

## Apparel Design and Development Site Visit

The Workforce Program Sustainability Taskforce hosted a site visit at the Apparel Design and Development (AD&D) space at Seattle Central College on September 15, 2022. Multiple Washington State Legislators, several community and industry partners, and college employees met for a session aimed at generating sustainable funding solutions for workforce education at Seattle Central, as well as across the state.

Collectively legislators, industry, and college employees discussed:

- Strategies for student recruitment and community engagement, with a focus on equity, diversity, and inclusion
- Resources community and industry can bring to the AD&D programs
- Recommended legislative and policy changes that support workforce education
- Additional program specific strategies the college should consider pursuing for program sustainability

### Action Plan

Over the 2022-2023 academic year, AD&D will develop an action plan that incorporates external funding, community and industry partnerships, and internal redesigns to create sustainable funding plans.

Below is a list of action items in draft form for the Apparel Design and Development Program:

#### *Current work:*

- A generous \$300k/3 years donation was recently received. These funds are intended to support the AD&D program. A full plan will be developed. Initial ideas:
  - Recruiting and Marketing
    - » Develop a plan
      - Role of social media in plan
    - » Build understanding internally and externally
    - » Hire recruiters and navigators
      - Focus on recruitment and support for BIPOC students
      - Expand high school partnerships (already in place with Seattle Promise)
  - Purchase or replace needed equipment
  - Staffing needs
- Further implement data sharing with employees in the program
- Create a short-, mid-, and long-term business plan
- Increase awareness of the program and options for students with AD&D (Guided Pathways, Seattle Promise, Foundation, etc)

#### **High-Priority Legislative asks:**

- Identify AD&D programs as “high demand”
- Legislative funding model that better supports unique Career and Technical Education (CTE) program needs
- Restructure job descriptions that qualify as employed (stylist, tailor/alterations/repair, seamstress, technical designer, freelance designer, fabric designer (textile or print), production sewing, pattern maker, sample maker/sewer, costume design & stitcher, trend analyst, upholstery/sewn goods, vintage, production development, freelance should not be discounted, sourcing, digitizer, product line manager

## High Priority Industry asks/contributions:

- Internships for students while still in the program and as they complete
- Funding for equipment, including maintenance
- Direct industry investment in training programs that serve their workforce needs

## Funding opportunities:

- Career Connect WA – program needs additional money for transformational change
- Grant opportunities (Washington Student Achievement Council and others)

## Future work

The AD&D Program needs funding for the following:

- Funding for specialized equipment (repair and maintenance) and facility needs
- Funding for specialized employees: recruitment, job placement, community partnership
- Funding for increased enrollment (*AD&D cannot increase enrollment to solve existing problems since the current funding model loses money for each graduate produced*)
- AD&D cannot solve funding issues through entrepreneurial activities alone as this is not the primary mission of the college

Short-term Goals (1-2 years):

- Continuing Education courses for industry employees
- Explore more online, evening, part-time, and weekend course offerings<sup>\*^</sup>

Long Term (3-7 years)

- Identify sustainable funding sources
- Explore employer paid micro-credentials<sup>\*</sup>

Solved:

- Childcare subsidy – available at the college
- Cost free college – currently possible with scholarships/Promise, etc.
- Currently do some marketing with social media

Not going to do, for now. May change if funding is available:

- Specific social media outreach and marketing
  - Have, make, use influencers<sup>\*^+</sup>
  - Use IT college students to do social media (currently not learning outcomes for IT programs and students should be paid for this work)
  - Summer programs for high school students<sup>\*^</sup>
- Extend programs to 3 years or add additional specializations (we will work with industry to ensure the program produces employable graduates)<sup>\*^~</sup>

\* college must identify or receive funds to support additional costs; + requires industry partnerships;

^ staffing requirement; ~ mission fulfillment?; # MOU needed