

The meeting was started at 7:05 on Wednesday, May 27th. See list above for attendees. We introduced ourselves and had an ice breaker. We watched a short video on how to make motions in business meetings. See attached agenda.

Discussion Topic: How our students were doing

.In discussing top codes to manage information about employment rates and outlook, it was agreed that the codes do not adequately reflect the reality of open positions and employment placement. For example, there is no top code for “stylist” and so a stylist would not show representation in the employment research document. One university does not even use that Labor data information.

Long Beach city has just undergone a massive curriculum change in their program.

Discussion Topic: What classes must have in person labs

PK mentioned that beginning sewing courses are not best fully online and there becomes equity issues with students not being able to afford to purchase sewing machines. She postponed her beginning sewing class and kept the advanced sewing class since those students have the experience and foundations to be successful without having to sew at the lab. She stated that beginning students need the hands on that the in person lab will accommodate.

AB shared that one of the most popular shows shown on TV, the food shows, can act as a model when strategizing how to get buy in and gain traction when teaching online. Having a pre-made kit can assure that students have all they need to be successful and so that both the instructor and students are on the same page.

PM has ordered “home type” sewing machines that they plan to lend out to students who are registering for the beginning sewing classes. Burnina 330 (Burnette)

One school has changed the class projects to hand sewing projects in order to get them through the semester will. RD will be purchasing machines that will be loaned out to students. I discussed that there might be liability issues. Speaking further about equity, students might not only have equity issues with the lack of a sewing machine but might also have issues with band width, a space to put the sewing machines. Her school has loaned out laptops and hotspots.

PK has written a Workforce Grant and purchased a direct to garment printer. They hope to cross use it with another department.

Discussion Topic: Additional Certificates

It was mentioned that we wanted to add a certificate using the idea of building a tee shirt business. Multiple suggestions were made. Street wear is popular. Giving them a certificate that will provide the learning to open up a shop to sell the tee shirts. It was suggestion to have: a business class that speaks to owning a business, branding. Giving them the tools to run a business. It was suggested that doing a survey to see what the student would make of the new certificate-what their end goals would be. It was brought up that there also should be a social media type of class to teach students how to run a business website. (Now called digital marketing. Or media arts. Having equipment for sublimations will be important, Also suggest would be an embroider machine and heat press. (Home verses a Silhouette and Easy Press. Makers areas are very popular. Costume making can be facilitated by costume shops. OS stated that her company (Disney) is looking for students who can have millinery skills.

Topic Discussion: Large retail store closings

Larger store are closing the non-profitable stores anyway. What's left will bring about the need to hire young people as planners and like positions. They want to create incentives to getting people to shop to their stores. A survey was done with young people and it was discovered that people shop at stores that are showing that they are clean (constant disinfecting), practice social distancing. There will be an symposium put on by Cal State Northridge featuring a talk by Macy's executives that will shed light on their strategies for coming back well. Elsa Mesechek may speak about the new direction of fashion / Stores are increasing motivation to shop through innovation. They want to show that they value customer experiences. There is concern about luxury brands (Neiman Marcus and Saks). Luxury retailing has some challenges. AB Discussed focusing on who is "doing it right", what stores are still striving? Urban Outfitters is doing well. JCP is now in panic mode and may be open to new ideas in order to capture some market share that has been lost. Greeters are "smiling" with their eyes because they are wearing masks. Young people are being put on planning teams. The store want to hear what will motivate those customers.

Young people should value what they bring to a store in terms of ideas, suggestions. They should be taught to understand how they can bring value to a company. Companies value intrapreneurs. Those inside of the organization.

3D Printers-RD has –can share with another department. They can be used to build prototypes, creative buttons, for example. Offer to purchase materials in swap for use of the 3d printer. They could pair with the engineering department.

There are maker spaces all around. Maker spaces featured by libraries, Long Beach has a makers space also Sierra Madre clues. Cal Poly Pomona has a 3D printer. Suggestion to contact them to see how they use it.

Annelle asked about the program on wild Ginger software for the high school students and Sung Sung for sketching.

Topic: Clubs

Asked about club involvements. SW said it depends on the leaders that semester. They are motivated and are having zoom meetings also. Another person said they assign 2 to 3 events per year and make it the club's responsibility to run those events. Offer incentives like going to New York. Two schools that have a fashion show either make the club be a particular committee or they require that the fashion show production students are required to join the club.

Discussion Topic: Internships, Remote internships

Disney is/was looking for interns which they paid.

Snap Chat is looking for interns CO. SW met the unmet hours by giving a paper project to add to the number of hours. She had them write a paper about how the Covid 19 has affected their internships.

SW has premade internship opportunities. They have paperwork including an internship agreement discussing issues such as liabilities and

Disney has paid internship positions that are 6 months long. Students will need to go to the website first to start the interview process. They are vetted by others in the company first then introduced to the costume department. They are looking for new grads or past grads.

Meeting was adjourned about 8:45.

END

The names of the participants.

1. Agenda items.
2. Calendar or due dates.
3. Actions or tasks.
4. The main points.
5. Decisions made by the participants.
6. Record what is the most important points.
7. Future decisions.

It was great to see you on

Thank you for taking the time out of your evening to attend our Fashion Advisory Board meeting. I really appreciated the observations and recommendations that you shared. Your comments were valuable, and I am looking forward to implementing them in my department.

I think we had a great group at the meeting that interacted well. What an awesome responsibility and privilege we have to lead and influence young lives.

Sincerely,

Vera Ashley

