

**Fashion Merchandising and Design**  
**Advisory Meeting Minutes - Wednesday, March 11, 2020**

- **Welcome:** The meeting was called at 4:15pm by Rita Campo Griggs. The Fashion Advisory Committee members introduced themselves and gave an explanation their career and industry affiliation.
- **Introductions:** Rita Campo Griggs, Marina Myers, Marla D’Avanzo, Marcia Roberts, Yoon Bahar, James Hebert, Monti Ladd, Rachael Libolt, Susie Becker, Alisha Carlin, Ashley Meek, Natalie Walter, Carrie Hedayati, Elena Chirkova-Sikora, Emmily Bonura, Chetna Bhatt
- **Impact of COVID-19, Coronavirus on the industry or the company:**
  - Precautionary steps – Companies have begun to feel the impact of the COVID-19 virus. Most companies remain open and working.
  - Any impact on manufacturing or sales –Most companies are seeing a slowdown of goods delivered due to the outbreak overseas.
- **Impact of the drop in the Stock Market:** The market is being watched very carefully as the Fashion Industry is one of the largest, well-established industries in our state, our nation, and globally.
- **What are the top 5 skills student should have to enter a Design and/or Merchandising career?**
  - Internships
  - Industrial Equipment; sewing machines
  - CAD Program- Advisory members recommend reintroducing a CAD program back into the curriculum. Software companies recommended: TUKATECH, Optitex, Gerber and Lextura.
  - Computer Skills
  - Soft Skills

- **Further discussion included:**

**Foundation Knowledge**

The ever-changing fashion industry is influenced by global conditions, technological advances, sustainability, growth and changes in the populations, the economy and public awareness. Therefore the fashion student foundational knowledge needs to have current knowledge in specialized areas, possess technical skills and interpersonal skill that transfer to the workplace.

### **Community, Multicultural/Global Consciousness and Responsibility**

The fashion industry is a global industry which contributes to cultural and economies of communities around the world. Students need to be aware of the global consciousness and responsibility they have as they enter into the work force.

### **Creative, Critical, and Analytical Thinking**

The Fashion program and industry is a combination of creative thinking with analytical skills. The creative aspect of fashion is obvious through the creation of clothing, special events, and visual merchandising. The analytical skill refers to problem solving and ability to solve problems quickly and accurately, if not costing the company thousands of dollars. Creative, critical, and analytical thinking is incorporated into every class in the program.

**Communication**, which includes written and oral communication, is incorporated into every class in the program. In the fashion industry communication is paramount. Poor communication skills can result in hundreds or thousands of dollars lost by a company. Students from beginning sewing to Digital Design are required to communicate everything from their inspiration of a design to skilled technical writing for communication abroad. Each class also includes presentations of assignments or presentation of their findings through research or current events.

**Computation**, which includes quantitative literacy and inquiry and analysis, is not always the first thing people think of when they think of the fashion industry. The fashion apparel industry is a 1,400 Billion dollar business. Designers creating the apparel need to understand, measurements, geometry to create patterns, and grading (sizing) as well as manufacturing cost. Merchandisers which is the business of fashion, need to understand production cost, calculations of Tech Packs, buying at retail, budget plans profit and loss, percentages, market demand, and unit stock planning only to mention a few areas.

- What are the top 5 must haves for the Design and Merchandising Programs?
  - Internships
  - Experiences: travel classes; New York, Los Angeles, MAGIC Conference
  - Industry Presence; through memberships or guest speakers or visits to on-site locations
  - Pantone Color System
  - Industrial Equipment – Industrial sewing machines
  
- Internship possibilities in your company: Each company expressed interest in pursuing internship possibilities.
  
- MODA Fashion Show – Tuesday, April 14, 2020
- **MODA Fashion Show:** Rita announced the day of the fashion show and let the committee know that tickets had been sent to them. The fashion show will be held on

campus Howard Brubeck Theatre Studio. The annual fashion show MODA, is a signature event which showcases students' work. The MODA Fashion Show could possibly be one of the largest single day events for the college drawing 1,000 guest each year. The event attracts attention of industry leaders and recruits new students to the program. Advisory supports and encourages the annual show.

Modeling Auditions: Next week, Wednesday, March 18, 2020.

- **Comets Closet:** Clothing bank for students in need. Donations of clothing, hangers, or fixtures. Rita spoke on Comets Closet, which is a free clothing bank to provide clothes to students who are in need. Rita is working with the food bank, and students services on this project. To date we have served over 500 students. The Advisory supports and encourages the work being done for the students.
- Tour of the classrooms: Advisory members toured the classrooms
- Meeting Adjourned: 6:00pm