

CAÑADA COLLEGE
FASHION DESIGN & MERCHANDISING
ADVISORY BOARD MEETING

Agenda - October 21, 2023

1. Welcome and Introductions
2. Personnel and Curriculum changes -Ronda
 How PAD is being taught – Judy
3. In-person class for Beginning Clothing – Holly,
4. Online teaching – best methods - Lynda
5. Donations to the Program, financial, fabrics, machines, notions - Kathleen
6. Methods of financially supporting student needs - Ronda
7. Special Events -Last 2 semesters: Top fashion designer garments, trunk shows, benefit sewing

Lana Hogue wants you to know: An interesting resource available through Holy Stitch, which has taught at-risk youth to sew jeans in San Francisco for decades. Julian Dash at Holy Stitch has finally secured a non-profit for this project, and space downtown SF in the "Vacant to Vibrant" program. Here is a link to a snippet about it on CBS [News](#).

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Cañada College
Fashion Design Advisory Board 2023**

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CAÑADA COLLEGE FASHION DESIGN & MERCHANDISING

ADVISORY BOARD MEETING - October 21, 2023

Ronda Chaney conducted the advisory board meeting although she is taking a break from teaching for the Fall 2023 term. Holly Matsuo, Kathleen Lorist and Jane Garrino have stepped in to support the program.

Lynda Maynard:

Developing classes to teach through her website, a private business.

Mentioned that students in online classes may be able to focus better, are comfortable in their on environment and rarely forget things that might be left behind when travelling for classes.

<https://www.lyndamaynarddesigns.com/>

Christine Groom:

Working on pattern designs and looking forward to the new year.

Has made the patterns for a new company, [Style Falcon](#).

Was limited in-class time when it came to teaching/learning PAD online. Is delighted by the opportunity to use the cloud to learn. She loves using PAD for making patterns for her clients.

Janet Ghilarducci:

Lots of bride and mother-of-the-bride design work. Has three wonderful assistants.

Mentioned [Ridwell](#) and options to dispose of unusual waste, such as fabric scraps or fashion waste.

Ellen Brook:

Does wearables and “wallables.” Teaching creativity workshops, does lots of hand painted pieces and printed collections.

Sells on website, small design shows, the DeYoung and boutiques, trunk shows.

Paul Julch:

Is a stylist. Has been very busy, particularly during this part of the year. Fall is well underway, and shopping has been challenging. Does in-person shopping but follows up with online recommendations due to inventory not recovering since Covid.

Expressed the importance of brick-and-mortar stores to fashion. Would like to see more effort put into the in-store experience.

Uses [For Days](#) for unusual fashion/scrap waste.

Judy Jackson:

Mentioned the challenge of newer generations easing back into in-person shopping.

Commented on our unique Theater Costuming certificate, expressed appreciation for Theater Works remaining open to keeping our students and program in mind.

She has no doubt about classes that work best in-person and online. Judy mentioned draping needed to be done in person for a better understanding.

Computerized Pattern Making translated well to an online format.

City College will no longer be teaching synchronously. This is probably due to enrollment.

Stacy Harris:

Commented that she shops online a lot, but rarely returns.
Talked about how returns in-person drive sales due to browsing.

Mentioned new local store:
<https://rehrethreads.com/>

Kathleen Lorist:

Is enjoying teaching Ronda's classes. One thing she is doing differently is coaching Jane Garrino and working as a team with her.

Was planning to retire, but feels very happy to come back.

Commented on In-Person events and the importance of and gratitude for fabric and monetary donations to the Fashion Department.

Hannah Swart:

Works as Merchandise Coordinator at Max Mara in NYC.

Hannah subscribes to many newsletters and notices most of shopping is done through affiliate links. Tends to lean into this for convenience.

Alison Rasch:

Mentioned pop-up shops to being used to showcase items in Placer County. There are a lot of opportunities there to boost visibility for boutiques, particularly with guests coming and going to and from Lake Tahoe. There is also the [Arts Council Placer County](#).

Jill Bowers:

Costume Director and [Theater Works](#).

Is building 20's reproduction pieces for the stage. Looked at authentic costumes of the time to recreate them faithfully.

Looking for a new [Costume Rental Manager](#).

Holly Matsuo:

Holly took over teaching two sections of Beginning Clothing Construction. In 8th year working with Cañada College.

Feels all the time working together made for a smooth transition into her teaching role. Classes are very full. Many students are self-taught or learned on YouTube and are expanding and refining their skills.

Jane and Holly are available in the Fashion labs Tuesday-Thursday to assist all students.

Jane Garrino:

Loves her new job, is very happy to be meeting and teaching students. Jane has a background in Fashion and Photography.

She loves the ability to have and take online classes – is currently taking Flat Pattern. Feels students are more able to speak up during class in the online format

Commented that students are very happy to see how many modalities Ronda uses – written, video, audio, etc...

Mentioned ability to print patterns at Kinko's

<https://www.janegarrino.com/>

Hyla Lacefield:

Is so proud, delighted and invigorated to see the progress and effort made in the Fashion Design & Merchandising program. Looks forward to seeing Ronda again in person. Hyla is very happy to hear feedback about what works well online and in person. Is extremely happy to see the team working together so beautifully.

Asynchronous classes work well for very specific subjects.

Will report out during the Spring to comment what has been working best and what will continue to be offered synchronously and asynchronously.

Mentioned drastic improvement in students having a positive online experience with classes and teachers' efforts to make it happen.