

Student Dean Forum Term: LCF Fashion Business School, Term 2, 2025-26			
Date & Time: 05.03.2025	UAL Staff: Liz Gee (Dean) Annamarie McKee (Associate Dean)	Arts SU Officer: Katwamba Mutale	Arts SU Staff: Lee Anderson – Education Quality Coordinator
Number of students in attendance: 6			

Action Log for School Dean and Students' Union

Actions for School Dean	Update on Progress	Response to students
Investigating adding a community page to Moodle – speak to LCF digital team about how to implement this.		
Contact Lindsey and the Creative Director to investigate allocating budget to do a pilot competition that involves a panel (e.g. college-wide competition/project to foster a feeling of togetherness on campus.		

Minutes

Discussion points submitted by Deans

1. Discussion points from the Dean

Please share these topics with the students on your course to gather their feedback

Dean's Agenda Point #1:	Social Purpose
Intro / Context:	UAL is a social purpose university - what does social purpose mean to you? How do you see our social purpose ambitions manifest in your curriculum? Outside your curriculum in college/ and school?
Feedback:	Rep from Strategic Fashion Marketing: <ul style="list-style-type: none"> - I think it's important for the proponents of social purpose to provide a clear definition, even if it's a broad definition. Otherwise, it creates confusion and people lose confidence in the very idea of it. For me it's about engaging meaningfully with your environment. It is present on our course but it's more of a byproduct of everything else in the curriculum. Rep from Psychology of Fashion:

	<ul style="list-style-type: none"> - When it comes to social purpose it doesn't do anything for me. It's very vague. To me I know it means the impact that a company <i>wants</i> to have – but what impact is that? When it comes to culture and diversity, I think our seminars are best space for diversity to emerge because this is a space where students from lots of different backgrounds have conversation. But when it comes to wider social purpose, there isn't a strong sense of belonging or togetherness.
Reply / Update:	<p>Reply from Associate Dean:</p> <ul style="list-style-type: none"> - For me social purpose is about making a difference and an impact; equipping young people with critical tools so they can ask the right questions. - I made a recommendation in the Improving Student Communities. I think it would be good to do something for the building that can help give students that feeling of togetherness (e.g. a mural, merch).

Discussion points submitted by Reps

Reps Agenda Point #1:	Follow up on previous discussions
Intro / Context:	Better event-announcement system, design competition for an LCF merch-collection, better usage of the screens/central pinboard for students
Feedback:	<p>Rep from Psychology of Fashion:</p> <ul style="list-style-type: none"> - Submitting a UAL design and then we would vote on the best design and go from there. I would want something specific to the LCF school.
Reply / Update:	<p>Reply from Associate Dean:</p> <ul style="list-style-type: none"> - ACTION: Reach out Lindsey and the Creative Director to investigate allocating budget to do a pilot competition that involves a panel.

Reps Agenda Point #3:	Desire for events and engagement outside of the course – e.g. cross-campus events, fashion week involvement, incentives to come to campus
Feedback:	<ul style="list-style-type: none"> - Group of Reps from Psychology of Fashion: - Course is going well; lots of projects ongoing and we have an event taking place on Friday. - Networking event scheduled for 28th April. It's always difficult to reach an agreement on what topics/speakers to engage when different Course Reps come together; there might be a better process for how to approach that, it could be more efficient and a lot of Course Reps don't want to speak up. Maybe in future versions it could be structure more of an

	<p>‘exchange’, with input from Course Reps but not driven solely by them.</p> <ul style="list-style-type: none"> - We had a Welcome Social, a Christmas party and took a trip to the Freud Museum, so we are bonding outside of the course. - Question for Deans: Is it possible to arrange future visits from senior leaders in London Fashion brands (e.g. Burberry)? - I wish there was a way that if one course was hosting a visiting speaker, students from other courses could attend it virtually to hear that person speak? - We had a Welcome Social, a Christmas party and took a trip to the Freud Museum, so we are bonding outside of the course. - Is it possible to arrange future visits from senior leaders in London Fashion brands (e.g. Burberry)? - I wish there was a way that if one course was hosting a visiting speaker, students from other courses could attend it virtually to hear that person speak?
Reply / Update:	<p>Reply from Associate Dean:</p> <ul style="list-style-type: none"> - We have a problem as a college with how we communicate what we’re doing to students, we’re not very good as providing a cohesive “what’s on”, it’s currently a bit ad-hoc and we need a more coordinated system for communicating these things. It will probably require working with our comms teams and revisiting our comms platforms. There almost needs to be a menu of opportunities or different types of opportunities need to be a grouped by category, so students can focus in on what they want. Maybe we can record industry speakers as well so that we can share these talks with students as a resource. - ACTION: Add a community page to Moodle – speak to digital team about that.

Reps Agenda Point #3:	Scheduling formative and summative assessments
Feedback:	<ul style="list-style-type: none"> - Question from Psychology of Fashion Rep: Regarding the qualitative assessment for Vevo: can we only use it on campus are there specific computers we can use?
Reply / Update:	<p>Reply from Dean:</p> <ul style="list-style-type: none"> - There are specific computer terminals on the 4th Floor. AV Technicians on that floor can also help you get access. Does not work off campus with our license. You can also use generative AI to achieve the same thing.

Reps Agenda Point #3:	AOB
Feedback:	Rep from Strategic Fashion Marketing:

	<ul style="list-style-type: none"> - Collective frustration from individual students about lack of engagement outside of course. Low attendance and high 'no show' rate for those opportunities that do take place, and this has been a recurring issue. I don't know how to solve this. We sent out an anonymised survey. Not a huge turnout but we did receive some responses. A lot of students said it was due to working late-hours, long breaks between lectures and seminars, sickness; biggest reasoning is that they have other commitments such as work or they don't feel the lectures are directly related to fashion, interactive enough or preparing us for future careers.
Reply / Update:	<p>Reply from Associate Dean:</p> <ul style="list-style-type: none"> - Are your fellow students making choices about what they do or don't attend? For example, due to work commitments? <p>Reply from Dean:</p> <ul style="list-style-type: none"> - First time I've heard about the focus on research being an obstacle to people coming on; maybe there's something we can do to address this in the messaging about the course.