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University Curriculum Committee

November 5, 2014

TO: Susan Kalter, Chairperson, Academic Senate
FROM: Mark Temple, Chair, University Curriculum Committee ^{MAT}
RE: Executive Summary – Proposal for the New Family and Consumer Sciences B.A.,
B.S. in Fashion Design and Merchandising

The University Curriculum Committee has approved and is forwarding for Academic Senate review the attached proposal to add a new Major in Fashion Design and Merchandising, B.A, B.S.

The Department of Family and Consumer Sciences has given a reasonable rationale for adding the new major degree program:

- As part of a recent program review, the department investigated programs at similar institutions nationwide and found that most institutions of similar size had Fashion Merchandising programs as stand-alone degree programs housed within more comprehensive departments (like Family and Consumer Sciences).
- The degree requirements for the program are modified in terms of the change to the Family and Consumer Sciences core, and a reduction of five hours in the total hours required.
- Family and Consumer Sciences faculty decided that changing to a B.A., B.S. in Fashion Design and Merchandising will make the program more competitive in student and faculty recruitment, and in obtaining grants.
- Changing from the current sequence title, Apparel and Merchandising and Design, to the proposed Fashion Design and Merchandising is reflective of more current language in similar programs.

In conjunction with this proposal, the Department of Family and Consumer Sciences proposes changing three additional sequences in the major to be three separate major degree programs. There are four individual proposals and executive summaries for each of the new majors being proposed. The current Apparel Merchandising and Design Sequence will be disestablished once the new Major in Fashion Design and Merchandising, B.A., B.S. is approved.

The University Curriculum Committee supports the proposal to add this new major degree program.

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Attachments