

FRACAREERS MAGAZINE

**FASHION
RETAIL
ACADEMY**

March 2021

FASHION RETAIL ACADEMY

Issue 02

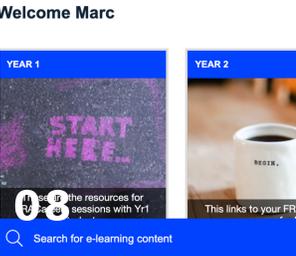


**WELCOME TO ISSUE 2 OF
FRACAREERS MAGAZINE**

*All the latest news for students, parents, guardians and carers from the
FRACareers team at the Fashion Retail Academy*

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TERESA
CHAMBERS

CAREER SERVICE MANAGER

WELCOME FROM THE FRACAREERS TEAM

Welcome to the second issue of the FRACareers magazine. It has been a very different time for us with remote working and all of our careers interactions this term being delivered online. We have seen lots of you in lessons this term, where we delivered workshops on CV's, MBTI (Myers Briggs personality test), how to build a portfolio and a range of career assessments. We have been really delighted by your participation, involvement and wonderful insights.

So thank you!

In this issue we have lots of information on UCAS, more about the service and our phenomenal FRACareers platform, and your FRACareers success stories. We also want to tell you how you can get involved in our issue for the final term of the academic year. Also, for those of you who are leaving us this year there is a section on our FRA Alumni. Nearer the time we'll ensure you know how to join and get the most out of being part of our Alumni FRamily.

We are looking forward to getting you back into the FRA and being able to resume our service face-to-face and really supporting you all in the coming term with your next steps. So please read, enjoy and let us know how you'd like to be involved!

Teresa

THE TEAM



The FRACareers team works closely with our curriculum team, students and industry to support our students next steps. We offer targeted and level-specific interventions that compliment what the students are learning on their course while adding valuable insight into employability.



TERESA CHAMBERS

Careers Service Manager
Level 4 & HE Degrees

Teresa is the Careers Coach who supports HE and all courses across L4 and is responsible for the strategic direction of the careers service. This involves planning all the careers activity and, importantly, constantly reviewing the service as underpinned by the Gatsby Benchmarks.



MARC BRAMMER

Careers Coordinator & Coach
Level 3 Fashion Retail

Marc is responsible for supporting our L3FR students. Marc has historically been instrumental in providing huge support to curriculum with UCAS, and as a team we will continue with this support albeit in a different way.



MARIA-FAITH MENDOZA

Careers Coach Adviser
Level 3 Fashion Design, Level 2 Fashion Retail & Traineeships

Maria is the newest member of the careers team and supports our L3FD and L2FR students. Maria has also supported with UCAS throughout the year, along with the rest of the team, from advice on Universities, to applications, and personal statements.

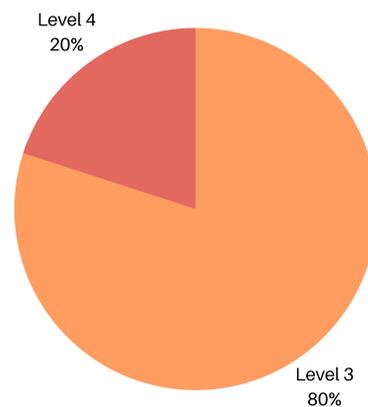
UCAS

FRACAREERS & UCAS

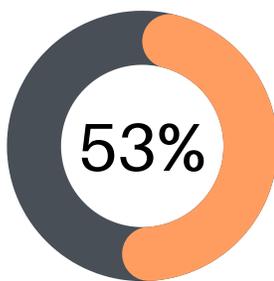
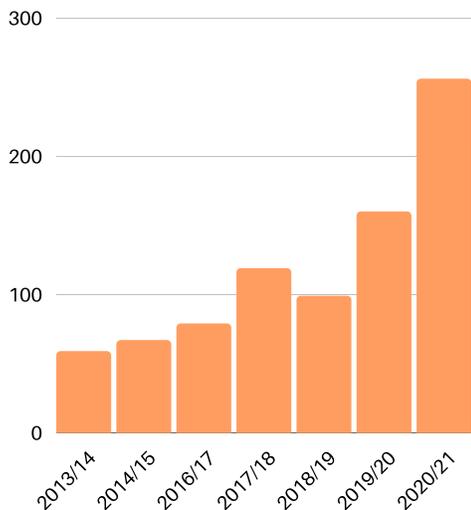
FRACareers continues to support our Level 3 and Level 4 students with applying through UCAS for progression to university following completion of their current course at the Fashion Retail Academy.

This year has been a bumper year for applications with a huge increase from the 2019/20 cycle.

UCAS Applications by Level

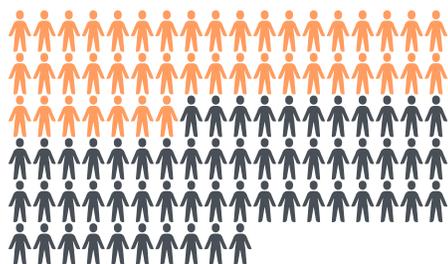


UCAS Year on Year Figures



of FRACareers appointments in term 1 were regarding UCAS applications

Most applications made to University of the Arts, London

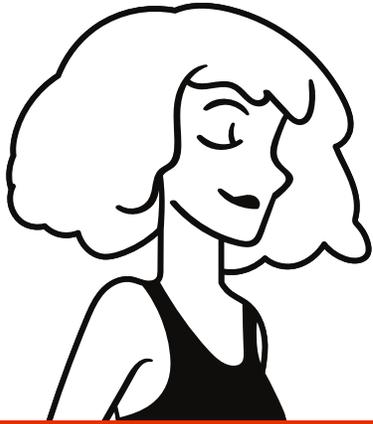


Almost half of all applicants applied for a HE course at the Fashion Retail Academy.

146

UCAS-related 1-1's with students across Level 3 and 4

WHAT OUR STUDENTS SAID ABOUT FRACAREERS & UCAS



"I just wanted to say thank you so much for your help on my university application. I ended up getting an offer from my first choice."

A.S - L3 Fashion Retail

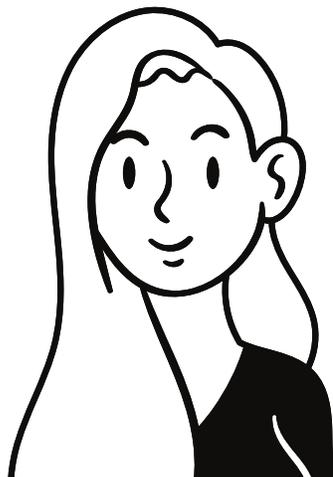
"I got into Parson's, I'm going to Paris! I'm so over the moon, thank you for everything you helped me with."

D.C - L3 Fashion Design



"Thank you for taking the time to help me and for all the information about my personal statement and UCAS. "

H.B - L3 Fashion Retail



"I received a conditional offer from Nottingham Trent last night! I wanted to thank you for all your help with my personal statement."

E.B - L4 Fashion Retail

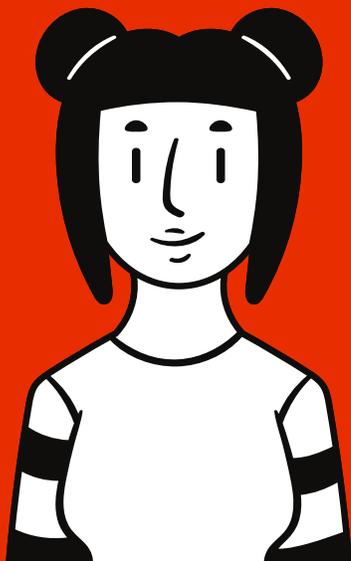




INTRODUCING INTERVIEW360

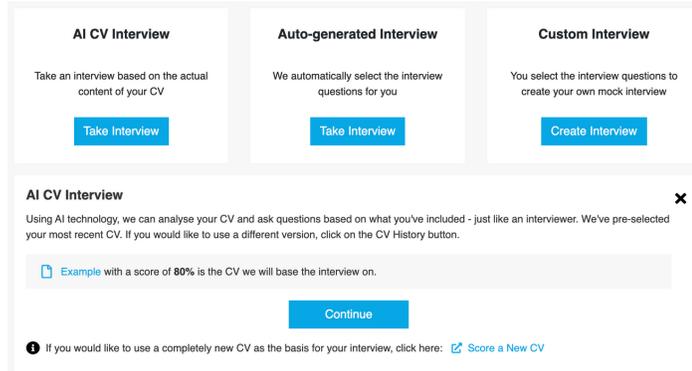
"I liked that I was able to receive feedback on my interview, understanding what I had done well and how I am able to improve."

M.T
- L4 Fashion Retail



The 2020/21 academic year continues to bring developments to our careers platform with the launch of an amazing new feature that once again offers our students tools to gain valuable feedback and insight on their performance.

The hiring process is ever-changing and this has never been more apparent than over the past year. Due to social distancing and being in lockdown the majority of interviews have moved online. Interview360 is here to help you prepare for an interview, be that in person or via video call.



Interview360 offers you the opportunity to sit a range of mock interviews directly through the platform. This industry-ready feature then accesses your microphone and webcam to not only give you an in-depth critique on the content of your answers to the questions, but also give you detailed AI feedback. This covers areas such as; eye contact, speech rate and smile frequency. All of this gives you the opportunity to practise putting together strong, confident answers to commonly asked questions while working on relaxed and approachable body language and speech patterns. If you have uploaded your CV to CV360 there is even an interview that will ask you questions based on the information on that document! Why not take a look today and get prepared for your next interview.

FRACAREERS CAREERS PLATFORM

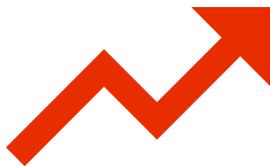
In the second term of the 2020/21 academic year our students have continued to make great use of our amazing careers platform and we have seen huge increases in use of some of the key functionalities.

CAREER PULSE

This is our very own FRA employability confidence assessment tool on the FRACareers platform. Career Pulse asks you a series of questions to determine how confident you feel about some of those essential employability skills.

1175

users have taken FRACareers Pulse so far this academic year.



An 8% increase in confidence with employability skills since September 2020.

CAREER WELLBEING 

BEING WORK-READY 

ALL ABOUT ME 

are areas of confidence for FRA students.

CV360

CV360 is an intuitive user-friendly informative CV analysis resource. It allows you to put your CV through a replica of a recruitment CV scanning tool and see what you score! Your CV goes through 58 different checks from file format and structure to spelling and grammar and how long it takes to read your CV. This is an amazing tool and is something that industry uses widely so it is worth you putting your CV to the test.

606

users have put their CV through CV360 since September 2020.



Using the CV360 feedback users' CV scores have increased by 9%.

2421

CVs have been scored on CV360 this academic year.

OUR WEEKLY NEWSLETTER DELIVERED STRAIGHT TO YOUR FRA EMAIL INBOX

Career Week has continued to offer first-rate content to all students every Friday and includes a wide array of information on apprenticeships, internships and jobs. Our 'Spotlight on Jobs' section brings the latest job vacancies from across the fashion retail sector directly to you. This term we have shared positions with a huge range of brands including:

URBAN OUTFITTERS

L'OCCITANE
EN PROVENCE



MINT VELVET

PRADA

MATCHES FASHION

Other features in Career Week this term have covered areas of interest including:

- National Apprenticeship Week
- International Women's Day
- National Careers Week

We have offered information, links and resources on these and many other important and inspiring events and awareness days.

PAST & FUTURE EDITIONS

When logging into the FRACareers platform you will have access to our 'Career Week Archive'. This can be accessed via the 'Career Week' tile on the homepage. Here all past editions can be accessed and browsed at your leisure.

Also, keep your eyes on your FRA student email inbox on a Friday afternoon for the next edition of Career Week with all the latest industry insights, a spotlight on jobs and loads more interesting and relevant information from the FRACareers team.

13) GORDON
45 years old, Male
Investment Banker
Very wealthy

14) JOHN
40 years old, Male
Dentist

15) SARAH
22 years old, Female
College student
Studying the environment

16) CHARLIE
30 years old, Male
Famous Actor
Known drug addict

17) JOANNE
35 years old, Female
Professional Footballer
Part-time job as a fashion designer

18) BIG JOHN
38 years old, Male
Pilot and Astronaut
Has the flu

19) STELLA
29 years old, Female
Botanist (studies trees and plants)

20) ARNOLD
49 years old, Male
Governor of California

21) KEVIN
30 years old, Male
Reporter for a national newspaper

22) KATE
30 years old, Female
Cook who owns her own restaurant

23) BOB
10 years old, Male
Farm Worker

24) SAPPHEIA
60 years old, Female
Astronomer

25) ROY
45 years old, Male
Mechanic

26) ASTRA
49 years old, Female
Aircraft Mechanic

27) LOLA
22 years old, Female
Singer, Dancer, Actress, smoker,

28) TROY
28 years old, Male
Professional Basketball Player

29) CHRIS
28 years old, Female
Psychologist and Counsellor
Scared of flying

30) ARABELLA
28 years old, Female
Psychologist and Counsellor
Scared of flying

Here are the profiles of the 30 hopefuls for the NASA rocket to the new planet. Remember you can only choose 10 people for the repopulation mission.

FASHION RETAIL ACADEMY

YOU 2.0
EMPLOYABILITY BOOTCAMP

Getting you industry-ready

FRACAR

FEEDBACK

Graded between 1 and 5 against the competencies in the areas of assessment.

1: Does not meet the competency
2: Partially meets the competency
3: Meets the competency
4: Substantial improvement in competency
5: Exceeds the competency

Competencies you will be assessed on and how many points you will be marked out of in each task:

TEAM TASK & PRESENTATION
LEADERSHIP
COMMUNICATION
COLLABORATION
CRITICAL PROBLEM SOLVING

INDIVIDUAL APTITUDE TEST
COMMUNICATION
CRITICAL PROBLEM SOLVING

PROFESSIONAL SKILLS TASK
COMMUNICATION
CRITICAL PROBLEM SOLVING

INTERVIEW
360 MOCK INTERVIEW
COMMUNICATION

SCORING: 2, 1, 1, 1

YOU 2.0 EMPLOYABILITY BOOTCAMP

GETTING YOU INDUSTRY-READY

Ever wondered how brands decide who gets the job? Well, that can often be decided at an Assessment Centre. Here at the FRA, we recognise how brands might be recruiting future talent and are giving you the opportunity to show us what you are made of at the YOU 2.0 Employability Bootcamp. If you are currently in your second year at the FRA, then you will get the opportunity to attend our mock assessment centre and importantly to receive feedback on your performance. And even if you're not planning on going straight into work you are assessed on key skills that are important even at University.

WHAT'S INVOLVED?

You'll be put through a series of real-life assessment centre tasks from a group discussion to completing an aptitude test. It's fun, informative and really sets you up for what will be an assessment method of the future.

WHAT IS IMPORTANT TO REMEMBER FOR A FUTURE REAL-LIFE ASSESSMENT CENTRE?

In a real assessment centre, it's important to:

- Get involved, be assertive but not too dominant and always to include everyone in the conversation or discussion
- Remember that you are constantly being assessed for the time you are there so be aware of how you come across.

YOU 2.0 EMPLOYABILITY BOOTCAMP

We've already put our L4 Fashion Retail and Fast Track Buying and Merchandising students through their paces and they did brilliantly at demonstrating some of those key competencies that employers are looking for.



100% of L4 Fashion Retail students took part in the YOU 2.0 Employability Bootcamp.

YOU 2.0 EMPLOYABILITY BOOTCAMP



"I Feel more confident in myself, less nervous interacting in a group and meeting the criteria certain employers want."

L.O - L4 Fashion Retail



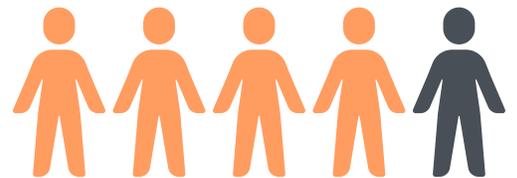
"I feel more equipped for a future assessment as this was good practice and gave us an idea of what we would have to complete."

C.D - L4 Buying & Merchandising (Fast Track)



"It was fun to take part in something that puts you on the spot and gives you feedback."

O.C - L4 Fashion Retail



4/5 students would strongly recommend the session to anyone who may be sitting an assessment centre in the future.

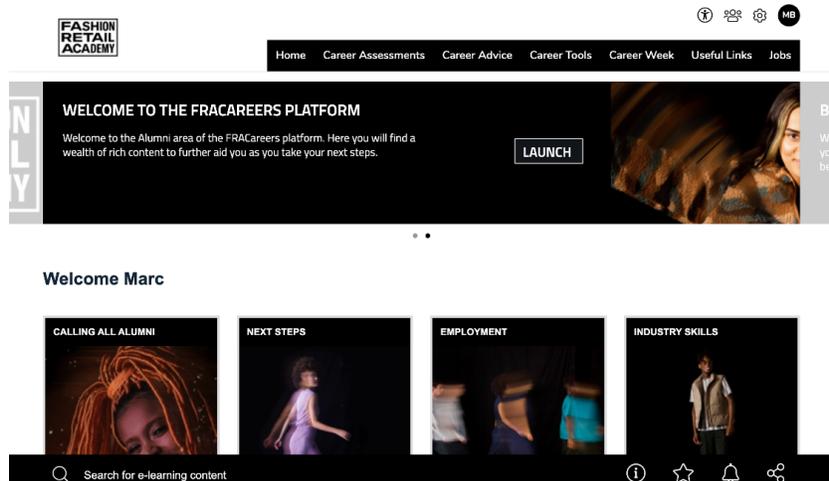
FRA ALUMNI

CONNECT | INSPIRE | GIVE BACK

Are you leaving the Fashion Retail at the end of your Level 3, Level 4, degree or apprenticeship course? It's not too early to start thinking about joining the FRA Alumni.

Signing up gives you access to a Career Coach for 6 months following graduation via email and online appointments. You will also have exclusive access to the alumni theme on our amazing careers platform for 12 months after you leave us. This allows you to continue to use a huge range of incredible features like:

- CV360 - make sure your CV is machine ready and will pass any ATS (Applicant Tracking System) checks
- Career assessments - loads of in-depth assessments to highlight your skills and challenges and offer insight into who you are and how you work
- Interview360 - sit a wide range of interviews through the platform and receive detailed AI feedback on your performance



Plus loads more specifically curated content especially for our alumni to support them in their next steps.

Alongside access to the platform we have a closed LinkedIn group offering opportunities for networking with fellow FRA alumni, exclusive job vacancies and loads of ways to get involved and give back. The team will be coming in to see all graduating groups in term three and will talk students through how to switch over to graduate access and join the LinkedIn group.

We look forward to welcoming you to our alumni when you complete your current studies with us!





YOUR SUCCESSES

FRA STUDENTS ARE BRILLIANT!

Moving into jobs is a major progression route for a lot of students at the FRA and we pride ourselves on being able to offer an unrivalled experience regarding contact with industry.

"I have got a position as a BAA with Mountain Warehouse! I would like to thank you for all of your help and guidance that has encouraged me to keep my chin up and stay motivated!"

A.T - L4 Buying & Merchandising (Fast Track)



So far this year FRACareers have used the jobs board on our innovative careers platform to list a range of jobs and internships to both students and alumni. These vacancies have covered buying, merchandising and digital roles in many different areas including marketing and garment technology. We have supported graduates into jobs roles with top brands across the retail sector and we send them all our congratulations and wish them luck with their next steps!



"I just wanted to say thank you for all of the interview and CV tips you gave they really helped throughout the interview process and I am very grateful!"

G.B - L4 Buying & Merchandising (Fast Track)

2020/21 GRADUATES HAVE SECURED JOBS WITH:

M&S

EST. 1884

MOUNTAIN
WAREHOUSE

PANGAIA

MADE.COM®

ESTÉE LAUDER

RIVER ISLAND

*This is only a selection and graduates have secured jobs with many other brands.

REASONS TO COME AND SEE FRACAREERS



"I really enjoyed the YOU 2.0 tasks, they were really interesting."

E.N

**- L4 Buying & Merchandising
(Fast Track)**

66%

increase in logins across the themes on the FRACareers platform year on year.

32,723

activities completed by students on the platform so far in the 2020/21 academic year.

"Career support and alumni made me feel more confident in my future career."

S.F

**L4 Buying & Merchandising
(Fast Track)**



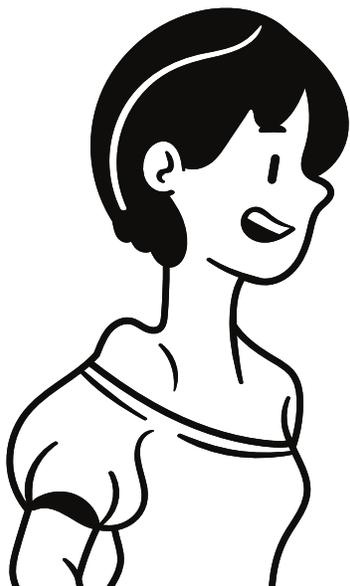
"I think the careers service is the best thing about the FRA."

B.C

**L4 Buying & Merchandising
(Fast Track)**

181

mock interviews taken on the platform since December 2020.



FRACAREERS

NEEDS YOU!



Have you had contact with a Career Coach from FRACareers this year and want to shout about your success? Why not get involved in our term 3 issue?

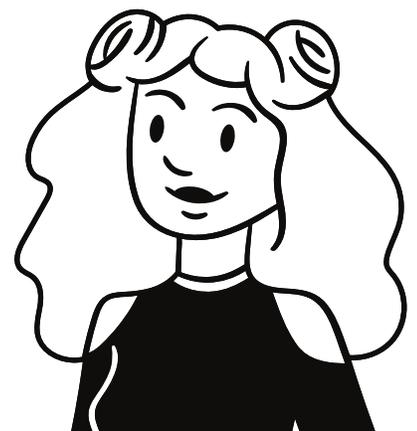
If you have secured a job, apprenticeship, internship or have got offers from your chosen universities we want to hear from you! We love to hear about our students achieving their desired next steps and are passionate about the support we give to them along the way.

If you would like to be featured in Issue 3 of the FRACareers Magazine then please contact us at:

fracareers@fra.ac.uk

"The Career Coaches are both very encouraging and approachable, they always tailor their feedback to you as a person which is the most helpful."

**E.J - L4 Buying & Merchandising
(Fast Track)**



Good luck

**FASHION
RETAIL
ACADEMY**

TO ALL OUR STUDENTS WITH
THEIR FINAL PROJECTS!

We are here to support you with your next steps, no matter
where they may take you.



Need support? Get in touch! An appointment can be
booked directly through the careers platform or you
can email us at the address below:

FRACareers@fra.ac.uk

www.fashionretailacademy.ac.uk