



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Stephens College

Program Title: Fashion Communication

Degree/Certificate: Bachelor of Fine Arts

Options:

Delivery Site(s): on campus

CIP Classification: 52.1902

*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory higherred.mo.gov/ProgramInventory/search.jsp

Implementation Date: 2004

Cooperative Partners:

*If this is a collaborative program, form CL must be included with this proposal

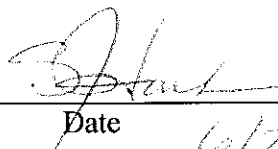
AUTHORIZATION:

Suzan Harkness, Ph.D., Vice President for Academic Affairs

Name/Title of Institutional Officer

Signature

Date


6/29/15

Linda S. Sharp, Registrar

(573) 876-7277

Person to Contact for More Information

Telephone



STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	39	31	42	40	47
Part Time					
Total	39	31	42	40	47

Please provide a rationale regarding how student enrollment projections were calculated:

The numbers above represent actual enrollments for this major over the past 5 years.

Provide a rationale for proposing this program, including **evidence of market demand and societal need supported by research:**

The Fashion Communication program has growing interests among students in the ancillary areas of fashion, not only in construction and design, but in the ways that Fashion is communicated and structured, buying, PR, branding etc. There is the increasing focus for students in terms of Fashion as an academic pursuit in regard to MFA/MA and Ph.D. There is clearly an opportunity to further increase interest to growing numbers of students within this region for this program – take from an outside Assessment reviewer.



PROGRAM STRUCTURE

A. Total credits required for graduation: 120

B. Residency requirements, if any: 7 semesters

C. General education: Total credits: 31

Courses (specific courses OR distribution area and credits):

Course Number	Credits	Course Title
ENG 107	3	COMPOSITION I
ENG 109	1	RESEARCH
ARTS	3	ARTS ARRAY
HIS	3	HISTORY ARRAY
INT	3	INTERCULTURAL ARRAY
LIT	3	LITERATURE ARRAY
MAT	3	QUANTITATIVE ANALYSIS
NSC	3	NATURAL SCIENCE
SOPH	3	SOPHOMORE SEMINAR
WST	3	WOMENS STUDIES
GLS	3	GLOBAL ETHICS

D. Major requirements: Total credits: 74

Course Number	Credits	Course Title
DFM 108	3	Digital Photography
FAS 170	3	Fashion Perspectives
FAS 201	3	Creative Process
FAS 203	3	Textiles
FAS 232	3	Technology for Fashion Presentation
FAS 275	3	Fashion Communication
FAS 301	3	Trend Forecasting
FAS 303	3	Product Development
FAS 310	3	Fashion Show Production and Coordination
FAS 315	3	Fashion History and Culture
FAS 335	3	Fashion Journalism
FAS 345	3	Art Direction and Photo Styling
FAS 485	2	Fashion Communication Capstone Research
FAS 486	3	Fashion Communication Capstone Project and Portfolio
FAS 492	1	Fashion Industry Internship
FAS 493	3	Current Issues in the Global Fashion Industry

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FAS 496	1	Post-Internship Seminar
INT 210	1	Internship Development
BUS 250	3	Principles of Marketing
SCM 101	3	Communication, Media and Society
SCM 205	3	Principles of Strategic Communication
SCM 240	3	Visual Communication
SCM 245	3	Communication Design Applications
SCM 275	3	Media Writing and Production
SCM 290	3	Creating Online Media
SCM 340	3	Information and Promotion Design
	3	From list of major elective coursework

E. Free elective credits:

15

(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

Yes

G. Any unique features such as interdepartmental cooperation:

Yes



PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Stephens College
Program Name Fashion Communication
Date 6/24/2015

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.
No special admissions criteria
- Characteristics of a specific population to be served, if applicable.
None.

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
Terminal degree in a relevant discipline
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.
12 credit hours
- Expectations for professional activities, special student contact, teaching/learning innovation.
Faculty are expected to balance innovative pedagogy, high contact, experiential learning and advising.

3. Enrollment Projections

- Student FTE majoring in program by the end of five years.
40 FTE with each student counting as 1 FTE
- Percent of full time and part time enrollment by the end of five years.
100% full time due to nature of program.

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4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
8, 12
- Special skills specific to the program.
No data available
- Proportion of students who will achieve licensing, certification, or registration.
9.4 % of programs require licensing, certification or registration
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.
No data available
- Placement rates in related fields, in other fields, unemployed.
No data available
- Transfer rates, continuous study.
The Residential programs average transfer rate is 45.7%.

5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**
Higher Learning Commission

6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys.*
No data available
- Expected satisfaction rates for employers, including timing and method of surveys.
No data available

7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.
Historically committed to meeting the changing needs of women, Stephens College prepares students to become leaders and innovators in a rapidly changing world. Stephens engages lifelong learners in an educational experience characterized by intellectual rigor, creative expression and

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professional practice, in an environment supported by accomplished faculty and dedicated alumnae. Graduates of Stephens are educated in the liberal arts, professionally prepared and inspired by our tradition of the Ten Ideals as core values that enrich women's lives.

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Form PG – Program Characteristics and Performance Goals