Program Review Quality Assurance Plan

KPU

Quality Assurance Plan for: Fashion Marketing Development

Date submitted to SSCPR: September 18, 2019

Date Self-Study Report approved by SSCPR: October 24ᵗʰ, 2019

Date of External Review: February 8ᵗʰ, 2019

SUMMARY

Summarize what the program has determined - through evidence - about program quality (e.g. strengths, challenges, opportunities for improvement, potential threats, etc.)

By conducting the self-study report and external review, the Fashion Marketing (FMRK) program review team has discovered that the program is offering competitive learning outcomes to the students who are interested in pursuing careers in the fashion marketing industry. The program's unique offerings enable students to explore the local industry and provide valuable knowledge and experiences. The supportive atmosphere provided by the faculty, alumni, and industry is the core strength of the program. However, there are a few areas that the program can improve that will enable KPU to align the goals of Vision 2023. The program started as a way to credential waitlisted Fashion & Technology Diploma students, and became a Diploma by combining two certificates: Fashion Marketing & Marketing Management. The current program provides options for students to continue on to a Degree. Currently, the two-year FMRK Diploma (total of 60 credits) is offering only 12 FMRK specific courses (total of 33 credits). This limits the opportunities for the students to receive instruction from experts in specific fashion marketing sectors. The program's next step is to grow organically by increasing the number of core FMRK courses and reducing the number of suggested electives to ensure students can graduate in a timely manner with relevant competency. This results in retaining dedicated faculty members to share various roles and responsibilities as a focused Fashion Marketing Diploma.

The fashion marketing industry is rapidly changing due in part to the advancement of digital marketing and e-commerce, and the program needs to redevelop so that students can be prepared to enter and flourish in the fast-paced industry. Evidence from the Self-Study Report and External Review support the findings and the program will develop new Digital Marketing and e-Commerce courses and form a dedicated advisory committee. The program will work with more local industry (including not-for-profit) to provide real-life projects and learning opportunities for the students.

Building on the history of applicants being referred to our program by current students, alumni, and industry, the team decided to implement mandatory information sessions starting Fall 2019. These information sessions will enhance the potential students' understanding of the program by providing opportunities to meet the faculty, staff, current students, and alumni. The sessions will also benefit enrollment by personalising the recruitment process.

Lastly, the Curriculum will be updated. The program will revise the offered credits and learning objectives of the FMRK courses to better enhance the educational experience of the students.

It should be noted that this program review will be undertaken and implemented by 25% program coordinator, partial program assistant, and no dedicated full-time Fashion Marketing faculty.

QUALITY ASSURANCE GOALS

*List the program's Quality Assurance Goals (broad statements about what the program intends to accomplish to ensure program quality). Identify the Recommendation(s) – drawn from the **Self-Study Report and External Review Report** - each Goal addresses. Provide a brief Rationale for each Goal (see the Quality Assurance Plan Guidelines for instructions). Add or remove rows as necessary.*

GOAL 1: Enhance program's relevancy and currency

RATIONALE FOR THIS GOAL: The program review indicated that there should be more courses with fashion marketing specific content through specialized delivery (i.e., digital marketing and e-commerce) that will prepare our students in the fast-paced industry. Additionally, achieving the above goal will support KPU's Vision 2023 (A1, A3, C1, C2, C3, D1, D2, D3).

Recommendation(s) this Goal Addresses	Report (page number)
Review and revise course content to ensure fashion marketing alignment with industry requirements	SS: 6, 7, 12, 14, 20, 22, 24, 28, 29, 32
Develop Social Media Strategy for Fashion Marketing course	ER: 1, 2, 3, 6, & 8
Consider Entrepreneurial e-commerce course specific for Fashion Marketing	

GOAL 2: Reduce schedule conflict and restructure suggested electives list (Strategic Enrollment Management)

RATIONALE FOR THIS GOAL: The program review discovered that students were experiencing difficulties in scheduling and taking elective courses. Currently, the FMRK students need to take four electives from the "Suggested Electives" list and one elective of their choice to graduate. Most of the electives are Business courses. Some are discontinued or rarely offered, on a different campus, or have schedule conflicts with the required FMRK courses. By reviewing the suggested electives list, we will provide stability of the program plan and support individuality and student's unique interest. During the process, the team will work with the School of Business to identify other online or blended format courses to also assist to reduce time conflicts. Additionally, achieving the above goal will support KPU's Vision 2023 (A1, B3, C1, D1, D2, D3).

Recommendation(s) this Goal Addresses	Report (page number)
Continue to communicate with MRKT department to reserve selected electives (e.g., MRKT 2111 & MRKT 2321)	SS: 6, 14, 21, 22, 24, 26, 28
Select MRKT electives become required MRKT courses	ER: 4, 5, 7, & 8
Eliminate Suggested Electives List (replace with core FMRK courses) *see also Goals 1 and 5*	

GOAL 3: Update application process (Strategic Enrollment Management)

RATIONALE FOR THIS GOAL: The program review discovered that the current application process only requires an application package submission and lacked a formal physical information session between applicants and the faculty members. By having a mandatory information session on-campus, the program review team expects to have more connection with the applicants and help them understand what the program offers and what it is like to be a Fashion Marketing student, leading to positive impact on enrollment and retention. The team is also working on the implementation of the online information session option for those who are not able to physically attend to the scheduled information sessions. Additionally, achieving the above goal will support KPU's Vision 2023 (A1, A3, B2, B3, C2, C3, D1, D2, D3).

Recommendation(s) this Goal Addresses	Report (page number)
Implement Mandatory Information Session for application	SS: 7, 31 ER: 5, 8, 10

GOAL 4: Strengthen industry connections and distinguish Fashion Marketing graduate attributes

RATIONALE FOR THIS GOAL: The program review team discovered that the industry connection is key for the program's long-term success. By forming an Advisory Committee, the program will have a stronger connection with the local industry and strengthen awareness of the graduate competencies. In addition, developing more collaborative industry-relevant projects that have impact on all stakeholders. Additionally, achieving the above goal will support KPU's Vision 2023 (A1, A3, B3, C1, C2, D1, D2, D3).

Recommendation(s) this Goal Addresses	Report (page number)
Launch Advisory Committee for Fashion Marketing Diploma	SS: 7, 10, 13, 14, 26, 28, 30, 31
Increase industry projects and opportunities and encourage more community engagement	ER: 7

GOAL 5: Update Curriculum

RATIONALE FOR THIS GOAL: The program needs to update the learning objectives/outcomes, offered credits, and the pre/co-requisites. This process will ensure embedded fashion marketing specific content. It will also streamline the program plan and enhance strategic enrollment management. Additionally, achieving the above goal will support KPU's Vision 2023 (A1, B3, C3, D1, D2, D3).

Recommendation(s) this Goal Addresses	Report (page number)
Review learning objectives/outcomes and content of the current courses	SS: 14, 22, 26, 28
Consider credit allocation of the FMRK courses	ER: 8, 10
Review the prerequisites and co-requisites for the offered FMRK courses	

RECOMMENDATIONS THE QUALITY ASSURANCE PLAN <u>DOES NOT</u> ADDRESS

List the Recommendations from the Self-Study and External Review this Plan <u>does not</u> address. Provide a brief rationale for why these Recommendations cannot be addressed. Add or remove rows as necessary.

Recommendations	Report (page number)	Rationale
Design skill related recommendations	SS Appendix	Some of the recommendations from the industry survey were not FMRK specific
Expanding to a Degree Program	SS: 10, 21, 22, 28, 30, 31	After discussing with the faculty, the program decided to prioritize enhancing the capacity as a focused Diploma program.

QUALITY ASSURANCE FIVE-YEAR ACTION PLAN

*Describe the Quality Assurance Strategies (specific plans of action) the program must achieve to attain its Goal over the next five year. Detail the **steps** the program will take to achieve each Strategy. Add or remove Strategies and tables as necessary.*

MONTH/YEAR WHEN THE FIVE-YEAR ACTION PLAN BEGINS: September 2019 to September 2024

STRATEGY 1: Develop additional Fashion Marketing courses (Social Media Strategy for Fashion Marketing and Entrepreneurial e-Commerce for Fashion Marketing)

GOAL(S) THIS STRATEGY SUPPORTS: Enhance program's relevancy and currency (Goal 1), Strengthen industry connection and distinguish Fashion Marketing graduate attributes (Goal 4), and Update Curriculum (Goal 5)

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Review similar courses offered by other programs	Jimmy Choi & Michael Pope	Oct 2019	Nov 2019	School of Business and School of Arts
Consult with appropriate KPU stakeholders		Nov 2019	Apr 2020	School of Business and School of Arts
Consult with industry partners when developing the course outlines		Nov 2019	Apr 2020	Contact industry partners & alumni
Submit initial proposal to Curriculum Committee		Apr 2020	Jan 2021	Course development *For Fall 2021 implementation
Implement revised course curriculum		Sept 2021	Ongoing	

Resource Implications (if applicable)
What are the resources required to achieve this Strategy? Enhanced digital resources for students (e.g., access to computer lab, WGSN subscription, Adobe CC subscription)
When are these resources required? As new courses are implemented requiring specific digital resources
What Faculty and/or Institutional support is required? KPU IT and Wilson School of Design IT

STRATEGY 2: Review, revise, and/or eliminate the suggested electives list

GOAL(S) THIS STRATEGY SUPPORTS: Reduce schedule conflict and restructure suggested electives list (Goal 2)

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Consult with Wilson School of Design and KPU-wide community	Jimmy Choi	Sep 2019	Nov 2019	Vision 2023 (Cross-discipline)
Continue to communicate with MRKT department to reserve selected electives (e.g., MRKT 2111 & MRKT 2321)		On-going	-	
Select MRKT electives become required MRKT courses		Feb 2020	Mar 2020	
Eliminate Suggested Electives List (replace with core FMRK courses) see also Goals 1 and 5		Apr 2020	Jan 2021	*For Fall 2021 implementation

Resource Implications (if applicable)
What are the resources required to achieve this Strategy?   Appropriate faculty accountable time as required
When are these resources required? Fall 2019
What Faculty and/or Institutional support is required? Administrative Assistant of Wilson School of Design and Fashion Marketing Program Assistant

STRATEGY 3: Mandatory Information Session

GOAL(S) THIS STRATEGY SUPPORTS: Update application process (Strategic Enrollment Management)

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Test-run information session (2018-2019)	FMRK Faculty	Oct 2018	Feb 2019	Ran four information sessions (2018-2019)
Record video for the online information session		July 2019	Aug 2019	Check CADD information session format
Implement mandatory information session for Fall 2020 intake		Sep 2019	On-going	Passed the SSCC already
Examine the effectiveness of the mandatory information session		Sep 2019	On-going	

Resource Implications (if applicable)
What are the resources required to achieve this Strategy?   Funding for food/refreshments at meetings
When are these resources required? Ongoing
What Faculty and/or Institutional support is required? Enrollment Services, FSO, and Communications & Events Coordinator (WSD)

STRATEGY 4-1: Launch advisory committee for Fashion Marketing Diploma

GOAL(S) THIS STRATEGY SUPPORTS: Strengthen industry connections and distinguish Fashion Marketing graduate attributes (Goal 4)

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Develop potential advisory committee member list	Jimmy Choi & Sharon Greeno	Jul 2019	Aug 2019	Administrative Assistant of Wilson School of Design
Contact and invite individual members (follow institutional process)		Aug 2019	Sep 2019	
Host the first advisory committee meeting and elect chair		Dec 2019	On-going	6-8 members, two annual meetings (June & December)

Resource Implications (if applicable)
What are the resources required to achieve this Strategy?   Funding and staff
When are these resources required? Ongoing
What Faculty and/or Institutional support is required? Administrative Assistant of Wilson School of Design and Fashion Marketing Program Assistant

STRATEGY 4-2: Increase industry projects and opportunities and encourage more community engagement

GOAL(S) THIS STRATEGY SUPPORTS: Strengthen industry connections and distinguish Fashion Marketing graduate attributes (Goal 4)

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Continue to network and attend events to build relationships with partners	FMRK Faculty	On-going	-	
Continue to link industry partners to classroom activity as suitable		On-going	-	
Consult with the industry partners that can provide experiential learning opportunities		On-going	-	
Present the collaborative projects to all stakeholders		On-going	-	e.g., industry partners, government, community

Resource Implications (if applicable)
What are the resources required to achieve this Strategy?   Support from KPU's Marketing and Risk Management
When are these resources required? Ongoing
What Faculty and/or Institutional support is required? KPU Marketing, KPU Risk Management, Communications & Events Coordinator (WSD)

STRATEGY 5-1: Review learning objectives/outcomes, content and credit-allocation

GOAL(S) THIS STRATEGY SUPPORTS: Update curriculum (Goal 5)

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Review learning objectives/outcomes and content of current FRMK courses (follow KPU process)	FMRK	Oct 2019	Apr 2020	
Review offered credits of current FRMK courses	Faculty	Apr 2019	Jan 2021	*For Fall 2021 implementation

Resource Implications (if applicable)
What are the resources required to achieve this Strategy?   Administrative support and faculty accountable hours for curriculum development
When are these resources required? Ongoing
What Faculty and/or Institutional support is required? Administrative Assistant of Wilson School of Design and Fashion Marketing Program Assistant

STRATEGY 5-2: Review, revise, and/or eliminate prerequisites and co-requisites of FMRK courses

GOAL(S) THIS STRATEGY SUPPORTS: Update curriculum (Goal 5)

Step(s) Required to Achieve this Strategy	To be Led by	To Begin on (M/YY)	To be Completed By (M/YY)	Notes
Review and make appropriate changes to prerequisites and co-requisites of current FRMK courses	Jimmy Choi	Jan 2020	Apr 2020	
Submit changes to Curriculum Committee (follow KPU's process)		Apr 2020	Jan 2021	*For Fall 2021 implementation

Resource Implications (if applicable)
What are the resources required to achieve this Strategy?   Administrative support and faculty accountable hours for curriculum development
When are these resources required? Ongoing
What Faculty and/or Institutional support is required? Administrative Assistant of Wilson School of Design and Fashion Marketing Program Assistant

PLAN SUPPORTED BY:

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Provost's Name

Andhra Goundrey

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Dean's Name

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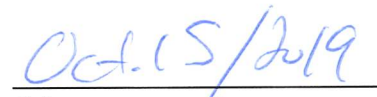Provost's Signature

Andhra Goundrey   Digitally signed by Andhra Goundrey
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Date: 2019.09.28 13:30:16 -07'00'

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Dean's Signature

Oct.15/2019
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Date

September 28, 2019
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Date