

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA
ACADEMIC SENATE

ACADEMIC PROGRAMS COMMITTEE
REPORT TO
THE ACADEMIC SENATE
AP-021-190

New Minor in Footwear Design and Merchandising

Academic Programs Committee

Date:

Executive Committee
Received and Forwarded

Date: 04/22/2020

Academic Senate

Date: 05/06/2020
First Reading

BACKGROUND: The Department of Apparel Merchandising and Management has put forward a referral for a minor in Footwear Design and Merchandising . This is a new program.

The department provided the following description and justification for this new minor.

Description: “This minor is designed for students seeking careers in the footwear and accessories sector. The program provides a strong technical foundation in product design, and the product development and manufacturing processes. It embraces emerging technologies such as 3D scanning and printing.”

Justification: “The catalyst came from one of the AMM Industry Advisory Board members, who is a consultant to major footwear companies in Southern California. At a meeting of the board, they indicated that companies frequently mentioned the difficulty of finding graduates with technical and operational knowledge related to the industry. Another advisory board member with a very close corporate connection to the industry echoed these views. In a concerted outreach effort to the industry over the last year or so, middle and senior ranking executives at six major companies domiciled in southern California and a national trade association were interviewed. These executives strongly agreed about the value of such a program to the industry. Eight of these executives played an active role working with faculty in the development of the curriculum for the proposed minor.”

RESOURCES CONSULTED:

Associate Deans,
Department Chair

DISCUSSION:

Before reaching the Academic Programs Committee, this program was reviewed and approved by the Curriculum Committees at the Department(Apparel Merchandising and Management) and the College level (Don B. Huntley College of Agriculture) respectively. The minor program also received the approval of the Office of Academic Programs. All concerns raised at those levels were addressed. The Academic Programs Committee then conducted campus-wide consultation, as well as its own review of the program. No concerns were raised.

As outlined in the proposal, students will be completing a total of 24 units to earn this minor. Out of these 24 units, 12 units will come from six new courses (two being labs) that would be developed for this minor. Separate course proposals would be submitted for each of the six new courses. Delivery of the program will require several new temporary faculty to be added to the AMM faculty pool. These new faculty will teach technical courses that require specialist knowledge of footwear technical design, product development and manufacturing. These courses may be co-taught with existing

AMM faculty specializing in apparel technical design, product development and manufacturing.

Questions:

All Associate Deans were sent consultation requests. Some of the questions and concerns that were raised during the discussion of this referral in the Academic Programs Committee meeting are provided below. The AMM Department's Chair and the Associate Dean of the College were sent further requests specifically to obtain their feedback on the questions raised. Dr. Muditha Senanayake, Department Chair AMM and Dr. Peter Kilduff, Associate Dean of the Don B Huntley College of Agriculture provided elaborate feedback. Dr. Kilduff is also the task force lead and the coach for the proposed program. Their responses are summarized under each question raised.

1) Given the market demand, why is Footwear Design only being proposed as a minor and not an emphasis area/major?

In response to the first question, Dr. Senanayake shared that the findings of the market research jointly conducted by the department's curriculum committee and the task force created for the development of the footwear program suggested that the immediate need can be fulfilled to some extent by "AMM students with a thorough fashion industry knowledge added with specialized footwear courses in minor". The department hopes to learn and secure resources following offering the minor, and then at some point create an option in footwear. He shared that this strategy is also outlined in their department's strategic plan. Dr. Kilduff shared that during the semester conversion, AMM department added a new major in textiles, bringing the total number of majors to three. Therefore, while they see it as a great opportunity to create footwear into a major option, they are wary of the "possibility of cannibalization resulting in fragmentation". He also added that at some point in the future, it would be an exciting opportunity to have a major in Footwear, hopefully in collaboration with other colleges. Finally, Dr. Kilduff shared that the minor has a cross-campus appeal, and as far as the AMM majors are concerned, they will only need 12 more units to complete a minor in Footwear design.

2) What is the frequency of course offerings across the semesters for the existing courses? If those courses are required for the other major in the department, does the department have the capacity to offer a new minor?

The existing courses in the required core (AMM1010 and AMM 1120/L) are offered every semester. The department has been offering more than one section, thus, the department chair is confident that there will be enough capacity for the minor. College's associate dean agrees with this. Amongst the two courses under each of the emphasis areas namely A) AMM 2200 and AMM 3300, B) AMM 2200 and AMM 3750, and C) AMM 4530 and AMM 4960, all but AMM 3750 are being offered in both the semesters. Thus both the chair and the associate dean are confident that they will be able to meet the new demand created by the minor.

3) Does the department/college have the resources to develop new courses (12 units including labs) and the capacity to offer them regularly?

In response to this question, Dr. Senanayake shared that the department has already started to offer the first materials course in Fall 2020 as a test course. They have also planned on adding new classes over the next two years to cover the new lecture and lab classes. The department has the faculty who can teach these classes, and they have also reached out to the industry to identify part-time lecturers. Except for a few specialized machines, the department has most machines for material testing, product development, and production. They are in the process of identifying and adding the specialized machines resourced to their labs.

RECOMMENDATION:

Based on the above information, the Academic Programs Committee recommends approval of the new minor in Footwear Design and Merchandising.