Fashion Industries

Annual Advisory Committee Meeting

October 21, 2016

9 a.m., Bldg F4

**Agenda**

* Welcome and Introductions:
* Approval of Minutes: Approved
* Updates - Dianna Higashi
* Preparing for Program Review - Review catalog sheet and courses.
* Enrollments - declined enrollment across campus. Trying to find ways to increase classroom enrollment. Class mapping, sequence of courses and timeline. building on-line offering. Only had to cancel one class this semester, Dianna stated it was timing issue. 9:30am has been identified as a good time. The department is getting creative in scheduling to meet student needs.
* Difference between degrees and certificates.
* Review skill certificates. Design cert. is great for students wanting to develop their own business. Skill certificated build upon one another. Transfer is also an option. Most students transfer to Long Beach and San Francisco. Long Beach has mandated that transfer students need to complete Chem 1A/B. This is an issue for our students. Long Beach has a great program, with many options, however, the chemistry requirement is hindering our students. Dianna plans to reach out to Long Beach and discuss how this requirement is impacting our students. Advisees agree that this requirement is not necessary for this degree path or career unless going into textile science.
* Labor Market Information from faculty and Input from Committee Members

SF- Starting wage $15.00 per hour.

* Dianna requests industry feedback on courses and certificates:
* FIDM tends - social media in merchandising. Taught in marketing. Now have a four-yr. degree. Only two college on west coast offering 4 year degree in social media is FIDM and Stanford. Starting salary for social media is $75,000 per year. Many employees are using their personal social media accounts to access clients. The student that likes fashion, writing and math, equals good career. A design focus is appropriate for this pathway.

Business department already offers a digital class. We may have to refer to students to that class instead of offering a separate class. We can make sure to add a social media component into existing classes.

* What about a photo studio class? Dianna has discussed potential cross-listing of classes with photo. We would not be able to add an additional requirement to the degree pattern.
* Fashion buying- course is too short, should be longer. Looking at expanding fashion buying and moving business into elective option.
* Expanding elective options.
* Menswear is growing fasts than women’s ware. FIDM is now offering a one year certificate in denim. Incorporating denim into constructions class. E-commerce continues to grow, always jobs that cannot fill employee need.
* Dianna - Fashion is different because we have students that go straight to work and transfer. Partnering with AAD/photo because they are in the same situation. Could we all benefit by collaboration?
* Don’t have to get GE before taking degree classes.

Teri/Dianna - Certificates give students skills and show employers that student can achieve goals.

Nordstrom: Certificates help candidates stand out.

The Buckle: Applies more to corporate, helps student standout.

FIDM - Getting more students from the Community College

Fashion Clubs- many high schools have fashions clubs. Throughout the country 900 fashion clubs. Locally 15 fashion clubs. Scholarships.

Sierra is the perfect pathway for a fashion career. Everything we do is fashion, retail, and business. We are seeing a change in high school counselor - educating high school counselors in fashion opportunities is key.

Dianna - met with SC counselors and educated them on the program.

Tanya - Harness fashion clubs. Host event on campus.

FIDM - Invite to Fashion Show. Get involved with Nordstrom Team. Invite student and new graduates to present

High school administration disregards the arts.

Dianna- More federal funding and focus on CTE.

* Spring Events and Community Partnerships for Internships

Trying to regenerate fashion club.

Create a mentor network using SC Students

Fashion Show -

Open House Event

Nordstrom internships are beginning

Sac Fashion Week- students can sign-up individually to participate in the event

Buckle - open to classroom event or fashion show, internships.

Zgallery - visual merchandising is important. Easy job to get into. Nice starting point.

Dianna - Is presenting for Women in Engineering Club.

Committee Announcements/Updates

* Adjournment

Fashion Industries

Fall Advisory Committee Meeting

October 20th, 2017

9:00 a.m., Bldg F4

**Meeting Minutes**

* Welcome and Introductions (a light breakfast will be served)

Nordstrom

The Buckle

The Wandering Wardrobe

Sierra College Fashion Club

Fashion Institute of Design & Merchandising

* Program Updates
  + Diana Higashi - Fashion Department went through curriculum review a year ago. This year the department made a few adjustments. Eliminated business classes to have a full fashion focus.
  + Fashion Club is up and running. New York trip is planned for spring break- 6 days, 12 industry tours based on student interest and needs. Information night next Monday.
* Review and finalization of new Social Media Certificate

Requested advisory for ideas on how to title certificate.

Certificate will not be over 30 units.

The certificate will be submitted for approval for the (fall 2017)

Diana asked the committee for suggestion on how this degree would benefit their company.

Styling Sales Assistant - promotions, fun and enticing exerpeince for customer. To get them into the store, not just shopping on line.

Store level- Seattle, marketing positions with a social media background. No need to work from the bottom up if they have social media degree.

Buckle select team - social media presence. These stylist are generating an additional 15-20K per week. Straight commission to associated that push out promotional material.

FIDM- The store front is never going to go away although, on-line marketing reaching a whole new level. Students can take social media skills and use them in other business sectors, such as Toyota, etc. Small businesses begin with social media and may never move to a physical store front.

The Wandering Wardrobe - Photo blast every week huge decline in business- would not survive without social media, that is what drives their business. Interested in opening locations in Loomis and possibly Penn Valley.

FIDM - Fashion blogging is huge

Apricot Lane Boutique - Stores that utilized social media did much better in sales than those that did not. Understanding social media is the key.

Nordstrom - fine line between saturation and enticing. Resulting increasing spending.

Media and Society class may lend itself to the ethics of marketing and social media.

Dianna - What class would you remove from the offering if we added Media and Society? FDIM, Nordstrom-remove illustration.

Influencers - this degree may help those going into higher marketing positions. Skill sets that influencers have.

Youth are following creators and bloggers on social media. Youth like obscure brands or very popular brands that famous people wear.

Every generation relates differently.

Diana - Do we need entrepreneur class? Should we offer an “or” options? Perhaps add portfolio class back in.

In the future the portfolio class will be team taught.

* Internships

Wandering Wardrobe (Colfax) Triple square footage from 500 sq ft to 1500 sq ft. in January.

Nordstrom six-eight week paid summer internship. Crash course in Nordstrom business model. Arden location. Possible four placements. Fast track to leadership position. Sierra College has placed three students in permanent potions based on their internship experience. Fashion Board - age 15-17. Weekend work.

Buckle - internships three times per year. June 1st next session. Project or department based. Phases - zone ownership, segment leading - how to inspire leadership. Snapshot interviewing/scheduling. Would offer social media internship.

* Labor Market Information from faculty and Input from Committee Members

Diana - Do you feel that skill sets are an accurate and relevant representation?

Buckle - confidence/leadership skills very important. Communication skills need to be increased. Well versed in life and experiences.

Soft skill attainment - examples, learning how to read people

Nordstrom - Judgement and decision making. Knowing how to be appropriate. Style flexing.

* Adjournment