

Santa Rosa Junior College

Program Resource Planning Process

Fashion Studies 2017

1.1a Mission

The Fashion Studies Program provides theoretical knowledge as well as practical application of the skills needed for employment in various phases of the commercial fashion industry. Emphasis within the Fashion Industry is placed in the areas of Fashion Merchandising and Fashion Apparel and Production. The Fashion Studies Program was reviewed Spring 2012 and Fall 2012 under the Policy 3.6 Program Review, Evaluation, Revitalization and Discontinuance. The Clothing Construction and Alterations Certificate of Achievement has been terminated effective Fall 2014. The Fashion Studies Retail Merchandising Certificate of Achievement has been reduced to 20.0 units and the Fashion Apparel and Production Certificate of Achievement has been reduced to 20.0 units and renamed to Fashion Design Assistant Certificate of Achievement effective Fall 2014. The program provides excellent opportunities for personal skill development and for those seeking the new Fashion Studies Certificate of Achievements. The Associate of Arts Degree is also still available for Fashion Studies students to pursue by completing either of the Fashion Studies Certificates of 20.0 units + 23 units of General Education requirements + 17 units of Electives for a total of 60 units. Last year's PRPP indicated the AA Degree was no longer available and that was incorrect.

1.1b Mission Alignment

The Fashion Studies Program supports the district's mission and initiatives in a number of areas: 1.) we provide both academic and vocational education to students; 2.) graduates of our certificate programs are trained in areas that will enhance the economic development and competitiveness of Sonoma County; 3.) we offer courses at this time only on the Santa Rosa campus.

The Fashion Studies 70A Clothing Construction class was offered at Petaluma in Fall 2012. The Dean at Petaluma campus did not want Fashion classes in Petaluma for the Spring 2013. It is hoped that the Deans will want to offer some Fashion Studies courses in Petaluma in the future. More Fashion Studies courses could be offered at Petaluma if the room had storage cabinets and space for the teaching supplies needed to teach courses like Flat Pattern and Draping. Students must bring their own sewing machines to class because there is not enough equipment (sewing machines) to support this class. The Program Coordinator has listed 4 new sewing machines on the Instructional Supplies List along with additional storage cabinets. Dress forms will also be needed to teach the advance classes in Flat Pattern and Draping.

College of Marin does not offer any Fashion Studies courses and SRJC could draw on students from that area who would be interested in our fashion courses.

1.1c Description

FASH - The Fashion Studies Program participated in the 3.6 Policy - Program Review, Evaluation, Revitalization, and Discontinuance in Spring 2012 and Fall 2012. On December 19, 2012, an email was sent to the CFS Dept. Chair and Fashion Studies Program Coordinator describing the findings of the Senate SubCommittee and Mary Kay Rudolph regarding approval to revitalize the Fashion Studies Program.

Certificate Revisions:

The Fashion Merchandising Certificate of Achievement has been reduced from 29 units to 20.0 units.

The Apparel Design and Production Certificate of Achievement has been reduced from 34.0 units to 20.0 units. It will be renamed Fashion Design Assistant Certificate of Achievement.

The Custom Clothing and Alterations Certificate of Achievement (28 units) was terminated.

An Associate of Arts Degree in Fashion Studies is still available for students to pursue by completing either of the Fashion Studies certificate of achievement + 23 units of General Education requirements + 17 units of Electives for a total of 60 units. Last year's PRPP Report stated the AA Degree was no longer available and that is incorrect.

Some courses within the Fashion Studies Program are transferable to CSU and UC systems.

1.1d Hours of Office Operation and Service by Location

(Dean's Comment: This section is out-of-date will need to be updated once the staffing for Garcia Hall is finalized.)

The Consumer and Family Studies Department office is located at Garcia Hall, Room 801. The Administrative Assistant works Monday through Thursday from 12:00 pm - 6:00 pm. The Lab Assistant works Monday through Thursday from 10:00 am - 3:00 pm. The CFS Department Office is closed on Fridays because of no staffing.

The CFS office hours were cut back when the CFS Lab Assistant hours were cut from 15 hours to 10 hours per week after the Culinary Arts Program moved to their new building in December 2011. This past Spring, the Deans made a decision to transfer our long time employee (lab assistant, 10 hours per week) to the Culinary Arts Program and transferred the budget for the salary as well, effective July 1, 2014. Mary Kay Rudolph approved CFS Dept. to hire a STNC Lab Assistant I position (at a much lower hourly rate) for approximately 20 hours per week to replace the Lab Assistant III position. However, no budget was approved for this new position. The salary will be paid out of CTEA Funds for this 2014-2015 year.

The Deans will have to determine how to fund this position in future years. The full time faculty developed a job description for the STNC position and hired an STNC employee Fall 2014. This employee is planning to stay in this position next year 2015-2016.

1.2 Program/Unit Context and Environmental Scan

The Budget Code (1303) is for the Fashion Studies Program.

The type of class, lecture versus laboratory, will significantly affect some of the data outlined below. Lecture classes have a limit of 30 students per class, whereas, lab classes have a limit of 25 students.

Social Media Trends:

The use of social media such as Facebook and Instagram to connect with our present and potential new students has become an important component to updating students, industry professionals and the general public about what is happening with Fashion Studies Program. Regular postings with photos and videos about events within our program such as design contests, workshops, and demonstrations create interest and increase enrollment in the program. Those interested in learning what types of projects are completed in the courses offered in the program can browse the photo albums that that have been posted for classes each semester. The fashion Studies Program has designated several administrators to edit and update posting regularly in an effort maintain a current and dynamic Facebook page. Input from our Fashion Studies students and Fashion Studies Advisory committee members regarding popular social media trends factor into choosing the most effective social media for our program. We are considering developing and Instagram page as well.

Trends in industry or technology that affect Fashion Studies - Retail Merchandising:

Increased use of the computer in the fashion industry in all aspects has been the biggest trend that the fashion studies program staff must address. In retail, there are a number of jobs that rely on the use of the computer for inventory, ordering, sales projections, and general business transactions and controls. An employee needs to have basic skills in the use of the computer to use email, and general communication within the industry. Other technological trends are the use and emergence of face books, blogs, and the increase of individual web sites. People are using the internet to purchase items directly from retail stores, manufacturers, and individuals who are producing products. This is the biggest area that is exploding in the fashion industry. It is difficult to know the number of new fashion websites that are online. What is known is that there are more and more. SRJC fashion students are a part of this new venture. **These fashion websites are not included in any of the labor market information, such as the U.S. Bureau of Labor Market Statistics or from the Center of**

Excellence that typically is used to indicate employment trends. But these are jobs and they are real!

The Fashion Studies Program Coordinator has researched the internet and discovered there are hundreds of new businesses listed under various titles, such as fashion entrepreneurs, fashion design, Sonoma County Team (includes handmade, vintage, and supplies), children's clothes, baby clothes, pattern-making, personal stylists, wardrobe planning, etc. Research showed many in the Sonoma County and Bay Area; multiply this throughout the nation. Jobs are abundant in all aspects of the Fashion Industry that, again, are not reflected in the U.S. Bureau of Labor Market Statistics.

Fashion Blogs that cover the fashion industry, clothing and accessories, and personal style are exploding all over the internet. Some excerpts from Wikipedia: "Many fashion blogs could also be categorized as shopping blogs, since 'most of the conversation is shopping advice, liberally laced with consumer recommendations'". These blogs are very similar to the fashion magazines. Many retailers have started their own blogs to promote their own products and increase their sales.

"Fashion is a multi-billion-dollar industry that has considerable impact on the way ordinary people clothe and present themselves." "Fashion is made up of designers, buyers, retailers, editors, and columnists. While all parties work together to create an image, all of these parties can simultaneously be affected by outside forces, especially blogs. Fashion is trend-driven and fashion blogs provide a new way to follow and oversee these fast-paced trends, it is likely that the blogosphere will have a considerable long-term influence on the industry, as the number of fashion based blogs continue to grow."

"Co-founder of the International Fashion Bloggers Organization, Jennine Jacobs, stated how thrilled she was to get the validation from high-end fashion designers (such as Proenza Schouler) that fashion blogging has an incredible impact on the fashion world."

"These blogs are granting unlimited access to the fashion world to anyone that has a connection to a computer." "Many of these fashion blogs also serve as a free source of advertisement to both designers and fashion retail stores. These free advertisements have had a heavy influence on fashion designers of various standing, helping to give a name to small up-and-coming designers as well as bringing high-end designers back to life." "many of the top fashion bloggers do receive free samples of the designer pieces that they have mentioned in their blogs." If some blogs receive a certain number of hits, then some companies will actually pay cash or with products to the owner of the blog. A new book has been published on the 95 top international bloggers, Style Yourself, which provides inspirational advice from the world's hottest fashion bloggers.

"Fashion blogging is rapidly becoming a highly profitable new media business, with a mixture of independent blogs and well-funded fashion blog networks competing to dominate the space. Manolo's Shoe Blog in 2006 was believed to be the most profitable independent fashion blog, 'rumored to be [earning] around \$700,000 a year'. The Budget Fashionista, reports \$600,000 a year in revenue, and The Bag Snob generates a six figure income, mainly from advertising.

Many of the students enrolled in the SRJC's Fashion Studies have their own blogs. These blogs are promoting their own line of clothing, accessories, or providing fashion tips on trends in clothing. It is an area that is new and exciting and students are connecting with these blogs.

NBC Television has a new reality competition series called "Fashion Star". The series will provide 14 unknown designers the chance to win a multi-million dollar prize to launch their own collections in one of the largest retailers: Macy's, H & M and Saks Fifth Avenue. Television shows already have had their influence on the American public and brought excitement to the average student that they too could be part of this fashion industry.

Lane Bryant, a popular women's clothing store, closed all of their stores throughout the nation and is selling only from the internet.

Other changes in the fashion industry include the fact that catalogues are not printed and mailed as in the past, but are now on the internet for the consumer to review and order online.

Because of the recent economic recession in the United States, much has been written about the fashion industry in general and the decrease in the workforce, the increase of product outsourced, and the decline of textile production in the United States. While much of that is true **there is an increase in jobs for the retail merchandising aspect of the fashion industry.** The Fashion Studies Program Coordinator and the Adjunct Faculty researched job titles in the industry including a brief description and salary range. The salary range was from a nationwide research and done a few years ago. California salary ranges have always been higher than the national average. This list gives students, counselors, and faculty information to help students plan for their careers in this industry. Note, some of the listed job titles are entry level where a certificate of achievement or an Associate of Arts Degree is sufficient, other higher level job titles would probably require a Bachelor's of Arts or Science Degree. This list is available to counselors and students to review.

The new Fashion Studies: Fashion Merchandising Certificate of Achievement (20.0 units) provides an excellent foundation of study and skills for a student interested in this field. The Fashion Merchandising or Retail Merchandising area is growing (projected growth in Sonoma County of 6% by 2015). Many of our current students (2014-2015) are working in retail currently and some have been working in the field for the last five years. The Fashion Studies Program Coordinator surveyed fashion students enrolled in classes Spring 2012 semester to determine the number of the students currently working in the fashion field and/or have worked in the fashion field within the last five years. Jobs titles include: retail associate, office manager, sales rep for a textile firm, cosmetologist and make-up artist, store manager for clothing, model, visual merchandising assistant, wholesale buyer in fashion, fashion designer (owner of their own line) (5 students), seamstress/tailor, owner of pattern-making company, dressmaker, and three in alterations of fashion.

As the economy improves in California and throughout the United States, there will be an **increase** in all aspects of the Fashion Merchandising or Retail Merchandising jobs. The Fashion Industry is the leader in employing more people than any other industry in the United States. There will be an **increase** of Fashion Web Sites that are selling fashion and fashion accessories on line by individuals and an increase in fashion blogs, etc.

Trends in industry or technology that affect Fashion Studies - Fashion Design Assistant:

In researching the U.S. Bureau of Labor Market Statistics there is a definite indication of decline in fashion designers throughout the nation. That is what the data seems to indicate. In the mid 1990's, Los Angeles and New York were leaders in the garment manufacturing industry in the United States with San Francisco coming in a strong third in the nation. By 2002, the decline in manufacturing continued to take its toll. However, the data is out of date and does not take into consideration the new trends in Fashion Design & Production that is going on around the country. As stated above, there are new fashion entrepreneurs on the horizon and startup companies here in the United States. A recent article published in the San Francisco Chronicle in September, 2011 "there's a new wave of designers trying their hand at local production, joining those who, like the Podolls, Erica Tanov, and Nice Collective's Ian Hannula and Joe Haller, have persisted in making their clothes here during the exodus. Retail windows across town are emblazoned with SFMade stickers, promoting the non-profit created last year by Mark Dwight, founder of Rickshaw Bags (makers of the ubiquitous locally sewn messenger bags), that pairs more than 190 companies with Bay Area manufacturers." "Predictably, the city's garment boom is due in part to an Internet surge: E-tail's direct-to-market model not only saves on overhead and lets most anyone into the game, but also allows for small-batch production that has to be done locally. (Offshore contractors require minimums of up to 1,000 pieces). **That means a canny entrepreneur's idea can grow from office chatter into wearable, high-cachet 'Made in S.F.' garments in an incredible two and a half weeks. Welcome to the new fast fashion.**"

"Cordarounds.com, the 2005 brainchild of Chris Lindland, first took advantage of this model by selling ridiculous horizontal-stripe corduroys; five years later, it has morphed into a 13-person show renamed Betabrand. 'I'm kind of the grandfather of Internet-oriented local men's-clothing companies...'" "A handful of other men's lines followed suit with polo shirts, ties, and button-downs. Betabrand cleared \$1 million in sales last year, and Marine Layer, Department Seventeen, and Taylor Stitch (whose orders have tripled in the past three years) all sell online and have gone on to open their own brick-and-mortar spaces." San Francisco has a designated location now set up for clothing manufacturers to succeed in the city. Sew shops are available for the local manufacturers to access. Last May, 2011, the first annual SFMade Week was held that invited local textile artists, tailors, and aspiring designers to go on factory tours. SFMade moved "offices into an old Chronicle building in the zone last year, and has been a facilitator." "SFMade staffers steer wannabe designers toward some of the 10 larger sew shops which are notoriously hard to find, navigate, and communicate in because of language barriers." "The idea is to build the capacity of the sewing shops so that the whole industry can grow here," says program director Janet Lees."

A new designer after graduating from San Francisco State in 2000, now "trains employees to sew complex designs in challenging fabrics like silk. Her San Francisco shop has already produced samples for more than 35 designers." This is an emerging field in San Francisco but "small-scale designers who work closely with local contractors clearly are carving sustainable niches."

Another example of what is happening in San Francisco is "The blue jean line Tellason, which launched in 2009 with five West Coast accounts, is now stocked in boutiques as far away as Amsterdam and Tokyo. 'It's our goal to be in the best denim

boutiques in every city in the world,' says cofounder Pete Searson, who hopes that as Tellason grows, SkyBlue, the 25-year-old denim cut-and-sew shop his company uses, will be able to hire new employees to fill its empty stations.'”

As the economy improves in California and throughout the United States, there will be an **increase** in new fashion entrepreneur businesses. The Fashion Industry is the leader in employing more people than any other industry in the United States. There will be an **increase** of Fashion Web Sites that are selling fashion and fashion accessories on line by individuals and an increase in fashion blogs, etc.

The Fashion faculty will be focusing students to learn to use the industrial sewing machines to help develop skills for students to be employed in the fashion design industry. The CTEA Grant received in 2011-2012 was to develop individualized teaching manuals for three of the industrial sewing machines in the department. Because of the decision to reduce the course offerings in the Fashion Studies Certificates, the industrial sewing machine course that was developed under the CTEA Grant for 2011-12 will not be sent on to the Curriculum Committee for approval since it is not part of the new reduced course offerings that Policy 3.6 process approved. This is a course that is directly related to entry level skills but was not included in the newly revised certificates. Three manuals for individualized instruction were also produced under the CTEA grant for three different industrial sewing machines. The Fashion Studies Program Coordinator will **not** be writing the CTEA Grant for 2013-14 or 2014-2015 or 2015-2016 to complete the individualized instructional manuals for the remaining two industrial sewing machines. **This is a significant loss for fashion studies students and the entry level training that is possible here at Santa Rosa Junior College.**

Flat pattern design is done primarily on the computer in the industry. There are a number of different software programs that are used in the industry. Gerber, PAD, Lystra, and Optitex are the software programs that were reviewed. The Fashion Studies faculty and advisory committee spent many years deciding which software program was best for our students to train and that was affordable. All of the licenses run around \$40,000 for 20 licenses. The hardware that is needed runs around \$8000.00 (one time money). SRJC is way behind in training students on flat pattern design using the computerized system that is required in the industry. The Program Coordinator has written CTEA Grants over the last five years to obtain the funding (even selecting the purchase of 10 licenses over a 2 year period) which kept the price around \$23,000.00. Funding has been denied. The Program Coordinator applied again for 2012-13. **This CTEA Grant funding was denied again for the sixth time.** All other community colleges have the flat pattern software to teach and received CTEA funding to pay for the software.

The only outside funding source that has been used is the CTEA Grant Funding. The Fashion Studies Program Coordinator has applied for CTEA money for the Fashion Studies Program for the last five + years for various projects related to the SRJC Fashion Program of Study.

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| 2007-08 | 1. Computer-Assisted Pattern-Making Software/Hardware (not funded)
2. Industrial Sewing Machines Individualized Instruction Manuals (not funded) |
| 2008-09 | 1. Computer-Assisted Pattern-Making Software/Hardware (not funded)
2. Industrial Sewing Machines Individualized Instruction Manuals (not funded) |
| 2009-10 | 1. Computer-Assisted Pattern-Making Software/Hardware (not funded) |

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| 2010-11 | 2. Industrial Sewing Machines Individualized Instruction Manuals (not funded) |
| | 1. Computer-Assisted Pattern-Making Software/Hardware (not funded) |
| 2011-12. | 2. Industrial Sewing Machines Individualized Instruction Manuals (not funded) |
| | 1. Computer-Assisted Pattern-Making Software/Hardware (not funded) |
| | 2. Industrial Sewing Machines Individualized Instruction Manuals (funded) |
| | 3. Curriculum Development Fashion Studies and Interior Design – Review and/or Revise Current Certificates (not funded) |
| | 4. Instructional Equipment for Clothing Construction Classes Wolf Dress Forms (not funded) |
| 2012-13 | 1. Computer-Assisted Pattern-Making Software/Hardware (not funded) |
| | 2. Industrial Sewing Machines Individualized Instruction Manuals |
| | (not funded) |

The CTEA funding from the federal government has declined over the last 4-5 years due to the economic slump. The money that is received at SRJC must be shared by all occupational programs. There are always more requests each year than the available money to fund.

The **CFS Dept Chair will be writing a CTEA Grant for 2015-2016 for a Computer-Assisted Pattern-Making Software/Hardware.** This is the Optitex Software Company and will include 10 licenses and 2 licenses for 3-D plus the hardware.

The Custom Clothing and Alterations Certificate of Achievement has been terminated due to Policy 3.6 recent decision.

However, jobs are available for students and many of our fashion students are working in alterations and custom design.

The students in the former Custom Clothing and Alterations certificate are finding jobs doing contract work with individuals, small businesses, and operating their own business out of their homes. These types of jobs are not identified in the data provided by EMSI or EDD.

There will be an increase in sewers and tailors to meet some of the industry needs as well. Most cleaners and many larger stores hire alteration workers to handle customer alteration needs in order to sell the garments. There are many new alteration companies that are available to the consumer where clothes can be dropped off and altered and picked up in a week to ten days. This is a service that is growing here in Sonoma County as well as nationwide. The Fashion Studies Program Coordinator receives monthly phone calls from the community asking if she can recommend a good seamstress for altering men's or women's clothes. Many requests are for a dressmaker as well. This skill can provide a good living for an individual wanting to work at home part-time and full-time. Many of the current and past students have been involved in this type of business while going to school.

2.1a Budget Needs

The Fashion Studies Program (1303) has experienced a **7.52%** reduction in the overall budget from 2009-2010 to 2010-2011, and a **2.92%** reductions in the 4000s. The 2010-

2011 Fashion Studies budget has experienced further reductions of 11.18% unrestricted funds and 5.82% restricted funds for a **total of 17.00% reduction**. The Petaluma campus budget experienced a 5.74% total reduction for 2010-2011. The Fashion Studies Program has experienced a 24.46% reduction in overall operating expenses for 2011-2012, and a 3.83% reduction in supplies and 8.06% reduction in services. Petaluma is showing a reduction also of 58.07% operating costs and 35.59% supplies. However, there are no fashion classes being offered at Petaluma at this time. Fall 2013 was the last semester that a Fashion Studies class was offered in Petaluma.

Supplies (4390): This budget (1301) is used to provide supplies for the main office. As the cost of office supplies increases, this limits the amount of the budget that can be used by programs to support student learning. The **Fashion Studies Program** is in need of classroom materials to update their program but each year we have not had adequate amounts in the budget to cover these materials. We have added course fees to some of the Fashion Studies courses where appropriate to help offset rising costs of materials and instructional supplies. Additional expenses have occurred over the last six years as the fashion show has been presented at the Santa Rosa Plaza in the form of paying \$150.00 for the use of the facilities contract, hiring a disc jockey for the music, hiring a modeling coach, and paying for the video tape from media services and the staff for taping the show on a Sunday afternoon. Two shows are presented at the Plaza on the same day. The budget for the fashion show has been \$500.00 which has not increased in over 30 years. Holding the fashion show at the Plaza has provided great visibility for the Fashion Studies Retail Merchandising Program and will help to increase enrollment in the program.

The Annual Fashion Show was not held during 2013-2014 due to the Spring class cancelation, low enrollment. This may have been due to the Dean of Curriculum removing the Fashion Studies Program from the SRJC Website and omitting the Fashion Studies Program from the new college catalogue that is updated every two years. This happened because the Fashion Studies Program was going through Policy 3.6 of Program Review, Evaluation, Revitalization or Discontinuance. The Program Coordinator requested the Dean to put a statement in the catalogue and on the Website that the "Fashion Studies Program was going through a revision, please contact the Department Office and Department Chair. 707.527.4395." The Dean of Curriculum did not include any such statement. This definitely affected student enrollment and students were affected in not receiving Financial Aid because the office did not see the Program in the catalogue and/or the SRJC Website. This omission lasted one year from May 2013 - May 2014.

Graphics (4510): (1301) Over the past 4 years almost all instructors have developed readers for their classroom handouts, which are sold at the Bookstore, in order to save the department the cost of copying these materials. There are still many graphic costs that must be covered by the department for courses (e.g. syllabi, exams, etc.) The money saved by the development of readers has helped offset the increased number of students that the FDNT program has enrolled in the past 3 years. The remaining money that has been saved and reallocated to areas of the budget that have gone in the red - primarily supplies (4390) and media (4392). As our programs have expanded over the years, the department budget has not increased.

The **Fashion Studies Program (1303)** has participated in the **Policy 3.6 - Program Review, Evaluation, Revitalization, and Discontinuance process 2012 - 2013 (2nd Year)**. The decision from the process was to reduce the current **Fashion Studies Retail Merchandising to (20.0 units)** and rename the **Fashion Design Assistant (20.0 units) Certificates of Achievements**. The **Custom Clothing and Alterations Certificate of Achievement** was terminated, effective **Fall 2014**. The **Associate of Arts Degree for Fashion Studies** is still available for students completing the **GE and additional units for a total of 60 units**. The revised **Fashion Studies Program** is effective **FALL 2014**.

Periodicals (4320): During the last budget shortfall all monies for periodicals were eliminated by the Library. As a result the department lost access to a number of periodicals that were being used by students, especially in the **Fashion Studies Program**. The Fashion Studies program transferred money to the library budget to continue its periodicals; in fact, this has happen three times in the past. This has happened again! The CFS Department Chair received an email from the Library indicating that all periodicals will not be renewed at the end of this year. This is a major set back for the Fashion Studies Program! While the Program Coordinator can cut back on some of the periodicals there are three that are still critical to track the industry. Women's Wear Daily and W and Textile World are essential to keep subscriptions. The magazines **are not available on line**. It is critical to access the latest magazines to study the job market and trends in fashion. We now have to pay for the pattern catalogues which in the past were donated by the fabric stores in the community when they discarded the old. About 10 years ago the fabric stores stopped providing these catalogues. The former Program Coordinator pays for a number of these magazines with her own money. We would like an augmentation of this budget to eliminate this burden to the coordinator and provide students with the resources needed to discuss the fashion trends. We also need magazines that cover both male and female fashion trends since we do have a number of men enrolled in the Fashion Studies Program. The former Program Coordinator has personally subscribed or purchased magazines, such as, GQ and Ebony for use in the Fashion Analysis class especially.

Service - Repair (5659): (1301) To maintain a functioning department office we need to have adequate money to service items such as the office copier, office printer, etc. This budget was reduced over the past year and this may cause a major problem should any of our office equipment need repair in this upcoming year.

The Fashion Studies Program (1303) requires maintenance on 20 sewing machines and 6 sergers for the clothing construction classes. In addition, there are 5 industrial sewing machines that must be serviced, and other miscellaneous equipment. The machines are usually serviced once a year for general maintenance or as needed. These machines had not been serviced in over 3 years. In (2011-2012) the Dean provided money to service the sewing machines and three of the sergers. Two more sergers will need to be serviced this next year. There is no money in the repair budget; that was taken by our Dean two years ago. These machines are over 30+ years old and the repairman has notified the Program Coordinator that some of the types of machines we have, he can no longer get parts for them. This Spring 2015, the Dean was able to fund eight new

Bernina Computerized sewing machines for the Fashion Program!!! This has really helped our students who often were struggling with a machine that was not working.

Santa Rosa Junior College - Program Unit Review

Fashion Studies - FY 2014-15

2.1 Fiscal Year Expenditures

Santa Rosa Campus

Expenditure Category	Unrestricted Funds	Change from 2013-14	Restricted Funds	Change from 2013-14	Total	Change from 2013-14
Faculty payroll	\$33,918.00	-1.39%	\$0.00	0.00%	\$33,918.00	-1.39%
Adjunct payroll	\$55,465.82	27.71%	\$0.00	0.00%	\$55,465.82	27.71%
Classified payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
STNC payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Student payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Management payroll (and Dept Chairs)	\$22,976.78	0.00%	\$0.00	0.00%	\$22,976.78	0.00%
Benefits (3000's)	\$16,833.50	62.35%	\$0.00	0.00%	\$16,833.50	62.35%
Supplies (4000's)	\$3,997.40	21.43%	\$0.00	0.00%	\$3,997.40	21.43%
Services (5000's)	\$1,050.00	950.00%	\$0.00	0.00%	\$1,050.00	950.00%
Equipment (6000's)	\$0.00	-100.00%	\$10,953.30	0.00%	\$10,953.30	945.33%
Total Expenditures	\$134,241.50	44.92%	\$10,953.30	0.00%	\$145,194.80	56.74%

Petaluma Campus (Includes Rohnert Park and Sonoma)

Expenditure Category	Unrestricted Funds	Change from 2013-14	Restricted Funds	Change from 2013-14	Total	Change from 2013-14
Faculty payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Adjunct payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Classified payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
STNC payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Student payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Management payroll (and Dept Chairs)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Benefits (3000's)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Supplies (4000's)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Services (5000's)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Equipment (6000's)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Total Expenditures	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%

Other Locations (Includes the PSTC, Windsor, and other locations)

Expenditure Category	Unrestricted Funds	Change from 2013-14	Restricted Funds	Change from 2013-14	Total	Change from 2013-14
Faculty payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Adjunct payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Classified payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
STNC payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Student payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Management payroll (and Dept Chairs)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Benefits (3000's)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Supplies (4000's)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Services (5000's)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Equipment (6000's)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Total Expenditures	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%

Expenditure Totals

Expenditure Category	Amount	Change from 2013-14	District Total	% of District Total
Total Expenditures	\$145,194.80	56.74%	\$128,841,425.03	0.11%

Total Faculty Payroll	\$89,383.82	14.85%	\$45,300,722.45	0.20%
Total Classified Payroll	\$0.00	0.00%	\$20,570,031.48	0.00%
Total Management Payroll	\$22,976.78	0.00%	\$9,160,327.09	0.25%
Total Salary/Benefits Costs	\$129,194.10	46.49%	\$95,455,294.26	0.14%
Total Non-Personnel Costs	\$16,000.70	260.40%	\$15,781,340.43	0.10%

2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	Santa Rosa	01	01	\$800.00	To repair equipment in the Fashion Studies Program, sewing machines, sergers, industrial sewing machines, and miscellaneous items such as the power steamer iron.
0002	Santa Rosa	01	01	\$1,000.00	To cover increased cost of office supplies. To purchase materials for classroom activities (e.g. color charts for Fashion Studies cost \$550)
0003	Santa Rosa	01	01	\$300.00	To cover the cost of magazines that students need to use in Fashion Studies classes and to include men's fashion magazines since there are a number of men in our fashion classes. Some of the cost is currently being paid for by the former (retiring) program coordinator's personal funds.

2.2a Current Classified Positions

Position	Hr/Wk	Mo/Yr	Job Duties
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2.2b Current Management/Confidential Positions

Position	Hr/Wk	Mo/Yr	Job Duties
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2.2c Current STNC/Student Worker Positions

Position	Hr/Wk	Mo/Yr	Job Duties
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2.2d Adequacy and Effectiveness of Staffing

Part-time Administrative Assistance- Eight to Ten Hours Per Week

The Fashion Studies Program currently has an STNC whom will not be reassigned for the 2017-2018 school year. We are requesting eight to ten hours per week of reassigned time from a part-time admin who can work these additional hours. The Fashion Studies Program is a very active CTE program with significant activities outside the demands of scheduling and teaching classes. We need assistance organizing our annual fashion show, fashion design contest, advisory meetings and processing fee and supply money.

2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
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2.3a Current Contract Faculty Positions

Position	Description
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2.3b Full-Time and Part-Time Ratios

Discipline	FTEF Reg	% Reg Load	FTEF Adj	% Adj Load	Description
FASH	0.0000	0.0000	2.0700	100.0000	There are currently no FT faculty in Fashion Studies.

2.3c Faculty Within Retirement Range

2.3d Analysis of Faculty Staffing Needs and Rationale to Support Requests

The Fashion Studies Program is requesting a full time tenure track faculty for the Fashion Studies Program, Retirement Replacement Position. The former Fashion Studies Program Coordinator retired in May 2015.

Factors requested by the Faculty Staffing Committee that justify hiring the retirement replacement.

1. Does the discipline have adequate contract and adjunct faculty to support it's needs?

No. At this time an adjunct teaches three courses in the Fashion Studies Program. All other courses in the program are taught by adjunct faculty. Staffing request for a retirement replacement the full-time faculty who retired in May 2015 was denied. There have been no new contract faculty hired in the past four years. All courses have been taught by adjunct faculty for two years.

2. How difficult is it to recruit in the disciplines in the program unit?

It is very challenging to find faculty who have the expertise in the retail and the design and production industry. Many of the courses include highly specialized and technical skills that require current industry experience.

3. How many times in the past 3 years has the department interviewed for the adjunct pool?

During the past three years, the fashion Studies program interviewed and hired one new adjunct faculty in 2015. The pool was depleted because one faculty member retired and another unfortunately passed away. Also, now that the program is growing and adding sections, the need to replace the full-time faculty is critical. Additional adjunct will also be needed.

4. Other factors impacting the need for full-time faculty.

Fashion Studies is a CTE Program and a full time faculty is required; to coordinate the program and develop a schedule for fall, spring and summer sessions following a rotation basis, write and update curriculum for currency and accuracy, develop and monitor an Advisory Committee that meets at least two times per year, monitor budget, supplies and equipment for the fashion classes, evaluate adjunct faculty, assess SLO's for all courses including program assessments, etc. In addition the regular faculty would be advising students and supporting them as they develop their education goals and plans. It is unreasonable to expect an adjunct faculty member to complete all the tasks that a full-time faculty must do to maintain an outstanding program of study for our students.

5. What PRPP information in section 5 supports the request to replace a full-time faculty position that was lost?

Each fashion adjunct teach two to three courses in the program. This semester these adjuncts' workload has increased with the addition of the a new Fashion Skills Lab (Fash770). This is a welcome addtion, providing adequate time for students to complete projects with instructor supervision. Site related duties include: organizing the annual fashion design contest, overseeing the annual fashin show at Day Under the Oaks, attending cluster meetings, and coordinating a current Advisory Committee.

Three sections of clothing construction (Fash 70A) close every semester. Student demand would suport adding another section.
Classes do close before enrollment ends.

Average class size: Fall - 2015 - 141

Sp - 2016 - 151

Fall - 2016 - 153

Sp - 2017 - 188

Fall - 2018 - 221

Sp - 2018 - 216

Fill rates for the last three years: 2015-2016 - 77%

2016-2017 - 99%

2017-2018 - 84%

The number of certificates completed and AA degrees earned over the last three years has increased significantly.

2015-2016 - 12 completed

2016-2017 - 8 completed

2017-2018 - 16-18 projected to complete (six to eight of these students will aslo earn an AA degree in Fashion)

The projected growth in this region for the fashion industry is 3.6 percent, which is a significant increase. Sonoma county is home to the growing "maker movement" and the our local Fibershed. The maker movement is impacting creative industrys such as fashion by awakening the need for people to design and construct projects with their own hands. The Fibershed is working to to developpe an "international system of regional textile communities that enliven connection and ownership of soil to soil textiles processes."Organizations and movements such as these are encouraging growth in our local fashion industry and helping to drive enrollment in our program.

An increasing number of Fashion Studies Program students are working in paid interenships and entry level positions for local retailers and manufactures. Over the last two years twenty-two of our current and former students have worked and continue to work for the following retailers and manufacturers.

Marmot Rohnert - Park

Indiginous Design - Sebastapol

Athleta- San Fransisco

Levis Strauss - San Fransisco

The Evans Group - San Fransisco

Toxic Angel Bikini - San Rafel

Wedding De Tailor - Napa

Tamarind- Sebastapol & Healdsburg
Jennifer Olivo Designs - Santa Rosa
Sonoam USA - Santa Rosa
Haute Butch - Santa Rosa

6. What is the rationale for this position?

The full-time faculty will oversee the Fashion Studies Program and be responsible for maintaining an outstanding curriculum that is current and meets current industry standards. It is critical to have the full-time faculty advise students in the programs of study and support them to complete their educational goals. In addition, as stated in a previous question above, the full-time faculty must; maintain currency in curriculum, conduct adjunct faculty evaluations, monitor budget, supplies, and equipment in the labs, coordinate a current CTE Fashion Studies Advisory Committee as required, write CTEA and Strong Work Force grants to support program needs. The program trajectory is very promising as a result of the updates in classroom technology, funding for equipment upgrades, course curriculum updates, and the efforts to implement all of these improvements efficiently.

The Fashion Program will suffer greatly if this position is not granted. The responsibility for sheparding this program has landed on the shoulders of a devoted adjunct faculty member who has been spasley compensated. It is unfair, unsustainable and in a word exploitive.

2.3e Faculty Staffing Requests

Rank	Location	SP	M	Discipline	SLO Assessment Rationale
0001	Santa Rosa	01	01	Fashion Studies	No FT Faculty currently in Fashion Studies

2.4b Rationale for Instructional and Non-Instructional Equipment, Technology, and Software

1. Two female Mannequins with interchangeable parts \$500.00 each

(1,000.00 + \$120.00 shipping + \$80.00 sales tax + total += \$1,200.00 total)

Two of our female mannequins need replacement. While they have served our program well, they are twelve plus years old, and can no longer be repaired. Virtually all our classes prominently display work on these mannequins throughout the school year, for class projects, student assignments, and special projects. Our annual fashion design contest and Visual Merchandising students count on mannequins to adequately display and publicize our student achievements.

2. Sony Alpha a600 Mirrorless Digital Camera with 16-50mm Lens

(\$1,050.00 + \$90.00 tax = \$1,140.00 total)

Sennheiser ew 11-eng G3-A Wireless Mic System

(\$800.00 + \$70.00 +\$870.00 total)

Fender Rumble 100 v3 Bass Combo Amplifier

\$300.00 + \$25.00 = \$325.00 total

Total for all three pieces of equipment - \$2,335.00

The Fashion Studies Program classes would like to begin recording and editing the demos in our technical lab classes. We are now projecting our demonstrations up on the large Prowise screen in our lab enabling all the students to see more clearly the techniques they need to master. The document camera used to project produces very large files that are not easily edited. The next step in the process is to film the demonstrations using the above camera equipment so students may review highly technical material covered during demos when needed. This is likely to raise the quality of the work students are able to produce, increase student retention and increase the number of certificate completers.

3. 3 Professional Dress Forms \$399.00 educational price each

(\$1,200 + \$120.00 shipping & \$100. sales tax = \$ 1, 420.00)

We are requesting the additional dress forms in our fashion, Sewing & Design lab. We are still short the number of dress forms needed for our students to work independently. Our draping and flat patterns classes proceed more efficiently when there are adequate dress forms in the lab for students to complete their assignments and projects. Currently our students are sharing forms resulting in late work and fewer completed projects. With an adequate number of dress forms in our draping classes, students could focus their limited time on learning draping skills rather than waiting for a form on which to complete assignments.

4. One Pagasus #CWCOON Industrial Cover Stitch sewing machine

(\$2300.00 + \$186. tax = approximately \$2,500.00)

We are requesting One Pagasus CWCOON Industrial Cover Stitch Sewing Machine.

Several members of our Fashion Studies Advisory Committee have suggested the development of a course that teaches basic skills on industrial sewing machines. An increasing number of local employers expect our students to have a working knowledge of the four industrial sewing machines currently prevalent in garment design and construction. We have a self-paced Industrial Sewing course on which work began in April of 2011. We plan to complete the course outline for this class and offer it in our Design Assistant Certificate as a stacked elective. We already have three of the necessary machines in our design lab for which the assignments have been developed. The Pegasus Cover Stitch machine is essential to the group of machines our students will require training with as we proceed with the development of this self-paced Industrial Sewing course.

The Program Coordinator applied for CTEA Grant Funding for this project in 2011-2012. The Program Coordinator has received requests to train students on the various industrial machines. The advisory committee and the Fashion faculty have agreed the best way to train students would be through individualized training. The department has five industrial machines so a class of 25 would not be viable. These manuals could be disseminated to other community colleges for their use as well, since federal money was used to develop these manuals.

This grant was approved and the two adjunct faculty completed the manuals for three of the five industrial machines. The work done by these instructors is amazing and will be very useful for students. A new course was developed to teach the skills and will be submitted to curriculum in Fall 2012. However, with the recent decision of the Policy 3.6 process, this course will not be sent on to Curriculum Committee because it is not part of the newly reduced Fashion Studies certificates of achievement. The Program Coordinator wrote a CTEA Grant for 2012-2013 to complete the manuals for the additional industrial sewing machines. That grant was denied. This was a surprise since the Dean and Chuck Robbins asked the Program Coordinator to break the project into two years. It is not clear why the second year request was not approved. Could it have something to do with Policy 3.6?

2.4c Instructional Equipment and Software Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	Santa Rosa	01	01	Two female Mannequins	1	\$1,200.00	\$1,200.00	Lyra Bobo	Used in all program classes	Lyra Bobo
0002	Santa Rosa	01	01	Camera, Wireless Mic, and Amplifier	1	\$2,335.00	\$2,335.00	Lyra Bobo	880	Lyra Bobo
0003	Santa Rosa	01	01	Three PGM Professional Dress Forms	1	\$1,420.00	\$1,420.00	Lyra Bobo	885 used in most program classes	Lyra Bobo
0004	Santa Rosa	01	01	One Pagasus #CWCOON Industrial Cover Stitch	1	\$2,500.00	\$2,500.00	Lyra Bobo	885	Lyra Bobo

2.4d Non-Instructional Equipment, Software, and Technology Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
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2.5a Minor Facilities Requests

Rank	Location	SP	M	Time Frame	Building	Room Number	Est. Cost	Description
0001	Santa Rosa	01	07	Urgent	Garcia Hall	885	\$2,500.00	Relocate sealed floor outlets currently located in the center of the room to under the tables or to retractable ceiling outlets.
0002	Santa Rosa	04	06	1 Year	Garcia Hall	885	\$5,000.00	Replace and/or repair the formica cabinets tops on the counters and the demonstration table. These counter tops were installed in 1966 and are showing a lot of wear and tear. Cuts, holes and stains are exposed. Fabrics are used on these surfaces from the many sewing courses and can be damaged from the rough spots.

2.5b Analysis of Existing Facilities

Relocate the sealed floor outlets currently located in the center of the room to under the tables or to retractable ceiling outlets. Currently sewing machines and sergers outside the cabinets rely on power from long extension cords crossing the room in various locations. The use of machines other than the twelve built into cabinets is required to accommodate class sizes of twenty-five plus students. The use of extension cords in this lab environment creates a significant trip hazard for students, faculty and staff and likely violates safety codes.

Replace and/or repair the formica cabinets tops on the counters and the demonstration table. These counter tops were installed in 1966 and are showing a lot of wear and tear. Cuts, holes and stains are exposed. Fabrics are used on these surfaces from the many sewing courses and can be damaged from the rough spots.

3.1 Develop Financial Resources

3.2 Serve our Diverse Communities

Faculty and staff within the Fashion Studies Program are committed to supporting diversity both in the classroom and in the work environment. For recruiting faculty we follow the standard procedures set out by the SRJC HR department. When applications for new positions are requested we ask all candidates for their statement on diversity.

3.3 Cultivate a Healthy Organization

Classified staff are encouraged to attend trainings as pertinent to their responsibilities.

3.4 Safety and Emergency Preparedness

Department Chair

3.5 Establish a Culture of Sustainability

Recycled paper bins are in the hallway for students and bins are located in our department office; supplies (printer cartridges) are recycled in the warehouse.

Many instructors have posted information, syllabi, handouts, for their courses using File Depot.

Many instructors have developed readers and lab manuals that are now sold to the students in the bookstore; this has helped to cut down on our graphics budget.

Many instructors have been using 2-sided copies for their courses to cut down on the use of paper and be more sustainable.

Many instructors have printed their exams on two-sided paper.

Many instructors use their own web page through CATE to post information about their courses.

4.1a Course Student Learning Outcomes Assessment

(Dean's Comment: This section will need to be updated to reflect the current staffing of the Program.)

The Fashion Studies Program has been working on SLO's Assessment starting Fall 2011. There are a number of courses that have been completed and these courses will be shown on our PRPP chart.

As of March 6, 2015, all courses in Fashion Studies have been assessed (100%) and all certificates and majors program SLO's have 100% complete assessment.

CFS Department 6-Year Cycle SLO Assessment Plan: 1303-Fashion

Course	SLO #s	Participating Faculty	Semester Initiated or to Be Initiated	Semester Completed	Comments	Year of Next Assessment
FASHION						
FASH 8: Introductory Textiles	#1, 2, 3 #4	B Panizzera B Panizzera	F 2013 F 2014	F 2013	SLO Met	F 2019
FASH 52.2: Visual Merchandising	#1, 2, 3	B Panizzera				As scheduled
FASH 53: Fashion Analysis	#1, 2, 3, 4	B Panizzera B Panizzera	S 2014 S 2014	S 2014 S 2014		S 2020 S 2020

FASH 56A: Fashion Design & Illustration	#1, 4 #2 #3	L Bobo L Bobo L Bobo	2011-12 2012-13 2014-15	S 2012 S 2013	SLO's Met SLO Met	2017 S 2018 S 2015
FASH 57: Fashion Buying	#2	S Ospital	S 2013	S 2013	SLO not met; need more math preparation to meet course SLOs	Course Inactivated
FASH 60: Draped Design	#3 #2, 3 #1	L Bobo L Bobo	2012-13 2013-14	S 2013 S 2014	SLO Met; some course changes recommended	S 2020 As scheduled
FASH 62A: Flat Pattern Design	#3 #1,2	L Bobo L Bobo/B Panizzera	2011-12 & 2012/13 2014-15	S 2013	SLO Met	S 2018
FASH 70A: Clothing Construction 1	#5 # 1,4 #2,3	E Sours B Panizzera	2011-12 S2014 F 2014-S15	S 2012	SLO Met	F 2017 S 2020
FASH 70B: Clothing Construction 2	#1, 2, 3, 4	R Spencer- Crompton	S 2014	S 2014	SLOs Met	S 2020
FASH 106: Alterations of Ready-mades	#1, 2 #3, 4	B Panizzera				As scheduled
FASH 121A: Basic Tee Shirts	#1, 2 #3, 4	L Bobo	F 2014			F 2014 As scheduled
FASH 121B: Sewing with Knits	#1, 2	L Bobo	F 2014			F 2014 As scheduled
FASH 139: Fashion Entrepreneurship	#4 #1, 2 #3	L Bobo	S 2014 As scheduled As scheduled	S 2014	SLO Met	S 2020 As scheduled As scheduled
FASH 151: Fashion Apparel	#1, 2 #3, 4	B Panizzera	As scheduled			As scheduled
FASH 152: Fashion Show	#1, 2, 3	R Spencer- Crompton	2012-13	S 2013	SLO Met – some course revisions	S 2019 or as scheduled

Not all courses are scheduled on a yearly basis. Some assessments are planned for the next term in which course is taught.

Policy 3.6 - Program Review, Evaluation, Revitalization, and Discontinuance process rendered a decision for revitalization for the Fashion Studies Program. The existing three Fashion Studies Certificates of Achievements were reduced respectively: Fashion Merchandising from 29.0 units to 20.0 units; Apparel Design and Production from 34.0 units to 20.0 units and a name revision of Fashion Design Assistant; Custom Clothing and Alterations 28.0 units terminated effective, Fall 2013. The Associate of Arts Degree in Fashion Studies is still available for students who complete the 20.0 units in the certificate +23 units of General Education requirements + 17 units of Electives for a total of 60 units.

The newly approved certificates all have program SLO's and will be submitted to the Curriculum Committee Spring 2013 and then to the Area Deans and then to the Chancellor's Office for approval. The Curriculum Dean should be submitting the revised Fashion Studies Certificates of Achievements to the Chancellor's Office for approval in September 2014.

4.1b Program Student Learning Outcomes Assessment

As of March 6, 2015, all Fashion Studies courses have been assessed (100%) and all Certificates of Achievements and Majors Program SLO's have been assessed (100%).

4.1c Student Learning Outcomes Reporting

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
Course	FASH 8 Introductory Textiles	Fall 2013	Spring 2014	Fall 2014
Course	FASH 50 Fashion Careers	N/A	N/A	N/A
Course	FASH 52.2 Visual Merchandising	N/A	N/A	N/A
Course	FASH 53 Fashion Analysis	Spring 2014	Spring 2014	Spring 2015
Course	FASH 56A Fashion Design Illus	Fall 2012	Spring 2013	Spring 2013
Course	FASH 56B Adv Fashion Design III*	N/A	N/A	N/A
Course	FASH 57 Fashion Buying*	Spring 2013	Spring 2013	N/A
Course	FASH 60 Draped Design	Fall 2012	Fall 2012	N/A
Course	FASH 62A Flat Pattern Design 1	Spring 2013	Spring 2013	N/A
Course	FASH 62B Flat Pattern Design 2*	N/A	N/A	N/A
Course	FASH 63 ComputerAided Flat Pt*	N/A	N/A	N/A
Course	FASH 70A Clothing Constr 1	Spring 2014	Spring 2014	Fall 2014
Course	FASH 70B Clothing Constr 2	Spring 2014	Spring 2014	N/A
Course	FASH 99 Fashion Work Exp	N/A	N/A	N/A
Course	FASH 99I Fashion Wrk Exp Inter	N/A	N/A	N/A
Course	FASH 101 Basic Pant Fitting*	N/A	N/A	N/A
Course	FASH 102 Pattern Alteration*	N/A	N/A	N/A
Course	FASH 105 Pattern Grading*	N/A	N/A	N/A
Course	FASH 106 Alter Ready-made Clot	N/A	N/A	N/A
Course	FASH 107 Stretch Apparel *	N/A	N/A	N/A
Course	FASH 109 Sewing Lingerie *	N/A	N/A	N/A
Course	FASH 110 Bra Construction *	N/A	N/A	N/A
Course	FASH 111 Swimsuit Construct*	N/A	N/A	N/A
Course	FASH 114 Wearable Art *	N/A	N/A	N/A
Course	FASH 115 Copying Rdy-to-Wear*	N/A	N/A	N/A
Course	FASH 116 Sewing w/ Sergers*	N/A	N/A	N/A
Course	FASH 116.1 Serger Update *	N/A	N/A	N/A
Course	FASH 118 .3 Menswear - Shirts*	N/A	N/A	N/A
Course	FASH 118.1 Menswear - Pants*	N/A	N/A	N/A
Course	FASH 118.2 Menswear - Jackets*	N/A	N/A	N/A
Course	FASH 120 Adv Clthng EZ Tailor*	N/A	N/A	N/A
Course	FASH 121A Basic Tee Shirts	Fall 2014	Fall 2014	N/A
Course	FASH 121B Adv Sewing with Knit	N/A	N/A	N/A
Course	FASH 139 Fashion Entrepreneur	Spring 2014	Spring 2014	Spring 2015

Course	FASH 140 History of Costume*	N/A	N/A	N/A
Course	FASH 141 Contemp Fash Dsgnr*	N/A	N/A	N/A
Course	FASH 142 Computer Fash Illus*	N/A	N/A	N/A
Course	FASH 145A Fabric Dyeing Tech*	N/A	N/A	N/A
Course	FASH 145B Fabric Dyeing Tech*	N/A	N/A	N/A
Course	FASH 151 Fashion Apparel Acces	N/A	N/A	N/A
Course	FASH 152 Fashion Show	Spring 2013	Summer 2013	Spring 2014
Course	FASH 154 Bridal Consultant*	N/A	N/A	N/A
Certificate/Major	Fashion Studies: Custom Cert*	N/A	N/A	N/A
Certificate/Major	Fashion Studies: Apparel Cert	N/A	N/A	N/A

4.2a Key Courses or Services that address Institutional Outcomes

Course/Service	1a	1b	1c	2a	2b	2c	2d	3a	3b	4a	4b	5	6a	6b	6c	7
FASH 152 Visual Merchandising	X		X	X	X			X	X	X	X	X	X			X
FASH 53 Fashion Analysis			X	X		X	X	X		X	X	X	X			X
FASH 62A Flat Pattern Design I	X		X	X				X	X	X	X	X				X
FASH 8 Introductory			X				X	X		X	X					X
FASH56A Fashion Desi				X			X	X		X	X	X				

4.2b Narrative (Optional)

5.0 Performance Measures

5.1 Effective Class Schedule: Course Offerings, Times, Locations, and Delivery Modes (annual)

The **Fashion Studies Program** offers classes day, night, and Friday to accommodate students schedule and to insure the Fashion classes do not overlap whenever possible.

The Fashion Studies Program offered a clothing construction class on Saturday at the Petaluma campus Fall 2012, however, the Petaluma Dean asked the Department Chair not to offer the class Spring 2013. This clothing class was brought back to the SR campus Spring 2013. It is hoped that in the future Fashion courses will be welcomed and offered again at the Petaluma campus. Students are required to bring their own sewing machines because of the lack of equipment and locked storage space at the Petaluma campus. Additional classes could be offered if adequate space was available to house the equipment, such as, dress forms to teach flat pattern and draping classes. It should be noted that teaching a lab class at the Petaluma campus is difficult because equipment, such as, sewing machines, irons, ironing boards, etc. are stored and must be set up and taken down at the beginning and at the end of class respectively. The instructor may lose 20 - 30 minutes in a three hour class. It is recommended that lab classes have at least 1/2 hour free lab before a class starts and after the class ends so the instructor can set up and take down the lab.

The Fashion Studies Program has two adjunct instructors who are interested in developing online courses in the Fashion Program.

The Fashion Studies Program will offer only one course Summer 2014 due to the budget cuts. This is a 1.5 unit FASH 70A, Clothing Construction I, course. Enrollments in this class will be around 25-28 students maximum.

Fashion Studies, FY 2011-12

5.1 Student Headcounts

SCROLL DOWN FOR ALL TABLES (3)

The Fashion Studies Program has shown a decrease in enrollments in their course offerings from Fall 2009 (230) to Fall 2010 (224) and Fall 2011 (199). Spring 2010 (224) increased to (224) because extra Fashion classes were added that semester; Spring 2011 showed another decrease because of sections of courses cut and the headcount was (190).

There are less courses being offered due to budget cuts within the last 4 years. There is a slight increase in enrollments at the Petaluma campus from Fall 2009 (23) to Fall 2010 (25). (Spring 2010 (25) showed a slight decrease in Spring 2011 (19). The Petaluma campus does not provide adequate storage for the supplies and equipment needed for many of the specialized courses in Fashion Studies. Thus, only the clothing courses (one FASH 70A course each semester) have been offered at Petaluma at this time. Since Fall 2012, no Fashion Studies courses have been offered at the Petaluma campus due to budget cuts in the recent downturn. All supplies have been packed up and returned to the main campus. It is hoped that the Petaluma campus will welcome back some Fashion classes as the economy improves. Students could be from Marin area because the College of Marin does not offer any courses in Fashion Studies.

Enrollments in Summer School (on the main campus) have substantially increased from Summer 2007 (58), Summer 2008 (68), and decreased again in Summer 2009 (53), Summer 2010 (38). These increases were due to having at least 2-3 FASH courses offered during the summer. Summer courses were cut during the last three summers and again one class was cut in April from the Summer 2011 schedule. Only one course has been offered Summer 2012, Summer 2013, and Summer 2014.

Santa Rosa Junior College - Program Unit Review

Fashion Studies - FY 2014-15 (plus current FY Summer and Fall)

5.1 Student Headcounts The number of students enrolled in each Discipline at first census (duplicated headcount).

Santa Rosa Campus

Discipline	X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
Fashion Studies	30	120	213	20	178	124	21	214	1

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
Fashion Studies	0	24	0	0	0	0	0	0	0

Other Locations (Includes the PSTC, Windsor, and other locations)

Discipline	X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
Fashion Studies	0	0	0	0	0	0	0	0	0

ALL Locations (Combined totals from ALL locations in the District)

Discipline	X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
Fashion Studies	30	144	213	20	178	124	21	214	1

5.2a Enrollment Efficiency

Santa Rosa Junior College - Program Unit Review

Fashion Studies - FY 2014-15 (plus current FY Summer and Fall)

5.2a Enrollment Efficiency The percentage of seats filled in each Discipline at first census based on class limit (not room size).

Santa Rosa Campus

Discipline	X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
Fashion Studies	120.0%	109.1%	100.5%	80.0%	85.2%	95.4%	84.0%	91.5%	89.5%

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
Fashion Studies	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Other Locations (Includes the PSTC, Windsor, and other locations)

Discipline	X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
Fashion Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

ALL Locations (Combined totals from ALL locations in the District)

Discipline	X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
Fashion Studies	120.0%	107.5%	100.5%	80.0%	85.2%	95.4%	84.0%	91.5%	89.5%

Enrollment efficiency is strong in the Fashion Studies Program. Fall 2008 semester is (87.1%) efficiency rate with increases the following Fall 2009 semester up to (97.0%); Fall 2010 (94.5%). Fall 2011 is (93.4%) and Fall 2012 is (109.1%).
 Spring 2009 semester the efficiency rate was (98.3%) and increases to (111.1%) Spring 2010 and (105.05%) Spring 2011. Spring 2012 is (98.4%) showing a slight decline. There have been many cuts in course offerings and classes are more crowded.

Petaluma efficiency rate is increasing Fall 2008 (62.5%) to Fall 2009 (95.5%); Fall 2010 (104.2%). Fall 2011 (87.5%) and Fall 2012 (100.0%). Again, with the decrease in course offerings the classes are more crowded. Spring semesters have fluctuated but still are showing a decrease over the Fall semester.

No summer courses are offered at Petaluma in Fashion Studies.

5.2b Average Class Size

Santa Rosa Junior College - Program Unit Review

Fashion Studies - FY 2014-15 (plus current FY Summer and Fall)

5.2b Average Class Size The average class size in each Discipline at first census (excludes cancelled classes).

Santa Rosa Campus

Discipline	X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
Fashion Studies	30.0	30.0	26.6	20.0	22.3	24.8	21.0	23.8	21.0

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
Fashion Studies	0.0	24.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Other Locations (Includes the PSTC, Windsor, and other locations)

Discipline	X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
Fashion Studies	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

ALL Locations (Combined totals from ALL locations in the District)

Discipline	X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
Fashion Studies	30.0	28.8	26.6	20.0	22.3	24.8	21.0	23.8	21.0

Many courses in the Fashion Studies Program are lecture/laboratory combination with a class size limit of 25 students. The SRJC campus at large shows an average class size of 25.3. Fashion Studies main campus location is not too far off (24.9) Fall 2010 from the campus wide class size. There was a slight increase in average class size from Spring 2010 (28.6) through Spring 2011 (27.1). Spring 2012 shows a small decrease (25.6).

Fall 2011 shows (24.9) and Fall 2012 shows and increase of (30.0).

Petaluma shows the average class size around 23.0 - 25.0 with Fall 2012 at (24.0). No Fashion Studies classes have been offered at the Petaluma campus since Fall 2012 to present.

5.3 Instructional Productivity

Fashion Studies productivity ranges has improved from (13.79) Fall 2008 to Fall 2009 (15.09) to Fall 2010 (14.78) showing a slight decline to Fall 2011 (14.88). Fall 2012 shows a large increase of (18.30). Spring 2009 shows (15.91) to Spring 2010 (17.14) to Spring 2011 (16.84). Spring 2012 shows a slight decline at (16.88).

Petaluma shows a fluctuation from Fall 2009 (14.79) to Fall 2010 (16.07) at its highest. Fall 2011 shows a slight decline to (13.50) and increased again in Fall 2012 to (18.30).

Santa Rosa Junior College - Program Unit Review

Fashion Studies - FY 2014-15 (plus current FY Summer and Fall)

5.3 Instructional Productivity The ratio of Full-Time Equivalent Students (FTES) to Full-Time Equivalent Faculty (FTEF) in each Discipline at first census.

Santa Rosa Campus

Fashion Studies		X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
	FTES	1.37	14.64	23.41	2.05	20.75	14.45	1.94	21.10	15.7
	FTEF	0.08	0.80	1.47	0.16	1.44	0.94	0.15	1.50	1.1
	Ratio	16.88	18.30	15.87	13.20	14.39	15.30	12.49	14.03	14.0

Petaluma Campus (Includes Rohnert Park and Sonoma)

Fashion Studies		X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
	FTES	0.00	2.40	0.00	0.00	0.00	0.00	0.00	0.00	0.0
	FTEF	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.0
	Ratio	0.00	15.43	0.00	0.00	0.00	0.00	0.00	0.00	0.0

Other Locations (Includes the PSTC, Windsor, and other locations)

Fashion Studies		X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
	FTES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0

ALL Locations (Combined totals from ALL locations in the District)

Fashion Studies		X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
	FTES	1.37	17.04	23.41	2.05	20.75	14.45	1.94	21.10	15.7
	FTEF	0.08	0.96	1.47	0.16	1.44	0.94	0.15	1.50	1.1
	Ratio	16.88	17.83	15.87	13.20	14.39	15.30	12.49	14.03	14.0

5.4 Curriculum Currency

The Fashion Studies Program has 100% of all classes with at least one SLO assessed as of March 6, 2015.

The Fashion Studies Program has assessed all Certificate and Majors SLO's (100%) for each of the two programs: Retail Merchandising and Fashion Design Assistant as of March 6, 2015.

5.5 Successful Program Completion

Fashion Studies - currently offers 3 certificates and 3 majors. However, in Spring 2012 and Fall 2012, the Fashion Studies Program participated in Policy 3.6 - Program Review, Evaluation, Revitalization, and Discontinuance. The decision was made to revitalize the Fashion Studies Program. The current three existing certificates of achievements were reduced as follows: Fashion Merchandising from 29.0 units to 20.0 units; Apparel Design and Production from 34.0 units to 20.0 units and a revised name of Fashion Design Assistant. The Custom Clothing and Alterations certificate of 28.0 units was terminated effective Fall 2013. The Associate of Arts Degree will also be offered in Fashion Studies.

The Administration did allow some additional courses to be offered Fall 2013 - 2014 to accommodate those current students who are within 2-3 classes of completing the current existing certificates of achievements and/or Associate of Arts Degree in Fashion Studies. The Fashion Studies Program Coordinator is meeting with students who qualify to review their transcripts in order to substitute courses to complete their certificates this next year.

The Fashion Studies program issued 4 Degrees from 2007- 2011 in Fashion Studies: Apparel Design and Production and 1 Degree in Fashion Studies: Custom Clothing and Alterations in 2009 and 5 Degrees in Fashion Studies: Fashion Merchandising from 2008 - 2011.

2 Certificates of Achievements in Apparel Design and Production since 2007 - 2011;
3 Certificates of Achievements in Custom Clothing and Alterations in 2007; and
4 Certificates of Achievements in Fashion Merchandising from 2007-2011.

These certificates have over 29 units required and with the last three years of budget cuts, a number of the advanced courses required have not been offered. Because of the budget cutbacks that have limited the advanced courses from being offered, many students have not been able to complete their certificates. The Fashion Studies Program Coordinator is trying to identify those students who are needing 2-3 courses in the current certificates and AA Degree to meet and review their transcripts in order to substitute courses that will lead to completing the existing certificates and/or AA Degree next year 2014-15.

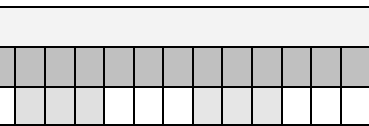
5.6 Student Success

Fashion Studies, FY 2011 - 2012

5.6a Retention

SCROLL DOWN FOR ALL TABLES (3 sets of 3)

The Fashion Studies Program Coordinator and faculty have been concerned about student retention for several years. This concern has been discussed with our Fashion Studies Advisory Committee over the last few years. If you review the Fashion Studies Advisory minutes, you will see that a number of points have been discussed to analyze the change in retention rates in the Fashion Program. Young students are not always committed to a program of study. They may start the program and then they find a job in the retail arena; they drop all the classes and may or may not come back to the program. The previous Fashion Studies Certificates of Achievements were substantial in units for completion: Apparel Design & Production = 34 units; Custom Clothing and Alterations = 28 units; Fashion Merchandising = 29 units. In order to have the necessary preparation for each of these certificates and the Associate of Arts Degree as well, students must take a substantial number of courses for acquiring the skills and knowledge



to do the job.

The overall retention rate does show an increase from Fall 2008 (62.2%) to Fall 2009 (62.7%) to Fall 2010 (68.9%) to a major increase in Fall 2011 (75.0%) for on the Santa Rosa campus. The overall for all locations has increased as well.

Petaluma offers only one class in Clothing Construction Fall and Spring semesters and retention fluctuates from Fall 2009 (73.9%) to Fall 2011 (66.7%) However, Spring 2011 the retention rate was (73.7%). No Fashion Studies courses are taught in Petaluma since Fall 2012.

The newly revised Fashion Studies Certificates and AA Degree (20.0 units each certificate) should help to increase the number of completers substantially.

Santa Rosa Junior College - Program Unit Review

Fashion Studies - FY 2014-15 (plus current FY Summer and Fall)

5.6a Retention The percentage of students receiving a grade of A,B,C,D,CR, or I in each Discipline (duplicated headcount).

Santa Rosa Campus

Discipline	X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
Fashion Studies	86.2%	65.8%	64.5%	90.0%	59.7%	65.3%	66.7%	70.6%	70.0%

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
Fashion Studies	0.0%	58.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Other Locations (Includes the PSTC, Windsor, and other locations)

Discipline	X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
Fashion Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

ALL Locations (Combined totals from ALL locations in the District)

Discipline	X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
Fashion Studies	86.2%	64.6%	64.5%	90.0%	59.7%	65.3%	66.7%	70.6%	70.0%

Santa Rosa Junior College - Program Unit Review

Fashion Studies - FY 2014-15 (plus current FY Summer and Fall)

5.6b Successful Course Completion The percentage of students receiving a grade of A,B,C, or CR in each Discipline (duplicated headcount).

Santa Rosa Campus

Discipline	X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
Fashion Studies	86.2%	61.7%	62.1%	90.0%	53.6%	62.9%	66.7%	66.4%	64.0%

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
Fashion Studies	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Other Locations (Includes the PSTC, Windsor, and other locations)

Discipline	X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
Fashion Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

ALL Locations (Combined totals from ALL locations in the District)

Discipline	X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
Fashion Studies	86.2%	59.7%	62.1%	90.0%	53.6%	62.9%	66.7%	66.4%	64.0%

Santa Rosa Junior College - Program Unit Review

Fashion Studies - FY 2014-15 (plus current FY Summer and Fall)

5.6c Grade Point Average The average GPA in each Discipline (UnitsTotal / GradePoints).

Santa Rosa Campus

Discipline	X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
Fashion Studies	3.07	2.53	2.55	3.11	2.08	2.53	2.19	2.16	2.16

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
Fashion Studies	0.00	1.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Other Locations (Includes the PSTC, Windsor, and other locations)

Discipline	X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
Fashion Studies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

ALL Locations (Combined totals from ALL locations in the District)

Discipline	X2012	F2012	S2013	X2013	F2013	S2014	X2014	F2014	S2015
Fashion Studies	3.07	2.47	2.55	3.11	2.08	2.53	2.19	2.16	2.16

Course completers is directly tied into student retention. The Program Coordinator and faculty have discussed student retention as mentioned above and course completers over the past few years trying to figure out a solution or ways to increase course completers. The Fashion Studies course work is demanding; sometimes students think fashion is fun and easy and you do not need to work very hard. To be successful in the workplace and to be competitive in finding a job, students need the skills and knowledge as shown in the previous three certificates of achievements: Apparel Design & Production = 34 units; Custom Clothing and Alterations = 28 units; Fashion Merchandising = 29 units.

The previous Fashion Studies Certificates of Achievements have been reduced to the following as part of the Policy 3.6 - Program Review, Evaluation, Revitalization, and Discontinuance: The new approved Certificates of Achievements are Fashion Merchandising 20.0 units and Fashion Design Assistant 20.0 units. With the reduction in required courses and units, effective Fall 2014, it is anticipated that there will be a large increase of completers in the Fashion Studies Program. The Custom Clothing and Alterations Certificate was terminated effective Fall 2014. The Associate of Arts Degree will be available to students completing the 20.0 units certificate + 23 General Education requirements + 17 units of Electives for a total of 60 units. Interestingly, the summer school percentage of completers is higher than the spring or fall semesters. Not really sure why, except that students may only be taking one or two courses instead of four to five courses in a regular semester. The work load gets very hard and busy towards the end of the semester. The course drop with a "W" is still available late in the semester and some students can't handle the work load and choose to drop.

Course completion campus wide is 69.9%. Fashion Studies course completers on campus has fluctuated over the years and recently there has been a slight decline in completers. Fall 2009 (58.2%), Fall 2010 (62.7%), Fall 2011 (71.9%) Fall 2012 (61.7). Spring 2009 (55.5%), Spring 2010 (62.8%), Spring 2011 (66.1%), Spring 2012 (75.6%), a large increase. Spring 2013 (62.1%), Fall 2013 (53.6%) show a slight decline once again.

Summer School on the main campus only, has shown an increase in course completers: Summer 2009 (62.55), Summer 2010 (75.0%), Summer 2011 (86.1%), Summer 2012 (86.2%). Summer 2013 had a large increase of completers of (90.0%). This was an advance course of Men's shirts which was needed by many students to complete their certificates (larger unit certificates).

Petaluma campus course completers has fluctuated as well. Fall 2009 (69.6%) which was a major increase in completers over Fall 2008). However, Fall 2011 a major decrease occurred of 61.9%.

The percentage of completers for the all locations area has held on to around (71.0%) for Fall 2011. Fall 2012 (59.7%) shows a large decline in completers. Again, not sure why? No Fashion Studies courses have been taught at the Petaluma campus since Fall 2012 due to budget cuts in FTEF.

NOTE:

It would be helpful to have a comparison of all occupational programs and see how they compare in relation to each other in retention and completers. Campus wide data includes the Liberal Arts students who may be more committed to their educational goal. It is interesting to note that within our own Consumer Family Studies Department, the course completers rate for

the Interior Design Program is 76.6% and the Consumer Issues Program is 63.6%. The Program Coordinator with the help of adjunct faculty, have developed a Fashion Studies Poster and flyers to be sent to all middle schools and high schools in Santa Rosa City Schools and Sonoma County Schools to advertise the new reduced unit Fashion Studies Certificates in Fashion Studies. It is hoped that these posters will be on display in the schools to advertise what we offer at Santa Rosa Juinor College.

The Program Coordinator would like to see the Fashion Studies web site revised and add pictures and possibly some of the videos from our annual fashion show at the Santa Rosa Plaza. It is hoped that all of these actions will help increase student interest in our Fashion Studies, enrollment and potentially increase student retention and completers.

The campus wide grade point average is 2.79. The Fashion Studies, on campus, grade point average is 2.61 for Fall 2011 which is not too far off from the overall average for the college. The grade point average for Petaluma has gone down some over the last few semesters. It is not clear as to why the lower grade point for the Petaluma campus. Again, No Fashion Studies courses have been taught at the Petaluma campus since Fall 2012 due to budget cuts in FTEF.

5.7 Student Access

Santa Rosa Junior College - Program Unit Review

Fashion Studies - FY 2014-15 (plus current FY Summer and Fall)

5.7a Students Served - by Ethnicity The number of students in each Discipline at first census broken down by ethnicity (duplicated headcount).

ALL Locations (Combined totals from ALL locations in the District)

Fashion Studies	Ethnicity	2012-13	Percent	2013-14	Percent	2014-15	Percent	2015-16	Percent
	White	154	52.9%	132	51.6%	191	54.7%	201	54.7%
	Asian	15	5.2%	17	6.6%	7	2.0%	10	2.7%
	Black	17	5.8%	13	5.1%	8	2.3%	10	2.7%
	Hispanic	57	19.6%	74	28.9%	89	25.5%	100	27.1%
	Native American	4	1.4%	1	0.4%	17	4.9%	10	2.7%
	Pacific Islander	0	0.0%	0	0.0%	3	0.9%	0	0.0%
	Filipino	6	2.1%	2	0.8%	0	0.0%	0	0.0%
	Other Non-White	0	0.0%	6	2.3%	33	9.5%	10	2.7%
	Decline to state	38	13.1%	11	4.3%	1	0.3%	0	0.0%
	ALL Ethnicities	291	100.0%	256	100.0%	349	100.0%	361	100.0%

Santa Rosa Junior College - Program Unit Review

Fashion Studies - FY 2014-15 (plus current FY Summer and Fall)

5.7b Students Served - by Gender The number of students in each Discipline at first census broken down by gender (duplicated headcount).

ALL Locations (Combined totals from ALL locations in the District)

Fashion Studies	Gender	2012-13	Percent	2013-14	Percent	2014-15	Percent	2015-16
	Male	25	8.6%	37	14.5%	35	10.0%	2
	Female	260	89.3%	211	82.4%	312	89.4%	20
	Unknown	6	2.1%	8	3.1%	2	0.6%	0
	ALL Genders	291	100.0%	256	100.0%	349	100.0%	22

Santa Rosa Junior College - Program Unit Review

Fashion Studies - FY 2014-15 (plus current FY Summer and Fall)

5.7c Students Served - by Age The number of students in each Discipline at first census broken down by age (duplicated headcount).

ALL Locations (Combined totals from ALL locations in the District)

Fashion Studies	Age Range	2012-13	Percent	2013-14	Percent	2014-15	Percent	2015-16	Percent
	0 thru 18	36	12.4%	45	17.6%	37	10.6%	22	6.3%
	19 and 20	58	19.9%	55	21.5%	73	20.9%	45	13.3%
	21 thru 25	75	25.8%	45	17.6%	84	24.1%	51	14.9%
	26 thru 30	21	7.2%	18	7.0%	18	5.2%	11	3.2%
	31 thru 35	17	5.8%	16	6.3%	22	6.3%	13	3.8%
	36 thru 40	4	1.4%	12	4.7%	24	6.9%	15	4.3%
	41 thru 45	13	4.5%	10	3.9%	18	5.2%	11	3.2%
	46 thru 50	23	7.9%	15	5.9%	15	4.3%	9	2.6%
	51 thru 60	24	8.2%	24	9.4%	28	8.0%	17	5.0%
	61 plus	20	6.9%	16	6.3%	30	8.6%	18	5.2%
	ALL Ages	291	100.0%	256	100.0%	349	100.0%	209	62.5%

The largest age bracket for the Fashion Studies students fall with in the 2012-2013 is 0-18 (13.3%); 19-20 (21.4%); and 21-25 (27.7%). Because the ages are so young, students may not be as committed to completing courses and programs as the older students. This may impact the lower number of completers for certificates and AA Degree in Fashion Studies.

5.8 Curriculum Offered Within Reasonable Time Frame

**Consumer Family Studies Department
Fashion Studies Certificate Program
Proposed 3-year Schedule of Certificate Courses
2013-2015**

Santa Rosa Junior College
Consumer & Family Studies Department

Fashion Studies Program

Retail Merchandising Certificate of Achievement

Course Sequence

Fall - Semester #1

FASH 8	Introductory Textiles	3 units
FASH 52.2	Visual Merchandising	2 units
FASH 151	Fashion Apparel & Accessories	3 units
BMK 51	Principles of Selling	3 units

Spring - Semester #2

FASH 53	Fashion Analysis	3 units
FASH 152	Fashion Show	2 units
FASH 106	Alterations of Readymades	1 unit
BMK 60	Retail Marketing	3 units
BOT 154.5	Customer Services Skills for Business	.5 unit

Total Units = 20.5

(continue for next certificate information):

Santa Rosa Junior College
Consumer & Family Studies Department

Fashion Studies Program

Fashion Design Assistant Certificate of Achievement
Course Sequence

Fall - Semester #1

FASH 8	Introductory Textiles	3 units
FASH 56A	Fashion Design and Illustration	3 units
FASH 62A	Flat Pattern 1	2 units
FASH 70A	Clothing Construction 1	1.5 units
FASH 121A	Sewing with Knits	.5 unit

Spring - Semester #2

FASH 53	Fashion Analysis	3 units
FASH 60	Draped Design	2 units
FASH 70B	Clothing Construction 2	1.5 units
FASH 121B	Advanced Sewing with Knits	.5 unit
FASH 139	Fashion Entrepreneurship	3 units

Total Units = 20.0

5.9a Curriculum Responsiveness

The Fashion Studies Advisory Committee has 13 members from industry represented. In addition, there are 3 members from industry who also are adjunct faculty. These members represent industry and business for all of the Certificates and Associate of Arts Degree.

The Fashion Studies Advisory Committee meets two times during the year with additional subcommittee work meetings on an "as needed" basis.

5.9b Alignment with High Schools (Tech-Prep ONLY)

Rancho Cotati High School now offers two fashion studies electives. They offer a Garment Construction class in the fall and Fashion Design & Construction class in the spring. These classes are taught by Debra Bee, a dynamic teacher who is currently serving on our Fashion Studies Advisory Committee. She has generously agreed to chair future advisory meetings.

The development of an outreach program targeting Sonoma County high schools was discussed at our March Fashion Advisory Committee meeting. Committee members suggested that we silicate a small committee of volunteers for this project. Lyra Bobo and Debra Bee agreed to be on the committee. Committee members would help write mini grants to pay adjunct instructor to visit local high schools to inform them about our Fashion Certificate Program. The mini grants would also help pay adjunct instructors to develop and present of series of short Saturday workshops designed to interest high school students in enrolling in our Certificate Program.

There are no 2+2 Agreements with the local high schools in Sonoma County. Piner High School offers some clothing classes only. Tech Prep does not apply here. There are some junior high or middle schools offering some clothing construction classes.

5.10 Alignment with Transfer Institutions (Transfer Majors ONLY)

The Fashion Studies Program Coordinator is beginning the process of articulating with the four year colleges and universities for transfer agreements in Fashion Studies and developing a CFS transfer Major.

5.11a Labor Market Demand (Occupational Programs ONLY)

In researching the 9 county bay area occupational employment projections for 2006 to 2016 for Fashion Designers and related occupations 960 new and replacement jobs. According to the

Bureau of Labor Statistics, sales and related workers solicit goods and services to businesses and consumers. Sales and related occupations are expected to add 1.2 million new jobs by 2016, growing by 7.6 percent. Retail salespersons will contribute the most to this growth by adding 557,000 new jobs. The fashion related jobs categories are:

- Fashion Designers
- Fashion Designers
- Art and Design Workers
- Merchandise Displayers and Window Trimmers
- Set and Exhibit Designers
- Personal Appearance Workers
- First-Line Supervisors/Managers of Retail Sales Workers

Note: There are hundreds of new Fashion Blogs and Fashion Entrepreneur Businesses on line now that are not counted in the Bureau of Labor Statistics. This venue is new and rapidly taking over throughout the United States. People are starting their own retail and production businesses in the United States. There is a trend to have products "Made in America". Magazines, newspapers, Women Wear Daily are all indicating new trends in fashion design and retailing.

Our own students have their own businesses, web sites, and blogs. They are making a living selling their designs and products. This new trend is exciting and real. It is difficult to predict how many people are really working in this new arena of social media.

5.11b Academic Standards

Academic Standards are included in all of the courses and discussed when new courses and course revision occur. Some courses are UC transfer courses and require formal term papers and/or projects as part of the course requirements. Critical thinking, writing and math skills are needed in many of the Fashion courses.

6.1 Progress and Accomplishments Since Last Program/Unit Review

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0001	Santa Rosa	01	01	Project classroom demonstrations on the "Prowise" a large computer monitor.	Improve class demonstrations, making them easy for students to see and reproduce what they have seen in their assignments and projects.	2016- 2017	Instructors now use a large "Prowise" interactive computer screen to share internet resources, lecture slides and demonstrate technical machine operations to students.
0002	Santa Rosa	01	01	Upgrade and standardize sewing machines for student use in multiple Fashion Studies Labs.	Provide instruction on computerized sewing machines. Clearer, more focused instruction resulting from the instructor demonstrating on the same model machines students use to complete assignment and projects.	2016-2017	Sewing machines are currently being built in to lab cabinets. Installation expected to be complete by June 2017
0003	Santa Rosa	01	01	Upgrade Sergers for student use in multiple Fashion Studeis Labs.	Instruct students on serger techniques used on knit and woven production garment construction	2016- 2017	Serger techniques have been included in curriculum for Clothing Construction and Knit Construction courses: Fash 70B Fash 121A & Fash 121B
0004	Santa Rosa	01	01	Additional professional dress forms for student use in Lab.	Provide an adequate number of dress forms for students to complete assignment with.	2016- 2017	Five new professional dress forms have been added to the design lab
0005	Santa Rosa	01	01	Remodel Garcia Hall display window.	Promote the Fashion Studies Program and to update the environment in which students are required to complete visual merchandising displays.	2016- 2017	To be completed spring 2017

6.2a Program/Unit Conclusions

Location	Program/Unit Conclusions
Santa Rosa	

6.2b PRPP Editor Feedback - Optional

Fashion Studies is a thriving, growing program staffed by savvy industry professionals who understand not only the fundamentals of sewing skills but the state of the modern, Internet-age Fashion industry. They put on an impressive and successful Fashion Show during Day Under the Oaks and regularly host design contests and other events.

This coming year will mark the first implementation of an open-entry open-exit lab (FASH 770) to provide students with more access to the sewing stations and assistance from faculty with their projects.

This past year, the Consumer & Family Studies Department was dissolved and its component programs were “farmed out” to other Departments. Fashion Studies was moved into Arts & Humanities, to be joined with Theatre Arts as part of their program. Lyra Bobo currently serves as the (adjunct) Program Coordinator who answers to the Chair to the Theatre Arts Department.

Some of the program data in the PRPP is out-of-date and needs to be thoroughly updated to describe Fashion’s new reality with the Theatre Arts program, and the latest developments with Garcia Hall.

Fashion has three primary issues moving forward:

1. Facility/Storage Needs: Fashion is housed in Garcia Hall along with Floristry, and both programs experienced serious disruption with the implementation of *Mi Casa* in the West wing of Garcia. Fashion needs to have adequate space not only for their classroom instruction, but for the storage of their equipment library. As future space-usage plans are developed for Garcia, Fashion’s needs will need to be properly addressed.
2. Proper AA Support. The breakup of the CFS Department left Garcia Hall with no classified support staff for Fashion and Floristry. My predecessor funded an STNC AAll for Garcia which needed to be cut under the STNC reductions/layoffs. The current plan is to reassign some hours from one of the AA’s in the Ag/NR Dean’s office. We need to ensure that this occurs.
3. Hiring of a Full-Time Anchor. The Fashion program is thriving, growing, and complex and should be led/coordinated by a FT Fashion Studies faculty member, as it was under the old CFS Department.

6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	Santa Rosa	01	02	Develop a series of basic instructional videos for the Fashion Studies Program	To video tape and make these videos accessible to students enrolled, reinforcing the material covered during lecture and class lab demonstration.	2017- 2018	The Fashion Studies Program has requested a camera, and audio equipment to record lectures and lab demonstrations. We are discussing plans to collaborate with digital media classes about editing these videos and making them accessible to students.
0002	Santa Rosa	08	02	Develop a promotional video for the Fashion Studies Program	Develop a promotional video spotlighting course updates, technology improvements to design the lab, student fashion club and contests, and local internships and entry level job placements of students.	2016-2017	The Fashion Studies Program has collaborated with Mike Starkey's Advanced Digital Media class in the production of this video. It is scheduled to be ready to post on the college website and outreach programs to high schools by May 2017.