NEASC INVENTORY OF EDUCATIONAL EFFECTIVENESS INDICATORS
UNDERGRADUATE PROGRAMS
(FASHION DESIGN AND RETAILING - 2022-23)

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?
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. (PLO2) Evaluate the interrelationships of the textile, apparel, and retailing industries in the global market place. (PLO3) Integrate manual procedures with current technologies, as they relate to business and fashion applications.	Students' business and buying plans from FSHM464 Fashion Merchandising: Planning, Policies, and Implementation and posters from FSHM495 Internship in Merchandising were evaluated at May assessment event.	The Fashion Design and Retailing department implemented a different approach to assess the students' senior projects. a. Students' internship experiences were presented on a poster. b. Students were evaluated individually instead of as a group. The purpose of making this change was to assess each student's level of competency and completeness more accurately. c. A comparison was made between the results in 2023 and those in 2018. The results in 2023 showed that students either exceeded or met the objectives on all items, except for FDM2-1 (5%), where some students were assessed as having partially met the objectives on items PLO 1-2 (3%), PLO 2-1 (13%), PLO 2-2 (3%) and FDM 2-1 (5%) in 2018. One notable difference observed was that students performed better on the item PLO 2-1: Express design or merchandising decisions with a global perspective in 2023 (78%) compared to 2018 (53%).	The Assessment Committee (AC) met several times during AY 2022-2023 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.
UFDM Major	(FDM1) Develop professional business, buying and promotion plans to meet the needs of a specific target market by applying principles of retailing. (FDM2) Demonstrate proficiency in retail industry strategies using appropriate methods and technologies. (FDM-3) Evaluate sustainable business practices in the global fashion industry.				

Additional Assessment Activities

1. Learning Objective 3, Evaluate sustainable business practices in the global fashion industry, was added to the assessment rubric for the Fashion Merchandising major, reflecting the acknowledgment that sustainability in fashion has transitioned from being an option to being an imperative consideration in all facets of the global fashion industry. Three items were developed to assess the learning objective 3.

2. The FDR faculty held a half day assessment retreat to discuss plans to review individual courses in the curriculum and update the curriculum map, including more detailed for each course. This curriculum review will enable faculty to comprehensively reevaluate the curriculum and identify opportunities for developing new courses and updating existing ones by adding or modifying content in the areas currently missing from our curriculum. A curriculum mapping template was developed during the retreat and individual courses were assigned to faculty members based on their experience and expertise. Faculty members are currently working on completing the template. The template is attached in this report.

Table 1. Assessment results for Fashion Merchandising Major for Spring 2023

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 (e.g., colors, proportion, shapes, lines, and balance).	58%	38%	0%	0%	4%
(PLO 1-2) Define the target market (i.e., demographics and psychographics) properly reflecting the business/brand image.	73%	23%	0%	0%	4%
(PLO 1-3) Demonstrate the process of creating a business model/design from ideation to execution.	73%	19%	0%	0%	4%
(PLO 2-1)Express design or merchandising decisions with a global perspective.	73%	23%	0%	0%	4%
(PLO 2-2) Able to cite examples of: sourcing; target market, distribution, and promotion when discussing the interrelationships of textile, apparel, and retailing industries.	65%	31%	0%	0%	4%
(PLO 3-1)Professional tangible presentations using current technologies.	65%	27%	0%	0%	8%
(PLO 3-2) Use of appropriate tools to effectively execute concepts.	62%	27%	0%	0%	11%
(PLO 3-3) Proficiency of tools used.	62%	27%	0%	0%	11%
For merchandising student	Exceeded the objective	Met the objective	Partially met the objective	Did not meet the objective	Comments (N/A)
(FDM 1-1) Define the elements of a business including 4P's (i.e., price, promotion, place, and product).	54%	27%	0%	0%	19%
(FDM 1-2) Develop effective integrated retail strategies.	73%	23%	0%	0%	4%
(FDM 1-3) Present the rationales for decision making (e.g., sourcing, vendor selections, site selection, merchandising assortment, budgeting, and promotional mix).	65%	31%	0%	0%	4%
(FDM 2-1) Effectively demonstrate retail industry strategies through business, buying, and/or promotional plans.	65%	27%	5%	0%	8%
(FDM 2-2) Apply appropriate methods to support the retail industry strategies.	88%	8%	0%	0%	4%
(FDM 2-3) Utilize appropriate technologies to support the retail industry strategies and visual presentations.	73%	23%	0%	0%	4%
(FDM 2-4) Clear, concise descriptions of merchandising concepts.	58%	35%	0%	0%	7%
(FDM 3-1) Demonstrate understanding of the Triple Bottom Line Framework (i.e. People, Product, and Planet).	65%	31%	0%	0%	4%
(FDM 3-2) Demonstrate understanding of fashion business practices' impacts on society, environment, and economics.	73%	23%	0%	0%	4%
(FDM 3-3) Effectively apply sustainable business practices and strategies through business, buying, and/or promotional plans.	77%	19%	0%	0%	4%

Table 2. Assessment results for merchandising concentration for Spring 2018

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%

FDR Curriculum Mapping Template

faculty	Course	Course Title	Course description	Learning Objectives	Level of mastery	Assignments/ Project	Textbook(s)/S upplimental materials	Implementation this AY (new approach)	effectiveness of new approach	Future plan
Haewon	FSHM 200	Field Study in Merchandising		PLO 1	R					
				PLO 2	R					
				PLO 3	R/E					
				FDM 1	R/E					
				FDM 2	R					
				FDM3						
Priscilla	FSHD 140	Principles of Construction		PLO 1	I					
				PLO 2						
				PLO 3						
				FDA 1	I					
				FDA 2						
Ruirui	FSHN 141	Fashion: Designer to Consumer		PLO 1	I					
				PLO 2	I					
				PLO 3	I					
				FDM 1						
				FDM 2	I					
				FDM3	I					
Virginia	FSHN 120 Consumer Textiles	Consumer Textiles		PLO 1						
				PLO 2						
				PLO 3						
				FDM 1						
				FDM 2						
				FDM3						
Laura	FSHD 205	Essential Methods for Fashion Design		PLO 1						
				PLO 2						
				PLO 3						
				FDM 1						
				FDM 2						
				FDM3						

FRAMINGHAM STATE UNIVERSITY

If you have any questions or concerns about the form, please contact Jena Shepard at jshepard1@framingham.edu or 508-215-5884.

Program Assessment

First Name: *Hae Won

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Please select the reporting period this assessment/accreditation work was completed:

*2022-2023 ▾

Please select the type of program you completed assessment/accreditation work for this reporting period:
Note: If changing your initial selection, please refresh this page prior to making a new selection.

*Undergraduate Program ▾

Please select the program you completed assessment for during this reporting period:

*Fashion Design - Merchandising ▾

Please select the option that best describes the assessment work completed during this reporting period.

* ○ Only assessed program learning objective(s)
○ Only completed other assessment activities (ex. assessment plan, rubrics etc.)
◉ Assessed program learning objective(s) and completed other assessment activities (ex. assessment plan, rubrics etc.)
○ Did not undertake program assessment work

Program Learning Objectives Assessed

List the first program learning objective assessed during this reporting period:

Please see the attached report.

For the first program learning objective assessed, other than GPA, what data/evidence was used to assess student learning? (e.g. capstone assignment, portfolio review, licensure examination)

Please see the attached report.

For the first program learning objective assessed what were the results/outcomes/findings/conclusion(s)?

Please see the attached report.

Attach any additional documents (data or survey summaries, charts, graphs etc.) that support your results/findings/conclusions (optional):

fsu-assessment-report-F23 final.pdf

For the first program learning objective assessed what changes/improvements have been made as a result of using the data/evidence?

Please see the attached report.

Did you assess any additional program learning objectives during this reporting period?

*○ Yes
○ No

List the second program learning objective assessed during this reporting period:

Please see the attached report.

For the second program learning objective assessed, other than GPA, what data/evidence was used to assess student learning? (e.g. capstone assignment, portfolio review, licensure examination)

Please see the attached report.

For the second program learning objective assessed what were the results/outcomes/findings/conclusion(s)?

Please see the attached report.

Attach any additional documents (data or survey summaries, charts, graphs etc.) that support your results/findings/conclusions (optional):

For the second program learning objective assessed what changes/improvements have been made as a result of using the data/evidence?

Please see the attached report.

Who interprets the results/findings of the assessment? Describe the process (e.g. annually by the curriculum committee).

Please see the attached report.

Assessment Activities

Please list the assessment activities (other than the assessment of program learning objectives) completed during this reporting period (assessment plans, rubrics etc.).

*please see the attached report.

Please attach the related documents produced as a result of the activities listed in above (mandatory if funding is requested for this work):

*fsu-assessment-report-F23 final.pdf

Program Information

Enter the year of the most recent program review. If the program is new, enter the upcoming program review year or enter TBD (to be determined).

*2021

Insert the URL of the web page where Program Learning Objectives for this program are published:
NECHE requires this as part of being transparent to stakeholders.

*https://www.framingham.edu/academics/colleges/arts-and-humanities/fashion-design-and-retailing/programs/majors/index

Signatures

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Hae Won Ju
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Submitter Signature

02/09/2024
_____
Date

Office of Institutional Assessment

 Office of Institutional Assessment Only

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Institutional Assessment Signature

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Date