

**SAN DIEGO MESA COLLEGE
SCHOOL OF BUSINESS AND TECHNOLOGY
FASHION ADVISORY COMMITTEE
THURSDAY, DECEMBER 7, 2017, 6:00 PM, B-104**

FY18 DRAFT Minutes 2017-12-07

1. **CALL TO ORDER:** -meeting called to order at 6:17 pm first motion by Jenne Hill, seconded by Susan Suarez
2. **WELCOME/INTRODUCTION:**
See sign in sheet for attendees
3. **APPROVAL OF MINUTES:** Tuesday, May 8, 2017
Jordyn Smiley made a motion to approve the minutes, seconded by Jenne Hill
4. **CONTINUING BUSINESS:**
 - **2018 Golden Scissors Event – Desert Escape – May 11, 2018-**
Desert Escape is the theme, Lina Mills' collection won over all, and with faculty input decided this would be a great theme. It will be at the Sheraton San Diego Hotel and Marina in their Pavilion tent.
 - **Activities in the Department**
 - Design and Discovery Fashion Showcase, Collaboration with Salk- 13 Mesa design students collaborated with Salk scientists. The students completed formal proposal to the scientists in May and created their garments during the summer, Oct 4 was the show. The students worked diligently there was such perseverance. Feedback from Salk included that people typically an event and then leave; but the crowd stayed for the Fashion Showcase. Over 1,000 people went online to vote for the various Students used Spark to chronicle their process. You can go online to design and discovery to review the project. This was modeled on a project that took place at MIT. It was a fundraiser for Salk, a very high profile event. Our students were able to connect with elite donors and raise the profile of what community college students can do. The show was very professional and one of Mesa College graduates produced the show. There may be future opportunities to share the student's work The Jewish Community center would like to feature the fashions in the Spring.
 - Fashion Club- Very active Fashion club and they meet every week. They have not had a lot of activities that have brought a lot of people. They did get fundraising with matched fun and got 2 scholarships. The fashion club supports 2 scholarships.
 - **Curriculum Update**
 - AS and Certificate Costume- the Introduction to Costume was halted in the curriculum review process, the plan is it to be taught next year. There will be someone hired to assist with this course. Other classes that will be offered are Understructures and Accessories, but there is a decision to be

made about the type of accessories class: (theater or regular accessories). Should we break off the technology aspect to be a separate course outside of the textile design course and have the technology class as an elective or a requirement for the costume design? Basic introduction to costume includes what is basic to a costume and each student must create a constructed period garment. Its pre-requisites would be Fash 130 and 199a. Research is involved, pulling rack to find items for costuming.

- Smaller Certificate that mirror a minor – Introduction to fashion for business and marketing students possibly offer them a grouping of courses so that would be a certificate, the units could build into a minor when they transfer. Perhaps have one for millinery, business, social media, technical design etc. The idea to have “stackables” courses that build skills. It could encourage people who are working to come in to take these classes to improve their skills. The minimum to have a certificate would be 15 units, 5 classes. The idea is that if students have success in earning a smaller certificate, and are successful, then they would continue with a larger certificate or other certificates. There is a community college in Sacramento that had stackables, “smaller” certificates, and had great success in having students continue on to the degree.
- Distance Education Plans and Hybrid – more online and hybrid classes, half in person (meet 1.5 hours in class) and 1.5 hours online. This has worked great for students in the Textile design class. When they met in class they could do more fantastic activities. They took the same midterms and finals and did better on the test since each week they take a quiz and were accustomed to the weekly structure. They can take the quiz up to 3 times. Overall the hybrid class has higher test scores on their midterms and finals than in person classes offered in the past. Someone brought up the case if a class was fully online how could you verify that the person taking the test is the right person taking the test. In some hybrid classes, quieter students in class, but were more engaged online in some cases. Photoshop and Illustrator courses were online as well. Fashion History online last semester (complete online course), had 30 to 40, only 1 failing student, retention on the course is good. Fresno State students can take this class and have it transfer (since it is not offered each semester at Fresno)
Introduction to Fashion Hybrid- Retention is not as good when comparing to daytime course. We were hopeful that hybrid format offered in the evening would change trend.

- **Funding**

- Strong Workforce-new initiative from the State. Funds are received for Career Education when you can prove that you are providing better services to students, or more students are graduating or getting through the programs faster. \$680,000 for Mesa College and the fashion department received a portion of these funds. There is now an Associate

Dean, hired to be a steward of Strong Workforce. \$19,600 awarded wearable technology items, supplies for sewing and pattern labs, blue ray disk.

- BARC-this is the non-state entity, funds from San Diego Mesa College, for funding for equipment. They put everything in the BARC for this year's program review.
- Perkins- awarded \$35,182 ranges from dress forms to Apple computers to fashion snoops, pantone products.

5. NEW BUSINESS:

• Activities in the Department

- New Hire-in the process of hiring fashion design/theater costume. Final interviews are next week and this person will start in February 2018. Adjunct Spring 2018 work schedules will shift. Some adjuncts will not be teaching as much in the Spring. Trying to find ways to have as little displacement as possible. Kit and Heather will take over the Collections Class.
- International Textile and Apparel Conference-meeting of faculty who teach apparel and design, Meegan and Rachael attended. Both participated in seminars related to the future of the field and the scholarship of teaching and learning. Meegan would like to raise awareness of the skills that Mesa College students have and showcase this to other universities.
- Textile and Apparel Programs Accreditation Commission- 4 year degree colleges are finding that PhD programs are being closed, so having accreditation for 4 year and 2 year colleges may help validate the programs. Meegan would like to be on this committee for accreditation and guide the process. The argument is to have an outside organization validate the programs. Participation could assist transfer pathways. Dues to be a part of the committee are \$500.00 a month, so this expense was put into the request for BARC funds.
- Su Lin possible with local artists and students to sketch during dress rehearsals
- Program Review- program goals, who is your student, labor statistics, data analysis, and then each year you need to meet the objectives. Request for staffing. Would like funds for an open lab and digital lab for students to use on Friday afternoons overseen by staff. Either have regular staff to oversee the lab or NANCE, have an hourly person to oversee the lab and opens the lab.
- Career Day-Ana Marie helped coordinate. 60 to 70 students and and 2-3 universities attended. Good speakers. It was a great success. Suggestion to start earlier this year with the planning
- Co-Curricular Activities-had a booth at Maker Faire at Balboa Park, booth for indigo dyeing. Sold out of all the 300 napkins and 4 teams of 4 to 5 students to cover the shifts shifts. All volunteering.
- Salk Institute-see above

- Visions Art Museum-annual event sold out. There were 24 garments.
- Buying Class- the buying class teams with the bookstore for something they will sell in the bookstore. The students came with a logo, to be a new font and made stickers and embroidered hats and these hats sold out. Since the development of brand and the image is part of the curriculum, they were permitted to change the logo for this project. The bookstore takes 10% of the profits and the remaining profits go back into the program. Mainly covers the cost of the bus.
- **Curriculum**
 - Program Focus and Trends – Ideas came up regarding Sustainability and Social Media. Think about recommendations for sustainability, (possibly have this as a component of every class or project) for every fiber they talk about in textiles they talk about the sustainability. For the fitting class, recycled items, zero waste items. Suggestion is to incorporate sustainability into all the classes, cases studies of corporate responsibility, study companies (like Patagonia and Nike). The buzzword now is “circular” like the process from beginning and end. At the end of April, there is a fashion revolution week, perhaps next year the Fashion club can have a fashion revolution event. Show the movie Denim blue and have speaker, have a theme.
 - Fash 147 Stretch Knits: Design and Construction- Stacey will teach this 1 unit course. It is an 8 week course (it may be 1.5 units)
 - Fash 113 Fashion Event Planning and Production-Gretchen, this is an 8 week course. The department needs to do the marketing early.
 - Fash 123 Ethnic Costume-Susan starting development for this in Spring 2018
 - Guided Pathways- Initiative from the Chancellor, provide clear paths for students in selecting their education plan and coursework. The purpose is to guide students through the programs faster. Mesa is filling out the initial request for this initiative. Many academic programs are looking towards career education. The term “technical” education has been removed and now the rebranding is using terminology “ career” education. The idea is so that students know the programs and understand the curriculum/courses required. We want to make sure the guided pathways are for the current demographic of students. We need to remember that many students are working full-time jobs and families, so it may take longer for them to get through the coursework. Employers sometimes do think it as a red flag if students have been in community college for long periods of time, and perhaps are more distracted and taking electives rather than finishing general coursework
 - Advisory board member suggested a new technical design class
- **Upcoming for Spring 2018**
 - Magic Tradeshow Presentation, save the date March 10, 2018

- Fashion Redux – This is a 3 month show at the SD History center- Ninety years of Fashion. There will be 9 garments. Voting will be January 24th.
 - Fashion show with Gretchen—April 2018 (mid April)
- **Moving into new Building on Spring 2019**

6. **NEXT MEETINGS:** Spring 2018

7. **ADJOURNMENT:** Marty Ornish made a motion to adjourn the meeting and Jordyn Smiley seconded it. The meeting ended at 7:53 pm