

# CTE Program Narrative

**NAME OF COLLEGE:** San Joaquin Delta College

**CONTACT:** Sharon Daegling, Curriculum Support Coordinator

**PHONE NUMBER:** (209) 954-5867

**EMAIL ADDRESS:** [sdaegling@deltacollege.edu](mailto:sdaegling@deltacollege.edu)

**DATE:** 4/21/2017

**DIVISION:** Arts and Communication Division

**FACULTY:** Leslie Asfour

**PROGRAM NAME:** Apparel Industry Sewing

**REASON FOR APPROVAL REQUEST (Check One):**

- New Program Proposal
- Program Revision Proposal (Substantial or TOP Code Changes)
- Locally Approved

**TYPE OF DEGREE:**

- Certificate of Achievement
- Associate of Arts
- Associate of Science
- Associate of Arts for Transfer
- Associate of Science for Transfer
- Other

**TRANSFER APPLICABILITY:** Yes  No

**ATTACHMENTS/INFORMATION REQUIRED:**

Labor/Job Market Data and Analysis  
Advisory Committee Meeting Minutes  
List of Advisory Committee Members  
Employer Survey, if applicable

## 1. Statement of Program Goals and Objectives

*Identify the goals and objectives of the program. For CTE programs, the statement must include the main competencies students will have achieved that are required for a specific occupation. The statement must, at a minimum, clearly indicate the specific occupations or fields the program will prepare students to enter and the basic occupational competencies students will acquire.*

*If the program is selective, describe relevant entry criteria and the selection process for admission to the program. Specify all mandatory fees that students will incur for the program aside from the ordinary course enrollment fee.*

Specific Objectives: Upon successful completion of this program, the student will be able to:

1. demonstrate the skills used in industrial apparel sewing.
2. demonstrate knowledge and use of industrial sewing machines and sergers.
3. demonstrate specific skills used in industry production sewing.

Completion of this certificate will prepare students for jobs in manufacturing, specifically in cut and sewing apparel. According to the Employment Development Department (EDD), the fashion industry in California is experiencing positive growth and demand for trained employees in the field.

With the connectivity of the internet, many companies contract with independent sewers or their first-run samples and small-run production. Students will be well prepared for this kind of work.

Many of the students in the Fashion Program are limited English-speaking, nontraditional and have no interest in transferring or moving. Therefore, it is necessary to prepare them for industry jobs or entrepreneurial jobs within the area. Many students are able to establish home-based alterations and sewing businesses with great success. Employment projects for these occupations is not published, but it is known among the faculty in the program. Other students have obtained work as alterations specialists for bridal salons, clothing stores and dry cleaners in the area. Students also employed in boat upholstery and canvas sewing, as well as upholstering. This certificate will prepare them for these kinds of local jobs.

According to the Bureau of Labor, there are over 68,000 people employed in a variety jobs for which this certificate would prepare potential employees.

The Bureau of Labor also shows that California is the largest employer of sewing machine operators, employing over 30,000 people in this specific occupation.

There are over 2100 people employed as tailors, dressmakers and custom sewers in California, which is the largest employing state in these occupations. The media wage for these jobs is \$37,000 per year or \$18 per hour. The State of California ranks third in salary for tailors, dressmakers and custom sewers, with the San Francisco Bay Area ranking highest in pay for these occupations.

Other occupations for which this certificate would prepare students for employment include, sewing machine operators, hand sewers, textile cutting, as well as upholstery sewers for home, boat or automobile, among other jobs. The State of California ranks third in employment of upholsterers, with over 3500 people employed in this occupation.

<https://www.bls.gov/oes/current/oes516052.htm>

## 2. Catalog Description

Enter exactly as it will appear in the catalog, including program outcomes. The description must also

- Convey the certificate's goals(s) and objectives
- Provide an overview of the knowledge and skills that students who complete the requirements must demonstrate (student learning outcomes)
- List all prerequisite skills or enrollment limitations
- Mention any risks, such as occupations that are inherently competitive or low-salaried and/or occupational areas where inexperienced graduates are not generally hired.
- For CTE programs, the description must list the potential careers students may enter upon completion.
- Convey what the student may expect as an outcome

If applicable, reference accrediting and/or licensing standards. If there is a widely recognized certification provided by a professional association, specify whether the program will fully prepare completers for the recognized professional certification.

The Apparel Industry Sewing Certificate provides students with specific training in industry sewing and manufacturing utilizing standards used in the current fashion industry. Upon successful completion of the program, students should be able to find employment in a variety of industries such as automotive sewing, automotive interiors, clothing manufacturing, boat canvas and interiors, awning manufacturing, and upholstery.

### Program Learning Outcomes

1. Student demonstrates proficiency in using tools and equipment used in garment production for the fashion industry.
2. Student creates sample garments utilizing current industrial sewing techniques.
3. Student demonstrates skills used in current fashion industry in the field of industry sewing.

## 3. Program Requirements

The program requirements must be consistent with the catalog description. The number of units, specific course requirements and the sequence of the courses must be coherent, complete and appropriate. Display the program requirements in a table format that includes all courses required for completion of the program (core requirements and required or restricted electives), subtotal of core units, and total program units. For each course, indicate the course department number, course title, and unit value.

### Display of Program Requirements

Core Courses	Title	Units
FASHION 002	Introduction to the Fashion Industry	3
FASHION 004	Fashion Product Analysis	3
FASHION 030	Basic Industry Sewing	3
FASHION 031	Intermediate Industry Sewing	3
FASHION 032	Advanced Industry Sewing	3
FASHION 033	Alterations and Fit	3
<b>Total Units Required for Certificate</b>		<b>18</b>

## Display of Proposed Sequence

First Semester	Units
FASHION 002	3
FASHION 030	3
<b>Total</b>	<b>6</b>

Second Semester	Units
FASHION 004	3
FASHION 031	3
<b>Total</b>	<b>6</b>

Third Semester	Units
FASHION 032	3
FASHION 033	3
<b>Total</b>	<b>6</b>

	Major Units
Year 1, Fall	6
Year 1, Spring	6
Year 2, Fall	6
<b>Total</b>	<b>18</b>

## Master Planning (Background and Rationale)

*Given the stated goals and objectives, address the role the proposed program will fulfill in the college's mission and curriculum offerings. This discussion may include some history of the program proposal origins, a description of the program purpose, and/or the program's relevancy for the region and college.*

*The proposal must demonstrate a need for the program that meets the stated goals and objectives in the region the college proposes to serve with the certificate. A proposed new certificate must not cause undue competition with an existing program at another college.*

*If any expenditures for facilities, equipment or library and learning resources are planned, please explain the specific needs in this section.*

*If the program is to be offered in close cooperation with one or more specific employers, a discussion of the relationship must be provided.*

The Fashion department has been offering classes for several decades in the San Joaquin Delta College Service Area.

The coursework provide the students with skills to be successful in the industry and in entrepreneurial occupations. Students attain skills using state of the art equipment and trainers while working in real world case scenarios. This certificate aligns with college master plan to expand and serve our community service area with workforce development. This program has been endorsed by local industry advisory board members and supports demand for a regional workforce in the fashion industry.

#### 4. Need for Program

##### a. Enrollment and Completer Projections

*Address and justify the number of projected students or “annual completers” to be awarded the certificate each year after the program is fully established.*

		2014-2015		2015-2016	
CB01: Course Department Number	CB02: Course Title	Annual # Sections	Annual Enrollment Total	Annual # Sections	Annual Enrollment Total
FASHION 002	Introduction to the Fashion Industry	6	139	4	83
FASHION 004	Fashion Product Analysis	2	36	1	31
FASHION 030	Basic Industry Sewing	6	100	7	104
FASHION 031	Intermediate Industry Sewing	2	20	2	24
FASHION 032	Advanced Industry Sewing	0	0	0	0
FASHION 033	Alterations and Fit	1	22	0	0

*Data provided by San Joaquin Delta College, Institutional Research and Effectiveness*

Annual Completers – Projected: 5

##### b. Labor Market Information (LMI)

*Summarize the Labor Market Information (LMI) and employment outlook (Including citation for the source of the data) for students exiting the program.*

*Enter table or chart as a separate attachment.*

See Supporting Documentation below
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##### c. Employer Survey (if applicable)

*When strong LMI data is not available, an employer survey may be submitted. Provide a copy of the survey, including the number of those surveyed, number of responses, and a summary of the results. The survey must address the extent to which the proposed degree or certificate will be valued by employers.*

Not applicable
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#### 5. Place of Program in Curriculum/Similar Programs

*Review the college’s existing program inventory, then address the following questions:*

- *Do any active inventory records need to be made inactive or changed in connection with the approval or the proposed program? If yes, please specify.*

- Does the program replace any existing program(s) on the college's inventory? Provide relevant details if this program is related to the termination or scaling down of another program(s).
- What related programs are offered by the college?

The certificate does not replace any current certificates, though some of the courses listed are applicable to other degree and certificate programs.

At San Joaquin Delta College no other programs are offered that are similar to the curriculum that will be converged for this course.

- No Active Curriculum Inventory records need to be changed for the implementation of this program.
- The program does not replace any existing programs on the college inventory.
- The College is currently approved to offer a Certificate and Associate of Arts in Apparel Design. Students completing this Certificate will have completed a large portion of the major requirements needed for the degree.

## 6. Similar Programs at Other Colleges in Service Area

List similar programs offered at other colleges within the Central/Mother Lode Region that may be adversely impacted. Enter 'none' if there are no similar programs.

College	Program
None	

San Francisco City College, American River College and Sacramento City College offer Certificates in Apparel Construction, on which this certificate was based. Other Northern California community colleges that offer similar programs include: Canada College, Chaffey College, West Valley College among others. There is a growing number of Fashion Programs being offered at community colleges across the nation. Many are including industry sewing and construction in their academic inventory.

## **Supporting documentation required**

### **Labor Market Information**

*In a separate attachment, provide current Labor Market Information showing that jobs are available for program completers within the local service area. Statewide or national LMI may be included as supplementary support but evidence of need in the specific college service area or region is also necessary.*

### **Employment Outlook**

According to the Employment Development Department (EDD), the fashion industry in California is experiencing positive growth and demand for trained employees in the field.

With the connectivity of the internet, many companies contract with independent sewers or their first-run samples and small-run production. Students will be well prepared for this kind of work.

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### **List of Members of Advisory Committee**

*This list must include advisory committee member names, job titles, and affiliations.*

<b>Name</b>	<b>Title</b>	<b>Affiliation</b>
Leslie Asfour	Professor/Discipline Chair	San Joaquin Delta College
Natalie Sconce	Adjunct Professor	San Joaquin Delta College
Brandy Donaldson	Adjunct Professor Asst. Manager	San Joaquin Delta College Charming Charlies
Jill Oyoung-Kuwamoto	Adjunct Professor	San Joaquin Delta College
Gail McCauley	Instructor	Lincoln High School
Gary Long	Owner	Gary Long's Jewelers
Hilary Zwahlen	Owner	Whie Plum Apparel

Jill Faso	Director Former Owner	United Cerebral Paulsey Delta Consignment
Chalina Binder	Manager	Charming Charlies
Karen Faszler	Visual Merchandiser/Manager	Anthropoligie



**Recommendation of Advisory Committee (Meeting Minutes)**

*In a separate attachment, provide minutes of the advisory committee meetings at which the program was discussed and approved, with relevant areas highlighted, as well as a summary of the advisory committee recommendations.*

See Minutes below

**San Joaquin Delta College  
Fashion Advisory Committee Minutes**



# San Joaquin Delta College

5151 Pacific Avenue • Stockton, CA 95207 • (209) 954-5230

## FASHION - Advisory Committee

<b>Date of Meeting:</b>	<u>Monday., September 12 2016</u>
<b>Time of Meeting:</b>	<u>6:00 pm</u>
<b>Location of Meeting:</b>	<u>SHIMA 305</u>
<b>Name of Recorder:</b>	<u>Leslie Asfour</u>

### Minutes

Welcome

Introductions

Approval of Minutes

Brandy motioned to approve the minutes of the spring meeting. Karyn second. Minutes were approved.

#### Program Updates

- Fashion – Leslie shared with the committee the current state of the program. Brandy mentioned the challenges in the Fashion 2 class – enrollment and retention. Leslie discussed the challenges of the lack of preparation among the Fashion 2 students in the classes where it is a requisite. Natalie echoed this for Fashion 30. Faculty recommended meeting on a regular basis to insure consistency.
- Marketing and Recruitment – Leslie shared the challenges in recruitment for the program. With only 1 full-time faculty and adjuncts who work other jobs, it has been difficult to get to the high schools and other recruitment events.
- Review of discussion of course prerequisites and co-requisites, Certificate and Degree Requirements – Leslie shared some idea regarding stepped certificates. The committee agreed that stepped certificates might help retention, but warned of the danger of students graduating from the program with too few classes and not enough of a strong foundation in fashion. Kathy and Karyn expressed concern that students with too few classes won't be prepared. They both agreed to consult on curriculum.
- The board discussed the need for a certificate that focused on skill development in industry sewing. Leslie shared with the committee the proposed Apparel Industry Sewing Certificate and the updated Fashion Design Certificate. The board approved the curriculum, course listing and sequence, outcomes and goals for both certificates.
- The board discussed the need for budgets for sewing machine repairs, supplies, marketing, events and other costs. Leslie shared the budget challenges when the program moved to the AST division. Jill shared with the committee the challenges the program has faced in the new division with a lack of funding for machine maintenance and repairs. These budget concerns have hurt the program and the students' ability to complete projects in a timely manner.

#### New Business

- CTE Funding request 2017-18 – suggestions
- The committee recommended the following for CTE funding requests, based on the information presented to the committee regarding Core Indicators:
  - Technology and equipment: more male dress forms (and the development of curriculum for men's wear), more smaller sized forms and pant forms.
  - Faculty travel to industry conferences – a must – Karyn stated that faculty should be attending industry events on a regular bases, to update knowledge, to expand foundation of reference, to stay current on trends, to stay networked with industry professionals.

- Meet the Industry Insiders – the committee recommended bringing back that event if the college would fund it. This includes marketing, industry professionals travel and lodging, a reception or gathering for the industry professionals.
- Fashion Show – Leslie shared the date of the Fashion Show – Friday, May 5<sup>th</sup>. Details will follow.
- High School Visits – Brandy agreed to organize high school visits and connect with the teachers to find dates and times to market and recruit.

Other

- The board discussed the need to get students into the industry to see it first hand and network with the industry. There is a need for field trip budgets for the program – Leslie mentioned that club is the only source for funding for field trips.

Next Meeting - TBD