expertise available from CSM students
2. Direct engagement and networking with potential work placement applicants
3. Promoting the expectations and work opportunities available at their organisations (converting placements into graduate hires)
4. Engaging with emerging talent at a key stage in their employment trajectory
5. Social Purpose
6. Staff Development Opportunity
7. Improved understanding of CSM work placement student requirements and current careers and employability education



Insight 3: Alumni Motivations

 Although there was strong attendance from alumni with 99 former students attending Flourish, only 10.1% of those attending were actively seeking placement students. This suggests that alumni are keen to engage with CSM and connect with students, but that other forms of knowledge exchange may be their motivation. This makes alumni a key group to target in terms of showcasing the impact of student knowledge exchange through DPS placements.



Insight 4: Staff Attendance

 Academic staff were also able to informally join the event and find out more about the value of DPS. The data for staff attendees is limited and therefore estimated at 50+.

After experiencing the positive reception from students in engaging with employers at Flourish, Paul Finn — Senior Lecturer for Graphic Communication Design (GCD) – decided to run a portfolio day with industry for GCD students. The GCD pathway doesn't currently offer a DPS year, but the benefits of student engagement with employers at Flourish inspired this launch of an Employer Portfolio Day.

The DPS Co-ordinators who participated in the organisation and delivery of Flourish were eager for the event to happen again.





Maria Militsi

Jewellery, Textiles & Materials DPS Co-ordinator

“The Flourish event emphasised how we communicate the placements to industry partners but also within CSM to staff and students – which is very important. Flourish was a fantastic staff development opportunity where any member of CSM staff could learn more about DPS placements. This expands CSM’s capacity for providing student employability support to students.”

5. Outcomes of Flourish

Outcomes of Flourish at CSM

1 Improved visibility & access to UAL & CSM Employability Resources

Employability is a concern for many students, and the increased visibility of UAL Careers & Employability resources through Flourish raised awareness of the benefits and practicalities of work placements and employability support with 500+ CSM students and staff.

The team promoted the Creative Shift programme, which focuses on providing students from underrepresented backgrounds with industry engagement and experiences and professional development: [see here](#)

2 Improved understanding of the mutual benefits of work placements

21 current and previous CSM DPS students and their work placement employers had the opportunity to reflect, showcase and celebrate their achievements of their work placements through the exhibition in the Street at CSM. Potential DPS students who were uncertain about the value of a DPS year reported how Flourish made DPS tangible and clear and that the programme had flipped their perspective on work placements, leading them to sign up to the placement year.

3 Stimulating DPS & graduate networks & connections

Students reported that the opportunity to approach employers face-to-face during Flourish to secure their placements was invaluable. 99 Flourish attendees were alumni, and benefited from exclusive evening networking with students and staff.

Outcomes of Flourish at CSM

4 Increase paid placements

An industry panel discussion at Flourish highlighted the importance of paid placements. This resulted in several current placement providers committing to paid offers in the future. Paid placements make the benefits of a DPS year accessible to a wider range of students and improve student experiences. New placement providers were also engaged through Flourish, with one luxury specialist manufacturer offering eight new paid student placements as a consequence of Flourish at a competitive rate.

5 Broad and Equitable Access to Careers & Employability

Flourish made several of the careers and employability benefits of a placement year accessible to all CSM students. These included the opportunity to hear from and connect with different types of employer on the various qualities and creative expertise sought. The exhibition of DPS student work also showed the value of applying CSM student expertise in numerous employment contexts. By bringing the DPS placement inside CSM, we were able to begin to break cycles of disadvantage.

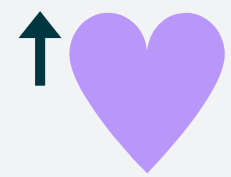
+ Summary

Flourish transformed employer, alumni, student and staff attitudes towards work placements and employability. This directly and indirectly positively impacts student and graduate experiences now and in the future. The value of student work placements, and the importance of longer-term, paid placements was communicated and acknowledged. Student and employer engagement also nurtures further knowledge exchange opportunities of various types.

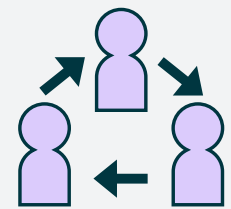
Outcomes



Raised profile of UAL Employability & Careers for CSM students, staff, and clients



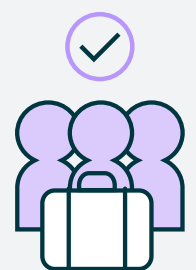
Positive impact on student experience & graduate futures



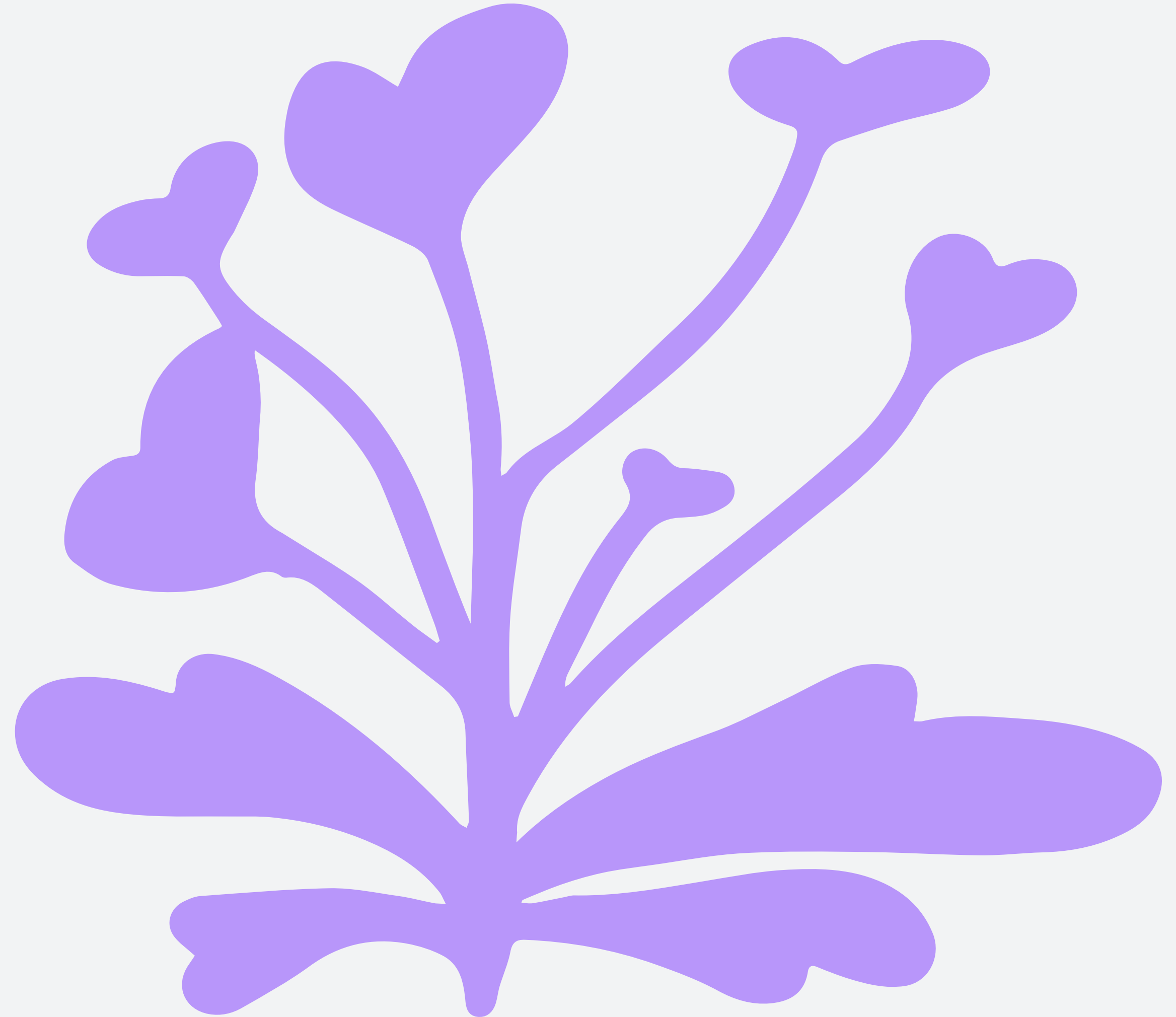
Repositioning student work placements as a form of Knowledge Exchange



Nurturing longer term mutually beneficial partnerships



Managing existing partnerships and facilitating student work placement recruitment



6. **Vision:** The Future of Flourish

Mission, Vision & Values

Mission

To facilitate the growth of equitable and inclusive employability, including DPS work placements, through strategic engagement of students, alumni and CSM staff via a programme of activities called 'Flourish'.



Vision

To establish CSM students as a priority choice for employers seeking progressive changemakers who drive product, services, processes and systems innovation to future-proof and stimulate growth and sustainability.



Values

Sharing CSM's expertise to change the world through our creative endeavour.



FLOURISH AT CSM



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saint martins

