

Question 1: What ideas do you have for recruiting students into Apparel Design & Development (AD&D) with an emphasis to increase diversity, equity, and inclusion?

This includes: What would your company/organization be willing to do to help recruit for AD&D? What are other ways AD&D could be engaged in the community?

Top Suggestions (others agree with suggestions)

- Use our IT students to do our social media (7)
- Influencers (5)
- High school visits with higher BIPOC statistics (4)
- More YouTube (4)
- TikTok (4)
- WSAC Regional Outreach grants/programs (3)
- Allow school field trips into the school (1)
- Instagram Huge - Social Media (1)

Other Suggestions

- How can the program do a better job letting the state know they exist?
- High school college days?
- More ads about the program
- Hard to find
- Alumni Profiles? Show range of jobs
- Floss Tube
- Intro to sewing to replace home BL Classes
- Re-institute non-STEM programs back into K-12 curriculum
- Opportunities for K-12 to see possible programs
- Pay student Recruiters Navigators at each school
- Marketing Plan - Tell Our Story

Question 2: What connections or resources can you or your company make/provide for/to AD&D? Equipment, financial, connections, continuing ed, etc?

Top Suggestions (others agree with suggestions)

- Connect with Seattle Education Association teachers to connect counselors/teachers in high school with the program (6)
- Continuing Ed for staff already employed in industry (5)
- Go out to local companies and remind them we take donations (4)
- Donations - business graduates (3)
- Student capacity - remote (3)
- Internships Marketing story diversity in outdoor apparel (2)
- Highlighting alumni (2)
- Collab w/a local brand for a design a product contest (1)
- Pay students to go to school with a commitment to give time back to industry, work for company that paid for them (1)

Other Suggestions

- Need a link to Big Companies
- Money comes to program
- Shorten classes? Fit in more students
- Career Connect - Contact Them
- Industry Nights
- Provide industry pathway to other product development Annual Scholarship for tuition, supplies, etc.
- Industry connections with students

Question 3: What legislative asks, or policy changes do you think would be helpful for AD&D or CTE programs to the state legislature? Federal legislature?

Top Suggestions (others agree with suggestions)

- Redo funding model to fund high-demand/cost programs based on value to industry not FTE's (5)
- Jobs that should Qualify as Employed (5)
 - Stylist
 - Tailor/Alterations/Repair
 - Seamstress
 - Technical designer
 - Freelance designer
 - Fabric designer (textile or print)
 - Production sewing
 - Pattern maker
 - Sample maker/sewer
 - Costume design
 - Costume stitcher
 - Trend analyst
 - Upholstery/sewn goods
 - Vintage
 - Product development
 - Freelance should not be discontinued
 - Sourcing
 - Production management
 - Digitizer
 - Product line manager
- Marketing angle as influencer of the industry i.e. YouTube channel *cross promotion with companies (4)
- How we get to be a high demand hire program in WA state (2)

Other Suggestions

- Could donations be use to pay salaries of faculty? IW does it
- Is there a re-design for the program that will get it more funding?
- More state funding for jobs within the state?
- Fund maintenance costs at a realistic route and consistently year to year
- Progressive revenue - tax wealth
- Student housing

- Huge industry in WA state (Seattle) needs to be recognized
- More funding
- Review "High Demand"
- Program has different data about post grad employment. Could state get it from SCC?
- Data access - map student outcomes to job skills (industry) (Touch SOC map)

Question 4: What could AD&D be doing that they are not? What training or support could AD&D provide for your organization? What have we not thought of to keep AD&D sustainable for the future?

Top Suggestions (others agree with suggestions)

- Specializations? E.g. sustainability, gear careers for guys? (9)
- Micro-credentials? Employer-paid as in new residential construction program (6)
- Add continuing ed classes for industry (4)
- Part-time option (2)
- Sponsorship based on numbers of viewership (2)
- Extended to be a 3-year track (1)
- Reopen childcare center to allow students with kids (1)
- Third Year (1)
- Expose scouts to the program, textile merit badge opportunity (1)

Other Suggestions

- Incentivizing degree completion through private donation?
- Less credit hours per year?
- Is the AAS certificate w/in the program?
 - Fit Technician?
 - Pattern Making
 - Print Pattern Development?
- Supportive learning-machine repair certificate - production sewing
- Do production sewing as a partnership with industry - get paid
- Could prof-tech programs include continuing education and get some of the funding?
- As part of the creative economy, get engaged with the creative economy work group that is developing a strategic business plan for investing state resources to support & build the creative economy
 - Expansion of the 3D design
- Sponsor for stories
- Fabric Company Sponsorships
 - Book wood corporation - Alpha Direct Polar tech type, Juki
- Reaching out to formerly enrolled; offer an incentive?
- Apprenticeship approach?
- Brand development, influencer guerrilla tactics reality stories, what it takes