Fashion Advisory Committee Meeting Minutes

March 27, 2014

Chetna Bhatt Zandra Rhodes Studio

Marla D’Avanzo Marla Hope Designs

Bridgitte Schillig Squadro INC

Lesa Gallagher Temescal Canyon High School

Meegan Feou Oakley, Mesa and Saddleback College

Yoli Bennett LEGOLAND

Marcia Roberts Palomar College adjunct

Neil Bruington San Diego County Fair

Lita Tabish Fallbrook High school

John Westgarth Plangea

Sandy Freese Palomar College adjunct

Denise Dabbs Plato’s Closet

Selene Gomez Plato’s Closet

Alexa Hansard Plato’s Closet

Jane Thurston Palomar College adjunct

Ken Imaizumi Palomar College adjunct

Irma Salazar Palomar College adjunct

**Introductions**

Rita called the meeting to order at 3:35 pm and asked everyone to introduce themselves.

**New Programs - 4 new AS degrees overview**

Rita explained that there were four new degrees. The four new degrees are Buying Management, Fashion Merchandising, Fashion Design, and Visual Merchandising.

* **Buying Management degree**- Sandy Freese spoke to the committee on the addition of this new program. She explained each of the classes and said there are two classes that really hold this together, which are fashion buying and management. One is taught in the fall and it concentrates on management only. In spring we do the buying management two class which concentrates on buying.
* **Fashion Merchandising degree**- Rita went over the courses in this degree along with a brief description of what is taught in each one of the classes.
* **Fashion Design degree**– Ken Imaizumi outlined the courses involved in the fashion design degree. He said they are not focusing on pure design or pure technology, but an overview of both areas. Ken said they have students with a wide range of experience levels. They teach a student to go from zero experience to sewing, to making the garments and participating in the fashion show.
* **Visual Merchandising degree**- Rita went over the visual merchandising degree. She said they have been working with the Interior Design department; they have basic classes with a lot of emphasis on hands on experience. She said they start in the classroom doing boards and they do exhibits in the library, the Westfield mall for the Christmas set alongside professionals, plus several other locations.

**Industry and School Review**

The committee suggested the need for students to be exposed to more software such as Optitex, Photoshop, Illustrator and Patternmaking. They also suggested more emphasis on grading and costing. Rita noted costing was incorporated into three classes on the merchandising side, but not in the design portions. The committee would like to see costing emphasized throughout the classes and into design and even suggested making its own course.

**New Facility**

Rita announced we are on schedule to get a new facility which will be remodeled completely for the fashion program until we move into our permanent location in approximately five years. The facility will have a lecture room, a computer room and a design room. She said two storefront windows will be installed for displays. The RC building will be remodeled inside and out.

The advisory committee stressed the importance of staying on top of industry technology. The program should invest in leading industry materials in order to prepare students for employment. Several members discussed the possibility of fast-track training programs for their employees at the college.

**Classroom Technology**

A large digitizer table was suggested as a good addition for the program and more Optitex.

**Industry Tools – Industrial Machines**

Rita asked the committee if they should have industrial machines at this time. The committee agreed unanimously that they should get rid of the domestic machines and move on to using industrial machines in the classroom. When a student seeks a job, they will be using an industrial machine. There were also recommendations for a digitizer in the classroom and for Marker, a software program.

**Fashion Show**

Rita announced the fashion show will be held on Thursday, April 24, 2014 at the California Center for Arts in Escondido. She said the fashion show will be held in the concert hall and explained how the fashion show has grown since they first started from about 300 attendees to 1000 last year. She said they were happy to use the concert hall as it provided a real life experience for the students. Rita announced the special guest this year will be Malcolm McCassy who is a previous student and now is the president/CEO of his own company, Ethika. Malcolm has recently been on MTV as a host.

**San Diego County Fair**

Rita announced they will be participating in the San Diego County Fair and also do a mini fashion show there. She said they are planning to have 8-10 students there and they are allowed to present 2 garments. Neil then addressed the committee on how the items were judged. He also spoke about the opportunity to have items on exhibit. He said it was a great way for the students to get exposure as they have nearly 1.5 million people who visit the fair.

**Industry Review of the Fashion Industry**

The committee said that the internetbusiness was growing along with apps. There is a need for a well-rounded student with good soft skills, ability to sew on industrial machines, illustrator and Photoshop knowledge, and people who know costing.

**Employment Outlook/Internships**

Yoli from LEGOLAND said she could send information to us to help our students get internship/ jobs at LEGOLAND. Chetna said they also do internships and take Palomar students, but they are not always prepared. Chetna suggested having an in-house interview once our students complete the program and to invite all of the companies to interview the students and let them make their choices. There was a strong opinion from the committee that students need improvement on soft skills and computer skills.

**Adjournment**

**Rita adjourned the meeting at 5:45 p.m.**