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**College of Alameda**

2023-24 Annual Program Update

**Program Overview**

Please provide your program’s mission statement and program’s learning outcomes

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| The Apparel Design and Merchandising Program (ADAM) provides educational training that prepares students with the knowledge and skills needed to successfully secure a career in the vast fields of apparel design and manufacturing. The ADAM Program fosters a well-balanced educational environment which promotes professionalism, diversity**,** integrity, and a high standard of performance as they relate to the everyday operations in the apparel industry.  Program Learning Outcomes Upon completion of this program a student will be able to: • Students will acquire the basic skills and knowledge needed to obtain, compete, and sustain gainful employment within the vast global field of the fashion industry. • Students will be able to communicate and present themselves effectively with confidence in a diverse global fashion market. • Design, sketch, cost and select appropriate fabric and trims for several outfits in various garment and price categories. • Articulate in a clear written or oral dissertation the steps involved in the production pattern and size grading process. • Analyze critically the rationale used in applying basic drafting principles, methods and techniques learned in class to the solving of new concepts and ideas. • Develop a portfolio for an original clothing collection. |

List your program faculty and/or staff.

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| **Derek Piazza** –Contract Faculty/Department Chair  **OJ Roundtree** –Contract Faculty  Chris Perata – Teacher’s Assistant  Mary Hall Patrone – Teacher’s Assistant  Dennis Tuazon – Teacher’s Assistant |

Describe your current utilization of facilities, including labs and other space.

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| As of Fall 2022, the ADAM program occupies approximately 70% of the third floor in the Center for Liberal Arts building (building H). Pattern and sewing studios occupy workrooms 302, 305, and 308 while our computer lab occupies workroom 322. Lockers for student designers adjoin each room as well as inside workroom 305. Two (2) faculty storage areas are located inside workroom 305 (rooms 306 and 307). A display cabinet to present student work and showcase the ADAM program, is located in the hallway in front of the ADAM office (room 303). |

List your program goals from your most recent Program Review or APU. Then, provide an update on the status of the goal. Has your program achieved the goal? Have any of your goals been revised or are any still in progress? Lastly, make sure to discuss which College or District goal your program goal aligns to.

If no program goals exist or if this is your first program review, work to create 2-3 goals and align them with a College or District goal.

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| **Program Goal** | Evaluate ADAM Program Schedule/Course Curriculum.  Revise ADAM courses for Fall 2023 with 4 units to 3 units to better align for credit/unit transfer (many four-year universities, two-year colleges and/or private educational institutions typically base curriculum on no more than three units; thus, it may be difficult to convert/transfer four-unit courses equally and successfully). |
| Status: In-Progress or Complete? | In-progress to be completed for Fall 2024 |
| Which college or district goal is aligned with your program goal? | **CoA**: Mission Statement  **CoA**: Academic Excellence  **District**: Advance Student Access, Equity, and Success  **District**: Build Programs of Distinction |

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| **Program Goal** | Continue high standards of instruction and integrity within classroom. Decrease withdrawal rates and increase retention rates, particularly during fall semesters.  **SAS**  Continuing to partner with SAS regarding note takers and student accommodations (tables, chairs, seating arrangements, computers, etc.).  **ADAM Audio/Visual Instructional Support**  Continue to use a microphone and amplifier.  Continue to use a video camera & 50” flat-screen television (onsite).  Continue to use an overhead video camera for demonstrations (online).  Continue to use a short throw projector for a 100” diagonal visual image.  Continue to display student work in our hallway display cabinet in addition to spotlighting the work of ADAM graduates and the Bay Area companies they work for. |
| Status: In-Progress or Complete? | Complete (on-going) |
| Which college or district goal is aligned with your program goal? | **CoA**: Academic Excellence  **District**: Build Programs of Distinction  **District**: Advance Student Access, Equity, and Success |

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| **Program Goal** | Form partnerships with local businesses (global brands and small business owners) associated with the design, merchandising, and manufacturing sectors of the fashion industry to increase student opportunities for internships, industry exposure and access, field trips, ADAM Industry Talks (lectures & demonstrations), and workshops. Local businesses include **Stella Carakasi**, **Levi Strauss & Co.** in San Francisco (internships, ADAM Industry Talks, fabric donations), **Title Nine** in San Francisco (internships), **Asian Art Museum** (tours of fashion exhibitions), **Fibershed** in Point Reyes (workshops & tours), and **KOSA** **Arts** in Oakland (internships, tour of work studio & store). |
| Status: In-Progress or Complete? | Complete (on-going) |
| Which college or district goal is aligned with your program goal? | **CoA**: Community Engagement  **District**: Engage and Leverage Partners  **District**: Strengthen Accountability, Innovation, and Collaboration |

**Program Update**

Using the dashboards, review and reflect upon the data for your program.

[**Course Completion and Retention Rates – Instructional Dashboard**](https://app.powerbi.com/view?r=eyJrIjoiNjc2MDhiNTEtNTJhZi00MDM0LTk5NDItNTRiY2EzMGI1NTZiIiwidCI6ImVlYTE2YTE2LTQ4YWYtNDc3Yi05MTEzLTA1YjFjMDExMjNmZiIsImMiOjZ9&pageName=ReportSection86d6f65e2fb41a73da4d)

[**Course Completion and Retention Rates – Student Services Dashboard**](https://app.powerbi.com/view?r=eyJrIjoiNjk3NDJjOTItNzI5MS00MDhjLWJhN2EtZjcxNzU4OTBiZDBjIiwidCI6ImVlYTE2YTE2LTQ4YWYtNDc3Yi05MTEzLTA1YjFjMDExMjNmZiIsImMiOjZ9&pageName=ReportSection86d6f65e2fb41a73da4d)

[**Enrollment Trends and Productivity Dashboard**](https://app.powerbi.com/view?r=eyJrIjoiNWJlOWZmYTEtNTY0MC00MDhkLWE5OTAtYmJjZjIxNzJiNWViIiwidCI6ImVlYTE2YTE2LTQ4YWYtNDc3Yi05MTEzLTA1YjFjMDExMjNmZiIsImMiOjZ9&pageName=ReportSection86d6f65e2fb41a73da4d)

[**Degrees and Certificates Dashboard**](https://app.powerbi.com/view?r=eyJrIjoiZjU2M2M5MzItOTcwZi00Y2U1LWJmODUtYTc0YjlhZGI2ZDhjIiwidCI6ImVlYTE2YTE2LTQ4YWYtNDc3Yi05MTEzLTA1YjFjMDExMjNmZiIsImMiOjZ9&pageName=ReportSectionde32556e136b0a8caccd)

Course Completion and Retention Rates

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| **2020-2022**  **COVID lockdown / Online classes only**  ADAM faculty discovered that fashion students stayed enrolled, motived and had great success in Apparel History, Textiles, and Design & Sketching classes. Student feedback continually mentioned that they liked the flexibility of not only being onsite but also a day or two online, with classes that do not require an onsite presence. Because of this, those classes have successfully remained online post-lockdown beginning Fall 2022 |

Enrollment Trends

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| **The ADAM Program has a high retention rate when compared to the College of Alameda’s average.**  “I can gladly say that the ADAM program has equipped me with the necessary, hands-on skills I need to find my place in the fashion industry. And with the encouraging words of our patient and empathetic instructors, I have the confidence to charge forward.”   * **Nancy McClymonds . 2022 ADAM graduate . AA degree**   “I have a lot of memories about the ADAM program and I just love it so much! Before enrolling in the program, my knowledge about a career in fashion was limited. While in the program, I discovered that I have a lot of skills and potential that would be valued in the fashion industry. I felt happy to go to class because the instructors are enthusiastic, the environment is welcoming, and students are friendly. I appreciate the ADAM program for giving me the chance to explore what I love to do!   * **Chi Do . 2022 ADAM graduate . AA degree** |

Degrees and Certificates

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| **COVID lockdown 2020-2022**  ADAM staff now offers:  Onsite and online office hours. This allows more options for students to connect with instructors which improves student success rates.  **ADAM Certificate or AA Degree Announcements**  ADAM faculty created a QR code which directs students to the ADAM website which discusses Certificate and AA degree options upon completion.  On classroom walls, ADAM faculty celebrates recent and former graduates, the year graduated and the Certificate or AA degree earned.  ADAM Program Schedule & Expenses lists the options for graduation, **ADAM counselor Maha Elaidy**’s contact information along with a QR code. |

Describe any significant changes and discuss what the changes mean to your program. Consider whether performance gaps exist for disproportionality impacted students by using filters to disaggregate the data. Focus upon the most recent year and/or the years since your last comprehensive program review. Cite data points to support your reflection.

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| **The following are specific examples of how the ADAM program is continuing to improve course completion for Black/African Americans:**  “In Apparel History class, Mr. Piazza included historical African American clothing designers who in the past may not been given recognition. That demonstrates inclusivity.”   * **E. Verlie Carmack Collins . 2022 ADAM graduate . AA degree**   **SAS**  Continuing to partner with SAS regarding note takers and student accommodations (tables, chairs, seating arrangements, computers, etc.). SAS adopted ADAM’s email format regarding note takers because it was thorough and concise in its request and presentation.  **Library**  Continuing online and onsite private tours by library staff that instructs students on how to use their fashion section, fashion magazines, and fashion trade papers for homework assignments and projects.  **ADAM Audio/Visual**  Continue to use a microphone and amplifier.  Continue to use a video camera & 50” flat-screen television (onsite).  Continue to use an overhead video camera for demonstrations (online).  Continue to use a short throw projector for a 100” diagonal visual image.  **ADAM Office Hours**  Continue to provide online & onsite office hours (adaptive strategy post-lockdown)  **ADAM Internships . Job Opportunities**  As businesses reopen, more internship and job opportunities will continue to be offered.  **ADAM Job Search . Resumes . Cover Letters . Interviews**  Zoe Gerstman, resume expert/garment developer, Levi Strauss & Co  Briana Medley, HR, Levi Strauss & Co  **ADAM CANVAS: Trend Forecasting**  Continue to present inclusive images and quotes of successful professionals in Canvas modules every week for every class.  **ADAM CANVAS: What You Can Become . Jobs in the Industry**  Continue to present inclusive profiles of successful professionals in Canvas modules every week for every class.  **ADAM Classes (onsite & online)**  ADAM 101 Gee’s Bend quilting video . African origins of fabric including bark cloth & mud cloth . Kermit Oliver, Hermes designer  ADAM 103 spotlight African and African American designers and artists including Elizabeth Keckley, Ann Cole Lowe, and Nick Cave.  ADAM 111/113 handouts and videos include a variety of skin color on models, spotlighting a variety of facial features, skin tones, hair styles, etc.  ADAM 214/215 handouts and videos include a variety of skin color on models  ADAM 216/217 handouts and videos include a variety of skin color on models including Lizzo video body acceptance, body positivity  ADAM 221/222 handouts and videos include a variety of skin color on models  ADAM 224/225 handouts and videos include a variety of skin color on models  ADAM 229/230 handouts and videos include a variety of skin color on models  **ADAM Onsite**  Paintings in workrooms include a variety of skin colors and hair styles on models.  Videos in hallway display cabinet include a variety of skin colors and hair styles on models.  Videos presented before class include a variety of skin colors and hair styles on models.  **ADAM Industry Talks . Field Trips**  Ayana Labossiere Burks, health & wellness coach  Veronica Smith, Design Veronique, Richmond CA  Jason Williams, Phillip Jeffries, SF Design Center  **ADAM Vendor Supply List**  Judi Henderson Townsend, entrepreneur and owner Mannequin Madness, Oakland CA  **ADAM Scholarships to Fibershed Workshops**  Karen Hampton, print maker/textile artist using natural dyes  **ADAM Workshops with Girls Inc of Alameda**  Continue to partner with and provide onsite inclusive ADAM workshop tours and demonstrations to generate interest in the ADAM program and the fashion industry.  **Exhibitions**  Continue to spotlight local exhibitions including designer Patrick Kelly at de Young and speakers at Textile Arts Council. |

Describe the department's progress on Student Learning Outcomes (SLOs) and/or Service Area Outcomes (SAOs) since the last Program Review/APU.

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| **The action plan for most SLO’s assessed was:**   1. Continue to consult with ADAM Advisory Board members in regards to current business and manufacturing trends for best practices. 2. Continue to update and revise the content of assignments/handouts/activities as advised by ADAM Advisory Board members. 3. Continue to use classroom technology for all lectures and demonstrations. 4. Continue to present industry speakers for ADAM Industry Talks. |

Describe the outcomes and accomplishments from previous year’s funded resource allocation request. If your program did not receive any allocations, leave the boxes blank.

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| **Brief description of funded request** | **Source (any additional award outside your base allocation)** | **Total Award Amount** | **Outcome/Accomplishment** |
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# Prioritized Resource Requests Summary

In the boxes below, please add resource requests for your program. If there are no resources requested, leave the boxes blank.

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| **Resource Category** | **Description/Justification** | **Total Estimated Cost** |
| Personnel: Classified Staff |  |  |
| Personnel: Student Worker | **Ongoing semester need for Student Workers/Instructional.Assistants/Teaching Assistants** |  |
| Personnel: Part Time Faculty | **Request: ONE Part Time Faculty**  **We cannot have a successful program without hiring ONE part time faculty. Hiring ONE part time faculty would not only help with student growth, retention, and success, but also to assist them in reaching the mission and vision of College of Alameda including:**   * …(creating a) diverse, supportive, empowering learning community for seekers of knowledge. * …committed to providing a creative, ethical, and inclusive environment in which students develop their abilities as thinkers, workers, and citizens of the world.   **Hiring ONE Part Time faculty would also assist students in reaching all ADAM PLO’s including:**   * Developing a portfolio for an original clothing collection. * Analyze critically the rationale used in applying basic drafting principles, methods and techniques learned in class to solving of new concepts/ideas. | $45,000.00  anual |
| Personnel: Full Time Faculty | **Request: ONE Full Time Faculty**  **Faculty position in near future to-be-filled for retiring faculty position.** | n/a |

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| **Resource Category** | **Description/Justification** | **Total Estimated Cost** |
| Professional Development: Department wide PD needed |  |  |
| Professional Development: Personal/Individual PD needed |  |  |
| Supplies: Software |  |  |
| Supplies: Books, Magazines, and/or Periodicals |  |  |
| Supplies: Instructional Supplies |  |  |
| Supplies: Non-Instructional Supplies |  |  |
| Supplies: Library Collections |  |  |
| Technology & Equipment |  |  |
| Library: Library materials/collections |  |  |
| Facilities: Classrooms/Labs |  |  |
| Facilities: Offices |  |  |
| Other |  |  |