

Fashion Department Advisory Board Meeting | 2024

Attendees: Lorrie Ivas (Faculty), Robert Wynn Armstrong (Faculty), La Tanya Louis (Faculty), Susan Kolko (Faculty), Trish Concannon, Ilse Metchek, Ram Sareen, Kit Kwok, Jade Sykes, Jeannine Braden, Kevan Hall, Esther Ginsberg, Sylvester Angel Cetina, Jeff Abrams, Ann Marie Leahy (Career Services), Guest - Alex Brown (Santa Monica Chamber of Commerce) and David Mendoza (Recorder) Regrets: Brenda Cooper, Cimmi Cumes, Ashleigh Kaspszak, Blanca Gonzalez, Merle Ginsberg, Edgar Yanson, Marta Miller, Taryn Hipwell, Don Pietranczyk.

Date: November 13, 2024

Location: Santa Monica College, Main Campus, Business Building, Room 111

Start time: 1:00 pm

End Time: 3:30 pm

I. ORGANIZATIONAL FUNCTIONS

- A. Call to order – 1:00pm
- B. Roll Call (Attendees listed above are present)

II. OBJECTIVE

- A. The objective is to gather information regarding overlooked skills that are vital to entry level employment in the fashion merchandising, design, and retail industry.

III. PUBLIC COMMENTS

Lorrie Ivas starts the meeting by thanking everyone in attendance. Everyone in attendance proceeds to go around the room and self-introduce themselves to the group. Lorrie Ivas gives a quick summary of everyone's background and their impact on the Fashion Design and Merchandising industry.

IV. MAJOR ITEMS OF BUSINESS

- A. Lorrie Ivas presents brief PowerPoint overview of Department Activities 2023-to present day.
- B. Robert Wynn Armstrong mentions two Career Focused Education classes.
 - a. Business 12: Success Skills for the First Time Manager
 - b. Fashion 23: Fashion Tech Pack 101
- C. Susan Kolko talks in detail about the "First Time Manager Certificate" (working title up for discussion) and the implementation of new class; BUS 12 Success Skills for First-Time Manager. Researched gathered in partnership with Los Angeles Retail, Hospitality and Tourism that suggests that skills are needed in this job sector.
- D. La Tanya Louis shares her new Tech Pack 101 Class and talks about the LA Mode Fashion Show.
- E. Robert Wynn Armstrong shares Student Enrollment Data for the Fall 2017 through Fall 2023 semester.

- F. Lorrie Ivas talks about the history of the Fashion Department at Santa Monica College and talks in detail about the importance of the LA MODE fashion show. Highlights student designer work, collaborations with other departments, collaborations with community partners and student success stories.
- G. La Tanya Louis talks in detail about the FASHN23 class and the benefits this class will have to student learning outcomes and skillset learning that will be utilized in fashion industry employment.
- H. Anne Marie Leahy discusses that the implementation of these classes will fill gaps in skillsets that are needed for fashion students to prepare them to enter the workforce.
- I. Jade Sykes talks about the Future of Retail Summer Camp. The purpose of this camp is to teach fashion design and retail theory principles to teenagers from underrepresented communities. This could be offered at SMC and be effective in creating pathways to both the Fashion and Business Department.

V. **Vote**

- A. Motion to recommend implementation of the Business 12 class: Success Skills for First Time Manager
Vote: Unanimous Approval. 12 yay, 0 nay
- B. Motion to recommend implementation of First Time Manager Certificate (working title)*
Vote: Unanimous Approval. 12 yay, 0 nay
- C. Motion to recommend implementation of the Fashion 23 class: Fashion Tech Pack 101
Vote: Unanimous Approval. 12 yay, 0 nay

VI. **ADJOURNMENT: 3:30 pm**

- A. Lorrie Ivas thanks all the guests for coming and participating in the Advisory Board Meeting

***Addendum**

- A. Email response vote by attending advisory board members to change certificate working title to “Strategic Management Practices for New Managers Certificate” – course list attached