**Fashion Merchandising Industry Advisory Meeting Minutes**

**10/25/18**

**Attendees:**

Diane Murphy LATTC Instructor

Joseph Guierrieri DMA Chair

Shahrooz Kohan, CEO AIMS360 ERP Solutions

Eusebio Hernandez – Fashion Photographer

Kanema Hill-Gumbs, Fashion Analyst, alumni

Sequioa Sierra – Freelance designer, owner Sophisticatesmedia.com; alumni

Brandon Alexander, Celebrity Stylist NYC

Nikolas Sanchez Wong – Buyer, Crossroads Trading; Student

Juan Carlos Dena – Property Manager; Retail Sales Associate; Student

Connie Perez – Visual display manager; Student

Ricky Rivera - Student

Luz Castrellon - Student

Eduardo Cervantes - Student

Nichole Dwyer LATTC instructor

Convene: 6:15PM

Murphy: Presentation of AIMS awards. Lost one of our adjunct instructors. Based on students passing an exam and gaining 100 points. 12 of 36 students earned the certificate. It is a gift certificate that entitles them to an online training course and 12 months of free software.

Shahrooz Kohan:  mentioned that AIMS has their emails and they they often have clients who are looking for people who can use AIMS. It is a great way to get in.  Shiruz asked what the students are passionate about and where they see themselves in the next few years. E-commerce is big. Retail sales are still bigger.

Murphy: The current requirements for Fashion Merchandising Certificate is four semesters and 45 units. We do not have the success rates that we would like to see because students do not complete. Most other community colleges only have 40 units. We also want to have smaller certificates that students can complete in two semesters. Focus on Retail, Wholesale and Social Media. They can go on to an associates degree if they choose.

**Murphy:** **Took out Communication 101 for the certificate** - while it is important, it may not be necessary for the program, but it is listed as an elective for the 40 unit certificate.

Sequioa: agreed that it was not necessary. She dropped the class when she was in the program. She wanted industry classes. She is going to join toastmasters now, because it is more doable for her.

Shahrooz: agreed based on what he sees. When he sees salespeople, they have a specific personality type. He took classes at USC where he felt his presentation skills only went up slightly. Does feel it is worth being an elective.

**Murphy**: Also **removed the internship class FashMer 941**. She kept it as an elective. Many people have quit the certificate program because they cannot commit to the 20 hours per week.

Eduardo: said that the internship could help people get their foot in the door. He thinks it is a good idea for students to get an internship of some kind.

Murphy: noted that they might be able to have a lower unit coop ed with less hours.

Shahrooz: asked if there was the possibility of students getting credit for work experience.

Murphy: made the point that it is difficult to validate self employment.

Nikolas said that Ms. Glass said that they need to have three objectives. He cannot use his job as a manager, since there is nothing to learn from an intern capacity.

Sequioa: said that she has her own company and she was doing that while she was a student. Why do we have to do an internship when we are doing so much work? 80-90 percent are already working in the Fashion Industry. Counterproductive to go back to interning.

Murphy: thinks we need credit by exam for this.

Eusebio: said that it is important that students understand that they will need to have an internship to succeed. They should at least make it an elective.

Murphy: said it sounds like a solution is to keep it in there, but find a credit by exam

Sequioa: suggested that we can make it an elective.

Murphy: said the problem is that to have it as an elective means student may not take it. Having credit by exam will give students the ability to show they have the work experience previously so we can keep it as a requirement.

**Murphy: Remove the CAOT and COINFO** because the students are already coming in with computer experience.

Ricky:  What if we had a certificate in Fashion Design and Fashion Merchandising

**RETAIL MERCHANDISING MINI CERTIFICATE DISCUSSION**

Murphy: Will have two new classes Visual Display and Retailing Online

Sequioa: Over the years she has returned to LATTC to take additional classes. Don’t force extra credits because it hinders people from moving forward.

Shahrooz: asked what is the Visual Display class

Murphy: explained that it focuses on in store displays

Sharooz: asked about photography for social media. He has seen many social media promotions that look very bad.

Murphy: digital photography is part of digital media curriculum and is embedded in the social media small certificate - would respond to this issue.

**WHOLESALE MERCHANDISING MINI CERTIFICATE DISCUSSION**

Murphy: Some of the FM classes crossover in all certificates, while others are unique to the certificate. The Wholesale Merch9+ certificate has some Fashion Design classes including sample making, history of costume, and textiles. Students will take wholesale merchandising and AIMs classes in the second semester. Wants to change the Modern Merchandising Math class to a systems class. Asked for feedback from Sharooz.

Shahrooz: Said that the instructor was having issues with the math. Students were getting stuck, so he wanted to make it clear. They call it fashion ERP software.

Shahrooz: asked if Photoshop and Illustrator classes are separate. (Murphy responded they are required in WM certificate and larger FM certificate).

Kaneema: said that she took both classes and found them very helpful.

Ricky: Said that he is taking digital photo manipulation. Photoshop and Illustrator. They should not be combined. They should be separate and longer. Thinks all the classes should be longer. Thinks there should be pre-reqs because he signed up for classes that are second year classes and he is new. He wants to come every day.

Murphy: said that pre-reqs have been difficult for enrollment.

Juan Carlos: said that he would love to come every day, but he cannot.

Kaneema: said that many students are working and getting experience while in school

Shahrooz: asked if it is better for people to come longer hours on fewer days or shorter hours on more days

Juan Carlos: said that he scheduled so that he would be in school for long hours on fewer days so he can work

Kaneema: said that she also scheduled her work around classes.

**FASHION PROMOTION AND SOCIAL MEDIA MINI CERTIFICATE DISCUSSION:**

Murphy: There are digital media courses in here.

Eusebio: said that he wants to see e-commerce product photography. It can be DIY.

Murphy: said that there would need to be a module of some kind

Shahrooz: said that they need to know the basics. They do not have to be experts in Photoshop, but the must have some basic skills just to work in e-commerce.

Eusebio:  there are some trends in social media, like ghosting, that are very popular, but they are not hard to do.

Murphy: these could be modules in Fashion promotion or digital media

Nikolas:  they use Lightroom at his work

Murphy: asked if they would need the (Shopify) online retail store class in this certificate. (no direct response given)

Brandon: asked if there would be a fundamentals of fashion course. Using social media and creating a mock company. Something with a cool project.

Murphy: said that she could throw in a (Tumblr) fashion blog assignment for her Fashion Merchandising 25 class. (FM25 is a fashion fundamentals course)

Shahrooz: said it could be Tumbler, Instagram or it could be private.

Eusebio: said that projects are always mocked up in the industry.

Diane: asked if the 3 certificates looked clear to people; are 3 certificates too many or confusing?

Eusebio: thinks students might be confused by the programs at first.

Diane: said that the counselors will help to explain it to them

Sharooz: asked if there is video conferencing opportunities for counseling

Joe: mentioned Cranium Cafe that was just bought

Ricky: asked about a certificate that would allow for a smaller certificate for Fashion and Merchandising. Would like to dabble in both. (we didn’t directly answer this or go over this suggestion)

Kanema: said that color theory is one of the most essential skills.

Diane: mentioned that we are looking at doing a color theory class for the entire pathway. (it is covered it in FM10 and in other courses)

Sequoia: said that wholesale should have the history of costume

Eduardo: said that there should be half merchandising and half fashion design since it would help with transfer

Shahrooz: asked how many students transfer.

Diane: said the transfer numbers are very low.

Kaneema: said that there are so many specializations that there could be three different Fashion Merchandising Degrees

Diane: wants to know if we missed any core certificates that should be offered

Sequioa: said that the way it is broken up is good. She thinks that more people will want to go for the main Fashion Merchandising Certificate. Sequoia said that most of the students in her class wanted to transfer, but the internship requirement held them back.

Shahrooz: said that he transferred from SMC to USC and that SMC was totally focused on getting students what they needed for transfer.

Sequioa: asked if it would be possible for people to be exempt from the internship requirement if they had a 4.0 GPA.

Eusebio: said that some of the students that he saw in his classes seemed unprepared for college work. It is sad when people say they do not know what to do.

Nikolas: said that at Pasadena College the students had to take a College 1 course

Murphy: said that there are issues with requiring that.

Brandon: said that there are many online orientations.

Joe: said that we are developing a college online orientation

Eusebio: said that not many people know about this program. He tells many people to take the classes.

Murphy: said that we should come up with a campaign as a department.

Kaneema: said that she wished they could have gotten more collaboration with the Fashion Design students. She thinks that setting up a runway is merchandising and should be part of gold thimble.

Murphy: said that the Fashion Show production class is an elective for the Merchandising Certificate.

Ricky: took the fashion show production class. They were helping backstage. They did not take their design ideas, etc.

Kaneema: suggested that students could have a project where they promote the Gold Thimble show using social media.

Nichole: asked if there is an option of having a student take a test before moving to the next level course.

Murphy: pointed out that if a student passed a lower level course that means they have the competencies to take the next level.

Kaneema: asked if any of these classes could be offered online or hybrid.

Murphy: said that this is something they could do.

Shahrooz: said that he loves the hybrid model. He like the in-person interaction.

Murphy: She is going to send a survey to all of them to get their feedback and ask about new occupations that we should be aware of

Brandon: suggested a course on styling.

Murphy: This could be a good eight-week course.

Eusebio: How long will it take to offer these certificates?

**Murphy: One year**

**Merchandising Vote: Unanimous**

**Wholesale: Unanimous**

**Promotion and Social Media: Unanimous**

**Certificate in Fashion Merchandising - Unanimous**

8:03PM Adjourn

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Joseph Guerrieri

Chapter President, LATTC Faculty Guild

Chair, Design and Media Arts Pathway

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