2002-03 Planning and Review Committee

Status Report Review

I. Degree: Bachelor of Science, Apparel Design and Development (formerly named as Apparel Design/Manufacturing)

Program Director: Dr. Rita Christoffersen

PRC Status Report Liaison: Howard Nelson

Date of Last Review: May, 2001

II. Previous Review:

Issue(s) of Concern:

In 2001, the committee was unable to recommend continuation of the AD/M program based on the data gathered for that review. The committee instead recommended that the dean of the College of Technology, Engineering and Management complete a status report responding to the question: “Should the AD/M program be continued?”

The dean responded affirmatively to this question by citing increasing program enrollment, strong industry support and substantial student interest in the program. In the dean’s plan to re-vitalize the AD/M program, a new program director was named and responses to student concerns were addressed. Especially noted in the previous review was the imperative for the new program. The PRC requested that the new program director should address the following items cited as problems in the data that was collected for this review:

1) Improvement of faculty relations and professionalism of the AD/M program.
2) The improvement of student-faculty relations.
3) The promotion of student confidence in the program.
4) The adoption of a curriculum that has the support of the student body and the Program Advisory Committee.
5) The improvement of student advisement to the satisfaction of students in the program.
6) Student recruitment that is in line with the stated objectives of the program.

In May 2001, the PRC issued a three-year plan of study charged with the continuous assessment of the Apparel Design and Manufacturing after the failure of the program to attain PRC recommendation to the Faculty Senate to continue the program in its present format. The three-year plan to assess the quality of the program was put into effect to study the effects of changes made to the program by new leadership provided by Dr. Rita Christoffersen. In the first year of the plan, student and key instructor satisfaction were measured and assessed in an attempt to provide the committee with a snapshot of student and key instructor satisfaction with the change in direction and leadership of the Apparel Design/Manufacturing degree program.

In the second phase of the three-year reassessment plan, the PRC assessed the change in program mission, student recruiting and enrollment, and the report of the program director regarding any further vital data the committee should be aware of.
In the third year of this plan, the committee is scheduled to conduct a complete program review on the Apparel Design and Manufacturing program as part of a periodic review of this program in addition to the ongoing seven-year review cycle of all UW-Stout major programs.

In April, 2002, a status report reviewed the progress of the program in accordance with the plan outlined above. During this status report, student and key instructor surveys were collected and assessed. These surveys indicated that students were satisfied at that review that the program had, in part, responded to their needs. During that review, the six questions mentioned above were addressed. The committee determined that these questions were answered by the review in an affirmative manner, and the program made progress in improved student satisfaction, student advisement, key instructor satisfaction, and a more fully supported curriculum. The CTEM dean continued to express his support for the program during that first program status report.

**Response Summary:**

The questions answered by this report were aligned with the plan issued during the initial program report. This review dealt with the questions raised by the second phase of the plan which dealt with changing the program mission to make it more responsive to the needs of both industry and the student population, and the changes that made student recruiting align with the expressed needs of industry and the appropriateness of the program.

During the summer of 2002, the Apparel Design and Manufacturing program submitted an extensive program change to the Curriculum and Instruction Committee, which was subsequently passed by CIC. These program changes reflected a change in mission for the program, which was renamed as Apparel Design and Development. As the only program to prepare students for careers in the sewn products industry in the University of Wisconsin System, the newly formed program includes courses structured in a Professional Core (44 credits), a Business Core (17-18 credits), and concentrations in Apparel Design, Apparel Management, and the newly added Apparel Development (15 credits each). The program utilizes seven laboratories, including textiles, textiles evaluation, apparel design, apparel CAD, historic costume, and apparel production.

The report of the program director reported in detail how the program mission and curriculum were restructured to provide instruction more in tune with industry conditions, shifting production capabilities and potential job markets for our graduates. The report also went into detail about how the restructuring of the Program Advisory Committee to include advisors who are students, technical designers and creative designers better served the needs of the students while increasing the relevance of the program.

Student recruitment has been very effective in expanding the enrollment of the program with students who are more interested in completing the redesigned Apparel Design and Development program. Applications have increased by 240% since 1998, while enrollments have increased by 265% in the same period. This has brought total enrollment to 160 students in the fall semester of the current academic year.

While there has been significant improvement in the past academic year with regard to improving the mission, scope and competitiveness of the program and its graduates, there are also areas of continued concern. Increasing the enrollment of the program has strained the resources of the labs, equipment and faculty in the Apparel Design and Development major. At the time of this report, they continued using the same seven labs that were under strain one year ago. These labs...
are equipped to accommodate a limited number of students. The program director reports that many of their courses are overloaded by as many as nine students each, which placed further strain on program resources.

In addition, the larger number of students continued to strain the number of faculty members available for assignment to courses in the program. Thus, it appears that the program is facing either the case of limiting the numbers of accepted students, or investing in the re-design and re-equipping of labs for this program in the future. New faculty also appears to be a similar issue for implications that will address continued expansion of the Apparel Design and Development program for the future.

III. Committee Findings:

The committee is satisfied with the responses to its concerns about the clarification of the programs’ mission, its recruitment practices, and resource issues to be addressed.

IV. Recommendations:

The committee makes no further recommendations at this time while it awaits its full review of the program in 2003-04. It should be noted that the PRC will pay particular attention to developing resource issues in its review next year.