

7. Justification for the request for Reassigned Time

- **The success of the Fashion Program – Some of the Reasons:**
- **Quality instruction**
- **Team of excellent professors**
- **Selection of courses for each of the Certificates/Degrees**
- **Partnerships with local schools & the SF Apparel Industry**
- **Excellent supplies & equipment for each of the courses**
- **Support from the College**
- **Retention efforts that maintains enrollment**
- **Recruitment towards target markets**

As the only full-time faculty, I believe that I have had a big part in creating this program. After several years of adjunct teaching, I became the Coordinator of a small Home Economics program with 5 courses, in 1991. It has been an exciting and creative endeavor to build the program to what it is today with 37 different courses with Certificates and Degrees in Fashion Design, Fashion Merchandising, and Theater Costumes.

I have loved the challenges of recruitment and retention and experimenting with many different methods of advertising. We have built a data base of 4,000 emails so that important announcements can be sent twice a year. We have targeted markets resulting in increasing enrollments. Flexible scheduling of courses allows students to register for day, evening and weekend offerings and with rotating the days and times, we hope to allow classes to work for different student schedules.

We have been successful with innovative ways to build a program but it has required many hours at least 5 days per week. Many 8-hour days in my office are strictly department work. Some weeks, it has seemed that nearly all my time, when I am not in the classroom, is on department work. However, I do think I think I have maintained quality instruction.

Trying to promote to a target market, I keep up with an audience throughout CA that wants to learn anything about fashion and fabric. We do this through Social Media, websites, professional organizations and close ties with the Apparel Industry. I find that maintaining a viable program is somewhat like running a small business. It works so much better if I am in the office – answering emails and phone calls, greeting teachers and students as they arrive for various classes, continually making it an attractive and happy place to be, encouraging a sense of community for students working together in labs and celebrating each other's success.

In early August, another professor and I presented a Zoom to various chapters of a professional organization and got a number of new students. Enrollment came from all over the state. This week (Nov 10) a big Zoom session allowed potential students to learn about the classes that will be offered in Spring, 2021. Each of the Fashion Professors discussed their upcoming spring classes. 83 potential students learned about classes in which they can enroll.

We have learned that special events and summer short courses allow another audience to learn about the program and eventually enroll in the program. This requires untold hours of work but has kept the community aware of the Fashion Dept. and Cañada College. Artistry in Fashion has brought big crowds to the campus for 30 years (the largest event that happens at Cañada). It requires work for the whole year. Curriculum Parties in the classroom with a free lunch provided, gives students the opportunity to learn about upcoming classes. Special Friday night speakers holds interest for many. By bringing in funds through special events, we can give scholarships to fashion students. We have given many \$1,000 scholarships. We also put several thousand dollars in the bookstore on a regular basis that can be put toward book rentals.

When the opportunity for Study Abroad came along, this was a chance for me to expand our program. The course was extremely successful for 4 summers and a group of 20 students was set to go in summer 2020 before Covid.

When Shelter in Place occurred, every course transitioned to online instruction. During the summer, professors trained for Canvas. We had thought it would not be possible to change our discipline to online but the transition has been quite successful. I am proud of each of the professors as we have worked together to creatively use many new forms for instruction. Many students say that they can see some examples close up better than in the classroom.

8. Without Release time, the Fashion program would not have coordination required to:

- Keep up with recruitment and retention.
- Advise students and write letters of recommendation.
- Work closely with the SF Apparel Industry.
- Maintain an Advisory Board by continually inviting new qualified members and hosting the meetings each semester.
- Organize special events such as Artistry in Fashion, Curriculum Parties, Award Celebrations, and Guest Speaker Events.
- Work with a committee to maintain 2 updated Websites: one for the program and one for Artistry in Fashion.
- Keep up with daily posts on Social Media to promote the program - Instagram & Facebook as recruitment tools.
- Work with professors for results of their SLO's every semester.
- Create the pathways appropriate for the Fashion Program.
- Meet with counselors on a regular basis to keep the abreast of curriculum changes and remind them of course sequencing.
- Mentor and evaluate adjunct professors.
- Train student assistants to help during classroom labs.
- Develop industry relationships that will provide internships for students.
- Manage the ordering and storage of the many supplies and equipment required for the program.
- Work closely with the bookstore in providing packets with students supplies especially during online instruction – this has allowed students to take classes during Covid.
- Update each of the 37 different courses in Curricu Net every two years as required for CE programs.
- Formulate information for Program Review.
- Meet with prospective students in the office or on the phone.
- Visit high schools to promote the program.
- Attend Professional Organization meetings to promote upcoming semesters – giving out flyers and discussing department events.
- Distribute flyers about upcoming classes to fabric stores, sewing machine shops, and libraries.
- Meet with faculty and staff on a regular basis.
- Write recommendation letter for student scholarships.
- Coordinate the granting of Fashion Department Scholarships to 10 to 15 students per school year – (as much as \$1,000).