**CE Program Advisory Committee Meeting**



**2023-2024**

 **Fashion**

**April 10, 2024**

#####  Student Union, Room 214

#####  Meeting Convened at 6:02 p.m.

#####  Meeting Adjourned at 8:04 p.m.

#####  Facilitators: Lauren Becker & Michelle Craner

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| **COMMITTEE MEMBERS**Marine Aghhekyan, Free AgentRyan Ahadi, HybridCarmen Arguello, Technical Design, Z SupplyJon Crawford, VP Product, RoarkVipe Desai, Executive Director, SIMATaylor Guerrero, Project Coordinator,  Money MarchErin Hawley, Senior Director of Sales & Supply,  Workquette Sara Kheradvar, E-Commerce Merchandiser,  VolupsaColin Moran, Freenote ClothKelsey Sandoval,  Product Development Manager,  Travis MatthewsKai Sato, Men’s Designer, Volcom Nicole Saunders, Creative Producer,  Beyond YogaTalia Sofferman, Product Development,  Production, Headwear/SunProductionNhi Trieu, E-Commerce Project Manager | **EX-OFFICIO**Lauren Becker, Faculty, OCC Michelle Craner, Faculty, OCCElaine Devlin, K14 Pathways Coordinator,  Career Education, OCC Karen Keup, Career Services, OCCLarissa Nazarenko, Dean, VPA, OCCKyle Slocum, Worked Based Learning, OCC |

##### ADVISORY COMMITTEE MEETING SUMMARY

1. **Welcome & Introductions**
* Committee members introduced themselves and confirmed their respective titles and roles at their respective companies.
* Lauren Becker reviewed the role and responsibilities of advisory meetings as follows:
* Review and access the structure, program-level outcomes, and curriculum of the
Fashion Program.
* Ratify and recommend changes to program structure, PSLOs and curriculum so that the program and curriculum align to stated occupational outcomes and industry needs and requirements.
* Make recommendations for program improvement.

1. **Review and Reaffirmation of Existing Certificate and Degree**
* The committee newly affirm the certificates and degrees:
* Apparel Construction, Associate of Science Degree
* Apparel Construction, Certificate of Achievement
* Apparel Industry Sustainability, Certificate of Specialization
* Fashion Styling & Visual Display, Associate of Science
* Fashion Styling & Visual Display, Certificate of Achievement
* Fashion Design, Associate of Science Degree
* Fashion Design, Certificate of Achievement
* The Fashion Media, Events, & Promotions, Associate of Science
* The Fashion Media, Events, & Promotions Certificate of Achievement
* Fashion Merchandising, Associate of Science
* Fashion Merchandising, Certificate of Achievement
* Industrial Sewing, Certificate of Specialization
* Technical Design and Product Development, Associate of Science
* Technical Design and Product Development, Certificate of Achievement
1. **Program Outcome Data**
* **The committee reviewed and ratified the Program Level Outcomes** (PLOs).
* The Apparel Construction Certificate of Achievement will provide students with core skills in textiles, pattern making, advanced garment construction, fashion history, industry-specific computer programs, and sustainability. Students will also gain knowledge in directed skills related to draping, tailoring, couture clothing construction, and alterations. Upon completion, students will be prepared for entry-level employment in the fields of garment construction, costume stitching, alterations, pattern making, tailoring, and dressmaking in the fashion industry and related businesses.
* Program Outcomes:
* OUTCOME 1: Students will demonstrate hands-on skills in advanced sewing techniques related to tailoring and couture sewing.
* OUTCOME 2: Students will be able to demonstrate pattern making skills, with special attention to the skills involved in draping and flat pattern methods
* OUTCOME 3: Students will be able to sketch designs, cut patterns, sew and alter garments with attention to industry-specific client’s needs.
* Apparel Industry Sustainability Certificate of Specialization: This program focuses on sustainability in the apparel industry including, the study of responsible business, with a focus on environmental sustainability, responsible decision making, social impacts, corporate social responsibility, regulatory compliance, certifications, and other emerging technologies. Students will examine current topics, concepts, trends, and rules that are driving the sustainability and responsible business movement and will develop the skills to compete in the global fashion industry. Completion of the Apparel Industry Sustainability certificate program prepares students for careers in the fashion industry and in related businesses.
* Program Outcomes:
* OUTCOME 1: The outcome of the program is to prepare students for entry-level employment in the fields of sustainable apparel design, merchandising, compliance, product development, production, sales, and marketing and meet the needs of the local fashion industry.
* The Technical Design & Product Development Certificate of Achievement will provide students with core skills in pattern making, garment construction, fashion history, color theory, industry-specific computer programs, and sustainability. Students will also gain knowledge in directed skills related to production processes, intermediate clothing construction, computer-aided pattern making, and 3D design software. Upon completion students will be prepared for entry level employment in the fields of pattern making, sample-making, technical design, sourcing management, production management, quality control supervising, grading, marker making, costing/spec production, pre-production merchandising in the fashion industry, and related businesses.
* Program Outcomes:
* OUTCOME 1: Students will demonstrate a working knowledge of computer pattern making and 3D design software.
* OUTCOME 2: Students will be able to plan, execute, and evaluate technical packages, with special attention to the skills involved in product development.
* OUTCOME 3: Students will be able to design & analyze technical design sketches.
* The Fashion Styling & Visual Display Certificate of Achievement will provide students with core skills in fashion merchandising concepts, fashion history, color theory, industry-specific computer programs, and sustainability. Students will also gain knowledge in directed skills related to visual presentation, creative production, fashion styling, and fashion photography. Upon completion, students will be prepared for entry-level employment in the fields of visual merchandising, styling, fashion marketing and media production in the fashion industry and related businesses.
* Program Outcomes:
* OUTCOME 1: Students will demonstrate a working knowledge of fashion styling for photoshoots.
* OUTCOME 2: Students will be able to plan, execute, and evaluate visual display strategies for retail environments.
* OUTCOME 3: Students will be able to develop and execute backend creative production processes.
* The Fashion Design, Certificate of Achievement will provide students with core skills in design thinking, pattern making, garment construction, fashion history, color theory, industry-specific computer programs, and sustainability. Students will also gain knowledge in directed skills related to Computer-Aided Design (CAD), technical packages, trend forecasting, and design to production processes. Upon completion, students will be prepared for entry-level employment in the fields of design, design assistant, freelance fashion design, or setting up independent design houses in the fashion industry and related businesses.
* Program Outcomes:
* OUTCOME 1: Students will demonstrate a working knowledge of apparel sewing and pattern making.
* OUTCOME 2: Students will be able to create and evaluate technical packages, with special attention to the skills involved in Computer-Aided Design (CAD), measurements, and production needs.
* OUTCOME 3: Students will be able to analyze fashion processes, and develop and execute their own design work.
* The Fashion Merchandising Certificate of Achievement will provide students with core skills in fashion merchandising concepts, fashion history, color theory, industry-specific computer programs, and sustainability. Students will also gain knowledge in directed skills related to retail buying, retail e-commerce management, and e-commerce merchandising. Upon completion, students will be prepared for entry-level employment in the fields of retail management, retail buying, e-commerce merchandising, fashion marketing, and retail planning in the fashion industry and related businesses.
* Program Outcomes:
* OUTCOME 1: Students will demonstrate a working knowledge of retail buying and planning.
* OUTCOME 2: Students will be able to plan, execute, and evaluate e-commerce platforms, with special attention to the skills involved in e-commerce merchandising.
* OUTCOME 3: Students will be able to analyze retail markets relevant to industry careers, and develop and execute retail plans.
* The Fashion Media, Events, & Promotions Certificate of Achievement will provide students with core skills in fashion merchandising concepts, fashion history, color theory, industry-specific computer programs, and sustainability. Students will also gain knowledge in directed skills related to public relations, creative production, writing for social media, photography, and event planning. Upon completion students will be prepared for entry level employment in the fields of event planning, public relations (PR), styling, fashion marketing and media production in the fashion industry and related businesses.
* Program Outcomes:
* OUTCOME 1: Students will demonstrate a working knowledge of fashion marketing and promotions.
* OUTCOME 2: Students will be able to plan, promote and evaluate special events, with special attention to the skills involved in social media, public relations (PR), and creative production.
* OUTCOME 3: Students will be able to analyze fashion marketing concepts relevant to industry careers and develop and execute marketing plans.
* Industrial Sewing, Certificate of Specialization: The outcome of the program is to prepare students for entry-level employment as a competent professional in the field of clothing construction and the use of high-speed sewing equipment and meet the needs of the local fashion industry.
* **Biennial Program Review** (2023-2024 – See Attachment A)
	+ The committee reviewed the occupation/job titles and codes and wage information.
* The committee suggested the following job occupations:
* Affiliate Marketing Coordinator
* Art Director
* Assisting Marketing Specialist
* Brand specialist
* Compliance Generalist/Specialist/Officer
* Content Creator
* Costume Designer
* Creative Director
* Creative Producers
* Customer Retention Manager- E-Commerce Specialist
* Demand Planner (Production Coordinator)
* Digital Marketing
* Ecommerce Merchandiser
* Fashion Marketing coordinator
* Fashion Merchandiser
* Fashion Stylist/Assistant
* Graphic Designer
* Influence Marketing Coordinator
* Merchandise Allocation Specialist
* Merchandise Operations
* Merchandise Coordinator
* Omnichannel Associate
* PR Events Media Coordinator
* Product Developer
* Project Manager
* Production Assistant/Coordinator
* Retail Buyer
* Retail Sales
* Sales Representative
* Sample Coordinator
* Social Media Coordinator/Assistant
* Social Media Specialist
* Sustainability Consultant
* Technical Designer
* Technical Developer
* Textile Developer
* Visual Creative Production Coordinator
* Visual Merchandiser
* Across the board, the data for the wages listed on the Biennial Review is believed to be behind the times.
* Saw a dip in enrollment during COVID, but the numbers are coming back.
* **Perkins Program Core Indicators** (Attachment)
* Perkins funds are allocated to the colleges with the goal of increasing the participation and achievement/completion of CTE programs by “special populations” (subgroups) of students who are “concentrators” in the program. To be included in this data, students need to have completed 12 or more units in the program.
* The target rates of achievement of these subgroups are negotiated and agreed to by the Coastline Community College District. To remain eligible for the funds, a program must show acceptable outcomes by the special populations in the following core indicator areas: postsecondary retention & placement, earned postsecondary credential, non-traditional program enrollment, and employment.
* Unfortunately, the program doesn’t have much data to analyze:
* N/A means not applicable - denominators of 10.
* N/R means not reported indicates categories where no participants were reported.
* DR notation indicates privacy requirements. The small amount of data recorded on the Perkins Core indicators shows that the program is meeting the needs of the subgroups who are concentrators as far as postsecondary retention & placement and the earning of postsecondary credentials.
* The program does a good job at meeting the needs of “special populations” (subgroups) of students who are “concentrators” in the fashion program for all four Perkins Core Indicators.
1. **The committee reviewed and ratified the Last Advisory Committee**

 **Recommendations**

* Last Meeting April 12, 2023
* The committee reviewed and ratified the last advisory committee.
* The committee recommended hiring 2 new full-time hires. The program did not get approval for those hires.
* Added more technical design into the program and made name changes.
* The program purchased the following items with the annual resource request monies:
* large monitors –coming into the classroom soon
* direct textile printer - on its way
* iPad for the Coast Collective/pop-up box
1. **New Curriculum and/or Program Proposals**
* Most of our programs will be going to zero cost textbooks (ZCT) - Fall 2024 implementation.
* The committee recommends the hiring of a part-time professional expert.
* The committee recommends the hiring of two full-time instructors.
1. **Work-Based Learning Opportunities**
* Overview of existing work-based learning elements of program and gaps or needs
* Advisor recommendations and referrals for new internships or apprenticeship opportunities
* Kyle Slocum is here to support internships and workplace learning. Please contact Kyle Slocum at kslocum1@cccd.edu if want to discuss internships.
* Please contact Karen Keup for interest in mentorships at kkeup@cccd.edu.
1. **Industry Update & Employment Trends**
* Emerging technologies and industry developments impacting instructional programs
* ***Industry***hiring practices and trends
* Product line management tools
* 3D software like Browzware
* Project images are often now done by a factory - 3D renderings.
* Using people and locations and not Artificial Intelligence
* Performance Capture
* Verbal communication and old school at Freenote Cloth
* Desire to reignite innovation in design- everything looking the same now- too homogenized.
* Small brands are the “new big.”
* Influences in surfing from different parts of the world
1. **Summary of Committee Recommendations**
* The committee newly affirmed the following program certificates and degrees:
* Apparel Construction, Associate of Science Degree
* Apparel Construction, Certificate of Achievement
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* Industrial Sewing, Certificate of Specialization
* Technical Design and Product Development, Associate of Science
* Technical Design and Product Development, Certificate of Achievement
* New or Revised Curriculum/Classes or Program Structure
* The committee recommends the hiring of a part-time professional expert.
* The committee recommends the hiring of two full-time instructors.
* The committee affirmed the following name changes to the listed 3 courses:
* DVP A180-Display & Visual Presentation to FASH A119 -Intro to Display and Visual Presentation
* MKTG A200 -Intro to E-Commerce to FASH A210-Intro to E-Commerce
* MKTG A220- Retail Buying to FASH A220 - Retail Buying
* The committee recommends the program offering more opportunities in internships.
* The committee recommends giving the option of extending the length of an internship at one company.
* The committee recommends the program looking into expanding its current internship courses.
* New Equipment/Technology
* The committee recommends the purchasing of a credit card reader for the pop-up box/ Coast Collective.
* The committee recommends purchasing software and subscriptions needed to keep the program current.
* The committee recommends purchasing 24 mac desktop computers for the computer lab.
* The committee recommends purchasing 24 iPads for design.
* The committee recommends looking into Product Line Managing tools (PLMs).
* Other recommendations for program improvement
* The committee supports looking for Innovate in education through new technology, digital interface, hardware, software, prompt engineering, and global access, and the committee supports purchasing items to support Innovate.
1. **Closing Remarks**

Lauren and Michelle thanked everyone for their time, input, and help keeping the OCC Fashion Program innovative.