

PROGRAM REVIEW

February 7, 2011

UNIT Fashion Merchandizing DEPARTMENT Human Environmental Studies COLLEGE College of Health & Human Se

GRADUATE _____ UNDERGRADUATE X

UNIT CONTACT PERSON _____

CHAIRPERSON SIGNATURE _____

DEAN SIGNATURE _____

EXECUTIVE SUMMARY UNDERGRADUATE

History seems to repeat itself with Fashion Merchandising. Originally started as an apparel management option on the BS in HES, the program was phased out in 1989 following an extraordinary review. It was reinstated in 1992 because of student interest. The program was limited to fashion merchandising rather than design or manufacture because jobs in those fields are not common regionally and are decreasing nationally as well.

Fashion merchandising graduates find a good job market in a growing field (www.bls.gov/oes/2008). Individuals with college degrees with work experience have the best prospects in sales worker supervision, the category that includes retail store and department management.

A survey of graduates conducted in 2005 found that 70% of respondents who graduated prior to 2004 took jobs in fashion merchandising, sales or manufacturing. More recently (2008) graduates have also been hired in the St. Louis area as assistant buyers; have opened retail stores; or have taken positions in manufacturing overseas.

The curriculum is design to provide product knowledge for a variety of fashion interests. The retail management minor is currently required, but dropping that minor to open up other opportunities is planned. Current students are interested in public relations, communications, entrepreneurship and event planning as well as marketing.

Although the number of majors has declined somewhat in the past 3 years, the number of minors has increased. The program is successful in attracting majors and minors, and it is easy to place interns and graduates. The costs to deliver the program are low and are exceeded by the revenue it generates. No special space or equipment is needed to teach the program. The number of faculty seems adequate for the present. Many courses would be ideally suited to an on-line or web augmented format.

Program Review Final University Committee Chair Comments

I. SIZE, SCOPE, AND PRODUCTIVITY OF THE PROGRAM

Briefly describe the depth and breadth of your unit's offerings (Undergraduate).

The number of majors in 2009 was 54, down from 67 in 2007. The number of minors rose from 14 in 2007 to 20 in 2009, making the total number of students fairly steady for the 3 year period. The number of completers has decreased with the number of majors, but the number of completers with the minor is not tracked.

Retention is down from year 1 to year 2, but up from year 3 to year 4. All demand is on-campus. Two full-time faculty members are assigned to the program. The student credit hour ratio has risen; the number of low-enrollment sections is improving.

SIZE and SCOPE DATA UNDERGRADUATE							
Measure	Minimum	Aspirational Target	Year				
			AY07	AY08	AY09	4	5
Majors UNIT Total	40	85	67	52	54		
Human Environ Studies:Fshn Mrc [BS/BS/HESM]			67	52	54		
Minors UNIT Total			14	17	20		
Fashion Merchandising			14	17	20		
Completers UNIT Total	6	12	11	8	7		
Human Environ Studies:Fshn Mrc [BS/BS/HESM]			11	8	7		
% Completion Rate 6 YR	50	100	33	57	40		
Unit - % Retention FS YR 1 -- F YR 2	50	100	62	78	29		
Unit - % Retention FS YR 3 -- F YR 4	50	100	78	75	92		
UNIV - % Retention FS YR 1 -- F YR 2			92	89	43		
UNIV - % Retention FS YR 3 -- F YR 4			78	88	92		
SCH On Campus FS			678	616	614		
SCH Off Campus FS			0	0	0		
SCH Total FS			678	616	614		
SCH Summer On and Off Campus			63	48	66		
SCHR (SCH ratios) On Campus Fall/Spring	199	234	224	219	234		
SCHR (SCH ratios) Off Campus Fall/Spring	0	0	0	0	0		
SCHR (SCH ratios) Total	199	234	224	219	234		
Delaware SCHR			222	242			
% of Sections with Enrollment < 10 (GR < 8)	10	5	0	0	8		

Area of Concern for Size and Scope Data (Undergraduate)

The total number of majors needs to be increased. An increase in number of students would of course improve SCH production and lessen the number of low-enrollment sections.

The number of majors completing the program in 6 years is red-flagged, but almost all fashion merchandising students work evenings and weekends because work experience is essential to good job placement on graduation.

The low retention rate from year 1 to year 2 is of concern.

Off-campus demand is red-flagged, but merchandising is a more urban job than rural. We are unlikely to have course demand off the main campus. Very few positions are available in small rural communities, internships are scarce. Shoppers go to cities.

TEACHING PERSONNEL DATA UNDERGRADUATE							
	Minimum	Aspirational Target	AY07	AY08	AY09	Year 4	Year 5
Unit Full Time Faculty Number	2.00	3.00	2.00	2.00	2.00		
Unit Full Time Faculty Adjusted for Release	1.50	3.00	1.50	1.50	1.50		
Unit Full Time Faculty UG FTE			2.83	2.61	2.52		
Unit Regional Campus Faculty Number					0.00		
Other Teaching Personnel UG Number	0.00	1.00	1.00	1.00	1.00		
Other Teaching Personnel UG PTFTE	0.00	0.25	0.20	0.20	0.10		

Area of Concern for Teaching Personnel Data (Undergraduate)

None. Two faculty members (1.5 FTE) can easily teach the necessary product information and retailing skills for the program.

COMPARISONS UNDERGRADUATE										
	AY07		AY08		AY09		Year 4		Year 5	
	COLL	UNIV	COLL	UNIV	COLL	UNIV	COLL	UNIV	COLL	UNIV
% Completion Rate 6 YR	50.95	50.77	46.44	50.82	44.05	47.04				
Unit - % Retention FS YR 1 -- F YR 2	58.24	62.68	58.20	63.69	59.56	66.03				
Unit - % Retention FS YR 3 -- F YR 4	75.94	82.78	75.68	83.34	78.35	82.34				
UNIV - % Retention FS YR 1 -- F YR 2	67.28	62.81	67.43	63.69	69.37	66.13				
UNIV - % Retention FS YR 3 -- F YR 4	82.27	83.02	83.46	83.73	83.33	82.40				
SCHR (SCH ratios) On Campus Fall/Spring	250.00	262.00	253.00	261.00	226.00	248.00				
SCHR (SCH ratios) Off Campus Fall/Spring	263.00	227.00	161.00	290.00	143.00	213.00				
SCHR (SCH ratios) Total	251.00	242.00	257.00	265.00	214.00	242.00				
% of Sections with Enrollment < 10 (GR < 8)	24.28	17.54	23.88	17.42	35.59	22.70				

SIZE and SCOPE DATA SUMMARY UNDERGRADUATE				
Measure	Mean	5 year Outcome	% of Aspiration Target	Trend

Majors UNIT Total	57.7	Needs Improvement	67.83	Irregular
Human Environ Studies:Fshn Mrc [BS/BS/HESM]	57.7			Irregular
Minors UNIT Total	17.0			Improving
Fashion Merchandising	17.0			Improving
Completers UNIT Total	8.7	Needs Improvement	72.16	Declining
Human Environ Studies:Fshn Mrc [BS/BS/HESM]	8.7			Declining
% Completion Rate 6 YR	43.3	Red Flag	43.33	Irregular
Unit - % Retention FS YR 1 -- F YR 2	56.3	Needs Improvement	56.33	Irregular
Unit - % Retention FS YR 3 -- F YR 4	81.7	Needs Improvement	81.66	Irregular
UNIV - % Retention FS YR 1 -- F YR 2	74.7			Declining
UNIV - % Retention FS YR 3 -- F YR 4	86.0			Improving
SCH On Campus FS	636.0			Declining
SCH Off Campus FS	0.0			Static
SCH Total FS	636.0			Declining
SCH Summer On and Off Campus	59.0			Irregular
SCHR (SCH ratios) On Campus Fall/Spring	225.7	Needs Improvement	96.43	Irregular
SCHR (SCH ratios) Off Campus Fall/Spring	0.0	Red Flag	0	Static
SCHR (SCH ratios) Total	225.7	Needs Improvement	96.43	Irregular
% of Sections with Enrollment < 10 (GR < 8)	2.7	Red Flag	53.2	Improving

UNDERGRADUATE

Brief Conclusion from Data

Fashion merchandising faculty need to focus on two things: recruitment, and class format changes that suit students who work while attending school.

Retention from year 1 to year 2 needs to be addressed.

Additional Data or Comments

Plan to Address

Recruitment improvement will include better brochures and information about careers plus more contact in area schools.

Changes in course format should include development of web versions of selected courses.

Removing the currently required Retail Management minor to allow for other possible minors in under discussion.

Brief Follow Up on Outcomes of Plans to Address from Last Review

No recruitment goals were set.

Program Review Final University Committee Chair Comments

II. REVENUE AND OTHER RESOURCES GENERATED BY THE PROGRAM

REVENUE DATA UNDERGRADUATE					
Measure	AY07	AY08	AY09	Year 4	Year 5
All Courses - SCH Revenue					
On Campus FS	134,060.94	133,006.72	142,251.52		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	12,456.99	10,364.16	15,290.88		
Subtotal Revenue SCH	146,517.93	143,370.88	157,542.40		
All Courses - Fees Revenue					
On Campus FS	0.00	0.00	0.00		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	0.00	0.00	0.00		
Subtotal Revenue FeeS	0.00	0.00	0.00		
All Courses - Total SCH and Fees	146,517.93	143,370.88	157,542.40		
Univ Studies Crses - SCH Revenue					
On Campus FS	0.00	0.00	0.00		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	0.00	0.00	0.00		
Subtotal Revenue SCH	0.00	0.00	0.00		
Univ Studies Crses - Fees Revenue					
On Campus FS	0.00	0.00	0.00		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	0.00	0.00	0.00		
Subtotal Revenue FeeS	0.00	0.00	0.00		
Univ Studies - Total SCH and Fees	0.00	0.00	0.00		
SER/BC/ROM Crses - SCH Revenue					
On Campus FS	23,134.41	24,614.88	27,106.56		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	5,338.71	0.00	0.00		
Subtotal Revenue SCH	28,473.12	24,614.88	27,106.56		
SER/BC/ROM Crses - Fees Revenue					
On Campus FS	0.00	0.00	0.00		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	0.00	0.00	0.00		
Subtotal Revenue Fees	0.00	0.00	0.00		
SER/BC/ROM - Total SCH and Fees	28,473.12	24,614.88	27,106.56		
Major Courses - SCH Revenue					

On Campus FS	110,926.53	108,391.84	115,144.96		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	7,118.28	10,364.16	15,290.88		
Subtotal Revenue SCH	118,044.81	118,756.00	130,435.84		
Major Courses - Fees Revenue					
On Campus FS	0.00	0.00	0.00		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	0.00	0.00	0.00		
Subtotal Revenue FeeS	0.00	0.00	0.00		
Major Courses - Total SCH and Fees	118,044.81	118,756.00	130,435.84		
Unit Revenue External Grants	0.00	0.00	0.00		

SUMMARY UNDERGRADUATE

Measure	Mean	Trend
All Courses - SCH Revenue		
On Campus FS	136,439.73	Irregular
Off Campus FS	0.00	Static
Summer On and Off Campus	12,704.01	Irregular
Subtotal Revenue SCH	149,143.74	Irregular
All Courses - Fees Revenue		
On Campus FS	0.00	Static
Off Campus FS	0.00	Static
Summer On and Off Campus	0.00	Static
Subtotal Revenue FeeS	0.00	Static
All Courses - Total SCH and Fees	149,143.74	Irregular
Univ Studies Crses - SCH Revenue		
On Campus FS	0.00	Static
Off Campus FS	0.00	Static
Summer On and Off Campus	0.00	Static
Subtotal Revenue SCH	0.00	Static
Univ Studies Crses - Fees Revenue		
On Campus FS	0.00	Static
Off Campus FS	0.00	Static
Summer On and Off Campus	0.00	Static
Subtotal Revenue FeeS	0.00	Static
Univ Studies - Total SCH and Fees	0.00	Static
SER/BC/ROM Crses - SCH Revenue		
On Campus FS	24,951.95	Improving

Off Campus FS	0.00	Static
Summer On and Off Campus	1,779.57	Irregular
Subtotal Revenue SCH	26,731.52	Irregular
SER/BC/ROM Crses - Fees Revenue		
On Campus FS	0.00	Static
Off Campus FS	0.00	Static
Summer On and Off Campus	0.00	Static
Subtotal Revenue Fees	0.00	Static
SER/BC/ROM - Total SCH and Fees	26,731.52	Irregular
Major Courses - SCH Revenue		
On Campus FS	111,487.78	Irregular
Off Campus FS	0.00	Static
Summer On and Off Campus	10,924.44	Improving
Subtotal Revenue SCH	122,412.22	Improving
Major Courses - Fees Revenue		
On Campus FS	0.00	Static
Off Campus FS	0.00	Static
Summer On and Off Campus	0.00	Static
Subtotal Revenue FeeS	0.00	Static
Major Courses - Total SCH and Fees	122,412.22	Improving
Unit Revenue External Grants	0.00	Static

UNDERGRADUATE

Brief Conclusion from Data

Revenue from Fashion Merchandising is generated solely by fees. The mean revenue from 2007 to 2009 was in excess of program costs.

Additional Data or Comments

Plan to Address

Recruitment activities to bring in new majors.

Converting one course to a University Studies 400-level offering to increase overall SCH.

Brief Follow Up on Outcomes of Plans to Address from Last Review

No revenue goals were set at the last review.

Program Review Final University Committee Chair Comments

III. COSTS AND OTHER EXPENSES ASSOCIATED WITH THE PROGRAM

COSTS DATA UNDERGRADUATE					
	AY07	AY08	AY09	Year 4	Year 5
Cost Per Major	1,314.00	1,583.00	1,537.00		
Unit Costs per Major SCH - On campus FS	144.00	143.00	139.00		
Unit Costs per Major SCH - Off campus FS	0.00	0.00	0.00		
Unit Costs per Major SCH - Summer	99.00	67.00	90.00		
Unit Costs per Major SCH - Overall	140.00	137.00	134.00		
Unit Costs for Major Crses - On campus FS	83,168.00	79,082.00	77,102.00		
Unit Costs for Major Crses - Off campus FS	0.00	0.00	0.00		
Unit Costs for Major Crses - Summer	4,893.00	3,216.00	5,910.00		
Unit Costs for Major Crses - Overall	88,061.00	82,298.00	83,012.00		
Unit Costs per Univ Studies SCH - On campus FS	0.00	0.00	0.00		
Unit Costs per Univ Studies SCH - Off campus FS	0.00	0.00	0.00		
Unit Costs per Univ Studies SCH - Summer	0.00	0.00	0.00		
Unit Costs per Univ Studies SCH - Overall	0.00	0.00	0.00		
Unit Costs for Univ Studies Crses - On campus FS	0.00	0.00	0.00		
Unit Costs for Univ Studies Crses - Off campus FS	0.00	0.00	0.00		
Unit Costs for Univ Studies Crses - Summer	0.00	0.00	0.00		
Unit Costs for Univ Studies Crses - Overall	0.00	0.00	0.00		
Unit Costs per SER/BC/ROM SCH - On campus FS	164.00	175.00	158.00		
Unit Costs per SER/BC/ROM SCH - Off campus FS	0.00	0.00	0.00		
Unit Costs per SER/BC/ROM SCH - Summer	152.00	0.00	0.00		
Unit Costs per SER/BC/ROM SCH - Overall	161.00	175.00	158.00		
Unit Costs for SER/BC/ROM Crses - On campus FS	9,575.00	9,999.00	9,261.00		
Unit Costs for SER/BC/ROM Crses - Off campus FS	0.00	0.00	0.00		
Unit Costs for SER/BC/ROM Crses - Summer	2,047.00	0.00	0.00		
Unit Costs for SER/BC/ROM Crses - Overall	11,622.00	9,999.00	9,261.00		
Unit Costs per All SCH - On campus FS	146.00	146.00	141.00		
Unit Costs per All SCH - Off campus FS	0.00	0.00	0.00		
Unit Costs per All SCH - Summer	110.00	67.00	90.00		
Unit Costs per All SCH - Overall	143.00	140.00	136.00		
Unit Costs for All Crses - On campus FS	92,743.00	89,081.00	86,363.00		
Unit Costs for All Crses - Off campus FS	0.00	0.00	0.00		
Unit Costs for All Crses - Summer	6,940.00	3,216.00	5,910.00		
Unit Costs for All Crses - Overall	99,683.00	92,297.00	92,273.00		

COSTS COMPARISONS UNDERGRADUATE					
	AY07	AY08	AY09	Year 4	Year 5
College Cost per Major	2,909.00	2,641.00	2,280.00		
University Cost per Major	3,297.00	3,345.00	2,083.00		
Delaware Study Cost/SCH Unit	215.00	219.00	0.00		
College Cost per Major SCHR	210.00	205.00	245.00		
University Cost per Major SCHR	204.00	214.00	231.00		
College Cost per Univ Studies SCHR	186.00	104.00	90.00		
University Cost per Univ Studies SCHR	153.00	108.00	106.00		
College Cost per SER/BC/ROM SCHR	308.00	177.00	166.00		
University Cost per SER/BC/ROM SCHR	121.00	130.00	117.00		
College Cost per all SCHR	186.00	168.00	186.00		
University Cost per all SCHR	153.00	155.00	161.00		

SUMMARY UNDERGRADUATE		
	Mean	Trend
Cost Per Major	1,478.00	Irregular
Unit Costs per Major SCH - On campus FS	142.00	Declining
Unit Costs per Major SCH - Off campus FS	0.00	Static
Unit Costs per Major SCH - Summer	85.33	Irregular
Unit Costs per Major SCH - Overall	137.00	Declining
Unit Costs for Major Crses - On campus FS	79,784.00	Declining
Unit Costs for Major Crses - Off campus FS	0.00	Static
Unit Costs for Major Crses - Summer	4,673.00	Irregular
Unit Costs for Major Crses - Overall	84,457.00	Irregular
Unit Costs per Univ Studies SCH - On campus FS	0.00	Static
Unit Costs per Univ Studies SCH - Off campus FS	0.00	Static
Unit Costs per Univ Studies SCH - Summer	0.00	Static
Unit Costs per Univ Studies SCH - Overall	0.00	Static
Unit Costs for Univ Studies Crses - On campus FS	0.00	Static
Unit Costs for Univ Studies Crses - Off campus FS	0.00	Static
Unit Costs for Univ Studies Crses - Summer	0.00	Static
Unit Costs for Univ Studies Crses - Overall	0.00	Static
Unit Costs per SER/BC/ROM SCH - On campus FS	165.66	Irregular
Unit Costs per SER/BC/ROM SCH - Off campus FS	0.00	Static
Unit Costs per SER/BC/ROM SCH - Summer	50.66	Irregular
Unit Costs per SER/BC/ROM SCH - Overall	164.66	Irregular
Unit Costs for SER/BC/ROM Crses - On campus FS	9,611.66	Irregular

Unit Costs for SER/BC/ROM Crses - Off campus FS	0.00	Static
Unit Costs for SER/BC/ROM Crses - Summer	682.33	Irregular
Unit Costs for SER/BC/ROM Crses - Overall	10,294.00	Declining
Unit Costs per All SCH - On campus FS	144.33	Declining
Unit Costs per All SCH - Off campus FS	0.00	Static
Unit Costs per All SCH - Summer	89.00	Irregular
Unit Costs per All SCH - Overall	139.66	Declining
Unit Costs for All Crses - On campus FS	89,395.66	Declining
Unit Costs for All Crses - Off campus FS	0.00	Static
Unit Costs for All Crses - Summer	5,355.33	Irregular
Unit Costs for All Crses - Overall	94,751.00	Declining

UNDERGRADUATE

Brief Conclusion from Data

The mean cost of the program is \$84,457.00 and is declining. The program revenue for Fashion Merchandising exceeds the cost.

Additional Data or Comments

Plan to Address

None

Brief Follow Up on Outcomes of Plans to Address from Last Review

No goals related to program cost were set at the last review.

Program Review Final University Committee Chair Comments

IV. CONTRIBUTION TO UNIVERSITY STUDIES AND COURSES SERVING OTHER PROGRAMS

UNIT SCH FROM UNIVERSITY STUDIES AND COURSES SERVING OTHER PROGRAMS					
	AY07	AY08	AY09	Year 4	Year 5
University Studies: On Campus FS	0	0	0		
University Studies: Off Campus FS	0	0	0		
University Studies: Summer	0	0	0		
University Studies: Total	0	0	0		
Services: On Campus FS	0	0	0		
Services: Off Campus FS	0	0	0		
Services: Summer	0	0	0		
Services: Total	0	0	0		
ROM: On Campus FS	117	114	117		
ROM: Off Campus FS	0	0	0		
ROM: Summer	27	0	0		
ROM: Total	144	114	117		
Business Core: On Campus FS	0	0	0		
Business Core: Off Campus FS	0	0	0		
Business Core: Summer	0	0	0		
Business Core: Total	0	0	0		

UNIT SCH SUMMARY		
Measure	Mean	Trend
University Studies: On Campus FS	0.0	Static
University Studies: Off Campus FS	0.0	Static
University Studies: Summer	0.0	Static
University Studies: Total	0.0	Static
Services: On Campus FS	0.0	Static
Services: Off Campus FS	0.0	Static
Services: Summer	0.0	Static
Services: Total	0.0	Static
ROM: On Campus FS	116.0	Irregular
ROM: Off Campus FS	0.0	Static
ROM: Summer	9.0	Irregular
ROM: Total	125.0	Irregular
Business Core: On Campus FS	0.0	Static
Business Core: Off Campus FS	0.0	Static

Business Core: Summer	0.0	Static
Business Core: Total	0.0	Static

UNDERGRADUATE

Brief Conclusion from Data

The Fashion Merchandising program does not at present contribute to University Studies.

Courses in the fashion merchandising program are required for the interior design program and for teacher certification in FACS.

Additional Data or Comments

Plan to Address

Faculty, in cooperation with the department of Psychology, plan to develop the existing CT517, Social Psychology of Clothing, as a UI 400-level offering.

Brief Follow Up on Outcomes of Plans to Address from Last Review

No University Studies-related goals were set at the last review.

Program Review Final University Committee Chair Comments

V. EXTERNAL DEMAND

EXTERNAL DEMAND DATA UNDERGRADUATE										
	AY07		AY08		AY09		Year 4		Year 5	
ACT DATA										
	N	ACT	N	ACT	N	ACT	N	ACT	N	ACT
No. Identifying Planned Major										
UNIT Totals			169	19.27						
FASHION MERCHANDISING [511]			100	19.20						
FASHIONDESIGN [785]			58	18.90						
TEXTILESANDCLOTHING [790]			11	21.90						
No. of ACT Scores to Southeast										
UNIT Totals			20	19.30						
FASHION MERCHANDISING [511]			12	19.50						
FASHIONDESIGN [785]			5	18.80						
TEXTILESANDCLOTHING [790]			3	19.30						
Yield: No. Enrolled at Southeast										
UNIT Totals			5	19.00						
FASHION MERCHANDISING [511]			4	19.00						
FASHIONDESIGN [785]			0	0.00						
TEXTILESANDCLOTHING [790]			1	19.00						

SUMMARY UNDERGRADUATE		
	Mean	Trend
Yield: No. Enrolled at Southeast		
UNIT Totals	19.0	
FASHION MERCHANDISING [511]	19.0	
FASHIONDESIGN [785]	0.0	
TEXTILESANDCLOTHING [790]	19.0	

Additional Data Available at http://www.missourieconomy.org/occupations/occ_proj.stm

UNDERGRADUATE

Brief Conclusion from Data

ACT Data show that some interest in fashion merchandising, design and textiles programs exists. An average of 19 students sent ACT scores to Southeast, only 5 actually enrolled at Southeast.

Additional Data or Comments

There is a good job market in fashion merchandising and it is a growing field (www.bls.gov/oes/2008). Individuals with college degrees with work experience have the best prospects in sales worker supervision, the category that includes retail store and department management.

The committee asked about the possibility of converting the four-year degree to a two-year program. There is no market for students with that level of training in the service region. The last two-year program in the much larger St. Louis job market, Vaterott College, is in the process of phasing out the program. Students who graduate with a four-year degree find jobs and are eligible for promotions. Two year graduates get entry level jobs but must complete the four-year program to progress. There doesn't seem to be much benefit to having a two-year degree.

Plan to Address

In general, recruitment activities discussed previously address external demand. Also, taking a clue from television (the CSI Effect), a popular fashion related career is wedding planning. By combining fashion classes with event planning courses from hospitality management, it would be possible to develop a certificate program. One student currently enrolled in the program is pursuing this plan.

Brief Follow Up on Outcomes of Plans to Address from Last Review

N/A

Program Review Final University Committee Chair Comments

VI. QUALITY OF PROGRAM INPUTS

UNDERGRADUATE					
Measure	AY07	AY08	AY09	Year 4	Year 5
ACT	20.73	19.89	21.33		
Selected Merit Scholarships	0.00	1.00	0.00		
High School GPA	3.10	3.14	3.15		
CBASE Composite	0.00	0.00	0.00		
CBASE English	0.00	0.00	0.00		
CBASE Math	0.00	0.00	0.00		
CBASE Science	0.00	0.00	0.00		
CBASE Social Studies	0.00	0.00	0.00		
CBASE Writing	0.00	0.00	0.00		

COMPARISONS UNDERGRADUATE															
	AY07			AY08			AY09			Year 4			Year 5		
	COLL	UNIV	NAT	COLL	UNIV	NAT	COLL	UNIV	NAT	COLL	UNIV	NAT	COLL	UNIV	NAT
ACT	21.47	22.24	21.10	21.63	22.38	21.20	21.85	22.59	21.10						
High School GPA	3.31	3.31		3.27	3.29		3.35	3.40							
CBASE Composite	0.00	0.00		0.00	0.00		0.00	0.00							
CBASE English	0.00	0.00		0.00	0.00		0.00	0.00							
CBASE Math	0.00	0.00		0.00	0.00		0.00	0.00							
CBASE Science	0.00	0.00		0.00	0.00		0.00	0.00							
CBASE Social Studies	0.00	0.00		0.00	0.00		0.00	0.00							
CBASE Writing	0.00	0.00		0.00	0.00		0.00	0.00							

SUMMARY UNDERGRADUATE		
Measure	Mean	Trend
ACT	20.72	Irregular
High School GPA	3.08	Improving
CBASE Composite	0.00	Static

UNDERGRADUATE

Brief Conclusion from Data

Undergraduate students enrolling in fashion merchandising have ACT scores around 21; high school GPAs are improving.

Additional Data or Comments

Fashion merchandising majors tend to be more socially inclined than academically. This is not a bad thing in a retail environment where customer service is valued. Retail chains like Nordstrom adhere to the philosophy "hire the smile, train the skills". Math anxiety is very common.

Faculty in fashion merchandising have extensive work experience in retail sales, apparel manufacturing, and university teaching. One faculty member has the terminal degree. One faculty member is retiring this year and a search for replacement is underway.

About 90% of classes are taught by full-time faculty members. One part-time instructor has taught one merchandising class in the last 2 years, and one required class from the interior design program is taught PT.

Plan to Address

Search for a replacement faculty member is focused on locating someone with both industry and teaching experience.

Brief Follow Up on Outcomes of Plans to Address from Last Review

N/A

Program Review Final University Committee Chair Comments

VII. QUALITY OF PROGRAM OUTPUTS

WP003 UNDERGRADUATE										
	AY07		AY08		AY09		Year 4		Year 5	
	N	%	N	%	N	%	N	%	N	%
>= 9.5 (superior)	0	0.00	2	18.18	1	14.28				
8.0 - 9.0 (proficiency)	7	100.00	6	54.54	3	42.85				
7.0 - 7.5 (marginal pass)	0	0.00	2	18.18	3	42.85				
< 7.0 (fail)	0	0.00	1	9.09	0	0.00				
Unit First Time Pass Rate	5	71.42	11	100.00	7	100.00				
Unit Mean	7	8.28	11	8.36	7	8.07				

WP003 COMPARISONS UNDERGRADUATE					
	AY07	AY08	AY09	Year 4	Year 5
College Mean	8.21	8.35	8.20		
College Pass Rate	97.15	97.61	99.06		
University Mean	8.25	8.34	8.35		
University Pass Rate	97.99	98.74	98.23		

WP003 SUMMARY UNDERGRADUATE			
Method		Mean	Trend
WP003 Mean		8.24	Irregular

UNDERGRADUATE

Brief Conclusion from Data

Data from the WP003 Writing Exam show that decreasing number of majors score in the proficiency category while more are in the marginal pass range. Very few fail the exam; the first time pass rate for the last two years has been 100%. The mean score for majors is lower than the college and university means.

Additional Data or Comments

The job market for college graduates in fashion merchandising is very good, especially in urban areas. Despite problems with writing skills, Southeast graduates have found good jobs. The majority (70% at last survey) found work in fashion merchandising. An increasing number have found jobs with uniform manufacturers in St. Louis as assistant buyers, an impossibility five years ago. One student has opened her own bridal shop in Mt. Vernon, IL, and one manages a sweater factory in

Indonesia. Those who do not find jobs in fashion have found jobs in pharmaceutical sales, and this year we have the first-ever FBI agent. A very few (one per year) go to graduate school, mostly those who want to teach at the community college or university level.

Plan to Address

Faculty in fashion merchandising along with faculty from other department programs continue to work with students on writing skills by including multiple opportunities for written work in classes.

Brief Follow Up on Outcomes of Plans to Address from Last Review

Continue to work on writing skills. The efforts described in the last review were carried through. The 100% pass rate on WP003 may reflect this effort.

Program Review Final University Committee Chair Comments

VIII. CURRENCY OF CURRICULUM

UNDERGRADUATE

What steps have you taken to ensure that your programs and courses are up-to-date and effective?

Keeping curriculum up-to-date in fashion merchandising is less about developing new or different courses, and more about using current textbooks and other materials. The extensive slides/DVDs for CT518 were replaced in the library collection. CT415 Retailing now makes use of a web-based buying simulation. CT350 Apparel Aesthetics has updated Power Point presentations from the textbook publisher annually.

The one change that was recommended at the last review and that is still in the planning stage is dividing the retailing course into two classes to increase the focus on retail math. This was a recommendation from alums and internship supervisors.

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IX. IMPACT, JUSTIFICATION, AND OVERALL ESSENTIALITY TO THE SOUTHEAST MISSION

UNDERGRADUATE

Fashion merchandising provides majors and minors with a set of marketable skills; they find jobs in a variety of fashion areas as well as in sales of a variety of products. Their jobs skills find a place in Missouri, as well as in urban areas world wide. Both major and minor combine well with other subject areas like public relations, communications, and marketing. The program requires no particular equipment or special space, and is not expensive to offer. As investments go, it is a dependable if modest profit.

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X. PLANNING FOR THE FUTURE

Given impending personnel and environmental changes, how do you envision the configuration of your unit in five years? What components would be phased out? What components would be reduced in size? What components will have grown? What new components will have been developed? What other units might be involved in the new components?

UNDERGRADUATE

In five years time, the .5 FTE faculty member will have retired. Depending on the academic background of the new department chair, that .5 will be covered by a full-time faculty member or by part-time. The retailing portion of the program will have increased. The program will be primarily web-based or web assisted. A certificate in wedding planning will be available, developed in cooperation with hospitality management.

The committee asked about integrating the program with business or art. At present, a retail management minor is required so for practical purposes it is combined with business. Students seem to want more varied choices of minor, however, although retail management is still a good choice.

Art is very risky business. The job prospects are bleak. It relates best to apparel design, a declining industry in the U.S. Most manufacturing, the home of mid-level designers, has moved overseas. High fashion design exists mostly in New York or Los Angeles. Unless a student graduates from a school like the Fashion Institute of Technology (FIT) in New York, the opportunities for a job are very limited and enormously competitive (See Project Runway on TV - it's reality).

The best combination of programs may be fashion and hospitality management.

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DEANS' COMMENTS

Final University Committee Chair Comments on Entire Document

Provost's Decision