



Textiles Has Talent

Dr Liz Barnes

Senior Lecturer

Design & Fashion Business, School of Materials

liz.barnes@manchester.ac.uk

Background

- TESS funding 2011-12
- Employability agenda
 - Focus on understanding employability
 - Enhancing employability in the curriculum
 - Improving engagement in employability
 - Student experience through innovative approach
- 1st Year unit to students on Management & Marketing of Fashion Textiles



What did we do?

- Research phase:
 - Focus groups with students in 2011-12 cohort: expectations, needs, views, perceptions etc.
 - Employers & University of Manchester Careers Service to establish set of key employability skills



What did we do?

- Development phase:
 - Used findings from research to develop the unit and assessment tool
 - Worked with EPS eLearning to develop ePortfolio assessment tool



Implementation

- Changes to structure and content in response to student feedback
- Identified a list of 13 key employability skills relevant for our graduates
- Engaged with industry
- Developed the 'Brand Me' concept
- Created the [ePortfolio](#) assessment tool



ePortfolio

- Blog to present 'Brand Me'
- Could be shared with potential employers
- Encouraging peer review
- Mechanism for feedback via posts
- Career planning
- Engagement



Outcomes

- Created a definitive set of employability skills
- Developed a new assessment tool
- Engagement has been varied – real time monitoring
- Some very positive feedback from students
- Technical aspects and capability of the platform



Closing the loop

- Feedback from industry needed
- More feedback from students
- Placement success next year
- Implementation across other programmes in the School



Any Questions?

- Other members of the team:
 - Jo Cartwright, Lecturer, Design & Fashion Business, School of Materials
 - Elsa Lee, EPS elearning
 - Adele Aubry, EPS elearning
 - Emma Al-hakim, University of Manchester Careers Service

