

Fashion Advisory Committee Meeting

Monday, March 18, 2019

Advisory Committee Members

Kay Muller, VMHS
Allyson Simone, Allyson Simone Bridal
Alisha Canin, TCHS
Julie Freed, J-Kinis
Elena Chirkova, Palomar College faculty
Rachael Libolt, Palomar College faculty
Silvia Wieldmann, La Costa Canyon High School Faculty
Monti Ladd, Napali ENT.
Sharlene Borrowed, Zandra Rhodes Director of US operations
James Hebert, Eagle Creek
Yoon Bahar, Palomar College Faculty
Marcia Roberts, Palomar College
Marina Myers, Chef Work
Marla D'Avanzo, Designer
Elena LaiEtchery, Charity Wings
Loretta Ross, Ross Designs
Donna Leipug, DKNY

Welcome/ Introductions

Rita Campo Griggs called the meeting and welcomed everyone for attending the Fashion Advisory Committee meeting. Introductions were made around the room.

MODA Fashion Show

Rita gave a history of the fashion show from the beginnings of the fashion show, how it came to evolve, and grow with the fashion program. It started off as a class she was hired to teach, and they would borrow clothes from retail stores, and put on a show at the theater. From there it grew to the student center, to a tent off campus, to the San Marcos Theater, to the California center of the arts banquet room, to the Concert hall that holds 1000 people where we have held it for the last 6-7 years. This year we were asked to bring the show back to college. We are renting a big tent because there is no place on campus to hold event, and we had to cut it back to 500 people. This year's College theme is Better Together 2.0, so we modified it, and said Better Together Again for our show. We are inviting our alumni to join us in the fashion show with their designs and work. This year we decided to have a fashion show, a fashion week, and a whole week of activities. Every year the students do the annual magazine for MODA. They do the entire process from start to finish, and every year we do the annual magazine. This is all put together by students who do the photoshoot, pull clothes from designers, do hair, and makeup, and edit the magazine to have one final product.

IDEAS for 2020

The committee discussed several ideas for workshops to offer during the summer, and other semesters geared toward high school students, and people in the industry. A variety of workshops discussed and recommended by the committee are; summer camps, online workshops, social media and marketing, Photoshop, and software classes. The committee discussed how quickly the need for social media knowledge is growing, and for students to know how to properly, and efficiently market on social media. There are a lot of entry level jobs that revolve around social media, and are becoming more important, and will lead to greater positions in the future.

New ideas for fall 2019

- **Guest Speaker-**

Rita spoke on the importance of having guest speakers visit the class, and share their experiences and expertise with the students. She asked the members if any of them were interested in being a guest speaker, she would love to have them come to one of their classes. Students get a chance to learn something new, and different, and the knowledge they get from the industry professions is invaluable.

- **Field trips to your location with our students**

Rita asked the committee members to please let her know if our classes would be able to visit with them for field trips, it is a great learning opportunity for our students, and this exposes them to what is done in the industry.

- **Internships-** Rita handed out a form to the committee members regarding internships for the fashion students and asked them to please review the form and let us know if anything was needed. She also asked them to let us know if their company was willing to work with any of our students as interns to please fill out the form and return it to her. We have a lot of people who call us looking for interns and we want to make sure our students have the right qualifications and skills needed for the industry.

Travel

- **MAGIC- August 2019**

Rachael spoke about the upcoming trip to the MAGIC show in Las Vegas. She spoke about the importance of the trip, and the exposure the students get to a part of the industry that is vital. The trip is planned for four days, with double occupancy in a room for \$350.00. The students will have to plan the seminars they plan on attending; Rachael will help them get ready with their resume, cards and goals. There will also be a group project in which they give presentations to other students. Advisory discussed the importance of getting the students to industry location in order to give them a perception of the high pressure, high demand career. One of the goals of the trip to the MAGIC show is to create internships, and partnerships for our students and program. Rachael and Yoon are looking into the possibility of having a table, or booth at the MAGIC show to represent the Fashion Programs for Palomar College.

- **New York – January 2020**

Rita announced the trip would be in January 2020 when we should be going back to New York. We will start promoting it in the next week. The trip is estimated to cost about \$1700 for the trip; it does not include air fare, but includes a full week metro card, room with double occupancy, breakfast, a Broadway show, a group dinner, industry meetings of about four to five every day, a walking tour, and driving tour. The members again reiterated the importance of getting the students to industry locations in order to give them a perception of high pressure, and high demand career. The advisory inquired if it was possible to make field trips part of a mandatory class in the program, and requested a field study as part of the program. Going to the MAGIC show in Las Vegas, and field trips such as going to New York are a vital part of the student's education and experience, the committee felt the students need this type of exposure to the industry and field; it also exposes them to a vast majority of job opportunities within the field and gain a broader sense of what is happening in the industry.

Other business

- Rita spoke about the exciting new partnership with a famous satellite fashion school in Miami. Mario came out here did a workshop he loves the our Fashion program; he is going to articulate our whole program, so that when students finish they can go into their school as juniors, the articulation agreements should be complete sometime in January. They have other satellite campuses in London, Paris, China, and South America.

Adjournment

Rita adjourned the meeting and thanked everyone for coming.