**Palomar College**

**Fashion Advisory Committee Minutes
April 19, 2017**

**ATTENDEES**

Leilani Angel, Style Sorbet

Yoon Bahar, Palomar Adjunct Instructor- Fashion

Chetna Bhatt, Zandra Rhodes Studio

Rita Campo Griggs, Permanent Faculty, Fashion

Elena Chirkova , Dance in Style and Palomar College

Cindy Cruz, Leaping Lotus

Yvonne Curiel, Eagle Creek Travel Gear

Marla D’Avanzo, Marla Hope Designs

Eleana Lai Etcheverry, Charity Wings

Sandy Freese, Palomar Adjunct Instructor- Fashion

Lesa Gallagher – Temescal Canyon High School

James Hebert, Palomar Adjunct Instructor- Fashion

Liese Victoria Hoffmire, Bella Blank XO

Rachel Libolt, Palomar Adjunct Instructor- Fashion/FCS

Kay Mueller – VMHS

Andrea Nasrallah, Fashion Industry Various

Marcia Roberts, Palomar Adjunct Instructor- Fashion

Faye Rodriguez, Brixton

David Solomon, Alias MX

Katherine Sterling, Palomar Adjunct Instructor- Fashion

Lita Tabish – Fallbrook High School

Jane Thurston - Palomar Adjunct Instructor- Fashion

Danyelle Wolf, Designer
Kat Balouch, Dept. ADA- Recorder of meeting

**WELCOME AND INTRODUCTIONS**

Rita Campo Griggs welcomed the advisory committee members thanked them for attending.  She introduced herself and asked that everyone introduce themselves and give a brief description if their company.

 **STATEMENT OF PURPOSE**

Rita reminded everyone that the purpose of the advisory committee was to see what is happening in the industry & to gather their input to impact the direction of the program and the way students are served.

**FASHION SHOW UPDATE**

Rita spoke to the committee about the MODA fashion show, which will be held May 4th, 2017.

Rita let the committee know they were invited to attend the MODA fashion show and would receive complimentary tickets. There will be a VIP reception at 6pm and the guest speaker would be David Soloman this year.

Rita explained the fashion show event is a good example of a career pathway, allowing students to transition from High School, to College, to Industry. The theme of the fashion show is “70 years of style” to correspond with Palomar College’s 70th anniversary. The start would be a segment on Decades of Style from the 50’s to the 90’s. Beginning the 2000’s the design collection would begin.

**DISCUSSION POINTS**

* **Computer Drafting Programs:**

Rita asked the committee members what their thoughts were on Computer drafting programs and which programs should students who graduate from Palomar’s Fashion program be knowledgeable in.
The committee members stated that for Pattern Making, programs such as Gerber, Electra, or any pattern making software is fine since if you know one, you will be able to learn another. However for Merchandisers, Designers, or Technical Designers, programs such as Illustrator or Photoshop are key.

James Hebert asked the committee that since we teach our students flat pattern making and draping, would our students still be viable in the industry if we did not teach a software program, since currently we teach Optitex and it did not seem like Optitex was in demand. The committee members agreed that not knowing the software was fine as long as the students were proficient in draping and understood the concept of grading. Since software like Optitex, Gerber, and Electra are generally used for in-house pattern making and now the direction in industry is to have the Patterns already made by factories.

The committee stated the perhaps offering the Pattern Making Software class an elective or offer it only in the summer may be more beneficial, since each company has different needs. Technical Designers, however, will need to know this software.

However the committee stated that software such as Illustrator or Photoshop are critical no matter which aspect of Fashion they are going into.

* **Retail Software:**Rita asked the committee members that for merchandising students, what type of software is utilized, perhaps as a buying component or for other needs. The committee members stated that merchandising is a very competitive and making the store look appealing & visually stimulating is key. However since trends in this field change so fast that what taught in class this semester may not be viable the next.
* **Social Media:**

Rita asked the committee members how important it was for students to understand & utilize social media. The committee members stated that Social Media is the most critical way for a company to market itself.

The members stated a class in eCommerce, showing new ways of marketing & promotion, would be a great idea. This is no longer the “what’s happening in the future”, but what is happening “now” in the industry. Proof of this is how many brick & mortar stores are closing.

Committee members stated that even though Social Media and eCommerce are different, the Fashion Program should offer at least a class in the basics of eCommerce, since hiring someone who has both eCommerce & Social Media background is in high demand.

Committee members also stated that a course in “digital marketing”, for both Merchandising & Design students, would be beneficial so they will learn how to market themselves correctly.

* **Work Shops (Short term Classes):**

Rita informed the committee members that enrollment in Fashion is low and asked the committee if they had any ideas on short term classes or workshops that might attract students but also follow industry trends. The committee members came up with a few courses that they felt would fill:

* **Cos Play Costume Workshops**- The committee stated that since Comic Con is so big in San Diego, the Fashion should offer a workshop in the basic “Styling” of costumes or even have a basic sewing component to the workshop. These workshops could be offered in spring to gear towards Comic Con and in the fall for Halloween. These workshops could be offered as a 2-6 week course.
* **eCommerce Workshops**- The committee recommended short 2-4 week workshops on the basics of eCommerce. This would garner interest with those not just interested in Fashion, but perhaps business majors or others who are interested in the basics.
* **Basic Sewing Workshops**-The committee stated a short 1-2 day workshop on basics of sewing would also garner interest. Then those students who are interested in further fashion will take the extensive full semester beginning sewing classes.
* **Social Media Workshops**- The committee recommended a social media workshop would gather interest from students of other majors as well, since Social Media is in high demand.
* **Styling Workshops**-Short 1-2 day workshops on proper styling could garner interest as an introductory class for those who are interested in fashion, but not necessarily sewing/designing, or merchandizing.
* **Historical Costuming-** This workshop could be of interest to those who are interested in costuming, but do not want to take a full semester class.
* **Adobe Illustrator-** A short workshop on the basics of Illustrator would be of benefit to all students.
* **Increasing Enrollment**Rita informed the committee that over the last several years, enrollment for the Fashion Program has been declining. She wanted to specifically talk about Travel Classes and Advertising as a means to boost enrollment.
* **Travel Classes**Rita asked informed the committee that in the past, the Fashion program would offer Travel Classes, where the students would go to New York or Paris on a week-long trip. Due to circumstances out of our control, Palomar College had put a moratorium on all travel classes. Rita asked the committee would they think bringing back the travel classes is a good thing. The overwhelming consensus was that yes, we should bring them back. Travel courses get the students more enthusiastic about the program and broadens their awareness of the industry.
* **Advertising**Rita asked the committee to recommend advertising avenues that would be successful in boosting Fashion Enrollment.
The committee recommended the following:
	+ Advertising on Facebook, Google Ad Boards, Instagram, and Snap Chat.
	+ Advertising at local High Schools, with the counselors at the Career Centers
	+ Creating catalog cards that are visual stimulating, not just the standard ones that every discipline uses.
	+ Attendance to College Fairs- Lake Elsinore Outlets has one Sept. 26th, 2017
	+ Attendance to Maker’s Fair at Balboa Park, which occurs in the fall.
	+ Use of the Fashion Club, have students take over Instagram
* **What’s new in the Industry?**

Rita asked the committee to share what is new in the industry. The committee members stated the PLM (Product Line Management) systems are very big now. A lot of companies are using them now. One of the biggest PLM system in use is Electra. Optiex and Gerber also have a version of it, however Optitex is not used as much. Electra can be used in both MAC & PC. It is a full circle of production, which has all aspects of design, merchandizing, buying, etc. all in one place.

* **New Hires: What are your needs?**Rita asked the committee what our students need to know after graduation from Palomar to have a better chance of getting hired. The committee overwhelmingly stated that for Design students, Illustrator & Photoshop are important, but also they should have knowledge of the whole design process. However the all students should know basic office skills and possess soft skills, such as professional behavior and social media etiquette.
* **Internships: Does your company offer internships?**Rita asked the committee if any one of their companies offer Internships. Many members expressed interest in having a marketing/media intern.

Rita asked the committee if they would be interested in attending an Internship Interviews with our students who are set for graduation. Many members expressed interest in meeting with students and having interviews, however some members thought this should be open to 1st semester students as well.

**ADJOURNMENT**

Rita adjourned the meeting and thanked the committee members for their participation and feedback.

Next Advisory Meeting to be scheduled for March 2018.