

Program Review Short Progress Report (updated 1/26/22)

PROGRAM REVIEW SHORT PROGRESS REPORT

1. **Reporting Institution** Eastern Illinois University
2. **Program Reviewed** B.S. in Fashion Merchandising
3. **Date** January 2023
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5. **Summary of Program Goals and Objectives and Progress at Meeting Goals (including any concerns identified at the conclusion of the last eight-year review):**

Goal 1—Curriculum Overhaul to Integrate into Department of Art + Design

Over the past four and a half years, the Department of Art + Design has worked relentlessly to integrate the former School of Family and Consumer Sciences Fashion Merchandising and Design major and minor into the department.

- I. The total overall hours for the program have decreased from 63 to 55.
- II. the deletion of three AET courses (1363, 4863, and 4953) to allow for integration of ART courses into the Fashion Merchandising + Design program.
- III. the deletion of two courses (FCS 2500 and FCS 3500) for 6 hours, due to their specific focus on Family and Consumer Sciences,
- IV. the addition of two new courses FMD 1244: Survey of Fashion and FMD 3222: Sustainability and Social Change in Fashion (course proposal/ approval in progress)
- V. the addition of ART 1110: Design Fundamentals 2D, ART 1111: Design Fundamentals 3D, ART 2749: Research Methods and Professional Practices (professional development and obtaining internships/employment) and ART 2910: Introduction to Graphic Design.
- VI. the deletion of the required marketing minor
- VII. the replacement of ART 2601G: Art in the Pre-Modern Era or ART 2602G: Art in the Modern Era for ECN2801G: Principles of Macroeconomics.
- VIII. the renaming of two courses: FMD 2244, from “Textile Analysis” to “Fashion and Fiber”; and FMD 3200, from “Historic Costume” to “The History of Fashion.”
- IX. revisions to the FMD Minor to allow for integration of ART courses into the minor

Goal 2—Plan Approval for Integration to Department of Art + Design by National Association of Schools of Art and Design (NASAD)

This process was furthered on May 25, 2021, when the NASAD Commission granted Plan Approval for a 4-year Bachelor of Science degree that included a name change to Fashion Merchandising. The Fashion Merchandising name change was approved by EIU’s College of Liberal Arts and Sciences Curriculum Committee to be effective Fall 2022. The proposal was then granted its ultimate approval at EIU by the Council of Academic Affairs. Submission of a Final Approval for Listing will be completed when three full transcripts are available per NASAD standards, and a NASAD accreditation site visit is completed in March 2023 as part of the accreditation process.

Goal 3—Restructuring of Program Assessment and Learning Outcomes to better meet program needs and University Learning Goals

The Bachelor of Science in Fashion Merchandising degree meets standards for a liberal arts degree. The University's Learning Goals (Critical Thinking, Writing and Critical Reading, Speaking and Listening, Quantitative Reasoning, and Responsible Citizenship) have been incorporated throughout the curriculum and are assessed by a variety of indirect and direct measures.

1. The Fashion Merchandising student will demonstrate an understanding of fashion, retail, and visual literacy.
2. The Fashion Merchandising student will demonstrate the ability to question, examine, evaluate retail market segments.
3. The Fashion Merchandising student will demonstrate the ability to examine and evaluate fibers, fabrics, and soft-goods construction processes.
4. The Fashion Merchandising student will develop skills to write critically and evaluate and identify both peer-reviewed and retail industry sources.
5. The Fashion Merchandising student will prepare, deliver, and critically evaluate presentations and other formal speaking activities.
6. The Fashion Merchandising student will apply quantitative methods to evaluate and calculate retail- pricing structures and evaluate overall retail sales goals.
7. The Fashion Merchandising student will evaluate and integrate knowledge of sustainability, environmental impacts, global history, and cultural diversity in order to make informed decisions and better the public good.

Goal 4—Program Growth

The basis of the program is now extremely sound, providing students with a broad liberal arts curriculum in fashion merchandising and growing in leaps and bounds. The major strength of the program derives from the emphasis placed on the principle of individualized instruction, and the high quality and diverse expertise of the faculty. The program is meeting the Art + Design Department's aspiration for excellence and student enrollment numbers are growing, despite the COVID pandemic setback. Student enrollment numbers increased 81.25% from 16 majors in 2019 to 29 majors in 2022.

The major challenge faced by the program over the last few years was adjusting to its new home in the Art + Design department and this challenge was met and exceeded. The transition involved both numerous curricular adjustments as well as integration into the culture of the department. The program is growing in both numbers of students and overall program development. Plans for a Summer study abroad program to London and Paris and a Spring Break domestic study trip to New York City for the Fashion Merchandising students began prior to the COVID pandemic, which caused setbacks, but planning has resumed. A successful student run fashion show took place in Spring of 2022 and students are currently working on the fashion show for Spring of 2023. All Fashion Merchandising students are encouraged to participate in the Annual Undergraduate exhibition. This exhibition is juried by a group of three outside art/design professionals. Students in upper-level Fashion Merchandising courses also have the opportunity to arrange with their instructors for exhibitions in Gallery 1910; these shows have been well-attended by faculty and students.

The Fashion Merchandising degree program has been successfully melded into the Department of Art + Design; It is now well-positioned to thrive at EIU as it is well-matched with the other areas of study

Comments from the College Dean:

The FMD program (now with the revised title, "Fashion Merchandising") in a short time has done a great deal not only to fully integrate with its new home in Art + Design, but also with the Art accrediting body, NASAD. They have done significant overhaul of the curriculum, which as an added bonus has become even more student-friendly (particularly to transfer and multiple-major students). They evidence sophisticated, well-founded learning goals that fully sync with EIU's. The growth since the move into Art + Design has been exemplary in the past four years, from 16 to 29 majors— a gain of 81.25%. This is an anticipated further growth area for the College, particularly post-pandemic, in which the networking opportunities for the program's students are expected to expand.

We recommend a decision of **Program in Good Standing**.

VPAA Decision:

- Program in good standing
- Program flagged for priority review
- Program enrollment suspended

VPAA Explanation:

Fashion Merchandising, B.S. (Short Report)

The summary above describes a new program's auspicious beginnings. In everything from curricular development to accreditation alignment, from student professional opportunity generation to recruitment efforts, the Fashion Merchandising program is excelling. The top-to-bottom curricular redesign is perhaps the most labor intensive and important change for ensuring the success of the program. The care put into the redesign was no doubt enhanced by the twin requirement of meeting the accreditation requirements of the National Association of Schools of Art and Design. The near-doubling in the growth of majors from 2019 to 2022 is particularly impressive.