Fashion Advisory Committee

March 8, 2016

Minutes of Meeting

***Attending Advisory Meeting:***

Chetna Bhatt- Zandra Rhodes

Elena Chirkova - Dance in Style and Palomar College

Yoon Baha r – Fashion Consultant

Marla D’Avanzo - Marla Hope Designs

Lei Lani Angel – Style Sorbet

Wendy Humphys – Teamwork Athletic

Veronica Kenny – Teamwork Athletic

Janelle Boiser - Eliel Cycling

Lita Tabish – Fallbrook High School

Deborah Bohandy – BCBG Max Azria and Deborah Bohandy Collections

Kay Mueller – VMHS

Lesa Gallagher – Temescal HishSchool

Nancy Galli – Instructor Fashion department Palomar College

Marcia Roberts – Instructor Fashion department Palomar College

Rita Campo Griggs- Instructor Fashion department Palomar College

Irma Salazar – Instructor Fashion department Palomar College

Sandy Freese – Instructor Fashion department Palomar College

Jane Thurston - Instructor Fashion department Palomar College

**Welcome** – Rita Campo Griggs and Irma Salazar

**Introductions:** Everyone introduced themselves and gave a brief description of their company.

**Annual MODA Fashion Show- Information and tickets**

Rita and Irma spoke to the committee about the theme of the fashion show, Express yourself. They let the committee know they were invited to attend the MODA fashion show and would receive complimentary tickets. The students put into a lot of hard work and dedication to the fashion show from creating the garments, creating the fashion magazine MODA in which they do the editorials, photo shoots and put together the MODA magazine for the fashion show. The committee members were interested in knowing how many garments were shown and how the MODA show was organized. Rita and Irma explained the process from beginning to end of what categories to collection were in the show and that normally 150- 200 garments were shown.

**Promotional Ideas**

 We discussed the variety of various activities, events, website, and print media we use to promote and advertise the program. Several advisory members made suggestions as to additional ways we can get word out about our program. One was to contact all the possibilities in this area for internships, make appointments to visit the various businesses to establish a relationship with us and the college.

**Enrollment**

They spoke about the college’s encouragement to enroll more students per class. Rita said they had 36 students in the fashion show class this semester. This is a record number of students for the class and the biggest the class has ever been.

 **Articulations for 4 year universities**

Irma and Rita spoke to the Committee about working on Articulation agreements with 4 year universities and how the articulation agreements worked. The fashion program has an articulation agreement with Cal Poly Pomona, Long Beach, and were speaking to other colleges. Cal Poly Pomona labels their program Apparel Merchandising Management an Apparel Production and have more of a business approach. Rita and Irma thought this might be a good direction for Palomar to make and asked the Committee what their thoughts were on a possible change in a similar direction as Cal Poly Pomona. The committee seemed to favor the changes.

**New Programs in Fashion Department**

There are four new programs in the fashion program. Fashion Merchandising along with the certificate, Fashion Design, Fashion buying and management and Visual Merchandising Degree and Certificate. Rita and Irma went through the degrees and certificates with the committees and explained they were already top heavy and not allowed to add more classes to the programs but asked the committee to review the classes and let them know if they thought anything should be removed or added. The committee voiced opinions on adding more of a business emphasis to some of the classes in preparing a student to get ready once they graduated in becoming a business owner versus working for a company. They spoke on topics that should be addressed in classes such as sourcing, the CAD class, seam classifications, mass producing, how to grade garments, creating your own samples and how to communicate with Foreign countries.

 **Tour of Facility Open House**

The meeting was held in the new facility. This was the first opportunity most of the advisory member were able to see firsthand the new apparel and merchandising working areas. Rita and Irma gave the advisory board members a tour of the new facility. Most advisory member agreed the space is limited and there is no room for expansion. The design classes are already in need of additional space. Immediately following the tour the classroom was our Open House reception. Community members and local high schools were invited to tour the classroom and speak to our industry professionals. Over 200 guests attended this event.

**Closing:**  The meeting was adjourned 6:00 pm.