

Fashion Merchandising – Entrepreneurship/Buying/Marketing LMI Statement

The addition of a new Certificate of Performance in Fashion Merchandising – Entrepreneurship/Buying/Marketing provides students with focused training to own a small business and work in retail pathways. The certificate stacks other focused workforce certifications and both Merchandising associate degrees, providing students with multiple training levels and access to the vastly different career paths.

Fashion Merchandising trains a wide range of over 75 different job titles related to 14 different areas representing 25 different SOC (Standard Occupational Classification System) Codes. The combination of scaling down to only five SOC codes that transcend multiple industries and relate to 14 different TOP (Taxonomy of Programs) Codes creates a Labor Market Data analysis that does not provide an accurate picture of employment supply and demand in the industry and the required education. Simply put, the LMI data cannot be isolated to the Fashion Merchandising field.










Please view the Excel sheet (FASH Merch – Job Titles – SOC Codes.xlsx) consisting of the 75 job titles and related SOC codes for further details.

Fashion Merchandising Occupations

Labor Market Analysis: San Diego County

February 2025

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED LEVEL OF EDUCATION
 <p>Do Not Proceed with New Program</p>	 	 	<input type="checkbox"/> Doctorate Degree <input type="checkbox"/> Master's Degree <input checked="" type="checkbox"/> Bachelor's Degree
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	<input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input checked="" type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less Than a HS Diploma <input type="checkbox"/> Apprenticeship
 	<p>HIGH</p> 	<p>HIGH</p> 	

The San Diego & Imperial Center of Excellence (COE) developed this brief to assist the region’s community colleges with strategic planning and program development. *Fashion Merchandising Occupations* include “First-Line Supervisors of Retail Sales Workers;” “General and Operations Managers;” “Marketing Managers;” “Meeting, Convention, and Event Planners;” and “Merchandise Displayers and Window Trimmers.” According to available data, *Fashion Merchandising Occupations* in San Diego County have a labor market demand of 4,428 annual job openings (while average demand for a single occupation in San Diego County is 289 annual job openings), and 24 institutions supply 8,308 awards for these occupations, suggesting that there is an oversupply in the labor market. Employers historically reported to the California Employment Development Department (EDD) and U.S. Bureau of Labor Statistics (BLS) that on average *Fashion Merchandising Occupations* earned entry-level earnings of \$35.38 per hour, which is above the living wage of \$26.01 per hour in San Diego County. Recent online job postings (2022-2024) suggest moderate wages, with entry-level earnings posted between \$24 to \$26 per hour. This brief recommends that the colleges do not proceed with developing a new program for these occupations but supports a program modification because 1) there is an estimated oversupply in the region and 2) a significantly high number of institutions train for these occupations.

Introduction

This report provides labor market information in San Diego County for the following occupational codes in the Standard Occupational Classification (SOC)¹ system:

- **First-Line Supervisors of Retail Sales Workers (SOC 41-1011):** Directly supervise and coordinate activities of retail sales workers in an establishment or department. Duties may include management functions, such as purchasing, budgeting, accounting, and personnel work, in addition to supervisory duties.
- **General and Operations Managers (SOC 11-1021):** Plan, direct, or coordinate the operations of public or private sector organizations, overseeing multiple departments or locations. Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources, but are too diverse and general in nature to be classified in any one functional area of management or administration, such as personnel, purchasing, or administrative services. Usually manage through subordinate supervisors.
- **Marketing Managers (SOC 11-2021):** Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.
- **Merchandise Displayers and Window Trimmers (SOC 27-1026):** Plan and erect commercial displays, such as those in windows and interiors of retail stores and at trade exhibitions.
- **Meeting, Convention, and Event Planners (SOC 13-1121):** Coordinate activities of staff, convention personnel, or clients to make arrangements for group meetings, events, or conventions.

For the purpose of this report, these occupations are referred to as *Fashion Merchandising Occupations*.

¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. <https://www.bls.gov/soc/>.

Projected Occupational Demand

Between 2023 and 2028, employers in San Diego County will need to hire 4,428 workers annually to fill new jobs and backfill jobs in *Fashion Merchandising Occupations* due to attrition caused by turnover and retirement, for example (Exhibit 1). “General and Operations Managers” are projected to have the most labor market demand between 2023 and 2028, with 2,361 annual job openings.

Exhibit 1: Number of Jobs for Fashion Merchandising Occupations (2023-2028)²

Occupational Title	2023 Jobs	2028 Jobs	2023 – 2028 Net Jobs Change	2023 - 2028 % Net Jobs Change	Annual Job Openings (Demand)
General and Operations Managers	25,409	26,878	1,469	6%	2,361
First-Line Supervisors of Retail Sales Workers	12,511	12,304	- 207	- 2%	1,219
Marketing Managers	4,898	5,029	131	3%	414
Meeting, Convention, and Event Planners	2,035	2,180	145	7%	248
Merchandise Displayers and Window Trimmers	1,569	1,582	13	1%	186
Total	46,422	47,973	1,551	3%	4,428

Earnings

According to traditional³ labor market information (LMI), entry-level hourly earnings for *Fashion Merchandising Occupations* range from \$16.86 to \$63.29 (Exhibit 2).

Exhibit 2: Hourly Earnings for Fashion Merchandising Occupations in San Diego County⁴

Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
General and Operations Managers	\$63.29	\$76.70	\$108.03
Marketing Managers	\$55.44	\$78.59	\$104.19
Meeting, Convention, and Event Planners	\$23.19	\$29.71	\$38.52
First-Line Supervisors of Retail Sales Workers	\$18.12	\$22.28	\$28.57
Merchandise Displayers and Window Trimmers	\$16.86	\$18.34	\$21.77

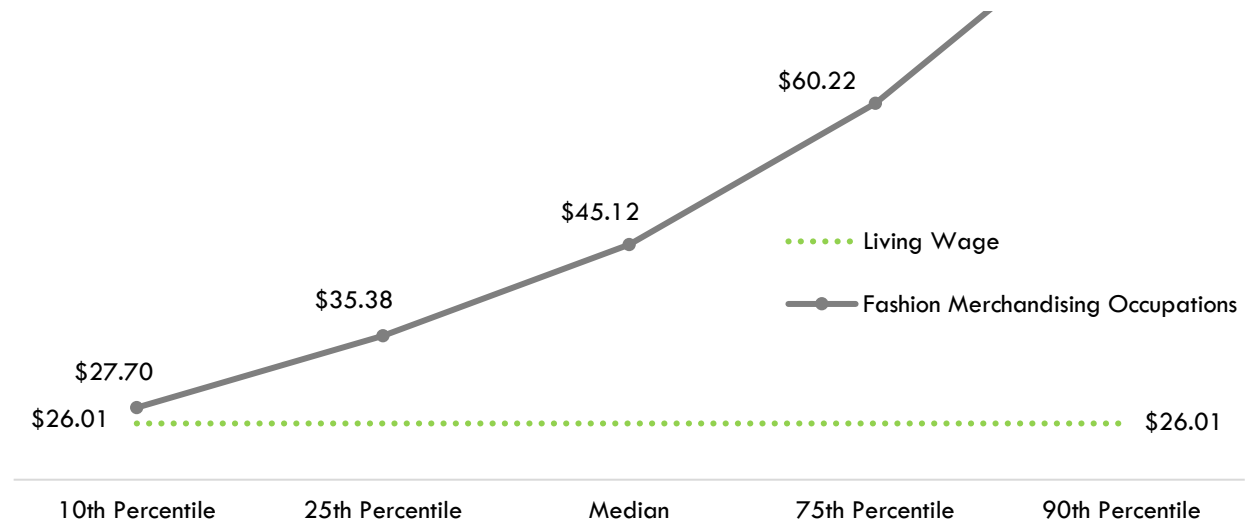
² Lightcast 2024.04; QCEW, Non-QCEW, Self-Employed.

³ Traditional LMI is generally historical data captured by the U.S. Bureau of Labor Statistics (BLS) or the California Employment Development Department (EDD). It does not account for recent technological, economic, or legislative changes that may affect labor market demand and wages.

⁴ Lightcast 2024.04; QCEW, Non-QCEW, Self-Employed.

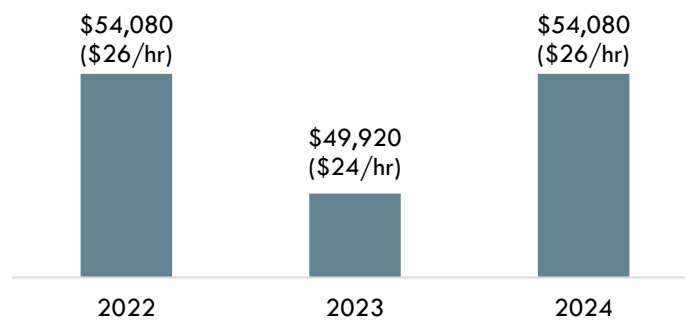
On average, the entry-level hourly earnings are \$35.38—or \$73,590.40 annual salary⁵; this is more than the living wage for a single adult in San Diego County, which is \$26.01 per hour (Exhibit 3).⁶

Exhibit 3: Hourly Earnings⁷ for Fashion Merchandising Occupations in San Diego County⁸



Between January 1, 2022 and December 30, 2024, employers advertised between \$24 to \$26 per hour in online job postings for Fashion Merchandising Occupations in San Diego County (Exhibit 4).⁹ This suggests that employers in recent years have maintained wages due to labor market forces that may not be captured by traditional LMI.

Exhibit 4: Entry-Level Advertised Salaries in Online Job Postings for Fashion Merchandising Occupations in San Diego County (2021-2023)*



*Hourly wages are rounded to the nearest dollar amount.

⁵ Annualized salaries assume a full-time position with 2,080 hours. Multiplying the hourly wage with 2,080 yields the annual salary.

⁶ Center for Women's Welfare, University of Washington. (2024). The self-sufficiency standard for California 2024. selfsufficiencystandard.org/California.

⁷ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁸ Lightcast 2024.04; QCEW, Non-QCEW, Self-Employed.

⁹ Lightcast 2024.04; "Job Posting Analytics." 2022-2024.

Expected Level of Education

According to traditional LMI, *Fashion Merchandising Occupations* have a national educational attainment ranging from a [bachelor's degree](#) to a [high school diploma or equivalent](#).¹⁰ (Exhibit 5).

Exhibit 5: National Educational Attainment for *Fashion Merchandising Occupations*¹¹

Occupational Title	Typical Entry-Level Education
General and Operations Managers	Bachelor's degree
Marketing Managers	Bachelor's degree
Meeting, Convention, and Event Planners	Bachelor's degree
First-Line Supervisors of Retail Sales Workers	High school diploma or equivalent
Merchandise Displayers and Window Trimmers	High school diploma or equivalent

Online job postings between January 1, 2022 and December 31, 2024 in San Diego County had a [bachelor's degree](#) as the most requested educational requirement for *Fashion Merchandising Occupations*; however, employers also expected the following certifications (Exhibit 6).¹²

Exhibit 6: Top Certifications for *Fashion Merchandising Occupations* in San Diego County in Online Job Postings (2022-2024)¹³

1. Master Of Business Administration (MBA)
2. Cardiopulmonary Resuscitation (CPR) Certification
3. Basic Life Support (BLS) Certification
4. ServSafe Certification
5. Project Management Professional Certification
6. First Aid Certification
7. Security Clearance
8. Food Handler's Card
9. Automotive Service Excellence (ASE) Certification
10. Cosmetology License

¹⁰ Lightcast 2024.04; QCEW, Non-QCEW, Self-Employed.

¹¹ Lightcast 2024.04; QCEW, Non-QCEW, Self-Employed.

¹² Lightcast 2024.04; "Job Posting Analytics." 2022-2024.

¹³ Lightcast 2024.04; "Job Posting Analytics." 2022-2024.

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes. There are 14 TOP codes and 21 CIP codes related to *Fashion Merchandising Occupations* (Exhibit 7).

Exhibit 7: Related TOP and CIP Codes for *Fashion Merchandising Occupations*¹⁴

TOP or CIP Code	TOP or CIP Program Title
TOP 0501.00	Business and Commerce, General
TOP 0505.00	Business Administration
TOP 0506.00	Business Management
TOP 0506.30	Management Development and Supervision
TOP 0506.40	Small Business and Entrepreneurship
TOP 0506.50	Retail Store Operations and Management
TOP 0508.00	International Business and Trade
TOP 0509.00	Marketing and Distribution
TOP 0509.40	Sales and Salesmanship
TOP 0509.60	Display
TOP 0509.70	E-Commerce (Business emphasis)
TOP 0514.40	Office Management
TOP 1303.20	Fashion Merchandising
TOP 1307.00	Hospitality
CIP 19.0905	Apparel and Textile Marketing Management
CIP 52.0101	Business/Commerce, General
CIP 52.0201	Business Administration and Management, General
CIP 52.0204	Office Management and Supervision
CIP 52.0205	Operations Management and Supervision
CIP 52.0208	E-Commerce/Electronic Commerce
CIP 52.0211	Project Management
CIP 52.0212	Retail Management

¹⁴ This brief uses a conservative estimate of program supply and only calculates awards from the TOP code listed in Exhibit 7.

TOP or CIP Code	TOP or CIP Program Title
CIP 52.0701	Entrepreneurship/Entrepreneurial Studies
CIP 52.0704	Social Entrepreneurship
CIP 52.0907	Meeting and Event Planning
CIP 52.1001	Human Resources Management/Personnel Administration, General
CIP 52.1101	International Business/Trade/Commerce
CIP 52.1401	Marketing/Marketing Management, General
CIP 52.1404	Digital Marketing
CIP 52.1801	Sales, Distribution, and Marketing Operations
CIP 52.1803	Retailing and Retail Operations
CIP 52.1804	Selling Skills and Sales Operations
CIP 52.1899	General Merchandising, Sales, and Related Marketing Operations, Other
CIP 52.1902	Fashion Merchandising
CIP 52.1904	Apparel and Accessories Marketing Operations

According to TOP data, nine community colleges supply the region with awards for these occupations: Cuyamaca College, Grossmont College, MiraCosta College, Palomar College, San Diego City College, San Diego College of Continuing Education, San Diego Mesa College, San Diego Miramar College, and Southwestern College.. According to CIP data, 15 non-community-college institutions supply the region with awards: Alliant International University-San Diego, Ashford University, California Miramar University, California State University-San Marcos, John Paul the Great Catholic University, National University, Northcentral University, Point Loma Nazarene University, San Diego Christian College, San Diego State University, Southern States University, United States University, University of Saint Katherine, University of San Diego, and Vista Adult School (Exhibit 8).

**Exhibit 8: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2019-20 Through Program Year 2022-23 Average)**

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY20-21 to PY22-23)	Other Educational Institutions 3-Yr Annual Average Awards (PY19-20 to PY21-22)	Total Average Supply (PY19-20 to PY22-23)
0501.00	Business and Commerce, General	289	0	289
	• Cuyamaca	5	0	
	• Grossmont	17	0	
	• MiraCosta	13	0	
	• Palomar	43	0	
	• San Diego Cont Ed	189	0	
	• San Diego Mesa	22	0	
	• Southwestern	0	0	
0505.00	Business Administration	1,673	0	1,673
	• Cuyamaca	115	0	
	• Grossmont	405	0	
	• MiraCosta	187	0	
	• Palomar	183	0	
	• San Diego City	84	0	
	• San Diego Mesa	291	0	
	• San Diego Miramar	191	0	
	• Southwestern	217	0	
0506.00	Business Management	930	0	930
	• Cuyamaca	5	0	
	• Grossmont	10	0	
	• MiraCosta	42	0	
	• Palomar	150	0	
	• San Diego Cont Ed	664	0	
	• San Diego Mesa	9	0	
	• San Diego Miramar	13	0	
	• Southwestern	37	0	

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY20-21 to PY22-23)	Other Educational Institutions 3-Yr Annual Average Awards (PY19-20 to PY21-22)	Total Average Supply (PY19-20 to PY22-23)
0506.30	Management Development and Supervision	3	0	3
	• Southwestern	3	0	
0506.40	Small Business and Entrepreneurship	769	0	769
	• Cuyamaca	4	0	
	• MiraCosta	27	0	
	• San Diego Cont Ed	724	0	
	• San Diego City	5	0	
	• San Diego Mesa	3	0	
	• San Diego Miramar	1	0	
	• Southwestern	5	0	
0506.50	Retail Store Operations and Management	9	0	9
	• Grossmont	1	0	
	• MiraCosta	3	0	
	• San Diego Mesa	5	0	
0508.00	International Business and Trade	5	0	5
	• Southwestern	5	0	
0509.00	Marketing and Distribution	87	0	87
	• Grossmont	7	0	
	• MiraCosta	21	0	
	• San Diego Cont Ed	48	0	
	• San Diego Mesa	6	0	
	• Southwestern	5	0	
0509.70	E-Commerce (business emphasis)	2	0	2
	• Southwestern	2	0	
0514.40	Office Management	3	0	3
	• MiraCosta	1	0	
	• San Diego Mesa	2	0	

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY20-21 to PY22-23)	Other Educational Institutions 3-Yr Annual Average Awards (PY19-20 to PY21-22)	Total Average Supply (PY19-20 to PY22-23)
1303.20	Fashion Merchandising	31	0	31
	• Palomar	14	0	
	• San Diego Cont Ed	12	0	
	• San Diego Mesa	5	0	
1307.00	Hospitality	39	0	39
	• Grossmont	9	0	
	• MiraCosta	11	0	
	• San Diego Mesa	7	0	
	• Southwestern	12	0	
52.0201	Business Administration and Management, General	0	3,537	3,537
	• Alliant International University-San Diego	0	15	
	• Ashford University	0	676	
	• California Miramar University	0	25	
	• California State University-San Marcos	0	584	
	• John Paul the Great Catholic University	0	5	
	• National University	0	226	
	• Northcentral University	0	35	
	• Point Loma Nazarene University	0	69	
	• San Diego Christian College	0	25	
	• San Diego State University	0	1,722	
	• Southern States University	0	9	
	• United States University	0	2	
	• University of Saint Katherine	0	21	
	• University of San Diego	0	123	
52.0205	Operations Management and Supervision	0	66	66
	• Ashford University	0	66	

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY20-21 to PY22-23)	Other Educational Institutions 3-Yr Annual Average Awards (PY19-20 to PY21-22)	Total Average Supply (PY19-20 to PY22-23)
52.0208	E-Commerce/Electronic Commerce	0	25	25
	• Ashford University	0	25	
52.0211	Project Management	0	136	136
	• Ashford University	0	136	
52.0701	Entrepreneurship/Entrepreneurial Studies	0	62	62
	• Ashford University	0	58	
	• John Paul the Great Catholic University	0	4	
52.1001	Human Resources Management/Personnel Administration, General	0	301	301
	• Ashford University	0	293	
	• National University	0	0	
	• Vista Adult School	0	8	
52.1101	International Business/Trade/Commerce	0	179	179
	• Ashford University	0	18	
	• San Diego State University	0	124	
	• University of San Diego	0	37	
52.1401	Marketing/Marketing Management, General	0	162	162
	• Point Loma Nazarene University	0	30	
	• Southern States University	0	31	
	• University of San Diego	0	101	
52.1404	Digital Marketing	0	0	0
	• University of Saint Katherine	0	0	
			Total	8,308

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply¹⁵ suggests that there is an oversupply for these occupations in San Diego County, with 4,428 annual openings and 8,308 awards. Comparatively, there are 51,468 annual openings in California and 58,297 awards, suggesting that there is an oversupply across the state¹⁶ (Exhibit 9).

Exhibit 9: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply (Annual Awards)	Supply Gap or Oversupply
San Diego	4,428	8,308	-3,880
California	51,468	58,297	-6,829

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

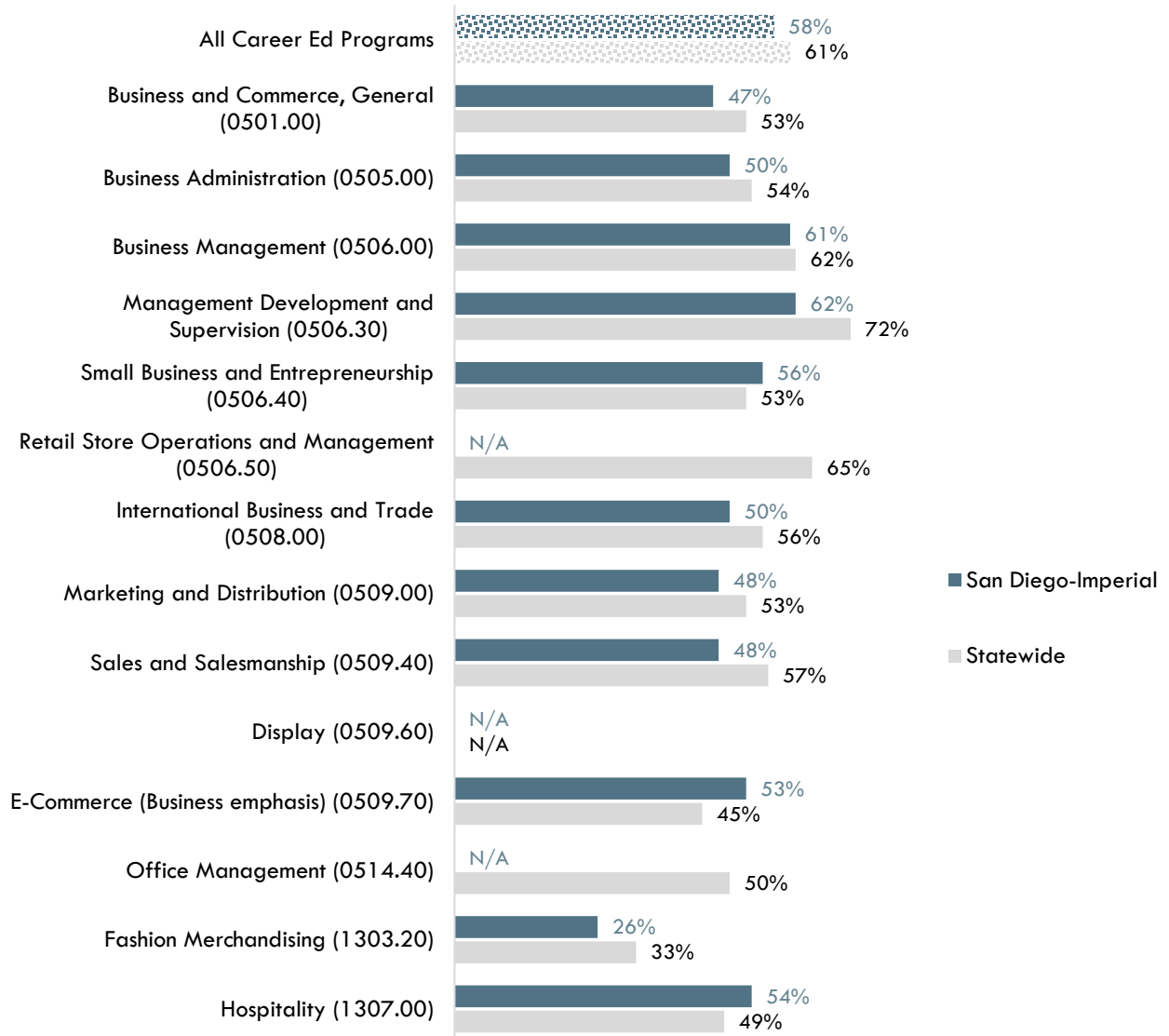
¹⁵ Labor supply can be found from two different sources: Lightcast or the California Community Colleges Chancellor's Office MIS Data Mart. Lightcast uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

¹⁶ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/our-resources.

Student Outcomes and Regional Comparisons

According to the California Community Colleges DataVista, 26 to 62 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Fashion Merchandising Occupations*, compared to 33 to 72 percent statewide and 61 percent of students in Career Education programs in general across the state (Exhibit 10).¹⁷

Exhibit 10: Percentage of Students Who Earned a Living Wage by Program, PY2021-22¹⁸



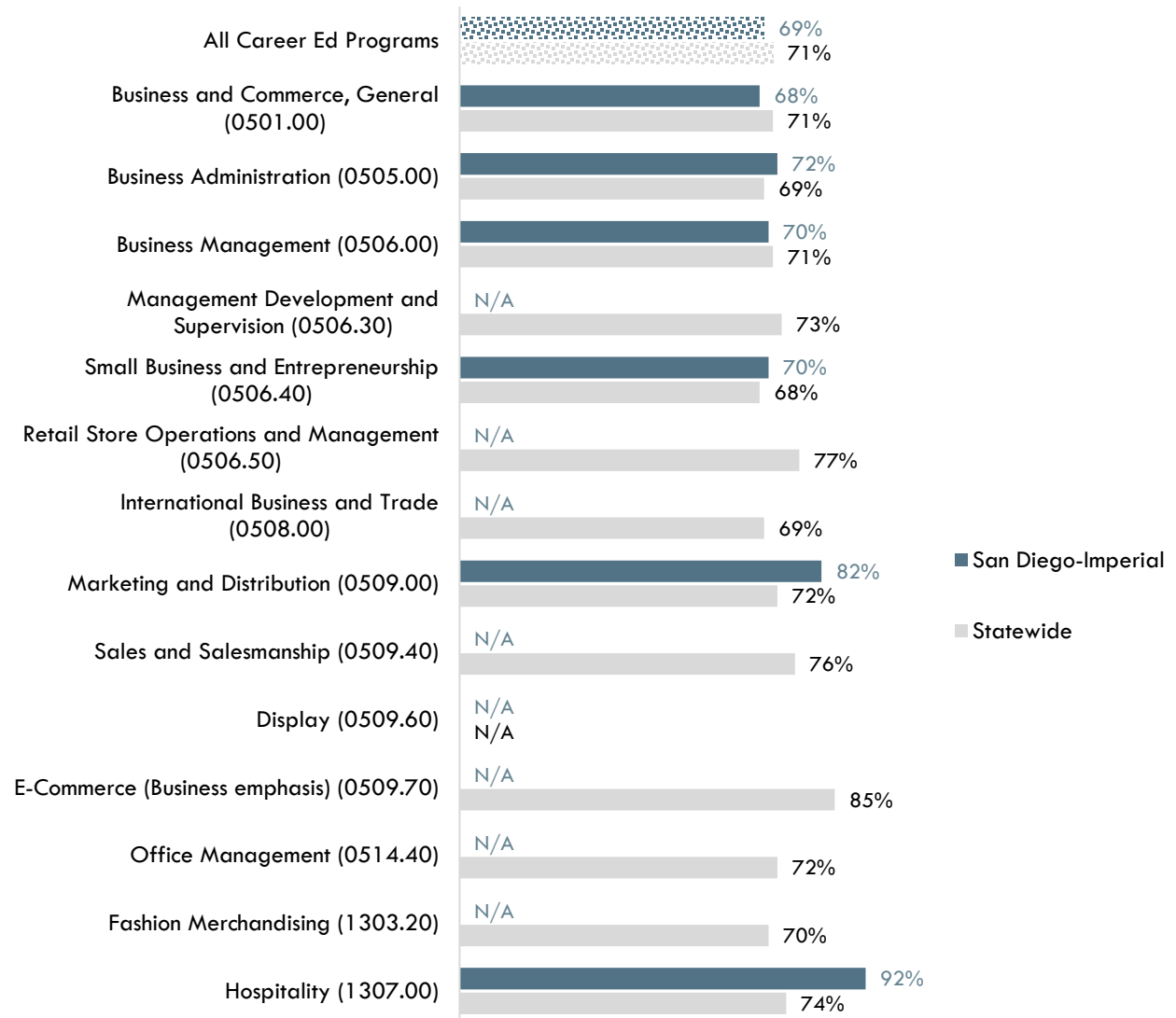
"N/A" indicates insufficient data

¹⁷ DataVista, California Community Colleges, datavista.cccco.edu/.

¹⁸ Most recent year with available data is Program Year 2021-22. Among completers and skills builders who exited, the percentage of students who attained a living wage.

According to the California Community Colleges DataVista, 68 to 92 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Fashion Merchandising Occupations*, compared to 68 to 85 percent statewide and 71 percent of students in Career Education programs in general across the state (Exhibit 11).¹⁹

Exhibit 11: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2020-21²⁰



"N/A" indicates insufficient data

¹⁹ DataVista, California Community Colleges, datavista.cccco.edu/.

²⁰ Most recent year with available data is Program Year 2020-21. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

Employers

Between January 1, 2022 and December 31, 2024, the top five employers in San Diego County for *Fashion Merchandising Occupations* were *CVS Health*, *Intuit*, *Crossmark*, *Thermo Fisher Scientific*, and *SAS Retail Services* based on online job postings (Exhibit 12).

Exhibit 12: Top Employers for *Fashion Merchandising Occupations* in San Diego County²¹

Top Employers	
<ul style="list-style-type: none"> • CVS Health • Intuit • Crossmark • Thermo Fisher Scientific • SAS Retail Services 	<ul style="list-style-type: none"> • Walmart • Qualcomm • Goodwill • PetCo • The Coca-Cola Company

Skills

Exhibit 13 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2022 and December 31, 2024.

Exhibit 13: Top Skills for *Fashion Merchandising Occupations* in San Diego County²²

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Merchandising • Marketing • Selling Techniques • Retail Operations • Project Management • Product Management • Key Performance Indicators • New Product Development • Product Knowledge • Inventory Management • Auditing • Visual Merchandising • Finance • Loss Prevention • Operations Management 	<ul style="list-style-type: none"> • Sales • Communication • Customer Service • Management • Leadership • Operations • Planning • Coaching • Problem Solving • Detail Oriented • Writing • Lifting Ability • Interpersonal Communications • Scheduling • Self-Motivation 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft Office

²¹ Lightcast 2024.04; "Job Posting Analytics." 2022-2024.

²² Lightcast 2024.04; "Job Posting Analytics." 2022-2024.

Prepared by:

Tina Ngo Bartel, Executive Director (tngobartel@miracosta.edu)

John Edwards, Research Analyst (jedwards@miracosta.edu)

San Diego & Imperial Center of Excellence



CENTER OF EXCELLENCE
SAN DIEGO & IMPERIAL

Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.



San Diego Community College District

City College · Mesa College · Miramar College · College of Continuing Education

San Diego Mesa College Fashion Advisory Committee

Virtual Vote

Tuesday, Feb 4 – Thursday, Feb 13, 2025

I. Introductions / Sign In

- a. This was a virtual vote done via email and a Google Form to approve the program's suggested modifications to their existing awards and the addition of a new certificate and course as follows:
 - i. Modifications:
 1. Fashion Design AS and CA
 2. Computer Fashion Technology: Design AS and CA
 3. Fashion Merchandising: Foundations CA
 4. Fashion Merchandising AS and CA
 5. Fashion Technology: Merchandising CA
 - ii. New Certificate:
 1. Fashion Merchandising: Entrepreneurship/Buying/Marketing CA
 - iii. New Course:
 1. Fashion Data Management (1 unit)
- b. The modifications for the design awards are being done to reduce the units for the awards to help our students complete their degrees in a timely manner, while ensuring alignment to industry needs for employment. The modifications for the merchandising awards are being done in order to clarify career pathways for students and ensure the alignment to industry needs for employment in these fields.
- c. The creation of the new Merchandising certificate is to help provide a clearer pathway for those students wanting to seek employment in the fields of entrepreneurship, buying, and/or marketing. This clarifies student trajectories and ensures they are taking the courses they need to become employed in these areas.
- d. The new course will be Fashion Data Management where students learn essential skills in technical packages, data management, spreadsheets and visual reports specific to the Fashion Industry. The creation of this course has been recommended by the advisory committee in several previous meetings.

II. Approval of Agenda & Minutes

- a. n/a – this meeting was a virtual vote only – no other meeting agenda items were discussed, and no synchronous meeting took place.

III. Curriculum Updates and Vote

- a. Fashion Contract Faculty (Jordyn Smiley and Lyndsey Johnson) sent an email to advisory board members with the details of the award modifications, new certificate and new course:
 - i. Restructuring of design awards to decrease number of units and better align with industry / career pathways:
 1. Fashion Design CA: reduction of 2-8 units
 2. Fashion Design AS: reduction of 6-10 units

3. Computer Fashion Tech CA: reduction of 3-4 units
 4. Computer Fashion Tech AS: reduction of 3-7 units
 - ii. Re-naming of the awards to be more in alignment with industry terminology and to clarify career pathways:
 1. "Fashion Design" will become "Fashion and Costume Design"
 - a. Within the AS and Cert there will be two emphases– one for Fashion and one for Costume.
 2. "Computer Fashion Technology – Design" will become "Fashion Technology: Design"
 3. "Fashion Merchandising CA" will become Fashion Merchandising: Visual Merchandising/Styling/Event Production CA"
 - iii. Creation of new Fashion Merchandising Certificate:
 1. "Fashion Merchandising: Entrepreneurship/Buying/Marketing CA"
 - iv. New Course:
 1. Fashion Data Management (1 unit)
- b. **Advisory Board Members voted on** modifications to Fashion Design and Fashion Merchandising Awards, **Creation of New Merchandising Certificate** and Creation of New Course (Fashion Data Management) via a Google Form (*see figs. 1-4*)
- i. Design Award Modifications:
 1. 7 out of 7 board members (all professionals, no faculty) voted in favor of Design award modifications, with 1 member suggesting to include a Communications Class as an option and 1 member suggesting to include a 3D technology class in the future.
 2. 0 members voted in opposition of the Design award modifications
 - ii. Merchandising Award Modifications:
 1. 7 out of 7 board members (all professionals, no faculty) voted in favor of the Merchandising award modifications, with 1 member suggesting to include a Communications Class as an option.
 2. 0 members voted in opposition of the Merchandising award modifications.
 - iii. **New Merchandising Certificate:**
 1. **7 out of 7 board members (all professionals, no faculty) voted in favor of the new Merchandising Certificate**
 2. **0 members voted in opposition of the new Merchandising Certificate.**
 - iv. New Fashion Course:
 1. 7 out of 7 board members (all professionals, no faculty) voted in favor of the new fashion course, with 0 suggestions for modifications.
 2. 0 members voted in opposition of the new fashion course.

Fig. 1: Voting Results for Modifications to Design Awards:

Timestamp	Your Name:	Company Name / Position Title	Do you approve the suggested modifications to the Design Awards?	If you answered "with modifications" above, please list your suggested modifications to the DESIGN awards
2/4/2025 8:37:17	Bridget Fitch	Designer	Yes	
2/4/2025 10:52:32	Gretchen Bergman	Gretchen productions	Yes	
2/4/2025 11:01:06	Danielle Rushing	Apparel and Accessories Designer/Founder	Yes	
2/4/2025 11:28:23	charlotte devaux shields	Old Globe Theatre /Costume Designer	Yes, with suggested modifications (please list below)	I suggest a type of communications class to equip the students on how to present and describe their work and confidently communicate ideas. Thank you.
2/4/2025 20:08:17	Marty Omish	MartyO Design	Yes	
2/12/2025 20:52:57	Ashley Meek	Volcano Designs / Owner, Designer	Yes	I agree with these changes but I would also like to see a 3D course available for the technology certificates in the future
2/13/2025 15:57:19	Susan Lazear	Creative Director, Cochenille Design Studio, Emeritus Professor of Fashion	Yes	

Fig. 2: Voting Results for Modifications to Merchandising Awards:

Timestamp	Your Name:	Company Name / Position Title	Do you approve the suggested modifications to the Merchandising Awards?	If you answered "with modifications" above, please list your suggested modifications to the MERCHANDISING degrees (and reasoning) here:
2/4/2025 8:37:17	Bridget Fitch	Designer	Yes	
2/4/2025 10:52:32	Gretchen Bergman	Gretchen productions	Yes	
2/4/2025 11:01:06	Danielle Rushing	Apparel and Accessories Designer/Founder	Yes	
2/4/2025 11:28:23	charlotte devaux shields	Old Globe Theatre /Costume Designer	Yes, with suggested modifications (please list below)	I suggest a type of communications class to equip the students on how to present and describe their work and confidently communicate ideas. Thank you.
2/4/2025 20:08:17	Marty Omish	MartyO Design	Yes	
2/12/2025 20:52:57	Ashley Meek	Volcano Designs / Owner, Designer	Yes	
2/13/2025 15:57:19	Susan Lazear	Creative Director, Cochenille Design Studio, Emeritus Professor of Fashion	Yes	

Fig. 3: Voting Results for Creation of new Merchandising Certificate:

Timestamp	Your Name:	Company Name / Position Title	Do you approve the creation of the new Fashion Merchandising Certificate - Entrepreneurship / Buying / Marketing?	If you answered "with modifications" above, please list your suggested modifications to the Merchandising: Entrepreneurship/Buying/Marketing Certificate (and reasoning) here:
2/4/2025 8:37:17	Bridget Fitch	Designer	Yes	
2/4/2025 10:52:32	Gretchen Bergman	Gretchen productions	Yes	
2/4/2025 11:01:06	Danielle Rushing	Apparel and Accessories Designer/Founder	Yes	
2/4/2025 11:28:23	charlotte devaux shields	Old Globe Theatre /Costume Designer	Yes, with suggested modifications (please list below)	I suggest a type of communications class to equip the students on how to present and describe their work and confidently communicate ideas. Thank you.
2/4/2025 20:08:17	Marty Omish	MartyO Design	Yes	Good plan!
2/12/2025 20:52:57	Ashley Meek	Volcano Designs / Owner, Designer	Yes	
2/13/2025 15:57:19	Susan Lazear	Creative Director, Cochenille Design Studio, Emeritus Professor of Fashion	Yes	

Fig. 4: Voting Results for Creation of new Fashion Data Management Course:

Timestamp	Your Name:	Company Name / Position Title	Do you approve the creation of a new Fashion Data Mgmt course?
2/4/2025 8:37:17	Bridget Fitch	Designer	Yes
2/4/2025 10:52:32	Gretchen Bergman	Gretchen productions	Yes
2/4/2025 11:01:06	Danielle Rushing	Apparel and Accessories Designer/Founder	Yes
2/4/2025 11:28:23	charlotte devaux shields	Old Globe Theatre /Costume Designer	Yes
2/4/2025 20:08:17	Marty Omish	MartyO Design	Yes
2/12/2025 20:52:57	Ashley Meek	Volcano Designs / Owner, Designer	Yes
2/13/2025 15:57:19	Susan Lazear	Creative Director, Cochenille Design Studio, Emeritus Professor of Fashion	Yes