

**El Camino Fashion Department**  
**Zoom**  
**Tuesday, June 7, 2022, at 7:00 pm**  
**Spring 2022 Advisory Board Meeting Minutes**

In Attendance:

Annette Owens	ECC Instructor
Shanel Malonson	Entrepreneur / retail sales management
Will Hoover	Film instructor
Dr. Vera Ashley	ECC Fashion Program Coordinator
Gayle Baizer	ECC Instructor
David Gonzales	ECC Dean, Industry & Technology
Jonelle Morrison	ECC Administrative Assistant
Chris Griffin	ECC Instructor
Andre' Barnell	Film Instructor
Ding-ay Tadena	Leuzinger High School Instructor

Meeting began at 7:00 pm

**Agenda**

Icebreaker  
Review of last year's board minutes  
Mission Statement  
Advisory board etiquette  
New ideas, based on overreaching goals  
Employment outlook  
What students need now  
Sustainability education  
Questions, comments  
Adjournment

Fashion program offerings were discussed and ideas based on overarching goals to increase student enrollment and improve success and retention rates were requested.

## **Alumni Association Benefits**

Dr. Ashley discussed that alumni could return to campus as guest speakers and help provide internships for ECC students. They can also serve as fashion show judges.

Chris Griffin stated that we absolutely need to build a network and to create a loop by keeping alumni connected to the school and bring them in to speak about their journey. This inspires and lets students know that "it can be done". Students find that engaging with visiting alumni is one of their favorite parts of his class

Shanel Malonson states that we are creating an opportunity to build networks. Alumni students are relatable.

Andre' Barnwell shared that we should prioritize alumni in order to market that person. A famous alumni can motivate current students. Pay attention to feeder high schools, an alumnus from a certain high school can motivate those coming after him/her.

David Gonzales stated that any support to develop an alumni association should be entered into the department plan and felt that we should move forward with the implementation of the association.

Annette Owens agreed that there is need for a formalized way to connect with these former students.

Gayle Baizer moved to adopt an alumni association.

Ding-ay Tadena seconded the motion.  
All were in favor with no "nays".

It has been decided to go forward to implement the fashion department alumni association.

## **Webisode Project**

To promote student-to-student program connection, Andre Barnwell brought a proposal to administration to create a fashion department webisode featuring ECC fashion students.

This would be a "behind the scenes" of the fashion department from the perspective of a few students, featuring everyday conversation about fashion, school, work, etc. This could be used as a recruitment tool for high school students to connect with student personalities and the fashion department. It would be in the style of Instagram live but, with ECC campus as the backdrop. These three-to-five-minute webisodes would expose the recruitment target to the college experience. It could be described as "A day in the life of an ECC fashion student.

Andre Barnwell suggested that the beauty of a webisode lends itself to the ability to be played on multiple platforms and since today's students are video driven, they'll go right to the video. We would then have their attention and can share other kinds of information including scholarships and fashion club activities. We could use the school website or a department website.

Will Hoover stated that it's a tick tock world and a little snippet that engages students would create interest in the fashion department. He suggested that we are selling experiences, selling connections and the product is the result. It would be great to provide engagement with the students this way.

David Gonzales suggested that we could connect with ECC's journalism department to see how they could collaborate with the department. He suggested that Carrie Webb in Ann Obrien's office would be a key contact person.

## **What is Success for the Student vs. "Success" for the College?**

Will Hoover stated that his experience suggests that students are not interested in completing a program.

Annette Owens agreed and stated that students might enroll and just take one or two classes that would be enough for them to get a job. For them, that would be a success. She said that students comment that they're not interested in degrees or certificates, but only interested in obtaining the skills that would get them into the industry. She stated that they may be only one, two or three classes away from a certificate but view the class offerings more like a buffet, picking and choosing to learn particular skills they need and then leave. They feel they have been successful.

David Gonzales stated that he was not aware of a metric to measure those students/situations. There needs to be a way to count those students in the success conversations. Currently, instructors would need to collect their own records which is time consuming and hard to quantify. With many students on the entrepreneurial path, they learn skills and then go out to start a business. There needs to be a way to link those "successes" with an employment outcome metric related to the program.

David Gonzales suggested the possibility of creating surveys including exit surveys which may require student incentives such as Starbucks coffee certificates.

Andre Barnwell suggested a new definition for success: "Getting them to industry".

Annette Owens commented on the concept of having the student choose their own pathways. We should look at what they want and what is working for them which is probably different than what we want for them.

Will Hoover stated that he had some conversations with other faculty at his school regarding this.

### **Current Employment Needs**

Will Hoover stated that in the past, he was made aware that various headhunters were in great need of patternmakers and that some newly graduated students could make close to six figures as a patternmaker.

Andre Barnwell stated that he had clients who were looking for employees who were skilled in Adobe Illustrator and Photoshop.

### **Short-Term Certificates**

Dr. Ashley stated the need to create a course of study where students can walk away with a short-term certificate saying that showed a competency skill.

Annette Owens strongly agreed that two levels of Adobe illustrator training would give students the needed skills to qualify for employment. Currently, the department offers only a beginner level class. Annette suggested that along with those two courses, students need apparel construction and patternmaking skills. Those classes could be required for a short-term graphic design certificate. This would be a stackable certificate. The required courses could be Fashion 10, Fashion 15, Fashion 4, Fashion 26A and a new 2<sup>nd</sup> level Adobe Illustrator course that would be created. This would be a solid certificate. It was agreed that we should go forward with the curriculum committee to implement this certificate.

## **High School Involvement**

Ding-ay Tadena is from one of our feeder high schools. ECC needs to plan connections with these students (our market) to create backward planning and linked learning. The high schools should feel they have ECC as a partner. Students who are not sure what career they want need to be captured so seeds of dreams and a path can emerge in their minds knowing that they can get into fashion to experience their creative juices. In the concept of linked learning, the high school would be linking the learning to a particular industry and developing skill sets that scale into tangible dollar signs. Seventy per cent of their students are not going to university but there is a beautiful thing about fashion that is so big and if one appreciates design, the beauty of arts can be experienced.

Dr. Ashley and David expressed that we have a lot of programs at El Camino that could support those students.

Ding-ay Tadena stated a lack of awareness of these programs but wants her students to benefit from them. An articulation agreement with ECC could bring those students to El Camino. The introduction of the fashion career should start when students are in the 9<sup>th</sup> grade.

Shanel Malonson expressed the importance of investing in these students to help them move forward.

## **Internship Benefits**

Dr. Ashley shared positive internship experience with ECC students. Internships are turning into paid full-time jobs. Internships are important to foster industry relationships with "employers" who can give ECC students great opportunities.

## **Software Currently Relevant in the Industry**

Will Hoover stated that several software platforms were important in the industry including 3D CAD and 3D pattern drafting and felt that we've surpassed PDF software. At his school, some of the software is no longer being used due to all the subscriptions, the cost, and lack of comprehensiveness in the product. They are favoring a more comprehensive software package that has product life management including inventory management, raw material recording, etc. He likes the entire Adobe Suite. He felt that two dimensional or static software are no longer relevant and interactive and 3D software is becoming more important. Interactive IG, and Facebook are relevant.

## **Appreciation for the Advisory Board**

Dr. Ashley expressed appreciation to the advisory board. Their participation and perspectives create valuable insight and program direction.

Andre Barnwell stated that he thinks advisory board panels are exciting because it makes the board members feel that they are a part of the solution. He complimented the ECC instructors so on their passion. He said he loved gen Zers and that they're wired a little differently, but the key is to figure out how you communicate effectively with them.

## **Summary**

Development of the Fashion Department Alumni Association  
Webisode  
Short-Term certificate