

SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs
Consent

AGENDA ITEM: 4 – C (1)
DATE: March 27-29, 2018

SUBJECT

New Program: SDSU Minor in Apparel and Fashion Studies

CONTROLLING STATUTE, RULE, OR POLICY

[BOR Policy 2:23](#) – Program and Curriculum Approval

BACKGROUND / DISCUSSION

South Dakota State University (SDSU) requests authority to offer a minor in Apparel and Fashion Studies. The minor will develop students to enter the workforce of fashion, apparel, and textiles. The intended audience includes students outside of the existing Apparel Merchandising major, especially Communication, Advertising, and Consumer Affairs majors and those in design fields, interested in understanding the impact of apparel and fashion design. SDSU notes the apparel industry is a multimillion dollar industry with the Bureau of Labor Statistics projecting growth between 3% and 9% for various related occupations through 2026.

The proposed minor consists of 18 credit hours of existing courses.

SDSU requests authorization to offer the minor on campus.

IMPACT AND RECOMMENDATION

SDSU does not request new resources to offer the minor. SDSU currently offers a related BS in Apparel Merchandising. SDSU projects 10 graduates per year after full implementation.

Board office staff recommend approval of the minor.

ATTACHMENTS

Attachment I – New Program Request Form: SDSU – Apparel and Fashion Studies Minor

DRAFT MOTION 20180327_4-C(1):

I move to approve SDSU's new program proposal for a minor in Apparel and Fashion Studies as described in Attachment I.



SOUTH DAKOTA BOARD OF REGENTS ACADEMIC AFFAIRS FORMS

New Baccalaureate Degree Minor

UNIVERSITY:	SDSU
TITLE OF PROPOSED MINOR:	Apparel and Fashion Studies
DEGREE(S) IN WHICH MINOR MAY BE EARNED:	Any
EXISTING RELATED MAJORS OR MINORS:	Apparel Merchandising (B.S.)
INTENDED DATE OF IMPLEMENTATION:	2018-2019 Academic Year
PROPOSED CIP CODE:	19.0901
UNIVERSITY DEPARTMENT:	Consumer Sciences (SCONS)
UNIVERSITY DIVISION:	Education & Human Sciences (SEHS)

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

Barry H. Dunn

President of the University

1/26/2018

Date

- 1. Do you have a major in this field?** Yes No
- 2. If you do not have a major in this field, explain how the proposed minor relates to your university mission.**

South Dakota State University (SDSU) requests authorization to offer a minor in Apparel and Fashion Studies. SDSU currently offers a B.S. in Apparel Merchandising. This minor will provide a focus on fashion studies and will develop students into professionals capable of entering the workforce of fashion, apparel, and textiles. The minor will allow students in majors outside of Apparel Merchandising, especially communication majors and those studying in the design fields, to take coursework that prepares them to better understand the impact of apparel and fashion design.

A minor in Apparel and Fashion Studies is a way for students to diversify their education and incorporate design thinking and design skills into their overall academic experience. The minor will appeal to students majoring in Advertising, Consumer Affairs, Entrepreneurial Studies, Family and Consumer Sciences Education, Graphic Design, Studio Art, Theatre, and any of a number of other majors. The coursework is designed to prepare them with a better understanding of the apparel and fashion industry, which will expand their awareness of aesthetics, allow them to analyze garment construction and identify textiles and fabrics, enable their understanding and

implementation of design elements and principles, and ensure their appreciation of the impact that dress has on the world.

The proposed minor in Apparel and Fashion Studies is within the statutory mission of South Dakota State University as provided in SDCL 13-58-1: *Designated as South Dakota's land grant university, South Dakota State University, formerly the state college of agriculture and mechanical arts, shall be under the control of the Board of Regents and shall provide undergraduate and graduate programs of instruction in the liberal arts and sciences and professional education in agriculture, education, engineering, home economics, nursing, and pharmacy, and other courses or programs as the Board of Regents may determine.*

SDSU does not intend to request new state resources.

3. What is the nature/purpose of the proposed minor?

The apparel and fashion industry is a broad industry with interconnected areas of expertise, ranging from design and product development, to sourcing and procurement, retail management, and marketing. Each area performs an important role in the value chain that delivers the right product to the right consumer at the right time. While all areas require creativity, problem solving skills, and innovative risk taking ability, careers in this field can be grouped according to their focus on the creative aspect or analytical component of the fashion process:

- Careers that require solid understanding of the apparel product, visual merchandising skills, and the aesthetic value component of the fashion industry, and
- Careers that focus on the analytical and operational strategies of retailing.

The nature and purpose of this minor is to allow students in other majors who may be interested in apparel and fashion studies to explore those options and earn a minor in the field. The Apparel and Fashion Studies minor will provide students with basic information to supplement their major. The minor combines elements from across the Apparel Merchandising program, including studies in design that are both fulfilling and appeal to students' talents and interests. It is not the intention of the minor that students become professional designers, but rather to provide a basic set of skills and knowledge that can be employed when working with both fashion designers and non-designers. The courses for the minor will develop the students' knowledge of apparel products and fashion brands, foster their aesthetic awareness, and hone their visual merchandising skills. Certain courses in the minor should also develop in students a critical and historical understanding of fashion and material culture so that students will be better able to appreciate the field's intersections with identities and cultures.

4. How will the proposed minor benefit students?

Students will have the opportunity to earn a minor in a growing field of study that is allied to other design, technical, and communication disciplines. Students will benefit through the opportunity to study apparel and fashion and methods for representing and reshaping a wide range of visual experiences using theory, innovative practice, aesthetics, and functional means. Because the apparel industry is a multi-million dollar industry, there is great opportunity for workforce development in this field. While students take courses in their major, they would benefit from an undergraduate minor in Apparel and Fashion Studies and could possibly pursue a career in apparel fashion studies.

5. Describe the workforce demand for graduates in related fields, including national demand and demand within South Dakota. *Provide data and examples; data sources may include but are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc.*

Workforce demand for graduates with an understanding of the complexities of the global fashion industry is present in a wide variety of areas including museums and art galleries, which feature displays of apparel and textiles from across the globe and across history, as well as extensive archives of apparel/textiles. For example, SDSU and the South Dakota Art Museum have permanent holdings of textiles including the Snellman Hsia, Marghab Linen, and Native American Collections. Graduates with an understanding of the fashion industry are also needed to fill positions as buyers and store managers in the retail sector. Workforce demand for individuals with expertise in apparel and fashion are also needed in the performing arts, particularly that of theatre in costume design and curation. Writers/journalists with academic preparation in this area are needed in both print and online publications.

Thus, the minor is beneficial to employers seeking employees in design, technical, and communication disciplines with a focus on fashion and apparel in the following areas:

- Advertising or marketing manager
- Art director
- Assistant designer
- Buyer
- Costume designer
- Curator
- Design consultant
- Fashion writer or journalist
- Merchandiser
- Retail manager
- Sales representative
- Store manager
- Stylist
- Technical designer
- Visual merchandiser

Bureau of Labor Statistics employment projections through 2026 indicate a 9% growth for advertising, promotions, and marketing managers,¹ 13% growth for archivists, curators, and museum workers,² 7% growth for art directors,³ 7% growth for sales managers,⁴ and 8% growth for writers and authors.⁵ The minor will allow students with an interest in apparel and fashion

¹ Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Advertising, Promotions, and Marketing Managers, on the Internet at <https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm> (visited October 27, 2017).

² Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Archivists, Curators, and Museum Workers, on the Internet at <https://www.bls.gov/ooh/education-training-and-library/curators-museum-technicians-and-conservators.htm> (visited October 27, 2017).

³ Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Art Directors, on the Internet at <https://www.bls.gov/ooh/arts-and-design/art-directors.htm> (visited October 27, 2017).

⁴ Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Sales Managers, on the Internet at <https://www.bls.gov/ooh/management/sales-managers.htm> (visited October 27, 2017).

⁵ Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Writers and Authors, on the Internet at <https://www.bls.gov/ooh/media-and-communication/writers-and-authors.htm> (visited November 01, 2017).

studies to take coursework to equip them with additional knowledge and skills to complement their major, as well as potentially prepare them for a position, which requires a basic understanding of the fashion industry, knowledge of apparel products and fashion brands, aesthetic awareness, and visual merchandising skills.

6. Provide estimated enrollments and completions in the table below and explain the methodology used in developing the estimates.

The estimates below are based on student interest in Apparel and Fashion Studies. The minor will benefit and appeal to students majoring in Advertising, Consumer Affairs, Entrepreneurial Studies, Family and Consumer Sciences Education, Graphic Design, Studio Art, Theatre, and other majors.

<i>Estimates</i>	Fiscal Years*			
	1 st	2 nd	3 rd	4 th
	FY 19	FY 20	FY 21	FY 22
Students enrolled in the minor (fall)	5	10	15	20
Completions by graduates	0	0	0	10

*Do not include current fiscal year.

7. What is the rationale for the curriculum? Demonstrate/provide evidence that the curriculum is consistent with current national standards.

The Apparel and Fashion Studies minor supports students pursuing degrees where design knowledge is an allied discipline and design thinking skills enhance the major degree and collaboration potential after graduation.

The curriculum draws from the B.S. in Apparel Merchandising. The proposed curriculum is based on the International Textiles and Apparel Association’s (ITAA) standards and involves the elements used by apparel and textiles programs across the country and around the world. The ITAA promotes the discovery, dissemination, and application of knowledge.

Students will complete an 11-credit core of coursework designed to encompass basic concepts for apparel merchandising, the analysis of construction, fabric, fit, defects, and pricing of ready-to-wear, product knowledge, garment classifications, consumer attitudes toward product quality, textiles use, and fashion promotion. Students will choose an additional 7-credits of coursework that will further prepare them to work in the fashion and apparel industry.

Apparel Merchandising majors are not eligible for the minor.

8. Complete the tables below. Explain any exceptions to Board policy requested.

A. Distribution of Credit Hours

Minor in Apparel and Fashion Studies	Credit Hours	Percent
Requirements in minor	11	61%
Electives in minor	7	39%
Total	18	100%

B. Required Courses in the Minor

Prefix	Number	Course Title	Credit Hours	New (yes, no)
AM	172	Introduction to Apparel Merchandising	2	No
AM	231-231L	Ready-to-Wear Analysis and Lab	3	No
AM	242-242L	Textiles and Lab	3	No
AM	274-274L	Fashion and Promotion and Lab	3	No
Subtotal			11	

9. Elective Courses in the Minor: List courses available as electives in the program. Indicate any proposed new courses added specifically for the minor.

Students must complete at least 7 credits from the following:

Prefix	Number	Course Title	Credit Hours	New (yes, no)
AM	253	Socio-Psychological Aspects of Dress	3	No
AM	282	Customer Service	3	No
AM	315-315L	Apparel Design and Lab	3	No
AM	352	History of Dress in the Western World	3	No
AM	361-361L	Aesthetics and Lab	3	No
AM	372-372L	Trending and Buying and Lab	3	No
AM	381	Professional Behavior at Work	3	No
AM	462	Retail Management	3	No
AM	472-472L	Merchandising and Lab	3	No
AM	473-473L	Global Sourcing and Lab	3	No
AM	477	Current Issues in the Workplace	1	No
AM	491	Independent Study	1	No

10. What are the learning outcomes expected for all students who complete the minor? How will students achieve these outcomes?

Students who complete the requirements for the Apparel and Fashion Studies minor will:

- Demonstrate factual knowledge of terminology, methods and classifications related to the fashion process and industry, the role of fashion in society, and professional practices in the global workforce.
- Apply design principles in order to design and evaluate store layout, window displays, and wall presentation strategies.
- Identify fibers, yarns, and fabrics and relate fiber properties to their performance and care requirements.
- Evaluate product quality and serviceability and illustrate the relationships among costs, costing, and profit for garments, and will appreciate how aesthetics add value to the apparel product and our surroundings.

The attached curriculum map (Appendix A) shows where students achieve these outcomes in the curriculum.

11. What instructional approaches and technologies will instructors use to teach courses in the minor? *This refers to the instructional technologies and approaches used to teach courses and NOT the technology applications and approaches expected of students.*

Standard instructional approaches will be used. Instructional methods and technologies include a variety of instructional methods, such as lectures, small group discussions, research papers, assignments, lab activities, guest speakers, and field trips (when applicable).

12. Delivery Location⁶

A. Complete the following charts to indicate if the university seeks authorization to deliver the entire program on campus, at any off campus location (e.g., UC Sioux Falls, Capital University Center, Black Hills State University-Rapid City, etc.) or deliver the entire program through distance technology (e.g., as an online program)?

	Yes/No	Intended Start Date
On campus	No	2018-2019 Academic Year

	Yes/No	If Yes, list location(s)	Intended Start Date
Off campus	No		

	Yes/No	If Yes, identify delivery methods ⁷	Intended Start Date
Distance Delivery (online/other distance delivery methods)	No		

B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the certificate through distance learning (e.g., as an online program)?⁸

	Yes/No	If Yes, identify delivery methods	Intended Start Date
Distance Delivery (online/other distance delivery methods)	No		

17% or one 3-credit course of the Apparel and Fashion Studies minor is available online.

13. Does the University request any exceptions to any Board policy for this minor? Explain any requests for exceptions to Board Policy. If not requesting any exceptions, enter "None."

None.

14. Cost, Budget, and Resources: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, time redirected from other assignments, instructional technology & software, other

⁶ The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.

⁷ Delivery methods are defined in [AAC Guideline 5.5](#).

⁸ This question responds to HLC definitions for distance delivery.

operations and maintenance, facilities, etc., needed to implement the proposed minor.
Address off-campus or distance delivery separately.

All courses are currently being taught. SDSU does not require any additional resources to offer this minor.

15. New Course Approval: New courses required to implement the new minor may receive approval in conjunction with program approval or receive approval separately. Please check the appropriate statement (place an "X" in the appropriate box).

- YES,
the university is seeking approval of new courses related to the proposed program in conjunction with program approval. All New Course Request forms are included as Appendix C and match those described in section 7.
- NO,
the university is not seeking approval of all new courses related to the proposed program in conjunction with program approval; the institution will submit new course approval requests separately or at a later date in accordance with Academic Affairs Guidelines.

Appendix A
Apparel and Fashion Studies Minor – Student Learning Outcomes

	Program Courses that Address the Outcomes														
	Required Coursework				Electives										
Individual Student Outcome	AM 172	AM 231-231L	AM 242-242L	AM 274-274L	AM 253	AM 282	AM 315	AM 352	AM 361-361L	AM 372-361L	AM 381	AM 462	AM 472-472L	AM 473-473L	AM 477
Students will demonstrate factual knowledge of terminology, methods and classifications related to the fashion process and industry, the role of fashion in society, and professional practices in the global workforce.	X	X	X	X	X	X	X	X		X	X	X	X	X	X
Students will apply design principles in order to design and evaluate store layout, window displays, and wall presentation strategies.				X											
Students will identify fibers, yarns, and fabrics and relate fiber properties to their performance and care requirements.			X				X								
Students will evaluate product quality and serviceability and illustrate the relationships among costs, costing, and profit for garments, and will appreciate how aesthetics adds value to the apparel product and our surroundings.		X					X		X		X		X	X	