

# **Santa Rosa Junior College**

## **Program Resource Planning Process**

### ***Fashion Studies 2024***

#### **1.1a Mission**

The Fashion Studies Program provides theoretical knowledge as well as practical applications of the skills needed for employment in various phases of the commercial fashion industry. The Fashion Studies Program offers two Certificate of Achievement options. The Fashion Fundamentals Certificate totals 16.5 units and the Fashion Design Certificate totals 28.5 units. The program provides excellent opportunities for building entry level skills in all areas of the fashion industry. The Associate of Arts Degree is also available for Fashion Studies students to pursue by completing the Fashion Design Certificate plus the required combination of General Education and Electives classes to meet a total of 60 units.

#### **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 and the North Bay area.
3. Our courses are offered only on the Petaluma campus due to the equipment and lab requirements necessary to teach the courses effectively.

#### **1.1c Description**

The Fashion Studies Program provides students with skills needed for employment in various phases of the commercial fashion industry. Our range of courses includes theoretical and hands-on training in variety of fashion industry skills including apparel construction, patternmaking and draping techniques, textiles, merchandising, and fashion entrepreneurship.

The Fashion Studies Program offers two Certificate of Achievement options. The Fashion Fundamentals Certificate totals 16.5 units and the Fashion Design Certificate totals 28.5 units. The program provides excellent opportunities for building entry level skills in all areas of the fashion industry. The Associate of Arts Degree is also available for Fashion Studies students to pursue by completing the Fashion Design Certificate plus the required combination of General Education and Electives classes to meet a total of 60 units.

## 1.1d Hours of Office Operation and Service by Location

As of the 2023/2024 school year, the Fashion Studies program has one full time faculty member serving as the Program Coordinator and anchor faculty on the Petaluma campus in Classroom PC247. The hours of operation vary during the semester based on class schedules. The Program Coordinator is available to meet with students by appointment.

## 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.

### Growing online retail job opportunities

Online Styling service are a growing market and job opportunity for our Retail Merchandizing Students. These are online personal styling subscriptions help consumers discover unique style with a personal *stylist*. personal styling service such as these are available for men & women. They select and send professionally curated clothing to your door. Whether shopping for a special occasion or work and casual clothes to wear day-to-day, these styling services can help you update your closet (and even save some money while you're at it). There are many to choose from on-line. Three notable companies along with the service each provide follows.

#### Stitch fix

When you sign up for **Stitch Fix**, you'll take an in-depth survey of your sizes, your style, and pricing preferences. After choosing when you'd like to receive your delivery, your stylist will hand-pick 5 clothing and accessory items just for you! Keep what you love, return what you don't.

#### Trunk Club

**Trunk Club** is Nordstrom's personal styling service for sizes XS-3X! You'll fill out a survey and even chat online with a stylist to pick the perfect assortment of pieces. You can even swap items out before they ship. Trunk Club price matches within 14 days of purchase exclusively to Nordstrom.

#### **Dia & Co.**

**The Products:** Dia & Co. is a plus size styling service that sends you 5 awesome pieces of clothing and accessories picked just for your size, weight, height, price range, and personal style. Keep what you love, and return what you don't. They even price match if you find a better price for an item elsewhere!

### **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 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 an Instagram page as well.

## **2.1a Budget Needs**

**The following is a complete outline of the current Fashion Studies Budget along with explanation for the additional Budget Increase Requests that we are submitting for 2024**

### **4390 Instructional Supplies – Current \$847**

The Fashion Studies program offers classes in patternmaking, sewing, design, illustration, textiles, and more. Almost all of our classes have some type of lab component. This budget allows Fashion to purchase and replenish the classroom equipment that allow our instructors and students to complete the work required. This budget supplements the course fees that students pay.

#### **4320 Periodicals - Current \$85**

Fashion is a vibrant and constantly changing field. Access to current magazine and fashion industry websites is essential for students and faculty to stay current on market trends and job opportunities. We currently subscribe to Vogue and Harper's Bazaar, but would like to expand our subscriptions to include WWD, Business of Fashion, and Textile World.

**Fashion is requesting an increase of budget to \$300 for their periodicals and subscriptions.**

**Fashion Studies produces an annual fashion show. The following budget items: Facilities Rentals, Other Consultants and Audio Visual, are all costs that are associated with producing the show.**

- 5640 Facilities Rentals Current: \$200
- 5190 Other Consultants \$360
- 4392 Audio Visual Current: \$400 **Requesting increase to \$500 which is what Media Services charged us in 2023.**

#### **4510 Graphic Arts - Current \$738**

Fashion studies uses their Graphics budget to design and print a wide variety of promotional and instructional materials including fliers, banners, signs, and posters. This budget also covers the cost of creating promotional materials for the fashion show including posters and programs.

#### **5652 Equipment Service Current: \$2000 Requesting Increase to \$2500**

Fashion Studies maintains a collection of over 30 classroom sewing machines as well as a set of more than 20 loaner machines which students can check out in order to complete construction assignments at home. These machines all require yearly maintenance, and sometimes machines require service and repair. The current budget for equipment service is \$2000. Last year, our sewing machine service technician increased his charge per machine from \$59 to \$79. At this rate, we only have sufficient funds to service 25 machines, and that is assuming that no additional repairs are required. Fashion is requesting an increase in this budget to \$2500 so that we can be sure that all our equipment remains in working order for the success of our students.

#### **Additional budget Needs:**

##### **Subscription to a Small Library management system.**

Fashion would like to subscribe to LibraryThing which is a web based book cataloging system that will allow us to organize and catalog our classroom library. This system would make it possible to track loaned books and equipment to help students complete assignments outside of lab time. Requesting \$300 budget for this subscription.

##### **Subscription to Email and Marketing management service.**

Fashion would like to subscribe to Constant Contact which is a promotional marketing email service which allows for the creation of targeted marketing emails to our subscriber list. This will allow us to stay in better contact with the community to promote our programs events and activities throughout the year. Requesting \$150 Budget for this subscription.

**Administrative Assistant, STNC, or Student Worker needed to support program operation.** Fashion Studies is an active and busy CE program. An Administrative Assistant is required for day to day support with program concerns such as purchase and repair of lab

equipment, addressing student questions, and creating program publicity materials. In addition, an Admin. is needed to support annual events such as the Advisory Committee meetings, the Spring Fashion show, and the Student Design Contest.

## 2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	Petaluma	01	01	\$300.00	Expand Magazine Subscriptions
0001	Petaluma	02	02	\$300.00	Subscription to LibraryThing library catalog service for classroom equipment and library checkout system
0001	Petaluma	02	03	\$150.00	Monthly Subscription to Constant Contact for newsletter and email marketing
0001	Petaluma	01	01	\$2,500.00	Increase Equipment Service budget from 2000 to 2500 to accomodate service of new industrial machines and increased cost of servicing machines.
0001	Petaluma	02	03	\$500.00	Increase Audio Visual budget from \$400 to \$500 to cover current cost of filming and editing fashion show. The video is a powerful outreach tool and supports our students who have been featured in the show.

## 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

## 2.2d Adequacy and Effectiveness of Staffing

### **Program Administrative Assistant:**

When the Consumer and Family Studies Department was splintered into various disciplines and transferred to other clusters, the administrative assistant who supported the department was eliminated. Fashion Studies needs the employ of a part-time administrative assistant for 8-10 hours per week. Currently classified support for the discipline is shared by the assistant to the Dean of Instruction on the Petaluma campus and the assistant to the Dean of Arts and Humanities. Their jobs are demanding enough and do not need the extra work that our program requires.

Fashion Studies is an active and busy CE program. An Administrative Assistant is required for day to day support with program concerns such as purchase and repair of lab equipment, addressing student questions, and creating program publicity materials. In addition, an Admin. is needed to support annual events such as the Advisory Committee meetings, the Spring Fashion show, and the Student Design Contest.

**NOTE: The role of an AA described above could also be supported by an STNC or a Student Worker.**

### **Program Full Time Faculty:**

The Fashion Studies Program has hired a full time faculty member. This new faculty is beginning to work on projects that have been difficult for the Adjunct Program Coordinator to keep up with such as: Increasing online course offerings, fundraising, community outreach and recruitment, event planning, program promotion, updating and posting on social media, and effectively supporting students who wish to complete our degrees and certificates. The full time faculty will hope to guide the Fashion Program to increased enrollment, increased certificate completions, increased transfers, and would help to increase our profile within the school and the community.

### **Associate Faculty:**

The Fashion Studies Program currently has two associate faculty members who are both over the age of 64. We have no associate faculty in our pool besides these two. We hope to expand our Associate Faculty pool in 2024/2025 so that there are backup instructors ready when and if the current faculty retire or become unable to accept assignments.

## 2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
0001	Petaluma	02	07		Administrative Assistant I	Classified
0001	Petaluma	02	03		STNC Administrative Assistant	STNC
0001	Petaluma	02	03		Student Worker to support program	Student

## 2.3a Current Contract Faculty Positions

Position	Description
Full-Time Contract Faculty	Manage the discipline, assume the responsibilities now being performed by the CE coordinator



2.3b Full-Time and Part-Time Ratios

Discipline	FTEF Reg	% Reg Load	FTEF Adj	% Adj Load	Description
FASH	1.0000	100.0000	0.7100	71.0000	There are currently one FT and two adjunct

### 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

These numbers are specific to Fashion faculty, not Theatre Arts Faculty

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

2.3e Faculty Staffing Requests

Rank	Location	SP	M	Discipline	SLO Assessment Rationale
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2.4b Rationale for Instructional and Non-Instructional Equipment, Technology, and Software

Instructional Equipment

We would like to purchase 4 table top light boxes which are used for tracing and drawing in the Fashion Illustration and Design class.

Non-Instructional Equipment

We are interested in re-purposing the current staff room/kitchen that is in our lab, to turn it into a more functional space for the types of lab activities that fashion classes require. We need an industrial sink that is deep enough to fill a bucket of water, and we need a washing machine and dryer that will allow us to instruct students on fabric dying, and fabric care.

Our classroom currently has carpeting on the floor which is not ideal for a sewing space. Pins and needles get stuck in the carpet and are difficult to remove with standard cleaning equipment. We would like to replace the carpet with hard flooring.

## 2.4c Instructional Equipment Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	Petaluma	01	01	Light tables	4	\$150.00	\$600.00	Emily Melville	PC 247	

## 2.4d Non-Instructional Equipment and Technology Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	Petaluma	02	01	Install hard Flooring for Fashion Lab	1	\$60,000.00	\$60,000.00	Emily Melville	PC 247	Regina Guerra
0001	Petaluma	02	01	Install industrial sink and washer dryer in PC 251	1	\$15,000.00	\$15,000.00	Emily Melville	PC251	
0001	Petaluma	02	01	Industrial Sink	1	\$1,800.00	\$1,800.00	Emily Melville	PC 251	
0001	Petaluma	02	01	Ventless Washer and Dryer	0	\$3,500.00	\$3,500.00	Emily Melville	PC 251	

## 2.4f Instructional/Non-Instructional Software 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	Petaluma	02	01	Urgent	Doyle	247	\$60,000.00	Remove the carpet inPetaluma 247 classroom
0001	Petaluma	02	01	Urgent	Doyle	251	\$15,000.00	Install industrial sink and washer dryer in PC251

## **2.5b Analysis of Existing Facilities**

### **Install Industrial Sink and Washer Dryer**

We are interested in re-purposing the current staff room/kitchen that is in our lab (PC251), to turn it into a more functional space for the types of lab activities that fashion classes require. We need an industrial sink that is deep enough to fill a bucket of water, and we need a washing machine and dryer that will allow us to instruct students on fabric dying, and fabric care.

### **Remove Carpet and Install Hard Flooring in classroom spaces**

Our classroom currently has carpeting on the floor which is not ideal for a sewing space. Pins and needles get stuck in the carpet and are difficult to remove with standard cleaning equipment. We would like to replace the carpet with hard flooring.

## **3.1 Academic Quality**

Fashion Studies discipline works constantly to generate funding from local organizations, i.e., American Sewing Guild, Santa Rosa Quilt Guild, Pointless Sisters, and Art Quilt group. Local sponsors, manufacturers, and advisory members also contribute to our funding. Contributions to the Bronson Lee Memorial Fashion foundation fund had a sum of \$5,700 at the beginning of this year. This fund has been important to pay stipends, purchase fashion contest prizes, finance awards ceremony, and anything that benefits and showcases our students' endeavors.

## **3.2 Student Success and Support**

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 Human Resources department. When applications for new positions are requested, we ask all candidates for their statement on diversity.

## **3.3 Responsiveness to Our Community**

Fashion Studies discipline cultivates a healthy organization by keeping the lines of communication to the wider district opened and keeping abreast of any change in district policies.

## **3.4 Campus Climate and Culture**

Department Chair

## **3.5 Establish a Culture of Sustainability**

Sustainability is a big focus of the Fashion Studies program. In addition to promoting recycling and waste reduction in the use of classroom supplies such as paper and fabric, the program also works to educate students on the issues of sustainability in the larger fashion industry. The program has partnered with the Fibershed which is a local organization that seeks to promote the local textile and apparel economy. In 2022 we are offering a new class called FASH 106 Alterations and Sustainability which will further expand our students understanding of these issues. In 2022 our Spring Design contest was also focused on waste reduction by encouraging students to upcycle existing clothing and use natural, plant based dyes to change their fabrics.

## **4.1a Course Student Learning Outcomes Assessment**

## 4.1b Program Student Learning Outcomes Assessment

Program Student Learning Outcomes:

Upon successful completion of this program, the student will be able to:

1. Communicate design concepts through technical sketches and illustrations.
2. Translate garment design concepts from sketches to patterns.
3. Execute the pattern and construction of a garment from concept to finished product.
4. Relate the history and social context of fashion to current industry trends.
5. Apply technical and professional skills expected in the fashion industry as both an employee and an entrepreneur.

Fashion Fundamental Certificate:

1. Execute industry standard garment construction techniques.
2. Select appropriate fabrics for apparel based on fiber content, fabric construction, and environmental impact.
3. Relate the history and social context of fashion to current industry trends.
4. Apply technical and professional skills expected in the fashion industry as both an employee and entrepreneur.

Fashion Design Major

1. Communicate design concepts through technical sketches and illustrations.
2. Translate garment designs from sketch to pattern to finished garment using apparel industry techniques.
3. Select appropriate fabrics for apparel based on fiber content, textile construction, and environmental impact.
4. Relate the history and social context of fashion to current industry trends.
5. Apply technical and professional skills expected in the fashion industry as both an employee and an entrepreneur.



## **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 62A Flat Pattern Design 1	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

Not applicable

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

### Fall 2022 Courses:

Course	Title	Units	Modality
FASH 8	Introductory Textiles	3.0	Hybrid
FASH 52.2	Visual Merchandising	2.0	In Person
FASH 56	Fashion Design and Illustration	3.0	In Person
FASH 62A	Flat Pattern Design	2.0	In Person
FASH 70A (2 sections)	Clothing Construction 1	2.0	1 section Online 1 section In Person
FASH 141	Contemporary Fashion Designers	3.0	Online
FASH 770	Fashion Skills Lab	0.0	In Person

### Spring 2023 Courses:

Course	Title	Units	Modality
FASH 60	Draped Design	2.0	In Person
FASH 70A (2 sections)	Clothing Construction 1	2.0	1 section Online 1 section In Person
FASH 70B	Clothing Construction 2	2.0	In Person
FASH 112	Alterations and Sustainability	2.0	In Person
FASH 121	Knitwear	2.0	In Person
FASH 139	Fashion Entrepreneurship	3.0	Online
FASH 152	Fashion Show	2.0	In Person
FASH 152L	Fashion Show Lab	0.5	In Person
FASH 770	Fashion Skills Lab	0.0	In Person

## Summer 2023 Courses:

Course	Title	Units	Modality
FASH 70A	Clothing Construction 1	2.0	Online

## 5.2a Enrollment Efficiency

# Santa Rosa Junior College - Program Unit Review

## Fashion Studies - FY 2017-18 (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	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Fashion Studies	68.0%	77.5%	86.3%	92.0%	98.7%	94.5%	92.0%	78.4%	83.0%

### Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Fashion Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
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	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Fashion Studies	68.0%	77.5%	86.3%	92.0%	98.7%	94.5%	92.0%	78.4%	83.0%

## Analyses:

Between Spring 2016 to Spring 2018, there was an average decrease of enrollment efficiency of -1.35 percent. The median was 86.3 percent.

From Summer 2015 to Summer 2018, there was an average increase 11 percent of enrollment efficiency; the mode was 92 percent, the median was 92 percent, the maximum was 100 percent.

From Fall 2015 to Fall 2018, there was an average increase of 4 percent. The median is 83.6 percent.

## 5.2b Average Class Size

### Santa Rosa Junior College - Program Unit Review Fashion Studies - FY 2017-18 (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	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Fashion Studies	17.0	20.3	21.6	23.0	25.5	23.6	23.0	20.7	20.0

#### Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Fashion Studies	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

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

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
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	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Fashion Studies	17.0	20.3	21.6	23.0	25.5	23.6	23.0	20.7	20.0

#### Analyses:

From Spring 2016 to Spring 2017, the average class size decreased by -.35. The median was 21.6.

From Summer 2015 to Summer 2017, the average class size increased by 1. The median is 21.5, and the mode is 23.

From Fall 2015 to Fall 2016, the average class size increased by .63. The median is 21.45.

## 5.3 Instructional Productivity

### Santa Rosa Junior College - Program Unit Review Fashion Studies - FY 2017-18 (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		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	2.09	19.59	14.79	2.31	19.10	16.88	2.12	17.87	17.6
	FTEF	0.21	1.46	1.07	0.15	1.18	1.15	0.16	1.42	1.3
	Ratio	10.04	13.43	13.80	14.93	16.22	14.64	13.21	12.63	13.5

**Petaluma Campus** (Includes Rohnert Park and Sonoma)

Fashion Studies		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	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

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

Fashion Studies		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	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		X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
	FTES	2.09	19.59	14.79	2.31	19.10	16.88	2.12	17.87	17.6
	FTEF	0.21	1.46	1.07	0.15	1.18	1.15	0.16	1.42	1.3
	Ratio	10.04	13.43	13.80	14.93	16.22	14.64	13.21	12.63	13.5

**Analyses:**



From Spring 2016 to Spring 2018, there was an average decrease of FTES/FTEF ratios of -.13 percent.

From Summer 2015 to Summer 2018, there was an average increase of FTES/FTEF ratios of 2.19 percent.

From Fall 2015 to Fall 2018, there was an increase of FTES/FTEF ratios of .07 percent.

## 5.4 Curriculum Currency

FASH 139 Fashion Entrepreneurship is due for COR Update in Spring 2022.

Faculty are planning to update FASH 141 in Fall 2022 to address topics of diversity and inclusion.

## 5.5 Successful Program Completion

The statistics that were provided from Institutional Research reflecting semesters from Summer 2017 to Fall 2018:

	Spring 2019	Spring 2020	Spring 2021	Spring 2022
Fashion Degree	5	4	4	
Fashion Design Certificate	8	13	8	Estimated 4

## 5.6 Student Success

### Santa Rosa Junior College - Program Unit Review

#### Fashion Studies - FY 2017-18 (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	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Fashion Studies	73.5%	67.3%	71.1%	77.3%	66.0%	72.7%	80.0%	68.9%	76.0%

**Petaluma Campus** (Includes Rohnert Park and Sonoma)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Fashion Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
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	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Fashion Studies	73.5%	67.3%	71.1%	77.3%	66.0%	72.7%	80.0%	68.9%	76.0%

**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	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Fashion Studies	67.6%	64.8%	70.4%	77.3%	63.4%	72.2%	65.0%	64.7%	74.0%

**Petaluma Campus** (Includes Rohnert Park and Sonoma)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Fashion Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
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	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Fashion Studies	67.6%	64.8%	70.4%	77.3%	63.4%	72.2%	65.0%	64.7%	74.0%

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

**Santa Rosa Campus**

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Fashion Studies	1.89	2.60	2.78	2.28	2.57	2.64	1.65	2.40	2.28

**Petaluma Campus** (Includes Rohnert Park and Sonoma)

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Fashion Studies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

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

Discipline	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
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	X2015	F2015	S2016	X2016	F2016	S2017	X2017	F2017	S2018
Fashion Studies	1.89	2.60	2.78	2.28	2.57	2.64	1.65	2.40	2.28

**Analyses:**

*Retention*

Between Spring 2016 to Spring 2018, there was an increase of 7 percent, median 72.7

Between Summer 2015 to Summer 2018, there was an increase of 8.8 percent, median 77.3

Between Fall 2015 to Fall 2018, there was an increase of 2.3 percent; mode 68.9 percent, median 68.1

#### *Course Completion*

From Spring 2016 to Spring 2018, there was an increase of 4.4 percent of course completion; the median was 72.2 percent, the maximum was 74.7 percent (Spring 2018).

From Summer 2015 to Summer 2018, there was an average decrease of -.8.6 of course completion; the median was 67.6 percent, the maximum was 77.3 percent (Summer 2016).

From Fall 2015 to Fall 2018, there was an average increase was .83 of course completion; the median was 64.7 percent, the maximum was 64.8 (Fall 2015).

#### *Grade Point Averages*

The average of grade point averages from Summer 2015 to Fall 2018 was 2.42, the median was 2.6, maximum of 2.78 (Spring 2016).

## 5.7 Student Access

# Santa Rosa Junior College - Program Unit Review

## Fashion Studies - FY 2017-18 (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	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19	Percent
	White	142	50.0%	132	44.9%	225	50.9%	225	50.9%
	Asian	9	3.2%	15	5.1%	19	4.3%	19	4.3%
	Black	4	1.4%	8	2.7%	9	2.0%	9	2.0%
	Hispanic	83	29.2%	90	30.6%	113	25.6%	113	25.6%
	Native American	6	2.1%	1	0.3%	2	0.5%	2	0.5%
	Pacific Islander	2	0.7%	1	0.3%	6	1.4%	6	1.4%
	Filipino	0	0.0%	4	1.4%	0	0.0%	0	0.0%
	Other Non-White	33	11.6%	30	10.2%	29	6.6%	29	6.6%
	Decline to state	5	1.8%	13	4.4%	39	8.8%	39	8.8%
	<b>ALL Ethnicities</b>	<b>284</b>	<b>100.0%</b>	<b>294</b>	<b>100.0%</b>	<b>442</b>	<b>100.0%</b>	<b>442</b>	<b>100.0%</b>

Enrollments of all most under represented populations--Asian, Black, Hispanic (although enrollments dropped this academic year for the latter group) increased. Native American, Pacific Islanders, Filipino, and other non-White populations have either decreased or fluctuated since 2015-16 academic year.

Headcounts of all ethnicities have increased since the 2015-16 academic year with again, the exception of the current academic year. There was a decrease of 7.5 percent.

# Santa Rosa Junior College - Program Unit Review

## Fashion Studies - FY 2017-18 (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	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19	Percent
	Male	27	9.5%	30	10.2%	62	14.0%	75	14.0%
	Female	253	89.1%	261	88.8%	361	81.7%	442	81.7%
	Unknown	4	1.4%	3	1.0%	19	4.3%	22	4.3%
	<b>ALL Genders</b>	<b>284</b>	<b>100.0%</b>	<b>294</b>	<b>100.0%</b>	<b>442</b>	<b>100.0%</b>	<b>539</b>	<b>100.0%</b>

For a discipline that has traditionally been female, there has been a marked increase in the enrollment of male and unknown genders. Male enrollment has increased from a headcount of 27 in 2015-16 to 75 in 2018-19. Unknown genders has increased from 4 in 2015-16 to 22 in 2018-19

# Santa Rosa Junior College - Program Unit Review

## Fashion Studies - FY 2017-18 (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	2015-16	Percent	2016-17	Percent	2017-18	Percent	2018-19	Percent
	0 thru 18	34	12.0%	26	8.8%	53	12.0%	53	12.0%
	19 and 20	61	21.5%	57	19.4%	52	11.8%	52	11.8%
	21 thru 25	70	24.6%	73	24.8%	73	16.5%	73	16.5%
	26 thru 30	11	3.9%	19	6.5%	48	10.9%	48	10.9%
	31 thru 35	40	14.1%	38	12.9%	64	14.5%	64	14.5%
	36 thru 40	16	5.6%	8	2.7%	33	7.5%	33	7.5%
	41 thru 45	6	2.1%	11	3.7%	31	7.0%	31	7.0%
	46 thru 50	12	4.2%	20	6.8%	25	5.7%	25	5.7%
	51 thru 60	27	9.5%	27	9.2%	28	6.3%	28	6.3%
	61 plus	7	2.5%	15	5.1%	35	7.9%	35	7.9%
	<b>ALL Ages</b>	<b>284</b>	<b>100.0%</b>	<b>294</b>	<b>100.0%</b>	<b>442</b>	<b>100.0%</b>	<b>442</b>	<b>100.0%</b>

## 5.8 Curriculum Offered Within Reasonable Time Frame

### •Fashion Fundamentals 19.5 Units- 1 year to complete

#### •1st Semester (Fall)

- FASH 8 Introductory Textiles 3.0 units
- FASH 52.2 Visual Merchandising 2.0 units
- FASH 70A Clothing Construction 1 2.0 units
- FASH 141 Contemporary Fashion Designers 3.0 units

#### •Total 10 units

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#### •2nd Semester (Spring)

- FASH 70B Clothing Construction 2 2.0 units
- FASH 112 Alterations and Sustainability 2.0 units
- FASH 139 Fashion Entrepreneurship 3.0 units
- FASH 152 Fashion Show 2.0 units
- FASH 152L Fashion Show Lab 0.5 units

#### •Total 9.5 units

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### •Fashion Design 28.5 Units- 2 years to complete

•

- 1st Semester (Fall)

- FASH 8            Introductory Textiles    3.0 units

- FASH 52.2      Visual Merchandising   2.0 units

- FASH 70A      Clothing Construction 1        2.0 units

- Total 7 units**

- 

- 2nd Semester (Spring)

- FASH 70B      Clothing Construction 2        2.0 units

- FASH 112      Alterations and Sustainability 2.0 units

- FASH 152      Fashion Show   2.0 units

- FASH 152L     Fashion Show Lab      0.5 units

- Total 9.5 units**

- 

- 3rd Semester (Fall)

- FASH 56        Fashion Design and Illustration        3.0 units

- FASH 62A      Flat Pattern Design    2.0 units

- FASH 141      Contemporary Fashion Designers    3.0 units

- Total 8 units**

- 

- 4th Semester (Spring)

- FASH 121      Knitwear            2.0 units

- FASH 60        Draped Design 2.0 units

- FASH 139      Fashion Entrepreneurship    3.0 units

- Total 7 units**

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## **5.9a Curriculum Responsiveness**

The Fashion Studies Advisory Committee has seven members from industry represented. All of these members (except one) represent industry and business for all of the Certificates and Associate of Arts Degree. The one exception is a high school faculty member.

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)**

The Fashion Studies Program has established an Articulation agreement with Rancho Cotate High School which has a Career Education program and offers classes in Fashion Design. The Fashion instructor is Debra Bee who is also a member of the SRJC Fashion Studies Advisory Committee. Students from Debra's classes will have the opportunity for dual enrollment so that when they complete the year of Fashion Design at RCHS, they will be able to submit the assessment to receive Credit By Exam for FASH 70A Clothing Construction 1. These students will then have a head start on completing one of our certificates or degrees.

Additional outreach to other area high schools is an important goal for the new full time faculty member. Because the program has moved to Petaluma, outreach to Marin County High Schools would help to expand our reach into the bay area.

## **5.10 Alignment with Transfer Institutions (Transfer Majors ONLY)**

If ever staffed appropriately, the Fashion Studies Program would love to begin the process of articulating with four year college, universities, and private universities for transfer agreements in Fashion Studies and developing a Fashion transfer major.

## **5.11a Labor Market Demand (Occupational Programs ONLY)**

Based on all available data, there appears to be an “undersupply” of Fashion Design workers compared to the demand for this cluster of occupations in the Bay region and in the North Bay sub-region (Marin, Napa, Solano, Sonoma counties). There is a projected annual gap of about 565 students in the Bay region and 134 students in the North Bay Sub-Region.

This report provides student outcomes data on employment and earnings for TOP 1303.10 - Fashion Design programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Santa Rosa Junior College and in the region.

This report profiles Fashion Design Occupations in the 12 county Bay region and in the North Bay sub-region for a Fashion Studies program review at Santa Rosa Junior College.

- Fashion Designers (27-1022): Design clothing and accessories. Create original designs or adapt fashion trends.  
Entry-Level Educational Requirement: Bachelor’s degree  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 30%
- Merchandise Displayers and Window Trimmers (27-1026): Plan and erect commercial displays, such as those in windows and interiors of retail stores and at trade exhibitions.  
Entry-Level Educational Requirement: High school diploma or equivalent  
Training Requirement: Short-term on-the-job training  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 40%
- Tailors, Dressmakers, and Custom Sewers (51-6052): Design, make, alter, repair, or fit garments.  
Entry-Level Educational Requirement: No formal educational credential  
Training Requirement: Moderate-term on-the-job training  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 24%
- Fabric and Apparel Patternmakers (51-6092): Draw and construct sets of precision master fabric patterns or layouts. May also mark and cut fabrics and apparel.  
Entry-Level Educational Requirement: High school diploma or equivalent  
Training Requirement: Moderate-term on-the-job training  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 24%

In addition to the COE report quoted above which states that there is a demand for Fashion employees in the North Bay, there are also hundreds of fashion related jobs that are not counted by the Bureau of Labor Statistics. Fashion entrepreneurs, fashion bloggers, Etsy sellers and other areas of employment are thriving and growing as there is a continued trend in the industry towards consumers wanting to purchase clothing that is designed and made in the USA and even more specifically, locally made and produced. Fashion magazines, newspapers and industry standards like Women’s Wear Daily have all reported on these new trends in fashion retail.



Many Fashion Studies students who complete the program go on to have success starting and working for small businesses making and selling their designs, products and services.

## **5.11b Academic Standards**

Academic Standards are included in all of the courses are discussed when new courses and course revision occur. Some courses are UC transfer courses and require formal term papers and/or culminating term projects as part of the course requirements.

## 6.1 Progress and Accomplishments Since Last Program/Unit Review

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0000	Petaluma	01	01	Purchase additional Industrial Equipment	Purchase addition industry standard machines to train students in real world skills	Fall 2023	Complete
0001	Petaluma	01	01	Maintenance and Repair of Equipment	Yearly servicing of sewing machines and budget for repair to equipment as needed	Spring 2021- Spring 2022	Complete
0001	Petaluma	04	07	Setup of Petaluma Lab and Classroom	Acquire and set up all necessary furniture and equipment in order for lab and sewing classes to function.	Spring 2022	Complete

## **6.2b PRPP Editor Feedback - Optional**

## 6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0000	Petaluma	03	05	Update classroom space to remove carpet, add industrial sink, and washing machine	The classroom space we are in has several features that do not work well with the functioning of the fashion studies classes. Carpet in the classroom space catches pins and needles that get embedded in the fibers. A switch to hard flooring is requested. We also need an industrial sink and washing machine to allow us to work with fabrics in our apparel construction and textile classes.	Spring 2024- Spring 2025	Funding
0001	Petaluma	03	06	Purchase Classroom Set of Textbooks	We would like to purchase classroom textbook sets for those courses that have required textbooks. Students would be able to borrow textbooks.	Spring 2024- Spring 2025	Funding
0001	Petaluma	03	05	Catalog Classroom Library and Equipment	We hope to set up a system for students to check out books and other classroom equipment.	Spring 2024 - Spring 2025	Funding and personnel
0002	Petaluma	01	01	Update Program Curriculum	Ongoing goal of updating and modernizing the curriculum of the program to best serve the needs of our students in finding jobs or transfer to 4 year	Fall 2023- Spring 2026	Faculty time to spend on curriculum