

Join Zoom Meeting  
**Fashion Merchandise and Design Advisory Meeting**

Tuesday, March 23, 2021

3:00pm – 4:30pm

**Zoom Conference Meeting**

**<https://palomar-edu.zoom.us/j/97964088684>**

**Meeting ID: 979 6408 8684**

1. Welcome
  - a. Program Updates
  - b. Campus Scheduling Fall 20 and Spring 21
  - c. Special Events - MODA
  - d. Social Media
    - i. Facebook: Palomar Fashion Program
    - ii. Instagram: @palomarfashionprograms
    - iii. Tweeter: @fashionpalomar
  - e. Partnerships
2. Introductions
3. What role has the Covid-19 pandemic played in your company.
  - a. Pros
  - b. Cons
4. Internships
5. How did the Fashion program prepare you for the industry?
6. Future outlook for the program and course information. We continue to refine our programs with your input and recommendations.

**Design**

FASH 100: Industry  
FASH 105: Fashion Analysis  
FASH 110: Textiles  
FASH 130: History of Fashion  
FASH 135: Beginning Sewing  
FASH 136: Advance Sewing  
FASH 139: Pattern-making  
FASH 141: Advance Pattern-making  
FASH 145: Illustration  
FASH 148: Digital Design

**Merchandising**

FASH 100: Industry  
FASH 105: Fashion Analysis  
FASH 110: Textiles  
FASH 115: Visual Merchandising  
FASH 120: Buying and Management  
FASH 125: Retailing and Promotion  
FASH 126: Fashion Show Presentation  
FASH 130: History of Fashion  
FASH 148: Digital Design  
FASH 175: Analysis of RTW

**CAREER EDUCATION FY2022 TEMPLATE  
RESOURCE ALLOCATION FORM**

**DIVISION- Design and Manufacturing**

**DEPARTMENT- Fashion**

**PROGRAM/TOP CODE- 1303**

**FACULTY- Rita Campo Griggs**

**DID YOU RECEIVE SWP OR PERKINS FUNDING IN FY21? Yes**

**DATE ADVISORY COMMITTEE IS Tuesday,  
SCHEDULED. MEETING MUST BE  
HELD BY 04/30/2021.**

**ADVISORY COMMITTEE SUMMARY IF ALREADY HELD: March 23, 2021**

The Fashion Advisory Meeting was held through zoom on Monday, March 23, and was well attended by 18 industry professionals. Through zoom these industry professionals were local but also able to attend from across our Nation and overseas.

Topics included:

- Program Updates
- Campus Scheduling Fall 20 and Spring 21
- Special Events – MODA – The Advisory Committee was very impressed to see that Palomar College was able to support a Fashion Show in 2020. They commented on the creativity and ingenuity of the staff to produce a show on tape. No other school had put this type of show together. The advisory committee felt this is the way of the future, for the next year or two. They considered this an important lesson for the students to understand the real-world changes that occur and how the industry must change quickly to be profitable.
- Social Media – The committee stressed the importance of social media. They recommended a YouTube channel and classes to develop students' skills and etiquette.
- Partnerships/Internships – Several companies need interns for their companies.
- What role has the Covid-19 pandemic played in your company.
- Pros – I was surprised to learn the manufacturing companies are doing very well and exceeding last year's profit numbers. In this pandemic the fashion industry is still thriving.
- Cons
- Internships- Several companies are looking for interns. I have referred them to Cooperative Education.
- How did the Fashion program prepare you for the industry?  
Several of the advisory members were alumni from the program;  
This is what one of our former students had to say:

"I would like to say that the Palomar College Fashion Design Program is very well thought out for any of the classes you currently offer. I took classes from the higher

level to the advanced level at Palomar, and I had to go through the same phase at London College of Fashion with more focus on lingerie design. But I have to say that Palomar College Fashion Design Programs really prepared me to attend one of the prestigious fashion schools in the world. Sometimes I even felt like Palomar College did a better job at teaching than LCF (especially on pattern making classes). So, I am very grateful for all the things I learned from you, and I just wanted to assure the quality of the classes from a student's point of view.”

- Future outlook for the program and course information. We continue to refine our programs with your input and recommendations.

Advisory committee recommends the following to be future trends that need to be addressed and incorporated into the curriculum/program.

- Sustainability in Fashion
- E-commerce
- PLM software
- 3D software
- Social media understanding and professional etiquette

**PLEASE LIST ANY ITEMS ALREADY REQUESTED ON PRP:**

- \$2,000. for Field Studies to be reinstated into the Fashion Program. The program proposes one field trip per semester for the FASH 100 class.
- \$5,000. for annual MODA Fashion Show

**DISCUSS PROGRAM OF STUDY IN TERMS OF MULTIPLE ENTRY AND EXIT POINTS, ALIGNMENT WITH ALL ASPECTS OF AN INDUSTRY OR CAREER CLUSTER, AND ALIGNED WITH REGIONAL EMPLOYMENT NEEDS:**

The area of study, Fashion Merchandise or Fashion Design has fundamental knowledge that can lead students into many careers. With changes to our guided pathways a student entering Palomar can now achieve a certification of achievement in Fashion Design or Fashion Merchandising in one year.

Successful completion of either program allows students with employment opportunities in the fashion industry. This restructure to the program and classes allow us to meet the needs of the student and the fashion industry. Students receive the skills needed to be competitive in the workforce and the program maintains industry partnerships in order for opportunities with internships, professional support, and employment opportunities.

The fashion industry is ever-changing and it is necessary to keep current through relevant technology. Two items which enable the fashion program to keep current with the industry is Fashion Snoop and 3D software such as Tukatech. Fashion Snoop a forecasting site used to project future trends in apparel, color, home furnishings, retail statistics, design collections, and window displays from around the world. Tukatech is a leading provider of pattern and fashion design CAD/CAM software solutions for the apparel, automotive, aeronautics, industrial fabrics and upholstery industries. Both Fashion Snoop and Tukatech assist the Palomar College Fashion student to have a leading edge for employment opportunities.

The annual fashion show MODA, is a signature event which showcases students’ work. Designers produce an apparel lines for the event; Fashion Merchandisers use business skills learned to coordinate the departments, social media, and event planning. The event attracts attention of industry leaders and recruits new students to the program. The show continues even through the pandemic. The show is created on tape and shown through social media; this will add to the student skills and widen the audience to showcase their work. The event attracts attention of industry leaders and recruits new students to the program.

**DISCUSS ANY ARTICULATION AGREEMENTS YOUR PROGRAM HAS WITH AREA HIGH SCHOOLS, AND HOW YOU MAY EXPAND THOSE OPPORTUNITIES-**

Currently the Fashion program has articulations with three area high schools. Each year the articulated high schools have been included in our annual program fashion show, MODA. In normal times the High school faculties are invited to the annual open house and to participate in the Advisory meeting. This year the Fashion Program participated in a nation event titled, “The Future of Fashion.” This event was viewed by high school students from cost-to-cost. The 30 minute presentation hosted a panel of our students and a video created by the Film and TV program. The fashion program would also be interested in working with dual enrollment.

**DISCUSS LABOR MARKET INFORMATION AND NOTE SOURCE:**

**Labor Market – Fashion Merchandising and Fashion Design**

The Fashion Industry is one of the largest, well-established industries in California. Major market centers, apparel manufactures and some of the largest and most unique retail centers in the world provide California with diverse career opportunities. Los Angeles, Orange County and San Diego counties are the largest centers for apparel manufacturing and the number one fashion employer in the nation, acceding New York City.

Growth in the area has been driven by the popularity of active sportswear. Los Angeles has become a major center for contemporary sportswear, swimwear and premium denim. Orange County has become the leader in action sportswear, surf, skate and snow. San Diego is celebrated for catering to California lifestyles influenced by summer fun, and resort wear. In addition, San Diego’s nurturing environment, entrepreneurial spirit and economic status is a perfect mix for retail especially the boutique market. A new niche market emerging with its roots in San Diego is DIY (do-it-yourself). One of the trendsetters for this movement is a Palomar Fashion Alumni, April Yang. Emerging careers in this fast-paced, high grow industry will need to be monitored to meet the needs of the industry.

[EDD Labor Market Information Division - Home Page \(ca.gov\)](http://edd.ca.gov)

Fashion Design Geography	Median Hourly	Median Annually
California	\$40.54	\$84,331
Anaheim-Santa Ana-Irvine Area	\$37.72	\$78,461
Inland Empire Area	\$33.34	\$69,336
Los Angeles County	\$41.14	\$85,585
San Diego County	\$29.16	\$60,643

Fashion Design:

<https://www.labormarketinfo.edd.ca.gov/OccGuides/ALLOESWage.aspx?Soccode=271022>

Fashion Merchandising:

Fashion Merchandiser Geography	Median Hourly	Median Annually
California	\$34.57	\$71,900
Anaheim-Santa Ana-Irvine Area	\$31.66	\$65,855
Imperial County	\$28.56	\$59,398
Inland Empire Area	\$24.82	\$51,640
Los Angeles County	\$32.23	\$67,042
San Diego County	\$29.84	\$62,065

### Wholesale and Retail Buyers, Except Farm Products

(SOC Code : 13-1022) in San Diego County

Buy merchandise or commodities, other than farm products, for resale to consumers at the wholesale or retail level, including both durable and nondurable goods. Analyze past buying trends, sales records, price, and quality of merchandise to determine value and yield. Select, order, and authorize payment for merchandise according to contractual agreements. May conduct meetings with sales personnel and introduce new products. Include assistant buyers

Occupational Projections of Employment (also called "Outlook" or "Demand")

Area	Estimated Year-Projected Year	Employment	
		Estimated	Projected
San Diego County	2016 - 2026	1,160	1,180

### Advertising and Promotions Managers

(SOC Code : 11-2011) in San Diego County

Plan and direct advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or giveaways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

San Diego County is the same as San Diego-Carlsbad MSA.

Occupational Wages

[Top]

Area	Year	Period	Hourly Mean
San Diego-Carlsbad MSA	2020	1st Qtr	\$59.53

Merchandise Displayers and Window Trimmers

(SOC Code : 27-1026) in California

Plan and erect commercial displays, such as those in windows and interiors of retail stores and at trade exhibitions.

### Merchandise Displayers and Window Trimmers 2020 Wages

<https://www.labormarketinfo.edd.ca.gov/cgi/databrowsing/occExplorerQSDetails.asp?searchCriteria=visual+merchandiser&careerID=&menuChoice=occExplorer&geogArea=0601000000&soccode=271026&search=Explore+Occupation>

Visual Merchandiser Geography	Median Hourly	Median Annually
California	\$15.44	\$32,125
Anaheim-Santa Ana-Irvine Area	\$14.57	\$30,292
Imperial County	\$14.18	\$29,479
Inland Empire Area	\$15.05	\$31,297
Los Angeles County	\$15.45	\$32,144
San Diego County	\$14.78	\$30,746

<https://www.onetonline.org/>

[Fashion Design - https://www.onetonline.org/link/summary/27-1022.00](https://www.onetonline.org/link/summary/27-1022.00)

[Fashion Merchandiser - https://www.onetonline.org/link/summary/27-1026.00](https://www.onetonline.org/link/summary/27-1026.00)

Summary Report for: 27-1022.00 - Fashion Designers

Design clothing and accessories. Create original designs or adapt fashion trends.

Sample of reported job titles: Apparel Fashion Designer, Clothing Designer, Costume Designer, Dance Costume Designer, Designer, Fashion Designer, Historic Clothing and Costume Maker, Latex Fashions Designer, Product Developer

Summary Report for:27-1026.00 - Merchandise Displayers and Window Trimmers

Plan and erect commercial displays, such as those in windows and interiors of retail stores and at trade exhibitions. Sample of reported job titles: Decorator, Display Associate, Display Decorator, Display Specialist, In-Store Marketing Associate, Merchandiser, Visual Merchandiser (VM), Visual Merchandising Specialist

[COE - Home | Centers of Excellence \(coecc.net\)](http://coecc.net)

**DESCRIBE EFFORTS TO ENSURE SPECIAL NEEDS STUDENTS LEARN ABOUT YOUR COURSE OFFERINGS ARE PART OF A CTE PROGRAM OF STUDY:**

The Fashion program serves a diverse student population. We work closely with Special population to help these students succeed in our program. The majority of the needs are met by offering on-line instruction, addressing learning styles and working with DSP&S and IEP's.

In order to better meet the needs of special populations, all on-line instruction needs to be ADA compliant; currently it is not. Canvas on-line courses need to be reviewed, evaluated and serviced to meet the legal requirements. For future considerations, online or face- to-face open labs for self-paced study in design would provide educational opportunities and program delivery to student requiring nontraditional scheduling.

**DISCUSS WORK BASED LEARNING INTEGRATION OF PROGRAM:**

The Fashion Merchandising and Design program is fully integrated with Work based learning.

The signature event for the school and students is the MODA, which is created by students, to showcase the talents of the students in the departments and to promote the entire CTE division. This work-based learning experience gives them an understanding of the industry. Designers produce an apparel lines for

the event; Fashion Merchandisers use business skills learned to coordinate the departments, social media, and event planning. Even through the pandemic the show must go on! In 2020 photographs of the clothing was assembled in a slide show and put to music.

- The Advisory Committee was very impressed to see that Palomar College was able to support a Fashion Show in 2020. They commented on the creativity and ingenuity of the staff to produce a show on tape. No other school had put this type of show together. The advisory committee felt this is the way of the future, for the next year or two. They considered this an important lesson for the students to understand the real-world changes that occur and how the industry must change quickly to be profitable.

In the next two year we project a similar situation where the show will be live on tape. This event reflexes the many situations that happen in the industry.

- One of our students was recently accepted at FIT in New York. She credits the Fashion Show class for giving her a competitive edge over the over students.

### **HOW WILL YOUR PROGRAM PROVIDE CAREER EXPLORATION AND CAREER DEVELOPMENT COURSEWORK, ACTIVITIES OR SERVICES?**

All of the classes in the Fashion Merchandising and Design program provide career exploration and development. However, specific classes for career exploration and career development will be provided through field exploration to industry events such as, MAGIC in Las Vegas or local field trips to Los Angeles Fashion District or to the Fashion Capital New York. Students are exposed to the industry and its culture. Lessons in business etiquette, presentations, elevator speeches, and creating a portfolio are all part of the instruction for these classes. Funding for faculty has been included in this budget plan. The courses are established in the program and have been a very successful for many years. Addressing the pandemic we understand the need for safety plans.

### **DOWNLOAD AND DISCUSS CORE INDICATORS AND HOW YOU WILL ADDRESS ANY DEFICIENCIES:**

[California Community Colleges Chancellor's Office - CTE \(Perkins IV\) \(cccco.edu\)](https://www.cccco.edu/cte/perkins)

The Fashion Merchandising and Design provides several activities to prepare special populations for occupations that will lead to self-sufficiency. Students prepare for a career in this diversified billion dollar global industry through cooperative work experience, internships, field work, volunteering and mentoring. The annual MODA fashion show encompasses many career quests which include the coordination of a fashion show through promotion, advertising, budget, or the technical side of lighting, stage set-up, music or the design side of creating clothing, and selecting models.

[https://misweb.cccco.edu/perkins/Core\\_Indicator\\_Reports/Forms\\_All.aspx](https://misweb.cccco.edu/perkins/Core_Indicator_Reports/Forms_All.aspx)

After a review of the Core Indicator Report, the program improvement plan is outlined by each indicator:

Core Indicator 1 – Technical Skill - In addition to technical and academic skill employers are requesting personal self-developed skills (soft skills) that transfer from one work place to another. This will be incorporated in classroom management.

Core Indicator 2 - Completions, Credential, Certificate Degree or Transfer Ready – According to the Core Indicator report a majority of students are economically disadvantaged. Then the idea of Certificates of Achievement reaches out to students who might not otherwise consider going to college. The

certificates offer students a chance to acquire job skills necessary for employment and give them the opportunity to be more competitive in the job market. Review and evaluation of all the course material fees should allow additional students to resister.

Core Indicator 3 - Student Persistence and Transfer – A high percentage of economically disadvantaged students are in the program. Additional information on Financial Aid, and grants might encourage more students to transfer to a four-year University.

Core Indicator 4 – Employment – Students are finding entry level positions even before the completion of their studies. The majority of students in this category were also economically disadvantaged. When they find employment they normally do not return to the classroom.

Core Indicator 5 – Non –traditional – There is no information on the Core Indicator for number 5. My experience tells me that the majority of the fashion students are non-traditional students. The Fashion Industry is male dominate and our classrooms are dominated by females. More education is needed to remove the stereotyping of the fashion student.

**BRIEFLY DESCRIBE PROGRAM IMPROVEMENT ISSUES, INCLUDE SPECIFIC EXAMPLES, AND DESCRIBE HOW THE ISSUES WILL BE ADDRESSED.**

The Fashion program improvements address introducing industry technology through the funding of software Fashion Snoops and Tukatech and funding of the MODA Fashion Show production.

Fashion Snoops, the most relevant source of forecasting information for the apparel industry, is extremely important resource for Fashion students. This source serves every single student in the Fashion department. This allows the students to be successful in their school endeavors. Understanding the industry and how it functions makes these students excellent job candidates at time of their graduation or to transfer.

Leading CAD software Tukatech will put the Fashion department on the cutting edge of education for the apparel industry. This would allow Fashion students the most current technology, by developing patterns for garments in the same way that major apparel corporations do. There is no comparison to utilizing this technology for pattern-making. In addition, the Fashion program is greatly enhanced by having equipment that is comparable to what is used in the apparel industry. Students learn to use equipment that advances their knowledge of techniques used in professional environments. Having the software allows students to gain real-workroom experience.

Even in this unprecedented year the MODA Fashion Show was produced. The Merchandising students create, market, produce, and orchestrate this signature event. Apparel Designs from our Fashion students' are showcased in the annual fashion show entitled MODA. As mentioned earlier the Advisory Committee was very impressed to see that Palomar College was able to support a Fashion Show in 2020. They commented on the creativity and ingenuity of the staff to produce a show on tape. No other school had put this type of show together. The advisory committee felt this is the way of the future, for the next year or two. They considered this an important lesson for the students to understand the real-world changes that occur and how the industry must change quickly to be profitable

**DESCRIBE THE INVESTMENT(S) OF YOUR FUNDING REQUEST:**

The main use of Perkins funds is to enrich effective practices that have been developed in previous years and proven to be successful. The activities created attempted to; meet industry standards with relevant



technology and equipment, create strong student experiences, and build meaningful links between their education and the industry.

The Perkins funds enabled the Fashion Merchandising and Design program to provide students with state-of-the-art technology and equipment used in apparel industry. This prepares students for immediate employment into the industry.

**DESCRIBE THE OBJECTIVE OF YOUR FUNDING REQUEST, AND HOW IT ADDRESSES NEEDS OF YOUR PROGRAM:**

The objective for the Fashion Merchandising and Design program use of Perkins Funds is to keep current with the ever-changing world of the fashion industry through technology and marketing through a signature event. This objective focuses on enhancing current practices that have been developed in previous years and proven to be successful. The objective strives to; create industry awareness, meet industry standards with relevant technology, create strong student experience, and build meaningful links between their education and the industry.

**DESCRIBE THE ACTIVITIES NEEDED TO COMPLETE THE FUNDING REQUEST OBJECTIVES:**

This has been an unprecedented year as world has been struck with a global pandemic. All classes are online and social distancing and zoom have become an essential part of our daily lives. The Fashion program continues to perform teaching sewing, pattern-making and special event production all online. Activities to complete several of the funding requests linger on the recovery of our nation. Travel and travel classes need to be reinstated, and safety protocol in place.

**CAREER EDUCATION FUNDING REQUEST:**

**TOTAL COST, PLEASE INCLUDE TAXES AND SHIPPING**

ITEM	QTY	COST PER	AMOUNT	SHIPPING	TAX @ 8 %	TOTALS	Quote
Facility Rental for MODA	1		\$5,000.			\$5,000	TBA Escondido Center for the Arts
Moda Program and outreach material	500	\$3.00	\$1,500.			\$1,500.	PC Creative services
Tuka software CAD Program Spring 2022	24	\$29. Per student	\$ 1,392.			\$ 1,392.	• TUKAcad LE subscription at \$29/month via <a href="http://www.tukaweb.com">www.tukaweb.com</a> Rita Campo Griggs - United States - TUKAcad Request
Fashion Snoops	1	\$7,500.00	\$7,500.00			\$7,500.00	Included
Field Study Buses	3	\$1000.	\$3,000.			\$3,000.	requested
Memberships/Professional Organizations	2	250.	\$500.00			\$500.	San Diego Fashion Week

Fashion Week San Diego							Included
Instructors Travel to MAGIC in Las Vegas MAGIC   MAGIC Fashion Trade Show MAGIC MARKETPLACE. August 9-11, 2021. Las Vegas Convention Center.	2  2 room	\$100. Airfare  Hotel Rooms \$200 x 2 days	\$200.  \$800.		\$80.00	\$1,000.	
Instructors Training	1	\$150.	\$150.			\$150.	
Instructors Travel San Diego to New York   \$271 for Round Trip Non-Stop.	1	\$271.	\$271.		\$21.86	\$292.86	

**PLEASE SEND APPLICATION, QUOTE(S), AND CORE INDICATOR REPORT BY FRIDAY, MARCH 26 TO [kdonaghy1@palomar.edu](mailto:kdonaghy1@palomar.edu).**

**Fashion Snoops Inc.**

610 5th Avenue, # 5297  
New York, NY 10185  
(212)768-8804  
info@fashionsnoops.com

**SALES AGENT SERV. END DATE SERV.START DATE**

Isabella Cardina 6/30/2022 6/30/2021

**DESCRIPTION QTY RATE AMOUNT**

12 months subscription to fashionsnoops.com 1 7,500.00 7,500.00

Services: IP Access BALANCE DUE \$7,500.00

- TUKAcad LE subscription at \$29/month via [www.tukaweb.com](http://www.tukaweb.com)  
Rita Campo Griggs - United States - TUKAcad Request

Fashion Week San Diego - Preferred PARTNER \$250.

Logo on digital advertising • Logo on printed advertising, listed as supporter of event. • Logo inclusion on all email blasts • A link to view the show via live broadcast