

Cañada College
Fashion Design and Merchandising Department
Advisory Meeting
Minutes
April 29, 2013

In attendance: Ronda Chaney, Ken Fehrman, Linda Hayes, Monica Houlihan, Barbara Kelly, Mary Lou Lange, Lynda Maynard, Karen Olesen, Peggy Perruccio, Jan Roecks, Nancy Rabolt, Edith Schneider, Wayne Wichern

Nautical Garments: The garments for the nautical garment contest were on display for attendees to view and vote. 24 garments were chosen for this process. All advisory board members voted for their favorites and the winners will be announced on Friday, May 3rd at the department Tea.

Advisory Board Updates: Nancy Rabolt discussed the combining of several departments at SFSU. She also said the university appears to be coming out of its' financial difficulties. Monica Houlihan will be one of the keynote speakers at the "What's Your Big Idea?" on Thursday, May 2nd here at Cañada College. Barbara Kelly is on not teaching this semester, but will be teaching tailoring in the fall. Edith is recently back from Magic in Las Vegas where she attended the sourcing seminar. She said that production is starting to move back to the US, since China is becoming more costly for companies. Other parts of the world are also having some difficulties. Lynda Maynard just finished filming a Craftsy segment on fit in Denver. Craftsy offers web instructional videos. Barbara Kelly just finished working with Connie Ulasewicz on Discarded to Devine and said it was a great success this year!

Update on Fashion Department news: This year summer classes will include Beginning Clothing Construction, Basic Serging, Copying Ready to Wear, Introduction to Theater Costume and Custom Dress form. Ronda opened up the department facebook and blog pages to show how the department is represented on the web. It is important that instructors continue to make any changes necessary to their SLO's and get those changes along with their reporting results into to Peggy at the end of each semester. Peggy will be sending out an email next week to remind the instructors of this. Beginning July 1, 2013, Peggy's position of Instructional Aide II has been increased to full time.

Department Events: Ronda said the fashion department is giving 6 scholarships worth \$1,000 each this year and that those winners will be honored on May 18th at 5 pm. We have 15 graduates and certificates recipients this year, and they will also be honored on May 18th. The enrollment numbers are down a bit this year due to more people working. Tickets for the spring fashion show on Saturday, May 18th are now available for a \$10 donation. The designer sale is set for September 28th and we have 55 paid designers. Sandy Ericson from Center for Pattern Design in St. Helena is the keynote speaker this year. Funds from this event are used to fund student scholarships.

CTEA Report: Jan Roecks spoke about how much this department has grown and how CTEA funds assist in program success. Instructional aides provided through the grant brings in a diverse student group and promotes completion for certificates and degrees.

Recruitment/Retention/Assistant Work: The department continues to work on recruitment and retention of students in many ways. We are diligent in our efforts to distribute flyers and postcards in the community. We give presentations to high schools, as well as incoming college students. Linda spoke about the success of the first “Majors Day” on the campus. The fashion department participated in both the morning and evening sessions. Students were able to find out about different programs available and they were also able to go on line and declare a major so they can get priority registration. Linda Hayes and Karen Olesen said that beginning in fall of next year, it will be necessary for students to have a major declared in order to be able to register for classes with priority registration. Also, lifelong learners, those students with more than 100 units will be moved down to the bottom registration line for registration purposes. So we want to make sure we encourage our students to declare Fashion as their major. Nancy spoke about what SFSU had done to ease the scholarship application process to get more students applying. Linda Hayes and Karen Olesen will look into extending the deadline for the scholarship application. It was suggested that we reduce the requirement of letters of recommendation,