

**NEASC INVENTORY OF EDUCATIONAL EFFECTIVENESS INDICATORS
UNDERGRADUATE PROGRAMS
(FASHION DESIGN AND RETAILING - 2017-18)**

DEGREE GRANTING PROGRAM NAME	(1) Where are the learning Objectives for this level/program published? (please specify) Include URLs where appropriate.	(2) Other than GPA, what data/ evidence is used to determine that graduates have achieved the stated objectives for the degree? (e.g., capstone course, portfolio review, licensure examination)	(3) What are the results/outcomes/findings/conclusion(s) of program assessment conducted during the last assessment cycle?	(4) Who interprets the evidence? What is the process? (e.g. annually by the curriculum committee)	(5) What changes/improvements have been made as a result of using the data/evidence?	(6) Date of most recent program review
Fashion Design and Retailing	(PLO1) Apply the principles of design, and motives of dress, to fashion and business theories, as they relate to the overall fashion industry.	Artifacts from the course, FASH464 Fashion Merchandising: Planning, Policies, and Implementations for merchandising concentration were evaluated at May assessment event (Portfolio and Plan day).	99% of the students fully met this objective. See table 1 for the results.	The Assessment Committee (AC) met several times during AY 2016-2017 to discuss progress of the FDR Assessment Plan, and to prepare for the May assessment event (Portfolio and Plan day). The assessment instrument used in the past was adjusted to reflect the current learning objectives and the assessment plan. Assessment data was analyzed and interpreted by the Assessment Committee (AC).	The assessment results were shared with faculty in fashion design and retailing department. Faculty may reflect the assessment results to modify or update the courses and curriculum.	Design Concentration: 2015 for NASAD accreditation Merchandising Concentration: 2017
	(PLO2) Evaluate the interrelationships of the textile, apparel, and retailing industries in the global market place.		There were two items measuring this objective. See table 1 for the results.			
	(PLO3) Integrate manual procedures with current technologies, as they relate to business and fashion applications.		There were three items measuring this objective. See table 1 for the results.			
UFDM Concentration	(FDM1) Develop professional business, buying and promotion plans to meet the needs of a specific target market by applying principles of retailing.	Students' business and buying plans from FASH464 Fashion Merchandising: Planning, Policies, and Implementation were evaluated at May assessment event.	See table 1 for the results.			
	(FDM2) Demonstrate proficiency in retail industry strategies using appropriate methods and technologies.		There were four items measuring this objective. See table 1 for the results.			
Fashion Design and Retailing	The students' exit survey data was analyzed to assess the program from the student perspective.	Results from the FSU commencement survey were qualitatively analyzed.	<ul style="list-style-type: none"> • The scores, overall, were higher or close to the university means on most items. • The graduates (83% compared to 65% as university mean) indicated that they participated in a practicum, internship, field experience, linked-course, clinical assignment. • It was also indicated that they were satisfied with the quality of teaching in the major (97%) and faculty concern for their academic progress (97%). These results demonstrate the faculty's efforts and commitment to maintain a well-established internship program and the high quality of teaching and advising in FDR. 	A merchandising faculty member performed the program comparison and the results were discussed by FDR faculty.		

Table 1. Assessment results for merchandising concentration

For all FDR student	Exceeded the objective	Met the objective	Partially met the objective	Did not meet the objective	Comments (N/A)
(PLO 1-1) Appropriately choose and apply elements and principles of design in individual brand and original design development	56%	41%	0%	0%	3%
(PLO 1-2) Define the target market (i.e., demographics and psychographics) properly reflecting the business/brand image.	56%	41%	3%	0%	0%
(PLO 1-3) Demonstrate the process of creating a business model and/or an original design from ideation to execution.	62%	38%	0%	0%	0%
(PLO 2-1) Express design or merchandising decisions with a global perspective.	51%	36%	13%	0%	0%
(PLO 2-2) Able to cite examples of: sourcing; target market, distribution, and promotion when discussing the interrelationships of textile, apparel, and retailing industries.	56%	38%	3%	0%	3%
(PLO 3-1) Professional tangible presentations using current technologies.	56%	44%	0%	0%	0%
(PLO 3-2) Use of appropriate tools to effectively execute concepts.	62%	38%	0%	0%	0%
(PLO 3-3) Proficiency of tools used.	56%	41%	0%	0%	3%
For merchandising student	Exceeded the objective	Met the objective	Partially met the objective	Did not meet the objective	Comments (N/A)
(FDM 1-1) Develop effective integrated retail strategies.	35%	65%	0%	0%	0%
(FDM 1-2) Demonstrate understanding and the relationship of product, price, promotion, and location in development of a retail strategy.	50%	50%	0%	0%	0%
(FDM 1-3) Present the rationales for decision making based on primary, secondary, and market research	40%	60%	0%	0%	0%
(FDM 2-1) Effectively demonstrate retail industry strategies through business, buying, and/or promotional plans.	35%	60%	5%	0%	0%
(FDM 2-2) Apply appropriate methods to support the retail industry strategies.	45%	50%	0%	0%	5%
(FDM 2-3) Utilize appropriate technologies to support the retail industry strategies and visual presentations.	35%	65%	0%	0%	0%
(FDM 2-4) Clear, concise descriptions of merchandising concepts.	50%	35%	0%	0%	10%