

Fashion Merchandise and Design Advisory Meeting Minutes
Tuesday, April 26, 2022, 3:00pm – 4:30pm
Zoom Conference Meeting, Meeting ID: 981 317 5642

1. Welcome
2. Introductions

In attendance:

Faculty:

Rita Campo Griggs, Monti Ladd, Yoon Bahar, James Hebert, Marcia Roberts, Nancy Galli

Industry:

John Feder, Chetna Bhatt, Jade Warren, Elena Chirkova, Ashley Meek, Nate Gunn, Alisha Carlin, Kayla Mead, Maria Trinidad, Marla Hope, Frania Flores, Faye Rodriguez, Yvonne Curiel, Mariana Andrade, Kelsey Winslow

Action Report

Since our last meeting, the fashion program has successfully completed the following task recommended by our advisory. The addition of Lab classes for students to have time to work on projects. We are working with Tukatech on CAD programs and Orchid to ensure student success in technology. Submitted to reinstate field studies in the FASH 100 class, grant money was awarded.

Questions and Discussions

What are the immerging careers in the Fashion Industry?

New areas of growth in the industry include.

1. Any and all aspects of sustainability in fashion.
2. Technical i.e., CAD patternmaking.
3. Sourcing, tune in on research skills.
4. Styling for advertising, runway, and photoshoots.
 - a. **Stackable certificates (12-unit certificates)**
The question was asked, what type of classes could be offered to create 12-unit certificates.
 - a. The topics above could all be created for stackable certificates
 - b. Travel/Event classes should be included in these stackable certificates to ensure students have a global view of the industry.
 - b. **Is the MODA Fashion Show still relevant?**
 - a. There was a mixed reaction to this question. One of our former students Shun Oyama, said, “the show changed his life.”
 - b. Other thoughts were to expand the class to create portfolio work, social media, and or exhibits of work on mannequins instead of a live show.
 - c. Most felt the show was still the right direction for marketing the program and giving students the opportunity put into practice what they have learned.

- d. Special event coordinator positions are not as abundant as they were before.

Program Information

A majority of our advisory members this year are alumni of the fashion program. This was done purposefully in order to ask the following questions.

How did the Fashion program prepare you for the industry?

- a. Most advisory members were very supportive of the program. They felt they received a good foundation to build on.
- b. One said, we need more technical or computer-based skills and software.
- c. Another wants to see more trips to LA and industry visits. "The importance of showing the industry in action will give these students the passion they need to succeed."

What areas should the college focus on?

- a. Field study classes
- b. Internships
- c. Computer/Technology – CAD programs

Are you able to create an internship in your company?

- a. Reef
- b. Brixton
- c. Meek Designs
- d. Escondido Theatre

The future outlook for the program and course information. We continue to refine our programs with the input and recommendations of our advisory.

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: Patternmaking

FASH 141: Advance Draping Patternmaking

Merchandising

FASH 100: Industry

FASH 105: Fashion Analysis

FASH 110: Textiles

FASH 115: Visual Merchandising

FASH 120: Buying and Management

FASH 148: Digital Design

FASH 175: Analysis of RTW

FASH 125: Retailing and Promotion

FASH 126: Fashion Show Presentation