

# Santa Rosa Junior College

## Program Resource Planning Process

### *Fashion Studies 2018*

#### **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 blogoshepere 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.

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### **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.

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) 2. Industrial Sewing Machines Individualized Instruction Manuals (not funded)
2010-11	1. Computer-Assisted Pattern-Making Software/Hardware (not funded) 2. Industrial Sewing Machines Individualized Instruction Manuals (not funded)
2011-12.	1. Computer-Assisted Pattern-Making Software/Hardware (not funded) 2. Industrial Sewing Machines Individualized Instruction Manuals ( <b>funded</b> ) 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.

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**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 **22 percent** reduction in the overall budget from 2016-2017 to 2017-2018. Next fiscal year, it will face another 38 percent reduction as this is mandated across campus. This discipline's requests are relatively modest but desperately needed.

**Supplies (4390):** The **Fashion Studies Program** is in need of classroom materials to update their program, but each year it has not had adequate amounts in the budget to cover necessary materials. The discipline has added course fees to some of the Fashion Studies courses where appropriate to help offset rising costs of materials and instructional supplies, but it hasn't been enough.

Spring 2018, the Fashion Show was beautifully showcased in the Bertolini Student Activities Center. It is usually presented outside of Garcia Hall during the annual open house, *Day Under the Oaks*, but that event was cancelled due to budget cuts. Since there has been so much preparation for this show, and this is the apex of students' achievements, it was decided to exhibit the show in the Bertolini Student Activities Center. Most of the cost of this show was because of overtime payments for media and custodial services. This amounted to \$4,782. The other expense involved a stage rental which amounted to \$675. The overtime costs will probably not be incurred again if the open house is offered next year on a weekday. Likewise for the stage since one has now been purchased. Having said that, presenting the fashion show in this venue made it one of the most well attended shows ever and the Fashion Studies discipline would like to continue in this venue if costs are not prohibitive. The current allocation for the Fashion Studies supply budget is \$847. Fashion Studies is asking for an increase to \$1000.

**Periodicals (4320):** It is essential to this discipline to keep subscriptions to *Women's Wear Daily*, *Vogue*, and *Textile World*. It is critical to access the latest magazines to study the job market and trends in fashion. Fashion also needs to diversify magazines by offering subscriptions that cover male (for example, *GQ*) fashion trends since there are a number of men enrolling in the program. Also, in the past, fabric stores discarded

old, pattern catalogs by donating them to the community. About ten years ago, this practice was discontinued. Since then, the discipline has to pay for these. Also Fashion Studies would like to subscribe to current trend sites. Now, students only have free access to trend sites of the previous season. Fashion Studies is asking for an increase to \$300, a mere \$15 increase.

**The Fashion Studies Program** requires maintenance on 20 sewing machines and 3 sergers for the clothing construction classes. In addition, there are 3 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. More often than not, this maintenance falls on the adjunct faculty who staff this discipline (the anchor faculty retired in 2015 and has never been replaced). These persons, in addition to their teaching load, are already overwhelmed with attempting to oversee all of the other administrative and operational aspects of running this entity. Funding budgets for both equipment repair and maintenance (object codes 5659 and 5652, respectively) for \$400 apiece seems a reasonable request. The instructors are no way compensated to perform these kind of duties. There is a safety risk involved here as well. Suppose someone incurs an injury doing these repairs.

## 2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	Santa Rosa	01	01	\$400.00	To repair equipment in the Fashion Studies Program, sewing machines, sergers, industrial sewing machines, and miscellaneous items such as the power steamer iron.
0001	Santa Rosa	01	01	\$400.00	To maintain 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**

When the Consumer and Family Studies Department was splintered into various disciplines and transferred to other clusters, the administrative assistant who supported this department was eliminated. Fashion Studies desperately needs the employ of a part-time administrative assistant for eight to ten hours per week. Currently classified support for this discipline is shared by both the Theatre and Fashion administrative assistant and the assistant to the Dean of Arts and Humanities. Their jobs are demanding enough.

Toward the end of the semester, the dean's office was lucky enough to find monies to hire a capable part-time classified staff person to work overtime. This timing was especially fortunate because the workload doubles at that time with the planning and presentation of the annual Fashion Show, Fashion Design Contest, and Showcase and Collection. Also, assistance is needed to process the expenditures involved with these events. The Fashion Studies Program is also an active CTE program. For that reason, the administrative assistant is needed for maintaining currency of the advisory board, planning advisory meetings, attending the meeting, and taking and disseminating the minutes to all of the necessary parties.

### **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**

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

## 2.3c Faculty Within Retirement Range

Faculty nearing retirement age Department	Age Group Under 49	50-54	55+	Grand Total
Theatre Arts & Fashion		1	2	3

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

The previous full-time coordinator for Fashion Studies retired in 2015. Since then, this discipline has relied on an adjunct who serves as a CTE coordinator. She is only compensated 30 hours base salary per semester. This simply is not time to accomplish the myriad of duties that is involved in the oversight of this discipline.

The general duties involved in coordinating the program are developing a schedule for fall, spring and summer sessions; writing and updating curriculum for currency and accuracy; monitoring budget, supplies and equipment for the fashion classes; evaluating adjunct faculty, assessing SLOs for all courses including program assessments; etc. In addition, this regular faculty would be advising students and supporting them as they develop their educational goals and plans.

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 welcome advent of a new Fashion Skills Lab (FASH 770) has also increased all of the instructors' teaching workload, but this has been beneficial to students so it is well worth it. Site-related duties include organizing the annual fashion show, design contest, and collection showcase. These are the pinnacles of the students' performance.

Fashion Studies is a CTE Program which requires developing and monitoring an advisory board and coordinating advisory meetings. These convene at least two times per year. Soliciting CTEA and Strong Work Force grants to support program needs are also necessary pursuits.

The Fashion Program will suffer greatly if this position is not granted especially since the program is growing as indicated by the data below:

Three sections of clothing construction (Fash 70A) close every semester. In fact, student demand would support 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 also earn an AA degree in Fashion)

### 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. 2 JUKI DDL-8700-7 single needle lockstitch machines (\$1875.00 + \$160. tax + \$220 \$2255.00)**

#### **2 JUKI DDL-8700-7 single needle lockstitch machines**

Several members of our Fashion Studies Advisory Committee have suggested that we teach students basic skills on industrial sewing machines to better prepare them for work in design rooms. An increasing number of local employers expect our students to have a basic working knowledge of industrial sewing machine used in garment design and construction. In many of our classes over the past two years, we have responded by teaching industrial sewing techniques on an older donated machine. This has been challenging because the older machines do not have the technological updates to render the operation of the machines easy or precise. The newer model machines will be easier for students to master and produce more professional finished products and give them a stronger set of machine skills required in many design rooms.

## 2.4c Instructional Equipment Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0000	Santa Rosa	01	01	JUKI DDL-8700-7 single needle lockstitch machine	2	\$2,255.00	\$4,510.00	Lyra Bobo	885	Lyra Bobo

## 2.4d Non-Instructional Equipment 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
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**

Garcia Hall, which houses the Fashion Studies discipline, is also undergoing an extensive renovation. Lab space is being remodeled.

## **3.1 Develop Financial Resources**

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## **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
<b>FASHION</b>						
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 Ill*	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

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
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

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### 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%	89.1%

### 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%	89.1%

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	25.3

### 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	25.3

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 faroff (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
	FTEF	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
	FTEF	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
	FTEF	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
	FTEF	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 advance courses from being offered, many students have not



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 Junior 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	2.0%
	Black	17	5.8%	13	5.1%	8	2.3%	10	2.3%
	Hispanic	57	19.6%	74	28.9%	89	25.5%	100	25.5%
	Native American	4	1.4%	1	0.4%	17	4.9%	10	4.9%
	Pacific Islander	0	0.0%	0	0.0%	3	0.9%	10	0.9%
	Filipino	6	2.1%	2	0.8%	0	0.0%	10	0.0%
	Other Non-White	0	0.0%	6	2.3%	33	9.5%	10	9.5%
	Decline to state	38	13.1%	11	4.3%	1	0.3%	10	0.3%
	<b>ALL Ethnicities</b>	<b>291</b>	<b>100.0%</b>	<b>256</b>	<b>100.0%</b>	<b>349</b>	<b>100.0%</b>	<b>349</b>	<b>100.0%</b>

# 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	Percent
	Male	25	8.6%	37	14.5%	35	10.0%	2	0.6%
	Female	260	89.3%	211	82.4%	312	89.4%	297	89.4%
	Unknown	6	2.1%	8	3.1%	2	0.6%	2	0.6%
	<b>ALL Genders</b>	<b>291</b>	<b>100.0%</b>	<b>256</b>	<b>100.0%</b>	<b>349</b>	<b>100.0%</b>	<b>303</b>	<b>100.0%</b>

# 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%	20	5.9%
	19 and 20	58	19.9%	55	21.5%	73	20.9%	30	8.6%
	21 thru 25	75	25.8%	45	17.6%	84	24.1%	30	8.6%
	26 thru 30	21	7.2%	18	7.0%	18	5.2%	10	2.9%
	31 thru 35	17	5.8%	16	6.3%	22	6.3%	10	2.9%
	36 thru 40	4	1.4%	12	4.7%	24	6.9%	10	2.9%
	41 thru 45	13	4.5%	10	3.9%	18	5.2%	10	2.9%
	46 thru 50	23	7.9%	15	5.9%	15	4.3%	10	2.9%
	51 thru 60	24	8.2%	24	9.4%	28	8.0%	10	2.9%
	61 plus	20	6.9%	16	6.3%	30	8.6%	10	2.9%
	<b>ALL Ages</b>	<b>291</b>	<b>100.0%</b>	<b>256</b>	<b>100.0%</b>	<b>349</b>	<b>100.0%</b>	<b>200</b>	<b>60.2%</b>

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 Degrees 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
0000	Santa Rosa	01	06				
0000	Santa Rosa	05	06	Demonstration Dye Plant Garden	Several of our courses cover natural dye techniques that utilize non-toxic plants and vegetables. This inspired our students and faculty to collaborate with the campus ground keepers, the horticulture program, and the Fibershed to install a demonstration dye plant garden at the south entrance of Garcia Hall. In May 2018, Craig Wilkinson, who counsils the Fibershed on 'carbon farming practices' donated two flats of Indigo starts and helped plan the location of the first plants in our dye garden. We plan to add signage to the garden denoting the various plant names over the summer.	2018-2020	We will haverst some of the more mature plants this year and others the folowing year for natural dye demonstrations in several of our classes.
0000	ALL	01	06	Fashion Studies web site			
0001	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 schedueld to be ready to post on the college website and outreach programs to high schools by May 2018.
0002	Santa Rosa	08	06	Fashion Studies Advisory Committee upgrade	The Fashion Studies Advisory committee is an active group of local industry professionals who have suggested many upgrades in the fashion program over the past three years. This year several of these committee members became official sponsors donating industrial equipment to our lab, storage racks for our bolt fabrics, and funding for auxiliary programs. Several of these members have also hosted field trips at local manufacturing facilities or took time to speak as guests.	2017-2019	This year, several of our committee members became sponsors for the program. We plan to encourage more participation in the 2017-2018 academic year.

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0003	Santa Rosa	01	04	Impoved Fashion Show Venue	This year's fashion show was held in the dining commons of Bertolini Students' Center, a far superior venue from previous years. The venue provided a larger space in which to erect our stage and runway as well as a much more adequate dressing and make-up area for our models. The fantastic venue inspired our students to put on our best show to date! Students completed a record number of projects and designs with our design contest pieces featured in the show finally. Audience attendance was outstanding, with standing room only.	2018-2019	We plan to contact the campus events director to reserve Bertolini for our Spring 2019 Fashion Show to which we will be adding a student collections component.
0004	Santa Rosa	01	06	Annual Fashion Design Contest and Funding of Prizes	<p>This year's fashion design contest was inspired by a wedding dress donation through Sonoma State and Wine Country Bridal. Fifteen high end wedding gowns were donated to the program valued between \$1,500 and \$2,500 each. The title and contest theme was 'Wedding White to Red Carpet Chic'. Students were challenged to turn the wedding gowns into red carpet looks over a five month period. The prizes were funded through donations to our Bronson Lee Fund #6082 and the following prizes were given to our top three contestants:</p> <p>Prizes:</p> <p>1st Place ..... Phaff Professional 5.0 computer sewing machine</p> <p>2nd Place .....Juki semi-industrial sewing machine</p> <p>3rd Place .....Professional Dress Form (ordered in your size from PGM)</p> <p>People's Choice...\$100 Cash Prize</p>	2018-2019	Plans for next year's design competition are underway. Fundraising for the contest prizes is underway as well. If you care to make a donation for funding prizes, donations may be made to the Bronson Lee Fund #6082

**6.2b PRPP Editor Feedback - Optional**

## 6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	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 placement of students.	2017-2018	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.