

Program Assessment Report 2024
Apparel Merchandising and Product Development
Academic Year 2023-2024

Note: Changes were made from the previous Program Assessment Report to reflect course number and title changes in effect.

4. Student Learning Outcomes

Student Learning Outcome 2. Demonstrate problem-solving by locating and analyzing appropriate resources to develop an end product.

A. Assessment Measures:

a. Direct Measures: The *Problem-Solving Rubric* published by the Association of American Colleges and Universities will be used to assess students' interpretation of imagery to pattern development in AMPD 2073 Flat Pattern Drafting.

B. Acceptable and Ideal Targets: the same targets will be used for each direct measure.

a. Acceptable - 85 % of graduating seniors will achieve 75% or better.

b. Ideal - 95% of graduating seniors will achieve 75% or better.

c. Key Personnel: Instructor for AMPD 2073.

C. Summary of Findings

- Problem-solving was assessed for AMPD students enrolled in AMPD 2073 Flat Pattern drafting during the spring 2024 semester.
- Students were assigned a final pattern making project where they created a sketch of their desired design and then modified a standard sloper or created a custom sloper from scratch to incorporate their individual design changes. They then produced a garment from their pattern and had to find solutions to fit and design problems. The instructor asked each student to explain what changes they made and to analyze the final garment and describe what changes should be made from this prototype to solve those fit and design errors during an oral presentation. The instructor graded individual assignments referring to the *Problem-Solving Rubric*.
- In spring 2024, 51 students were assessed. Median values indicate that 96% of students demonstrated proficiency in the process of problem-solving.

D. Recommendations

Problem-solving skills require designing, evaluating, and implementing a strategy to answer an open-ended question. Results from assessment in AMPD 2073 indicate students achieved proficient level. Faculty should provide students with learning opportunities to develop problem-solving skills across the curriculum. By doing so, students achieve proficient skills in defining problems, identifying strategies, proposing, evaluating, and implementing potential solutions, and evaluating outcomes.

Student Learning Outcome 3. Demonstrate an ability to use appropriate technology necessary to succeed in the textile and apparel industry.

A. Assessment Measures:

- a. **Direct Measures:** Students are expected to demonstrate proficiency through critical thinking in the capstone classes AMPD 4023 Merchandising Applications for the Apparel Industry and AMPD 4063 Advanced Apparel Production drawing conclusions and assessing data synthesizing the factors involved in the senior final projects using the *Critical Thinking Rubric* published by the Association of American Colleges and Universities.

B. Acceptable and Ideal Targets: the same targets will be used for each direct measure

- a. Acceptable - 80 % of graduating seniors will achieve 75% or better
- b. Ideal - 90% of graduating seniors will achieve 75% or better
- c. **Key Personnel:** Instructors for AMPD 4023 and 4063.

C. Summary of Findings

- Critical thinking was assessed on AMPD students enrolled in AMPD 4023 Merchandising Applications for the Apparel Industry and AMPD 4063 Advanced Apparel Production during the spring 2024 semester.
- Students enrolled in AMPD 4063 were given a portfolio assignment for their final apparel production project. The instructor challenged each student to design their project around a researchable topic and interview an expert on their chosen topic. Students were then asked to create an Excel spreadsheet that organized and analyzed the process from concept to creation, including manufacturing and pricing considerations. The instructor graded assignments referring to the *Critical-Thinking Rubric*.
- In spring 2024, 81 students were assessed (39 students enrolled in AMPD 4023; 42 students enrolled in AMPD 4063). Median values indicate that 95% of students demonstrated proficiency in critical thinking.

D. Recommendations

Critical thinking skills require a comprehensive exploration of issues and ideas before formulating an opinion or conclusion. Results from assessments in AMPD 4023 and 4063 indicate students achieved proficiency level. Faculty should provide students with learning opportunities to develop critical thinking skills across the curriculum.

General Education Student Learning Outcome 6.1: Gain the ability to synthesize, integrate, and apply knowledge developed throughout the undergraduate years.

AMPD students were evaluated for problem-solving, critical thinking, written/oral communication, and writing skills. Two capstone courses (AMPD 4023 and 4063) meet General Education Student Learning Outcome 6.1. Students enrolled in AMPD 4023 created a fashion retail business plan

throughout the semester. Students analyzed key competitive business strategies on online and social media, and brick-and-mortar stores, developed merchandise budgets, assortment plans, and control procedures. They applied knowledge that they obtained from 2000-3000 level merchandising courses. Students wrote an executive white paper and the fashion retail business plan. All students presented the retail business plan in class. Results indicate that 90% of students demonstrated proficiency in student learning outcome 6.1.

Students in AMPD 4063 were asked to write a paper that expresses their research and design process for the garment that was produced for the program fashion show. Each garment was designed around a researchable idea and students were asked to interview an expert on their chosen topic. Outcomes from their research and interviews were applied to product development decisions. Final papers about the project were a minimum of 1250 words in length, included references and citations according to APA 7th ed. guidelines, and followed the format provided by an apparel industry design submission process. Final presentations of the project were delivered through oral presentations with visual displays. Results indicate that 95% of students demonstrated proficiency in student learning outcome 6.1.