

**Fashion Merchandising BA/BS  
Assessment Plan Summary**

# Fashion Merchandising BA/BS

## Employer/Supervisor Evaluation

### Goal Description:

The Fashion Merchandising Program will graduate students who perform well in posi ons of employment within the fashion industry.

### RELATED ITEMS/ELEMENTS

#### RELATED ITEM LEVEL 1

### Employer/Supervisor Evaluation - Demonstration Of Applied Professional Competence

#### Learning Objective Description:

Gradua ng students will demonstrate professional competence and the ability to apply what they have learned (e.g., appropriate product knowledge, knowledge of business procedures, knowledge of industry systems) in various aspects of fashion merchandising.

#### RELATED ITEM LEVEL 2

### Employer/Supervisor Evaluation Data

#### Indicator Description:

The supervisor evalua on form for fashion merchandising interns evaluates three skill areas (personal skills, interpersonal skills, and professional characteris cs including appropriate use of knowledge from the program content). Two ques ons from this form are used as indicators, and they are essen ally overall supervisor ra ngs of the interns. One of them rates the intern on a Likert-type scale of 1 to 5, with 1 being the lowest ra ng and 5 being the highest ra ng. The other ques on is a “yes-no” indicator of whether the employer would hire the intern in his/her company for a suitable entry-level management posi on. Internship is a requirement for degree comple on in this program, so all fashion merchandising graduates are evaluated in this way. The instrument, which includes the supervisor ra ng of the intern that will be extracted and reported, was developed by the departmental faculty as a whole. Instruments used by other family and consumer sciences/ fashion merchandising colleges and departments were reviewed in the development of this instrument. The instrument was designed to be generic for all programs in the Department of Family and Consumer Sciences that require this type of internship and is published in the *Internship Handbook* which serves as the textbook for the internship course, FACS 4369.

Attached Files

[FACS Internship Form E](#)

#### Criterion Description:

At least 80% of business supervisors of fashion merchandising graduates will give each student, as an intern, a ra ng a 3.5 or higher on a 5.0 scale and 80% of business supervisors will indicate that that they would hire the intern given the availability of a suitable entry-level management posi on in the company.

#### Findings Description:

There were 22 Fashion Merchandising graduates from August of 2016-August of 2017. All of them completed the internship requirement. Twenty students (90.9%) received a ra ng of 5, 4.5, or 4. Sixteen students (72.7%) were rated as “excep onal” (5), one (4.5%) was rated between “excep onal” and “above average” (4.5) and three (13.6%) received a ra ng of “above average” (4) for a total of 90.8% of fashion merchandising graduates who were given an overall internship ra ng of 3.5 or higher. No student intern, among this group of graduates, received a ra ng below 3 (“good”). No student intern, among this group so graduates, received a ra ng of “fair” or “poor.” Therefore, findings indicate that this criterion was met.

For the 22 Fashion Merchandising graduates cited above, 95% of employers (21 employers) checked “Yes,” indica ng that they would hire the student intern for a suitable, entry-level management posi on within their company. In fact, 41% of program graduates (9 students) had been hired into management posi ons upon comple on of the internship or upon gradua on from the program (often the internship was the final program requirement before gradua on). Three of the 22 interns (13.6%) completed the internship requirement with non-profit en es where there was li le opportunity for future employment (yet all three received a “yes – they would hire” indica on), limi ng somewhat the opportunity for future employment with that company, but s ll indica ng the student’s promise of success in the workplace. Therefore, findings indicated that this criterion was met.

#### RELATED ITEM LEVEL 3

### Employer/Supervisor Evaluation Data

#### Action Description:

Faculty will con nue to uphold the quality standards leading up to the internship experience for students in the Fashion Merchandising program. Faculty will seek to encourage students to pursue opportuni es with “for-profit” companies that offer more opportunity for employment post-gradua on.

Student Satisfaction - Facilities and Equipment

Goal Description:

Students will indicate sa sfac on with “building, facili es and equipment used by [the Fashion Merchandising] program in the Margaret Lea Houston Building."

RELATED ITEMS/ELEMENTS-----

RELATED ITEM LEVEL 1

Student Satisfaction - Facilities and Equipment

Learning Objective Description:

Students will indicate sa sfac on with “building, facili es and equipment used by [the Fashion Merchandising] program in the Margaret Lea Houston Building."

RELATED ITEM LEVEL 2

Student Satisfaction - Facilities and Equipment

Indicator Description:

As part of the Internship Final Evalua on, students are asked to rate, on a Likert-type scale, their level of sa sfac on with the “building, facili es and equipment used by your program in the Margaret Lea Houston Building . . .” with a ra ng of 5 as “Excellent” and a ra ng of 1 as “Poor.”

Criterion Description:

At least 80% of students gradua ng from the Fashion Merchandising program will report a ra ng a 3 or higher regarding level of sa sfac on with the building, facili es, and equipment used by the Fashion Merchandising Program in the Margaret Lea Houston Building.

Findings Description:

Data was available from 19 of the 22 graduates who were surveyed as they completed the internship requirement. (Three of the 22 graduates mis-read the ques on, applying it to the internship work environment rather than to departmental facili es.) Of these 19 students, eleven (58%) assigned a ra ng of 5 (“excellent”), another four (21%) assigned a ra ng of 4 (“very good”), and two (11%) assigned a ra ng of 3 (“good”). Therefore, 17 out of 19 students (89%) expressed sa sfac on with the facili es in the Margaret Lea Houston Building that directly relate to the Fashion Merchandising program, and this criterion was met.

RELATED ITEM LEVEL 3

Student Satisfaction - Facilities and Equipment

Action Description:

Faculty need to con nue to maintain equipment in clothing labs and classrooms. Faculty need to recommend purchasing of new equipment so that equipment with which the students are working is current and in keeping with industry standards. This ques on has recently been re-worded so that it asks very clearly about the Margaret Lea Houston Building’s facili es and not those at the Internship site.

Student Satisfaction - Program-Based

Goal Description:

Students will indicate sa sfac on with the faculty in the program, both for their instruc on and their efforts to prepare students for internship tasks and work ac vi es.

RELATED ITEMS/ELEMENTS-----

RELATED ITEM LEVEL 1

Student Satisfaction - program based

Learning Objective Description:

Students gradua ng from the Fashion Merchandising program will express sa sfac on with the faculty in the program, both for their instruc on and their efforts to prepare students for internship tasks and work ac vi es.

RELATED ITEM LEVEL 2

Student Content Knowledge, Program-Based

Indicator Description:

As part of the Internship Final Evalua on, students are asked to rate, on a Likert-type scale, from a high of 4 (“very sa sfactory”) to a low of 1 (“very unsa sfactory”), the faculty in the program for their instruc on and efforts to prepare them for internship tasks and work ac vi es.

Attached Files  
[Ad Analysis](#)

Criterion Description:

At least 80% of students gradua ng from the Fashion Merchandising program will report a ra ng a 3 or higher (out of 4) regarding level of sa sfac on with faculty in the program, both for their instruc on and their efforts to prepare students for internship tasks and work ac vi es.

Findings Description:

Twenty-one out of 22 students supplied meaningful responses to the question regarding satisfaction with faculty in the Fashion Merchandising program. (One student mis-read the question, applying it to her instruction at the internship site.) Of the 21 students who responded appropriately, 15 students (71%) rated the faculty in the program as Very Satisfactory, and another six students (29%) rating the faculty as Satisfactory. No responses of Unsatisfactory or Very Unsatisfactory were given. Therefore, 100% of students who supplied meaningful responses to the question regarding satisfaction with faculty in the Fashion Merchandising program expressed satisfaction with the faculty, and this criterion was met.

#### RELATED ITEM LEVEL 3

#### Student Satisfaction, Program Based

##### Action Description:

Faculty need to continue to remain up-to-date in what is a dynamic and every-changing field of study. That includes following the literature, both the fashion trade literature and the research literature, and incorporating up-to-date examples in classroom lectures and discussions.

### Update to Previous Cycle's Plan for Continuous Improvement

#### Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

New key assessments will be identified to better reflect student outcomes in capstone courses. Rubrics related to these assessments will be collected and data analyzed to determine the success of student learning. We will continue to use the FACS 4369 Internship Final Evaluation to garner student opinion related to strengths and weaknesses of the FCS program.

#### Update of Progress to the Previous Cycle's PCI:

The FACS 4363 Merchandising Control course is considered to contain essential information for students graduating from the Fashion Merchandising program. Information garnered from the FACS 4369 Internship Final Evaluation continues to be used to assess strengths and weaknesses of the Fashion Merchandising program. An evaluation instrument will be developed for the FACS 4363 course and will be administered at the beginning of the course and again at the end to determine success of student learning.

### Plan for Continuous Improvement 2017-18

#### Closing Summary:

Departmental faculty will work to develop and collect data for the upcoming reporting cycle. Faculty who teach the FACS 4363 Merchandising Control course will apply a pre-test, post-test to that course to determine whether the content therein was adequately synthesized and could be applied by the students.

An evaluation instrument will be developed for the FACS 4363 course and will be administered at the beginning of the course and again at the end to determine success of student learning.