

# Santa Rosa Junior College

## Program Resource Planning Process

### Fashion Studies 2019

#### 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. Emphasis within the Fashion Industry is placed in the areas of Fashion Design and Production and Fashion Merchandising. The Fashion Studies Retail Merchandising Certificate of Achievement totals 20 units and the Fashion Design and Apparel Production Certificate of Achievement totals 20.5 units and renamed to Fashion Design Assistant Certificate of Achievement effective Fall 2014. The program provides excellent opportunities for building entry level skills in the fashion industry and for those seeking Fashion Studies Certificate of Achievements. The Associate of Arts Degree is also 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.

#### 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 by area
3. Our courses are offered only on the Santa Rosa campus due to the equipment and lab requirements necessary to teach the courses effectively

#### 1.1c Description

The Fashion Studies Program offers Certificate Programs and AA degrees in Fashion Design and Retail Merchandising. Completion will qualify the student for entry-level employment and apprenticeships in fashion design and production, and several areas of retail merchandising. Many graduates are working for local manufacturers and specialty retail stores throughout California and across the country.

The Fashion Studies Retail Merchandising Certificate of Achievement totals 20 units and the Fashion Design and Apparel Production Certificate of Achievement totals 20.5 units and renamed to Fashion Design Assistant Certificate of Achievement effective Fall 2014. The program provides excellent opportunities for building entry level skills in the fashion industry and for those seeking Fashion Studies Certificate of Achievements. The Associate of Arts Degree is also 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.

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

The program currently has no full-time faculty anchor. Nor does it have an administrative assistant even on a part-time basis to help administer the following Career and Education requirements or the programs in addition to enrollment-based courses. The following duties currently fall to the Fashion Studies Program Coordinator who is adjunct faculty.

### **Administrative Tasks:**

- Purchasing and funding the repair of equipment
- Monitoring budgets, schedule development
- Assembling hiring pools
- Developing and maintaining curriculum currency

### **Site-related Duties include:**

- Organizing the annual “Fashion Design Contest”
- Fundraising for the annual contest prizes
- Mentoring students completing the “Collections Program” featured in the fashion show
- Overseeing the annual fashion show at “Day Under the Oaks”
- Coordinating a current advisory committee

## 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 Fashion Studies Program (1303)** has experienced a **22 percent** reduction in the overall budget from 2016-2017 to 2017-2018. This fiscal year, there was 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 and again in Spring 2019, the Fashion Show was beautifully showcased in the Bertolini Student Activities Center. It is now exhibited the in the Bertolini Student Activities Center. 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. This year 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 CE 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
0001	Santa Rosa	08	07		Administrative Assistant I	Classified

## 2.3a Current Contract Faculty Positions

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

Discipline	FTEF Reg	% Reg Load	FTEF Adj	% Adj Load	Description
FASH	0.0000	0.0000	1.9900	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		2	2	4

## 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 CE 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 CE Program which requires developing and monitoring an advisory board and coordinating advisory meetings. These convene at least two times per year. Soliciting CTEA, Strong Work Force, and other applicable 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. More sections of Draping classes were added because of physical space limitations.

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  
Fall - 2019 - 228  
Sp - 2019 - 203

Fill rates for the last three years: 2015-2016 - 77%  
2016-2017 - 99%  
2017-2018 - 84%  
2018-2019 - 92%

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 - 18 completed  
2018-2019 - 8 completed



### 2.3e Faculty Staffing Requests

<b>Rank</b>	<b>Location</b>	<b>SP</b>	<b>M</b>	<b>Discipline</b>	<b>SLO Assessment Rationale</b>
0001	Santa Rosa	01	01	Fashion Studies	There was a faculty request submitted 2017

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

### **Priority #1 Two- Juki Cover Stitch Machines**

**(\$600.00 + 54. tax = 1,296.00)**

Several members of our Fashion Studies Advisory Committee suggested that the Fashion Program update our clothing construction classes teaching machine sewing techniques with knit and woven fabrics to include operations on a cover stitch sewing machine. The cover stitch machine is used to complete flatlock stretch seams and hems used for most manufactured garments today. The new model machines are easier for students to master and produce more professional finished products, providing them with a stronger set of machine skills required in most design rooms.

### **Priority #2 Four Bernina 350 PE computerized sewing machines**

**Four Bernina 350 PE computerized sewing machines \$1,499.00 each  
(\$5,996.00 = \$159.84 = \$6,155.84 total including tax)**

**We are requesting four additional Bernina 350 PE sewing machines to ensure that we have enough new model machines for the twenty plus students regularly enrolled in our garment construction classes.** Because we don't have enough of the new machines for our twenty plus class sizes in our lab, we still have four to six students struggling in our classes each semester. These students are delegated to older portable machines that malfunction regularly and do not produce the professional results that newer machines do. The student's sewing skill have excelled as a result of the new Bernina computer sewing machines. They embrace computer logic these machines require, produce better quality garments, and complete more assignments and projects as a result.

## 2.4c Instructional Equipment Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	Santa Rosa	01	01	Juki MCS 1500 Cover Stitch machine	2	\$654.00	\$1,296.00	Lyra Bobo	885	Lyra Bobo
0002	ALL	00	00	Bernina 350 PE computerized sewing machines	4	\$1,499.00	\$6,155.84	Lyra Bobo	885	

## 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
0001	Santa Rosa	04	06	Urgent	Garcia Hall	870	\$0.00	Alternate entrance in to Room 870 because faculty no longer have access to Room 830 which contains the visual display window.
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

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

## 3.3 Cultivate a Healthy Organization

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 Safety and Emergency Preparedness

Department Chair

## 3.5 Establish a Culture of Sustainability

Recycled bins are located in the classroom for students to recycle paper, fabric, glass, plastic, and aluminum containers.

Many instructors use their own website to post information about their courses.

Encourage most of the instructors to post course syllabi and documents to their file depot via the portal. Once this posting is made, students receive an email providing a link to print or download these documents.

#### 4.1a Course Student Learning Outcomes Assessment

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.

#### **FASHION STUDIES DISCIPLINE 6-Year Cycle SLO Assessment Plan: 1303-Fashion**

Course	SLO #s	Participating Faculty	Semester Initiated or to Be Initiated	Semester Completed	Comment
<b>FASHION</b>					
FASH 8: Introductory Textiles	#1, 2, 3 #4	B Panizzera B Panizzera	F 2013 F 2014	F 2013	SLO Met
FASH 52.2: Visual Merchandising	#1, 2, 3	B Panizzera			
FASH 53: Fashion Analysis	#1, 2, 3, 4	B Panizzera B Panizzera	S 2014 S 2014	S 2014 S 2014	
FASH 56: 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
FASH 60: Draped Design	#3 #2, 3 #1	L Bobo L Bobo	2012-13 2013-14	S 2013 S 2014	SLO Met; some co changes recomme
FASH 62A: Flat Pattern Design	#2	L Bobo	F 2015	F 2015	SLO Met
FASH 70A: Clothing Construction 1	#5 # 1,4 #2,3	E Sours B Panizzera	2011-12 S2014 F 2014-S15	S 2012	SLO Met
FASH 70B: Clothing Construction 2	#1, 2, 3, 4	R Spencer-Crompton	S 2014	S 2014	SLOs Met
FASH 106: Alterations of Ready-mades	#1, 2 #3, 4	B Panizzera			
FASH 121A: Basic Tee Shirts	#1, 2 #3, 4	L Bobo	F 2014		
FASH 121B: Sewing with Knits	#1, 2	L Bobo	F 2014		

FASH 139: Fashion Entrepreneurship	#4 #1, 2 #3	L Bobo	S 2014 As scheduled As scheduled	S 2014	SLO Met
FASH 151: Fashion Apparel	#1, 2 #3, 4	B Panizzera	As scheduled		
FASH 152: Fashion Show	#1, 2, 3	R Spencer-Crompton	2012-13	S 2013	SLO Met – some c revisions

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

Fashion Studies: Fashion Design Assistant Major due for review 2019

Fashion Studies: Fashion Design Assistant Certificate due for review 2019

Fashion Studies: Retail Merchandising Major due for review 2019

Fashion Studies: Retail Merchandising Certificate for review 2019

## 4.1b Program Student Learning Outcomes Assessment

As of now, there is no repository for this information.

## 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 Fash Design Illus	Fall 2012	Spring 2013	Spring 2013
Course	FASH 56B Adv Fash 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 Desgn 2*	N/A	N/A	N/A
Course	FASH 63 ComputerAided Flat Pt*	N/A	N/A	N/A

Course	FASH 70A Clothing Constr 1	Spring 2014	Spring 2014	Fall 2014
Course	FASH 70B Clothing Constr 2	Spring 2014	Spring 2014	N/A
Course	FASH 99 Fashion Work Exp	N/A	N/A	N/A
Course	FASH 99I Fashion Wrk Exp Inter	N/A	N/A	N/A
Course	FASH 101 Basic Pant Fitting*	N/A	N/A	N/A
Course	FASH 102 Pattern Alteration*	N/A	N/A	N/A
Course	FASH 105 Pattern Grading*	N/A	N/A	N/A
Course	FASH 106 Alter Ready-made Clot	N/A	N/A	N/A
Course	FASH 107 Stretch Apparel *	N/A	N/A	N/A
Course	FASH 109 Sewing Lingerie *	N/A	N/A	N/A
Course	FASH 110 Bra Construction *	N/A	N/A	N/A
Course	FASH 111 Swimsuit Construct*	N/A	N/A	N/A
Course	FASH 114 Wearable Art *	N/A	N/A	N/A
Course	FASH 115 Copying Rdy-to-Wear*	N/A	N/A	N/A
Course	FASH 116 Sewing w/ Sergers*	N/A	N/A	N/A
Course	FASH 116.1 Serger Update *	N/A	N/A	N/A
Course	FASH 118 .3 Menswear - Shirts*	N/A	N/A	N/A
Course	FASH 118.1 Menswear - Pants*	N/A	N/A	N/A
Course	FASH 118.2 Menswear - Jackets*	N/A	N/A	N/A
Course	FASH 120 Adv Clthng EZ Tailor*	N/A	N/A	N/A
Course	FASH 121A Basic Tee Shirts	Fall 2014	Fall 2014	N/A
Course	FASH 121B Adv Sewing with Knit	N/A	N/A	N/A
Course	FASH 139 Fashion Entrepreneur	Spring 2014	Spring 2014	Spring 2015
Course	FASH 140 History of Costume*	N/A	N/A	N/A
Course	FASH 141 Contemp Fash Dsgnr*	N/A	N/A	N/A
Course	FASH 142 Computer Fash Illus*	N/A	N/A	N/A
Course	FASH 145A Fabric Dyeing Tech*	N/A	N/A	N/A
Course	FASH 145B Fabric Dyeing Tech*	N/A	N/A	N/A
Course	FASH 151 Fashion Apparel Acces	N/A	N/A	N/A
Course	FASH 152 Fashion Show	Spring 2013	Summer 2013	Spring 2014
Course	FASH 154 Bridal Consultant*	N/A	N/A	N/A
Certificate/Major	Fashion Studies: Custom Cert*	N/A	N/A	N/A
Certificate/Major	Fashion Studies: Apparel Cert	N/A	N/A	N/A

#### 4.2a Key Courses or Services that address Institutional Outcomes

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

#### 4.2b Narrative (Optional)

### 5.0 Performance Measures

Not applicable

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

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

**The Fashion Studies Program** The Fashion Studies Program offers the following classes:

<b>Fashion Studies: Fashion Design Assistant Requirements - complete 20.00 units</b>		
<b>Course</b>	<b>Description</b>	<b>Units</b>
<a href="#">FASH 8</a>	Introductory Textiles	3.00
<a href="#">FASH 53</a>	Fashion Analysis	3.00
<a href="#">FASH 56</a>	Fashion Design and Illustration	3.00
<a href="#">FASH 60</a>	Draped Design	2.00
<a href="#">FASH 62A</a>	Flat Pattern Design 1	2.00
<a href="#">FASH 70A</a>	Clothing Construction 1	1.50-3.00
<a href="#">FASH 70B</a>	Clothing Construction 2	1.50-3.00
<a href="#">FASH 121A</a>	Sewing with Knits: Basic Tee Shirts	0.50
<a href="#">FASH 121B</a>	Advanced Sewing with Knits	0.50
<a href="#">FASH 139</a>	Fashion Entrepreneurship	3.00
<b>Information Learning Resources Requirement - complete 1.00 units</b>		
<b>Course</b>	<b>Description</b>	<b>Units</b>
Complete any combination totaling <b>at least 1.00 units</b> from the following:		
<a href="#">LIR 10</a>	Introduction to Information Literacy	1.00
<a href="#">LIR 30</a>	Introduction to Information Literacy for Research Projects	1.00

<b>Fashion Studies: Retail Merchandising Requirements - complete 20.50 units</b>		
<b>Course</b>	<b>Description</b>	<b>Units</b>
<a href="#">BMK 51</a>	Principles of Selling	3.00
<a href="#">BMK 60</a>	Retail Merchandising Management	3.00



<a href="#">FASH 8</a>	Introductory Textiles	3.00
<a href="#">FASH 52.2</a>	Visual Merchandising	2.00
<a href="#">FASH 53</a>	Fashion Analysis	3.00
<a href="#">FASH 106</a>	Alterations of Readymade Clothes	1.00
<a href="#">FASH 151</a>	Fashion Apparel and Accessories	3.00
<a href="#">FASH 152</a>	Fashion Show	2.00
<a href="#">FASH 152L</a>	Fashion Show Production Lab	0.50

**Course Prerequisites and Advisories:**

Courses in a program of study may have prerequisites or advisories; that is, courses that must or should be completed before taking that course. Please check for prerequisites or advisories by clicking on the course numbers in the Program Requirements section.

**Notes:**

All course requirements with a grade of 'C' or better.

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Courses in a program of study may have prerequisites or advisories; that is, courses that must or should be completed before taking that course. Please check for prerequisites or advisories by clicking on the course numbers in the Program Requirements section

It is recommended that lab classes have at least one 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 one adjunct instructor who is interested in developing online courses in the Fashion Program.

**The Fashion Studies Program** will offer only one course Summer 2019 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.

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

	<b>Ratio</b>	<b>10.04</b>	<b>13.43</b>	<b>13.80</b>	<b>14.93</b>	<b>16.22</b>	<b>14.64</b>	<b>13.21</b>	<b>12.63</b>	<b>13.5</b>
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**Petaluma Campus** (Includes Rohnert Park and Sonoma)

<b>Fashion Studies</b>		<b>X2015</b>	<b>F2015</b>	<b>S2016</b>	<b>X2016</b>	<b>F2016</b>	<b>S2017</b>	<b>X2017</b>	<b>F2017</b>	<b>S2018</b>
	<b>FTES</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
	<b>FTEF</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
	<b>Ratio</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0</b>

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

<b>Fashion Studies</b>		<b>X2015</b>	<b>F2015</b>	<b>S2016</b>	<b>X2016</b>	<b>F2016</b>	<b>S2017</b>	<b>X2017</b>	<b>F2017</b>	<b>S2018</b>
	<b>FTES</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
	<b>FTEF</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
	<b>Ratio</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0</b>

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

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

**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/FTES ratios of .07 percent.

## 5.4 Curriculum Currency

**All curricula is current.**

## 5.5 Successful Program Completion

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

	Spring 2017	Summer 2017	Fall 2017	Spring 2018	Summer 2018	Fall 2018	Spring 2019
Fashion Degree		1		1			
Fashion Design Certificate				11		3	2
Fashion Design Major		1	1	3			
Retail Assistant Certificate		1	2			1	2
Retail Assistant Degree							

## 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%	76.1%

**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%	74.7%

**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%	74.7%

**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	2.40

**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	2.40

**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



- FASH 121A Sewing with Knits; Basic Tee Shirts .5 units
- FASH 121B Advanced Sewing with Knits .5 units
- Fourth Semester Unit Total 6 units
- Minimum units to meet program requirements: 20 units
- 

•**Fashion Studies: Retail Merchandising Certificate**

•First Semester (Fall)

- FASH 52.2 Visual Merchandising 2 units
- BMK 60 Retail Marketing 3 units
- First Semester Unit Total 5 units

•Second Semester (Spring)

- FASH 53 Fashion Analysis 3 units
- FASH 106 Alterations of Readymade Clothes 1 unit
- Second Semester Unit Total 4 units

•Third Semester (Fall)

- FASH 151 Fashion Apparel and Accessories 3 units
- FASH 8 Introductory Textiles 3 units
- Third Semester Unit Total 6 units

•Fourth Semester (Spring)

- FASH 152 Fashion Show 2 units
- FASH 152L Fashion Show Production Lab .5 units
- BMK 51 Principles of Selling 3 units
- Fourth Semester Unit Total 5.5 units

Minimum units to meet program requirements: 20.5 units

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•**Fashion Studies: Retail Merchandising Major**

•First Semester (Fall)

- FASH 52.2 Visual Merchandising 2 units
- BMK 60 Retail Marketing 3 units
- LIR 10 Introduction to Information Literacy
- (may be taken any semester) 1
- First Semester Unit Total 6 units

•Second Semester (Spring)

- FASH 53 Fashion Analysis 3 units
- FASH 106 Alterations of Readymade Clothes 1 unit



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)

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)

The Retail Merchandising Certificate of Achievement prepares students for entry level positions in the fashion retail and merchandising industry including;

- Retail buying
- International and sustainable sourcing
- Product development
- Brand management
- Wholesale and retail marketing promotion
- Fashion forecasting
- Visual merchandising
- Wardrobe stylist.

The Fashion Design Assistant Certificate of Achievement prepares students for entry level positions in the fashion design industry including;

- Assistant designer
- Production fitting editor
- Production construction editor
- Technical production illustrator
- Fashion illustrator
- Assistant pattern maker

- Sample maker
- Fabric and materials coordinator

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 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	ALL	00	00	Collections program was implemented this year (2019)	Our newly implemented Collections Program is an opportunity for students to complete a collection that can also be an outstanding addition to your portfolio! Student's who complete collections have access to our FASH 770 lab hours, select from top quality fabrics, use state of the art sewing machines, and work under the professional guidance of our fashion faculty through out the academic year. The students completed collections are featured in the Fashion Studies annual spring fashion show.	Annual	The collection was implemented Fall 2018
0000	ALL	00	00	Showcase program	<p>This year's fashion show featuring student designs was journey into inclusivity titled, "Metamorphosis", held during Day Under the Oaks, in Bertolini Students Center.</p> <p>Metamorphosis was a student produced fashion show and a culminating experience for students enrolled in Fashion Studies classes. The class was produced by the Fashion Show students with the guidance of our fashion faculty Robyn Crompton Spencer, Program Coordinator Lyra Bobo, and many generous volunteers. It featured multiple levels of student projects and original designs; including "Mommy and Me" designs, class projects, showcase designs, three student collections, an alumni's clothing line, and this year design contest entries. The entries for this year's design contest, "Ruffles, Lace, and Trims... Oh My", closed the show with our master of ceremonies, Dante Olandini, announcing the winning design for the people's choice, a \$100-dollar cash prize. Three photos of taken during the show and a lovely write-up about the show were featured on the front page of the North Bay section, of the Press Democrat Monday morning.</p> <p>The prizes were funded through donations to our Bronson Lee Fund #6309-4800 and the following prizes were given to our top three contestants:</p>	Annual	The showcase begins at the beginning of the academic year.

				<ul style="list-style-type: none"><li>• Prizes: 1st Place ..... Bernina 350 PE computerized sewing machine</li><li>• 2nd Place .....Phaff computerized sewing machine</li><li>• 3rd Place .....Professional Dress Form (ordered in your size from PGM)</li><li>• People's Choice....\$100 Cash Prize</li></ul>		
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6.2b PRPP Editor Feedback - Optional

### 6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	Santa Rosa	01	01	Curriculum update	Advanced knits class will be update to active wear where students will be exposed new skills on cover stitch machines	Fall 2019	New cover stitch sewing machines