

SELF-STUDY REPORT FOR THE PERMANENT STATUS PROGRAM REVIEW OF THE MASTER OF SCIENCE PROGRAM IN THE DEPARTMENT OF FASHION AND APPAREL STUDIES

Submitted as Part of a Proposal for Permanent Status of the Master of Science in Fashion and Apparel Studies

I. General Information about the Program

A. Introduction and History

The Master of Science in Fashion and Apparel Studies is designed to prepare students to be effective professionals in the global fashion industry. The growth and dominance of large multinational apparel brands and retailers has created a need for professionals who are globally oriented, innovative, have both apparel product development and consumer behavior expertise along with an understanding of social responsibility and sustainability, and strong communication skills. Graduates will be able to serve as integrators who can create value for a firm by synthesizing knowledge about consumer research, product design, product merchandising, product sourcing, and product presentation.

In 2008, the Department of Fashion and Apparel Studies at the University of Delaware began offering a Master of Science in Fashion Studies. The name of the program was changed to Master of Science in Fashion and Apparel Studies effective Fall 2011. The program will be reviewed for permanent status in 2013. The program joined a graduate certificate in Socially Responsible and Sustainable Apparel Business (SRSAB) that commenced in 2007. A 4+1 degree combining the Master of Science and the Fashion Merchandising Bachelor of Science was established in 2010.

The Master of Science in Fashion and Apparel Studies is designed to prepare students to be effective professionals in the global apparel industry. The M.S. program is unique in that all students complete design innovation and consumer behavior courses to bring an understanding of both to solving problems in the global fashion industry. Concepts and practices from social responsibility and sustainability underlie the graduate program.

A professional project, non-thesis option for M.S. program was approved by the Faculty Senate effective fall 2013. This program of study is more heavily focused on course work than the original M.S. program. Students in the 4+1 program follow the professional project option for the master's component.

The graduate certificate in Socially Responsible and Sustainable Apparel Business is comprised of nine, one-credit courses that are offered through the Internet. M.S. students are required to take three of these courses in their program of study; many take several or complete the entire certificate as part of their M.S. coursework.

The graduate certificate provides a foundation of knowledge needed to manage international production and sourcing of apparel, textiles, and footwear in ways that are socially responsible and sustainable. The competencies and skills embedded in the courses are based on research with industry leaders and professionals who lead nongovernmental organizations and civil society groups with a stake in the global apparel business. The coursework is grounded on principles of the United Nations (UN) Global Compact, a voluntary international initiative bringing together companies, labor and civil society groups, and various UN agencies in support of human rights, labor, and the environment.

UD's Fashion and Apparel Studies faculty are uniquely positioned to support the graduate programs offered. Faculty produce high quality empirical research and creative scholarship, winning awards in international competition for designs and research, and having considerable success in grantsmanship. The graduate programs build upon particular strengths of faculty research and scholarship which center around consumer behavior, design, visual style, and social responsibility and sustainability.

The history of the number of applications, offers and students admitted into our M.S. program are presented in Table 1. We have enrolled an average of 6 students per semester. Incoming student numbers have fluctuated from a maximum of 6 in 2012 to a low of 2 in 2009 when CHEP cut our assistantship allocation and most of the students whom we admitted did not accept because we were unable to provide assistantship support.

B. How is the program compatible with the academic priorities of the university?

Mission Compatibility:

The Fashion and Apparel Studies Department prepares professionals with essential knowledge and critical skills to influence fashion and apparel-related fields in creative ways. Our graduates are aware of and able to act with accountability toward issues of social responsibility and sustainability. We teach, conduct research and creative scholarship, and interact with local and global communities in ways that are innovative and collaborative. We value work that is student-centered, relevant to business and society, built upon international and cultural diversity, and which contributes to continuous learning.

The University of Delaware is a major research university with extensive graduate programs that is also dedicated to outstanding undergraduate and professional education. University faculty are committed to the intellectual, cultural and ethical development of students as citizens, scholars and professionals. University graduates are prepared to contribute to a global society that requires leaders with creativity, integrity and a dedication to service.

The College of Arts & Sciences (CAS) is the intellectual and cultural heart of the University of Delaware. The college fosters excellence in scholarship, creative work and public service, educating students to be thoughtful, ethical and engaged leaders; and engages with local, national and global communities to understand and address their needs, and to share the insights and results of academic and creative work.

The Fashion and Apparel Studies Master's program fully supports the academic priorities of the university as illustrated in the Path to Prominence, and CAS goals and values as in the college Strategic Plan. Our program has as dual foci the global apparel industry and socially responsible and sustainable apparel businesses. The apparel industry is the most globally diverse industry with design, manufacturing, marketing, and retail establishments all over the world. The global nature of our field is represented in the diversity of our student body, the courses we teach, and the research we produce. Further supporting University initiatives, this program is unique in its focus on the environment and ethics in the global apparel industry in our coursework, research, and outreach.

We value the four CAS core values: a liberal education, excellence in teaching and research, diversity, and social responsibility. Our MS program contributes to the college strategic goals in:

- Retaining an outstanding and committed graduate faculty with enhanced infrastructure to facilitate research, scholarship and creative activity (Goal 1: Develop an outstanding faculty);

- Fostering a diverse graduate education environment as reflected by our diverse research interests in natural sciences, social sciences, design, humanities, and business (Goal 2, Diversify our faculty, student and staff);
- Fostering initiatives that promote interdisciplinary solutions to societal and global challenges related to the apparel industry (Goal 3, Lead the way in student learning and engagement: build interdisciplinary strength);
- Addressing environmental sustainability and social justice issues related to the global apparel industry (Goal 4, Engage local, community and global communities: enhance global impact).

C. General Education Goals – not applicable

D. Curricular requirements

Master's students take 31 credit hours of course work and research in the M.S. in Fashion and Apparel Studies. Thirteen credits are taken in fashion and apparel studies courses in research analysis in fashion studies, global fashion consumer, social responsibility and sustainability, and interdisciplinary approaches to problem solving. Six additional credits are taken in research methods and statistics, six credits of special interest elective courses from within or outside the department, and six credits support the thesis research.

Students pursuing the professional project master's degree also take 31 credit hours of course work and research. Like the thesis students, thirteen credits are required in fashion and apparel studies courses in research analysis in fashion studies, global fashion consumer, social responsibility and sustainability, and interdisciplinary approaches to problem solving. However, twelve credits of special interest elective courses from within or outside the department are taken. Three credits of research methods and a three-credit Special Problem project complete the program.

The following curriculum was approved by the Faculty Senate in Spring 2013 for the M.S. and B.S. + M.S. 4+1 degrees.

1. Course Requirements for Master of Science in Fashion and Apparel Studies, with thesis

Master's students are required to take the following courses:

FASH 822 Global Fashion Consumer	3
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Social Responsibility and Sustainability Core:	3
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Select three courses from:

FASH 689 Apparel Supply Chains & Social Responsibility (1 cr.)	
FASH 691 Socially Responsible Apparel: Global Policy (1 cr.)	
FASH 692 Sustaining Global Apparel Supply Chains (1 cr.)	
FASH 693 Culture and Work in the Apparel Industry (1 cr.)	
FASH 694 Apparel Consumers and Social Responsibility (1 cr.)	
FASH 695 Bringing Social Responsibility to Apparel Corporate Culture (1 cr.)	
FASH 696 Current Initiatives for Apparel Industry Labor Compliance (1 cr.)	
FASH 697 Worker-Centric Social Responsibility for Apparel Industry (1 cr.)	
FASH 698 Redesigning Green Apparel: Design, Sourcing & Packaging (1 cr.)	
FASH 699 Producing Environmentally Responsible Apparel (1 cr.)	

FASH 825 Interdisciplinary Approaches to Creative Problem Solving	3
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FASH 800 Research Analysis in Fashion Studies	3
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FASH 665 Fashion Studies Graduate Seminar	1
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EDUC 665 Elementary Statistics (or equivalent)	3
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Research Methods (HDFS 615, EDUC 607 or equivalent)	3
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Special Interest Electives (600 or 800 level)	6
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FASH 869 Thesis	<u>6</u>
Total credits	31

2. Course Requirements for Master of Science in Fashion and Apparel Studies, professional project option

Master's students are required to take the following courses:

FASH 822 Global Fashion Consumer	3
Social Responsibility and Sustainability Core:	3
Select three courses from:	
FASH 689 Apparel Supply Chains & Social Responsibility (1 cr.)	
FASH 691 Socially Responsible Apparel: Global Policy (1 cr.)	
FASH 692 Sustaining Global Apparel Supply Chains (1 cr.)	
FASH 693 Culture and Work in the Apparel Industry (1 cr.)	
FASH 694 Apparel Consumers and Social Responsibility (1 cr.)	
FASH 695 Bringing Social Responsibility to Apparel Corporate Culture (1 cr.)	
FASH 696 Current Initiatives for Apparel Industry Labor Compliance (1 cr.)	
FASH 697 Worker-Centric Social Responsibility for Apparel Industry (1 cr.)	
FASH 698 Redesigning Green Apparel: Design, Sourcing & Packaging (1 cr.)	
FASH 699 Producing Environmentally Responsible Apparel (1 cr.)	
FASH 825 Interdisciplinary Approaches to Creative Problem Solving	3
FASH 800 Research Analysis in Fashion Studies	3
FASH 665 Fashion Studies Graduate Seminar	1
Research Methods (determined in consultation with major professor)	3
Special Interest Electives (600 or 800 level)	12
FASH 666 Special Problem	3
Total credits	31

3. 4+1 Course Requirements.

An accelerated opportunity to earn both the Bachelor of Science in Fashion Merchandising and the Master of Science in Fashion and Apparel Studies is available and may be completed in five years. The Bachelor of Science degree in Fashion Merchandising (FM) requires 124 credits. An additional 31 graduate level credits are required for the Master of Science degree. Undergraduate courses taken in the junior and senior years are combined to waive up to 12 credits of bachelor degree course requirements. In the freshman and sophomore years and first semester of the junior year, students follow the FM curriculum as outlined in the undergraduate catalog. During the second semester of the junior year and the senior year, a minimum of 15 graduate credits at the 600 and 800 levels will be completed. Upon completion of the 4-year undergraduate degree, students will immediately begin taking the remaining graduate credits over a 1-year period.

Students are admitted into the 4+1 program in the spring of the junior year. They will take 600/800 FASH courses (15 credits) during the remainder of their undergraduate career according to the following sample schedule:

Spring of Junior year

FASH 655 (3 cr.) Global Textile and Apparel Trade and Sourcing
Counts as a substitute for FASH 455

Fall of Senior year

FASH 825 (3 cr.) Interdisciplinary Approaches to Creative Problem Solving

Spring of Senior year

FASH 630 (3 cr.) Apparel Brand Management and Marketing

Counts as a substitute for FASH 430
FASH 800 (3 cr.) Research Analysis in Fashion Studies

In the graduate year of study, students will take 19 credits with no electives or substitutions in the following sequence:

Fall Semester of the Graduate program

FASH 822 (3 cr.) Global Fashion Consumer
(3 cr.) Research Methods course
(3 cr.) Special Interest Elective

Spring Semester of the Graduate program

FASH 665 (1 cr.) Fashion Studies Graduate Seminar
FASH 666 (3 cr.) Special Problem
(3 cr.) Social Responsibility and Sustainability courses
(3 cr.) Special Interest Elective

The total credits for the B.S. and M.S. are 143.

E. Results of assessments

Program assessments of the Master of Science in Fashion and Apparel Studies were conducted in 2009 and 2013 to understand whether recent graduates' educational and career goals are being met by the M.S. in Fashion and Apparel Studies.

In 2009 when our departmental undergraduate programs were reviewed by an external Academic Program Review Committee, the review committee also met with the graduate students and discussed their satisfaction and concerns related to our young graduate program. There were a number of uncertainties expressed by the students regarding advisement, policies, thesis, courses and course scheduling. Based on these comments, the department chair established a Graduate Program Director position charged with facilitating communication and mentoring the graduate students. The Brown Bag lunch sessions mentioned in the Advisement section (I., F.) later in this document were developed as a result of our assessment of graduate student needs.

In 2013 an Exit Survey of M.S. graduates was conducted. Responses from four of seven graduates were received to the four questions on the emailed survey. Our graduates shared their goals for obtaining a master's degree, their evaluation of the strength of the program, recommendations for improvement or changes to the program, and examples of how they have used what they learned during the MS program in their careers.

- | Alumni shared a variety of goals for graduate study. Overall, they sought to further their knowledge and understanding in the apparel field. Strengths of the program were identified as the small size and mentoring received from faculty, and the ability to focus on personal topics of interest. Alums provided a few recommendations for program improvement including reorganizing course sequencing and choices and providing increased access to department resources. Our FASH 800 Research Analysis in Fashion Studies has been moved to Fall semester to allow first semester master's students an introduction to research in the field before taking deep content courses. Each respondent provided positive examples of how they were using content from the M.S. program in their apparel industry careers.

The graduate committee plans to continue the Exit Survey on an annual basis to gain a continuing overall evaluation of program success and graduate satisfaction.

Additionally, two program learning goals have been assessed. These include the research communication learning goal and the social responsibility learning goal.

The Research Communication Learning Goal - Design, conduct, and present research guided by theories relevant to the fashion industry - has been assessed in three ways: (1) communication competencies gained and displayed in FASH 665, (2) successful defense of the thesis, and (3) publication of thesis results and other research in refereed outlets.

FASH 665 Fashion Studies Graduate Seminar learning goals include the following: Prepare and deliver professional presentations with appropriate audiovisual materials; and Students will demonstrate written and oral communication skills important for communicating scientific ideas. Oral presentations were graded pass/fail and all students completing the course through Spring 2012 passed.

Through interviewing and observing our master's students from 2008-2012, it became clear that most did not aspire to academic research careers, nor need to make academic presentations; instead they sought to obtain jobs in industry and needed to be prepared to communicate professionally. This led to a total revision of FASH 665 toward professional development and a variety of communications competencies needed, including creating a "personal brand" and "elevator speech," interviewing, resume writing, and developing a social media presence. Students turned in numerous short written assignments; all were graded Pass/Fail and all students passed. They also completed a mock interview using "Interview Stream" and received critiques from Career Services. Career Services reviewed their resumes as well. Social media (LinkedIn and other assignments) were evaluated by Mathieu Ploude in IT. The elevator speech was tried out with the Department's industry advisory board members and this is where students had the most difficulty, feeling the speech was too "canned" for them to deliver in one setting. We rely on Career Services and IT expertise to address graduate student professional development of communications for industry networking and job hunting.

The written thesis and successful oral defense of the thesis provide support that the research communication learning goal has been met by our graduates. Since the master's program was approved in 2008, six students have successfully defended their theses and submitted the required documents for approval by the Graduate Office (Archana, Hall, Kim, Pi, Waters, and Williams); one additional student (Christie-Robin) has passed the professional project requirements. In addition to these successful defenses, evidence of successful and strong thesis research includes peer reviewed professional presentations and published manuscripts based on the M.S. student work (Table 2). Further, master's students have exhibited the ability to communicate research in the discipline through presentations, papers, and grant applications - beyond their thesis research.

Publications by M.S. students cover a variety of topics, a reflection of our multidisciplinary field, including social responsibility, history of fashion, functional design, and fashion branding and consumer behavior. Some of these publications are a result of thesis research and others are either from a class or an independent study. The publication outlets are both peer and non-peer reviewed and include both journals and a book. Examples include the *Journal of Corporate Citizenship*, the *Journal of American Culture*, *Fashion Practice: the Journal of Design, Creative Process, and the Fashion Industry*, *Fiber Online: Journal of The International Fashion and Apparel Industry*, and a compilation book. The work continues, as two students who completed their degrees in 2013 are in the process of preparing journal manuscripts from their thesis.

Presentations given by master's students include regional, national and international symposiums, forums or conferences. Symposia include *Common Threads: A History of Fashion through a Woman's Eyes* at the University of Delaware and *Fashion and Health* at the University of Minnesota. In addition, students' work has been presented at the *Intertek Ethical Sourcing Forum* held in New York and the annual conferences for the *International Textile and Apparel Association*. Similar to the publications, the M.S. students' scholarly

work presented displays a range of topics such as consumer behavior, functional design, the supply chain and social responsibility, sustainable product development, and history of fashion.

In addition, students in the M.S. program have had the opportunity to participate in grantsmanship or in grant sponsored projects in partnership with faculty in the department and across the university. Funding sources include the US Environmental Protection Agency, Cotton Incorporated, and the University of Delaware Interdisciplinary Humanities Research Center. The projects funded incorporate Fashion and Apparel Studies subject matter such as environmentally friendly and sustainable product design and development, global apparel supply chain, and the history of fashion interpreted via an historic clothing exhibition.

The Social Responsibility Learning Goal - *Evaluate the responsibility of the fashion industry and consumers toward human rights, labor standards, and environmental stewardship* – was assessed in a survey of students in 2009. At that point, a total of 162 students had gained advanced competencies for socially responsible textile, apparel, and footwear industry supply chain management by enrolling in the 10 courses created in the project, five of which were taught twice during the funding period. The breakout of enrollment among the three institutions was as follows: University of Delaware-111, Cornell University-42, and Colorado State University-9.

Courses from the graduate certificate in socially responsible and sustainable apparel business are used as requirements in the M.S. program. These courses were created as part of an inter-institutional grant funded by the U.S. Department of Agriculture. An online survey developed and administered by the Office of Educational Innovation and Evaluation at Kansas State University measured the extent of students' perceived abilities in 45 key content areas covered in the 10 courses. Students agreed or strongly agreed that they have obtained the expected competencies in all 45 content areas. In addition to quantitative ratings of perceived abilities, open-ended responses were obtained from students regarding strategies they would use to improve the handling of problems related to human rights, labor standards, and working conditions, or the environment in the apparel supply chain. All students providing responses demonstrated they had gained knowledge appropriate for handling these problems. As well, the survey measured the usefulness of the various course resources (e.g., lectures, readings, discussions) and students agreed or strongly agreed that all were useful.

Results of this assessment were used to refine social responsibility content of the 1-credit courses in the graduate certificate. Items related to this learning goal will be included in the Exit Survey regularly conducted of graduates of the M.S. program.

F. Advisement of Master's students

The Graduate Program Director initially advises Master's students as they enter the program. Each fall incoming students participate in a beginning of the semester orientation session and several brown bag lunch sessions hosted by the Graduate Director. The Graduate Director discusses and addresses student questions concerning program policies, courses, and graduate assistantship expectations during these sessions. Department faculty attend several of the sessions to share their research interests with the graduate students. Students are encouraged to follow up with faculty in whose research they have interest to determine research opportunities.

During their second semester of graduate school students seek out an academic advisor for their thesis or professional project. The academic advisor then guides the students' progress

toward graduation including selection of an advisory committee and completion of the professional project or thesis.

The Department of Fashion and Apparel Studies has five tenured faculty, one tenure-track assistant professor, and two continuing non-tenure track permanent positions, along with three temporary instructor positions. Three tenured faculty recently announced retirements and no longer participate in the M.S. program. The five remaining tenured faculty are adequate to direct the number of masters students we admit in the interim. As may be observed in Table 3, the interdisciplinary nature of our field has allowed us to connect with faculty across the university to support and enhance our students' thesis committees. However, growth and innovation focused on extending our leadership in sustainability research and education and expanding professionally-focused M.S. offerings for paying students unfortunately will be limited until these lines can be filled.

Fashion and Apparel Studies Department Faculty

Permanent Faculty:

Marsha Dickson, Ph.D. – Chairperson and Irma Ayers Professor of Human Services
Belinda Orzada, Ph.D. – Professor, Associate Chairperson, and Graduate Program Director
Huantian Cao, Ph.D. – Associate Professor
Martha Carper, M.S. – Assistant Professor (CNTT)
Kelly Cobb, MFA – Assistant Professor (tenure-track)
Jaehhee Jung, Ph.D. - Associate Professor
Hye-Shin Kim, Ph.D. – Professor
Dilia Lopez-Gydosh, Ph.D. – Assistant Professor (CNTT)

Temporary Faculty:

Adriana Gorea, M.S.
Katya Roelse, M.S.
Brenda Shaffer, M.B.A.

Recently Retired Faculty/On Retirement Leave:

M. Jo Kallal, M.S. - Professor
Rosetta Lafleur, Ph.D. – Associate Professor
Sharron Lennon, Ph.D. – Professor Emeritus

G. Accreditation - not applicable

H. Changes in the program admission criteria, degree requirements, or subject areas since the program was initiated.

The department's current Graduate Program Policy document is provided in Appendix A. The name of the master's program was changed from Fashion Studies to Fashion and Apparel Studies. Degree requirements have evolved slightly since the masters program was initiated. Initially, students were required to take a specific set of three 1-credit courses on socially responsible and sustainable apparel business; this was changed in 2010 to allow students to select three courses from the entire list of courses in that area (10 courses). This change provides the opportunity for students to be more focused on a particular theme within those course topics. Most recently, in 2013 the requirement and format of FASH 665 Fashion Studies Graduate Seminar was changed; only one credit of this course will be required, so total credit hours were reduced from 32 to 31 and the focus was shifted to one of more individualized professional development to meet the needs of students with professional career goals. For similar purposes, in 2013 a non-thesis, professional project option was approved for the M.S. The same number of credits is required for both versions of the master's degree. Students opting not to complete a thesis will complete a 3-credit

special problem instead of six (6) thesis credits. Compared to those doing thesis research, these students enroll in more structured courses than independent research. They are not required to take a statistics course and have more options in their research methods course selection. With the additional graduate level courses these students are able to have a specialized interest area in their coursework that supports their career goals.

I. Recruiting Procedures

Recruiting for the M.S. in Fashion and Apparel Studies initially included email announcements to colleagues in the International Textile and Apparel Association (ITAA), brochures printed and shared at ITAA annual conferences, the UD on-campus Graduate recruitment opportunities, as well as some visits to graduate fairs at other institutions, and further word-of-mouth. Links to our websites are available on the ITAA website and other search engines.

We have numerous email inquiries regarding the M.S. program each year. The graduate director typically exchanges emails and phone calls with 20+ potential applicants. The M.S. in Fashion and Apparel Studies has attracted applicants from across the US, and internationally, and from a variety of undergraduate majors and supports College and University diversity goals.

We are currently developing a recruiting strategy that will focus on increasing the number of strong and diverse applicants. The Director of Graduate Studies is planning to visit several regional universities, including several historically black colleges that do not have graduate programs (e.g., Delaware State, Maryland-Eastern Shores, Cheyney). She is communicating with faculty at those institutions so she can gain direct access to the students in their fashion programs. She also plans to attend graduate fairs at these universities in recognition of the interdisciplinary interest in the MS degree. Additionally, we are planning to advertise our graduate program in the college newspapers of select universities that could contribute strong applicants to our program (i.e., Cornell, North Carolina State, Georgia, Iowa State, Kent State, Drexel, Colorado State) and depending on the budget, will attend graduate program fairs at some of those schools. We are also exploring a partnership with Donghua University, China's leading fashion and apparel school based in Shanghai. We are discussing a joint program that would let the Donghua students spend their senior year with us and then go on and then complete the master's degree. These students would be self-paying as well.

II. Student Information

A. Application and enrollment history

Statistics regarding applications, offers and admission for the M.S. in Fashion and Apparel Studies are presented in Table 1. Six master's degrees with thesis have been awarded thus far; one student has completed the professional project. Seven master's students are currently enrolled in courses in our master's program. An additional four have completed course requirements and are currently finalizing their thesis or professional project. Five students dropped out of the program. Two of these changed majors and continued their graduate work in other departments at UD; the three others were unable to continue coursework (personal and academic reasons).

Graduate students admitted to this program have been quite diverse in ethnicity and educational background. Of our 23 total students, five were international, one was US Asian, one US Hispanic, four African American, and 12 Caucasian.

Minimum requirements for admission to the master's program are an undergraduate GPA of 3.0 and a combined score of 1050 on the verbal and quantitative portions of the GRE. Table 4 presents the average GRE Verbal and Quantitative Scores for those students who matriculated into our program. Minimum scores on the revised GRE are 156 verbal and 144 quantitative. International students must take the TOEFL and score 550 or higher (paper-based test), or 213 (computer-based test), or 79 on the Internet-based TOEFL to be considered for admission. Additionally, applicants to the master's program must provide three letters of reference, supply official transcripts from all previous college records, provide a statement of interest, and a writing sample.

B. Evidence of placement for students who have graduated

Nearly all of our graduates have gained employment in the field. Further, of the four sustaining students, most have accepted full-time positions in the apparel industry since completing coursework, causing a delay in their progress toward graduation.

Career placement of students with Thesis/Professional project completed

- 2010 Shahera Williams – Buyer Apprentice at Sears Holdings Corp.
- 2010 Yazbehl Waters - current employer unknown
- 2011 Lijuan Pi – Technical and Market Representative, Invista
- 2011 Sooyeon Kim – Assistant Manager, Overseas Business Team at Elector Land, Korea
- 2013 Archana – Specialist, Technical Design and Quality Assurance at OSP Group
- 2013 Martha Hall – Adjunct faculty, Fashion and Apparel Studies Dept., University of Delaware
- 2013 Julia Christie-Robin – current employer unknown

Career placement of students with master's coursework completed

- Mikahila Bloomfield – Intern at Redbook Magazine
- Julie Clark- Assistant Buyer at Ross Stores
- Tiffany Rogers – Accreditation Program Associate, The Fair Labor Association
- Kim Rosner – Business Entrepreneur and Adjunct faculty, Fashion and Apparel Studies, University of Delaware

C. Sources and levels of financial support for students in the graduate program and indicate the proportion receiving assistantships

Our graduate program currently serves seven students with an additional four enrolled as sustaining. Four of the full-time students hold assistantships funded by the department or college; another funded student is a University Graduate Scholar and former McNair Scholar, while the other two are self-funded students. Details regarding funding sources for current and former students are provided in Table 5.

III. Identify demand and competitive factors in the region, nationally or internationally for attracting students - explain how this benefits and/or challenges the program

Demand and Employment Factors

Industry needs and our favorable geographic location (i.e., closeness to New York City) create an opportunity for a graduate program in Fashion and Apparel Studies. While apparel manufacturers and retailers have historically not placed considerable monetary value on an advanced degree, we know that those holding advanced degrees advance more quickly due to their more holistic understanding of the industry. We have encountered many students who wish to pursue graduate education to round out their knowledge beyond the more narrowly focused skills that an apparel design or fashion merchandising degree offers. Additionally, we received quite a few applications from applicants whose undergraduate degrees or graduate degrees were not in the apparel and fashion area, but would like to pursue a career in the fashion industry. In the past five years, about 50% of the graduate students admitted to our program had earned bachelor's or master's degrees in other disciplines including mechanical engineering, ecology, literature, education, communications, and finance. We believe that the specialized approach to education and career preparation that we focus on in the graduate program in Fashion and Apparel Studies gives students a more holistic yet integrated perspective and will serve them well. Thus, while the master's degree has not been necessary for success in the industry, it provides expanded opportunities under this new era of professionalism found in the industry, and there is student demand for the advanced degree.

In addition to diversified educational background, we also attract graduate students from different locations. Besides the mid-Atlantic states, we have had students come to our program from the states of Arizona, Washington, Colorado and Ohio, as well as international students from China, India, and Korea.

Regional, State and National Factors

There are no comparable graduate programs in the state or region that offer this unique interdisciplinary approach focusing on fashion that integrates creative problem solving and empirical consumer behavior. In addition, the themes of social responsibility and sustainable apparel practices underlie the graduate program.

The following is a breakdown of masters degree programs available East of the Mississippi in fashion studies-related fields, according to an online search.

Masters Programs in Fashion and Apparel-related fields

Eastern U.S.

MS/MA with concentration in either Apparel Design/Apparel Product Development or Fashion Merchandising: Auburn University, Cornell University, Drexel University, Florida State University (FSU), Louisiana State University (LSU), Ohio State University (OSU), Philadelphia University, University of Georgia (UGA), University of Kentucky (UK), University of North Carolina at Greensboro (UNCG), University of Rhode Island (URI)

These masters programs are offered by large comprehensive universities, and the programs that are competing with us for attracting students are mainly in this group. Most of these programs have a narrow focus and no structured integration across fields.

To attract students whose career goals are in industry, some of these programs, such as NCSU, UK, UNCG, and URI, offer a non-thesis option. We also have observed the need for this and created a non-thesis option and it was approved by the University Faculty Senate in 2013.

Many of the universities in this group, including Auburn, Cornell, LSU, OSU, UGA, and UNCG, also offer a PhD program in the fashion and apparel area. Lacking a PhD program is one big challenge for our MS program to compete with these programs in attracting students whose career goals are in academia.

MS with concentration in Textiles: Cornell University, North Carolina State University, University of Georgia

These programs or concentrations are focused on a very different level of the industry—that of developing fibers and fabrics.

MBA in Textile and Apparel Marketing, MS in Textile Design; MS in Textile Engineering:
Philadelphia University

These programs are primarily for the textile industry professional focused on success in fibers, yarns, and fabrication; the hallmark of this textile school.

Master of Professional Studies (MPS) in Global Fashion Management: Fashion Institute of Technology

The MPS takes a broader business view not focused at the fashion product level as is ours. It also does not include the necessary research skills for integrating design and consumer behavior specialties.

IV. Factors that make this program unique or distinctive compared to similar programs at other institutions.

Our graduate program is unique in the U.S. with strong empirical research and creative scholarship that focuses on fashion phenomena. Two main factors that make our program distinctive are: social responsibility and sustainability research and creative scholarship; and industrial/international partnership.

Social responsibility and sustainability

Strong faculty research and creative scholarship in social responsibility and sustainable apparel practices, together with the internationally recognized graduate certificate program in Socially Responsible and Sustainable Apparel Business, make our M.S. program distinctive compared to similar programs at other institutions. In fact, none of the above degree programs has social responsibility and sustainability in the apparel industry as its focus. Every student in our program receives a foundation of knowledge in this fast-growing area of concern.

Industrial/international partnership and collaboration

The Department of Fashion and Apparel Studies at the University of Delaware is one of the founding members of Sustainable Apparel Coalition (SAC), founded by a group of leading apparel companies (brands and retailers), suppliers, and non-profit organizations in 2011. SAC intends to solve the environmental and human health problems and make the apparel and footwear industry sustainable. Our department is the only founding member in the U.S. that offers higher education programs (undergraduate and graduate) in fashion and apparel studies. In addition, our faculty members are directly involved with the Fair Labor Association (FLA), American Apparel and Footwear Association (AAFA) Social Responsibility Committee and Environmental Committee's work with industry. The affiliation with SAC and other industrial connection create unique research, professional training, and employment opportunities for our graduate students. For example, last year one graduate student was part of a SAC working group and collaborated with industry professionals from Target, Kohl's, and other companies in creating training materials. Additionally, graduate students frequently participate in the meetings of these industry groups.

The department is also a member of a newly formed Sustainable Textiles Cluster with industry partners based in South Africa that is pursuing significant funding from the South African government for improvement of industry competitiveness. Two M.S. students will conduct field research in South Africa in January and others will have opportunities to engage in projects with the cluster when funding is received.

Currently, we are in the initial discussion with Donghua University in Shanghai, China whose fashion programs are consistently ranked No. 1 in China on a potential partnership in graduate education. This opportunity may help our program attract more top fashion

students from China, and establish international collaboration in research and creative scholarship. Additionally, the department has been asked to sign a research memorandum of understanding with Seoul National University's Human Ecology Research Institute to collaborate on sustainability research. Seoul National is the top graduate program in our field in South Korea.

V. Overview of interdisciplinary relationships - include trends on what students choose for electives.

The majority of our M.S. students have used their elective credits to take additional courses in the department; particularly those from the Graduate Certificate in Socially-responsible and Sustainable Apparel Business. Beyond Fashion and Apparel Studies Department courses, the M.S. students complete curriculum requirements, such as statistics and research

methods, from Education (EDUC) and Human Development and Family Studies (HDFS). In regards to electives, the M.S. graduate students choices reflect their diverse interests supporting the multidisciplinary aspect of our discipline. Within the College of Arts and Sciences Social Sciences portfolio, students have taken elective courses from Urban Affairs and Public Policy (UAPP), Political Science (POSC), and Museum Studies (MSST).

Additionally, some students have taken electives from the Lerner College of Business and Economics.

Interdisciplinary relationships are not reserved just for the M.S. coursework; these are also exemplified in the make up of several students' thesis/professional project committees, as well as their experience with grants. Academic disciplines represented in committees, past and present, include Business Administration, Political Science and International Relations, and Women and Gender Studies. Furthermore, non-faculty professionals from such areas as IT - Academic Technology Services and the Fashion Industry, experts in their respective fields, have contributed to the work of our M.S. students as members of thesis/professional project committees.

Another area in which the M.S. program reflects the multidisciplinary nature of Fashion and Apparel Studies is the interdisciplinary work conducted through grantsmanship and grant-funded projects. The projects have provided opportunities for the students to not only work with faculty from this department, but also with faculty and students from other disciplines and areas in the university such as Animal and Food Sciences, Art Conservation, and University Museums.

VI. Characterize whether the facilities available for this program are adequate to support student, faculty, and staff needs

The main research areas for this graduate program are design innovation, consumer behavior, and sustainability. The facilities in the Department of Fashion and Apparel Studies (FASH) are adequate to support student, faculty, and staff research needs in producing textiles, apparel and accessories, evaluating textile products performances, and conducting fashion history research.

The Textile Products Evaluation Laboratory has fabric comfort and durability evaluation instruments including: a Sweating Guarded Hot Plate for fabrics' thermal and evaporative resistance evaluation; a Moisture Management Tester for liquid moisture transport properties in textile fabrics; a Universal Wear Tester for wear and abrasion resistance of textile fabrics; a Handle-o-Meter for stiffness/softness and flexibility of textile fabrics; and a Tensile Strength Tester for tensile strength and elongation of textile yarns and fabrics. This laboratory also has

basic textile production equipment from fibers to knit fabrics including a wool picker, a carder, a yarn spinning wheel, and a knitting machine.

For apparel design and product development, the department has one Computer-aided Design (CAD) Laboratory and two Sewn Products Production Laboratories. The CAD Laboratory houses computers and apparel design software including Adobe Creative Suite for graphics and Optitex for computer-aided patternmaking. The Sewn Products Production Laboratories have sewing and pressing machines to support apparel and accessories development research.

The Historic Costume and Textiles Collection has nearly 4000 garments and accessories to support fashion history research and historic dress exhibitions.

The Textile Chemistry Laboratory in the recently renovated Alison Hall supports basic textile chemistry experiments such as dyeing and finishing, and leather tanning.

Based on needs, FASH department provides graduate students with annual user licenses for statistics software SPSS and NVivo to support research data analysis.

Some students and faculty in the graduate program conduct multidisciplinary research. The graduate students can also use facilities in other departments at UD to support their multidisciplinary research needs. For example, one graduate student used desktop computer based eye tracking equipment from the Department of Computer and Information Sciences in her thesis research on consumers' visual perception of garment fit.

A statement of library resources is provided in Appendix E. The library resources available at the Morris Library have served our graduate program well.

VII. Provide information on other budgetary requirements of the program beyond the typical unit expense

In order to partially support graduate student participation in academic and industry conferences, the department earmarks some development funding.

VIII. Other information of value for the review of the program

IX. Appendices for supporting documentation

- A. Graduate Program Policy document
- B. Original Application for Graduate Program
- C. List of any concerns raised by Faculty Senate Committees at the provisional approval stage.
- D. Letters of Support for the permanent status approval of the program from the Dean and Department Chair
- E. Letters of Support from the Library and other affected departments

Table 1. Master's program applications received, applicants offered admission, and students admitted

	2008	2009	2010	2011	2012	2013	Total.
# of Applications	9	6	9	10	13	6	53
# of Offers	6	5	3	3	10	3	36
# of Admits	5	2	3	3	6	3	23
Acceptance %	83%	40%	100%	100%	60%	100%	80%

Table 2. Master's students' scholarship output

FASH MS Student	Scholarly work dissemination (publications, presentations and grants)
Waters, Yazbehl	Dickson, M.A., Waters, Y., & Lopez-Gydosh, D. (2012). Stakeholder expectations for environmental performance within the apparel industry: The urgency of business response. <i>Journal of Corporate Citizenship</i> , 45, 35-49. Waters, Y., Dickson, M.A., & López-Gydosh, D. (2011). Stakeholder expectations for environmental performance. Fiber Online, Journal of The International Fashion and Apparel Industry. Retrieved from http://www.udel.edu/fiber/issue6/researchbriefs/stakeholder.html
Pi, Lijuan	Pi, L., & Lennon, S. J. (2011, November). Analysis of consumers' visual perception of garment fit: An eye tracking study. Paper presented at International Textiles and Apparel Association meeting, Philadelphia, PA.
Kim, Sooyeon	Kim, S. & Kim, H. -S. (2011, November). Reference Groups and Self-Brand Connections for Apparel Products. Proceedings of the International Textile and Apparel Association [available online at www.itaonline.org].
Williams, Shahera	Orzada, B.T. & Williams, S. (2011). Forecasting 2.0: Use of Web 2.0 for Market Research in Apparel Product Development. Oral presentation at the International Textiles and Apparel Association Conference. Philadelphia, PA.
Christie-Robin, Julia	Christie-Robin, J., Orzada, B.T. & Lopez-Gydosh, D. (2012). From Bustles to Bloomers: Exploring the Bicycle's Influence on American Women's Fashion, 1880-1914. <i>Journal of American Culture</i> , 35(4), 315-331.
Hall, Martha	Kim, H. -S. & Hall, M. L. (Accepted for Publication). Fashion brand personality and advertisement response: Incorporating a symbolic interaction perspective. In T. -M. Choi (Ed.), Springer Handbook of Fashion Branding and Consumer Behaviors: Scientific Models (pp. xx-xx). Hall, M.L. and Orzada, B.T. (2013). Expressive Prostheses: Meaning and Significance. <i>Fashion Practice</i> , 5(1), 9-32. Hall, M.L. & Orzada, B.T. (2012). Expressive Prostheses: Meaning and Significance. Fashion and Health Symposium, Oral presentation. University of Minnesota, St. Paul. April 20, 2012. Hall, M.L. (2013). American Women's Wartime Dress: Fashion During WWII. <i>Common Threads: A History of Fashion through a Woman's Eyes Symposium. University of Delaware, Newark, DE</i> . April 6, 2013. Hall, M.L., Orzada, B.T., & Lopez-Gydosh, D. (2013, October). <i>Visual Characterizations of "Gowns by Adrian": Documentation of the Costume Design Aesthetic of Gilbert Adrian, 1928-1941</i> . Oral presentation at the meeting of the International Textile and Apparel Association, New Orleans, LA.
Archana, Archana	publication in progress for a special issue on Business Models for Sustainability: Entrepreneurship, Innovation and Technology for the journal <i>Organization & Environment</i> .

Rogers, Tiffany	Rogers, T. (2012, March 30). <u>The Influence of the California Transparency in Supply Chains Act on Apparel Company Due Diligence and Corporate Social Responsibility.</u> Intertek Ethical Sourcing Forum, New York, NY. Rogers, T.S. & Orzada, B.T. (2012). The Sports Bra's Undocumented Journey Through Fashion. Fashion and Health Symposium, oral presentation. University of Minnesota, St. Paul. April 20, 2012.
Rosner, Kim	Rosner, K. & Orzada, B.T. (2012). The Effects of Fabric Choices in Men's Sleepwear for the Improvement of Symptomatic Night Sweats in HIV positive Patients. Fashion and Health Symposium, oral presentation. University of Minnesota, St. Paul. April 20, 2012.
Siron, Leslie	Cao, H., Wu, C., Scudder, C., Siron, L. , Xu, W., Environmentally friendly leather tanning using enzymes, US Environmental Protection Agency, P3 Award: People, Prosperity and the Planet Student Design Competition for Sustainability. Funded \$14,999, August 2013 -- August 2014.
Scudder, Crescent	Cao, H., Scudder, C. , Dickson, M., Cobb, K., Carper, M. (accepted). Sustainable auto worker uniform: Lessons learned from applying a sustainable product development tool in apparel manufacturing. Oral presentation at the 2013 annual conference of International Textile and Apparel Association, October 2103, New Orleans, LA Cao, H., Wu, C., Scudder, C. , Siron, L., Xu, W., Environmentally friendly leather tanning using enzymes, US Environmental Protection Agency, P3 Award: People, Prosperity and the Planet Student Design Competition for Sustainability. Funded \$14,999, August 2013 -- August 2014.

Table 3. Master's student progress, thesis committee and thesis topic

FASH MS Student	Advisor	Thesis/Professional project committee	Thesis/Professional project title/topic	Completion Y (Year) or N
Waters, Yazbehl	Dickson, Marsha López-Gydosh, Dilia	Dickson, Marsha (Irma Ayers Professor, FASH, University of Delaware) Loker, Suzanne (Professor Emerita, Fiber Science and Apparel Design, Cornell University) López-Gydosh, Dilia (Assistant Professor, FASH, University of Delaware)	Thesis: <u>Stakeholder expectations for environmental performance in the apparel industry</u>	Y 2010
Pi, Lijuan	Lennon, Sharron	Cobb, Kelly (Assistant Professor, FASH, University of Delaware) Jung, Jaehhee (Associate Professor, FASH, University of Delaware)	Thesis: <u>Analysis of consumers' visual perceptions of garment fit: An eye-tracking study</u>	Y 2011

		Lennon, Sharron (Professor, Apparel Merchandising & ID, Indiana University; Irma Ayers Professor Emerita, FASH, University of Delaware)		
Kim, Sooyeon	Kim, Hye-Shin	Gardner, Meryl P. (Associate Professor, Business Administration, University of Delaware) Kim, Hye-Shin (Professor, FASH, University of Delaware) Lennon, Sharron (Professor, Apparel Merchandising & ID, Indiana University; Irma Ayers Professor Emerita, FASH, University of Delaware)	Thesis: <u>The Relationship Between Self- Brand Connections and Reference Groups for Apparel Products</u>	Y 2011
Williams, Shahera	Orzada, Belinda	Cobb, Kelly (Assistant Professor, FASH, University of Delaware) Orzada, Belinda (Professor, FASH, University of Delaware) Lennon, Sharron (Professor, Apparel Merchandising & ID, Indiana University; Irma Ayers Professor Emerita, FASH, University of Delaware)	Thesis: <u>Forecasting 2.0: Using Web 2.0 for Market Research in Apparel Product Development</u>	Y 2011
Christie- Robin, Julia	Orzada, Belinda	López-Gydosh, Dilia (Assistant Professor, FASH, University of Delaware) Orzada, Belinda (Professor, FASH, University of Delaware) Stetz, Margaret (Mae & Robert Carter Professor, Women & Gender Studies, University of Delaware)	Professional project <u>From Bustles to Bloomers: Analyzing Dress and the Bicycle, 1880-1914</u>	Y 2013
Hall, Martha	Orzada, Belinda	López-Gydosh, Dilia (Assistant Professor, FASH, University of Delaware) Orzada, Belinda	Thesis: <u>Analysis and Characterization of "Gowns by Adrian": The Costume Design</u>	Y 2013

		(Professor, FASH, University of Delaware) Stetz, Margaret (Mae & Robert Carter Professor, Women & Gender Studies, University of Delaware)	<u>Aesthetic and Philosophy of Gilbert Adrian, 1928-1941</u>	
Archana, Archana	Dickson, Marsha	Cahn, Doug (Principal of The Cahn Group, LLC) Carper, Martha (Assistant Professor, FASH, University of Delaware) Dickson, Marsha (Irma Ayers Professor, FASH, University of Delaware) Kim, Hye-Shin (Professor, FASH, University of Delaware)	Thesis: <u>Homework and corporate social responsibility in the apparel supply chain: A case study of SEWA Bharat's embroidery center</u>	Y 2013
Rogers, Tiffany	Dickson, Marsha	Cao, Huantian (Associate Professor, FASH, University of Delaware) Dickson, Marsha (Irma Ayers Professor, FASH, University of Delaware) Kinderman, Daniel (Assistant Professor, Political Science and International Relations, University of Delaware) Smith, Wendy (Assistant Professor, Business Administration, University of Delaware)	Professional project <u>The Influence of the California Transparency in Supply Chains Act on Apparel Company Due Diligence and Corporate Social Responsibility</u>	Proposed 2013 Sustaining
Bloomfield, Mikahila	Jung, Jaehee	Cobb, Kelly (Assistant Professor, FASH, University of Delaware) Jung, Jaehee (Associate Professor, FASH, University of Delaware) Plourde, Mathieu (IT Project Leader I, IT - Academic Technology Services, University of Delaware)	Thesis: <u>Impulse Cues on the Facebook Pages of Apparel Retailers</u>	Proposed 2013 Sustaining
Rosner, Kim	Dickson, Marsha	Brilliant, Jon (Owner, Atelier Management) Cobb, Kelly (Assistant	Thesis: <u>Creative Process and the Sustainable Fashion</u>	Proposal approved 2013s Sustaining

		Professor, FASH, University of Delaware) Dickson, Marsha (Irma Ayers Professor, FASH, University of Delaware)	<u>Design Practice:</u> <u>Historical Inspiration and</u> <u>Techniques for Reuse of</u> <u>Clothing</u>	
Hatton, Melissa	Dickson, Marsha	Dickson, Marsha (Irma Ayers Professor, FASH, University of Delaware) Committee not yet identified	Thesis: <u>Case study of</u> <u>Patagonia's</u> <u>Implementation of</u> <u>Responsible Purchasing</u> <u>Practices</u>	Part time student
Clark, Julie	Cao, Huantian	Cao, Huantian (Associate Professor, FASH, University of Delaware) Kim, Hye-Shin (Professor, FASH, University of Delaware)	Non-Thesis	Proposed 2013 Sustaining
Cheng, An	Kim, Hye-Shin	Kim, Hye-Shin (Professor, FASH, University of Delaware) Lennon, Sharron (Professor, Apparel Merchandising & ID, Indiana University; Irma Ayers Professor Emerita, FASH, University of Delaware) Liu, Wing-Sun (Faculty, Institute of Textile & Clothing, Hong Kong Polytechnic University)	Professional project <u>Brand image, brand</u> <u>familiarity, and brand</u> <u>attitude for five country-</u> <u>of-origin brands: A cross-</u> <u>cultural study of U.S. and</u> <u>Japanese Consumers</u>	Proposed 2014
Siron, Leslie	Dickson, Marsha	Dickson, Marsha (Irma Ayers Professor, FASH, University of Delaware) Eckman, Molly (Professor emerita, Design and Merchandising, Colorado State University) Carper, Martha (Assistant Professor, FASH, University of Delaware)	Thesis: <u>Human Rights in Global</u> <u>Supply Chains: A case</u> <u>study in Southern Africa</u>	Proposed 2014
Scudder, Crescent	Cao, Huantian	Cao, Huantian (Associate Professor, FASH, University of Delaware) Committee not yet identified	Thesis	Proposed 2014
Ashley, Rokesha	New admit 2013F			

Barnes, Sequoia	New admit 2013F			
Brosseau, Lisa	New admit 2013F			

Table 4. Average GRE scores for matriculated students

Matriculated		513	577
08		485	515
09		470	710
10		550	563
11		543	523
12		513	640
Grand Total		491	606

Table 5. Graduate student support sources

Academic term	Total # of enrolled students	% college funded	% tuition scholarship	% grant funded	% dept funded	% self-funded	% sustaining
2008f	5	60		20	20		
2009s	6	50		33.3	16.7		
2009f	6	33.3		16.7	16.7	33.3	
2010s	6	33.3		16.7	16.7	33.3	
2010f	5	40		40	20		
2011s	5	40		40	20		
2011f	5	40		20	40		
2012s	5	40	40	20			
2012f	10	20	10	10	10	30	20
2013s	9	22.2	11.1		22.2	22.2	22.2
	total	37.88	6.11	4.34	23.89	23.55	4.22