

**FORM G**  
**BOARD OF REGENTS, STATE OF IOWA**  
**PROPOSAL FOR PROGRAM/DEPARTMENT CHANGE**

Institution: Iowa State University  
 Current Title of Program: Apparel, Merchandising, and Design (B.S. and minor)  
 Proposed Title of Program: Fashion Design and Merchandising (B.S. and minor)  
 Name of College: College of Human Sciences  
 Approximate date to implement changes: July 1, 2024  
 Contact person: Sarah Bennett-George, 294-7527, [sbennett@iastate.edu](mailto:sbennett@iastate.edu);  
 Doreen Chung, 294-4022, [tdchung@iastate.edu](mailto:tdchung@iastate.edu);  
 Linda Niehm, 294-1930, [niehmlin@iastate.edu](mailto:niehmlin@iastate.edu)

**Please do not use acronyms without defining them.**

1. *Describe reasons for the proposed changes.*

The proposed name change to Fashion Design and Merchandising will bring the program name into alignment with multiple entities where fashion is a more commonly used term. This includes industry student scholarship opportunities and trade organizations. Many peer universities and programs also utilize the term fashion in their titles at the school, department, and program level.

Bringing the program name into alignment with these other entities will better position the program to compete in student recruitment. Fashion is the term prospective students expect to see when choosing where to complete their degree, as evidenced by academic areas of concentration used by standardized testing agencies, search engine data, and feedback collected from university admissions representatives. This new name will help increase enrollment by making it easier for prospective students to find the program.

A selection of industry and educational entities utilizing fashion are included in the tables below.

<b>Industry Organizations</b>	
<b>Type of Organization</b>	<b>Organization Name</b>
Trade Organizations	Council of Fashion Designers of America (CFDA)
	Fashion Group International (FGI)
	United States Fashion Industry Association (USFIA)
Scholarship Organizations	Arts of Fashion Foundation
	CFDA Scholarship Fund
	Fashion Scholarship Fund

<b>Colleges and Universities</b>		
<b>College/University Name</b>	<b>School/Department Name</b>	<b>Related Major Name(s)</b>
Cornell University*	Department of Human Centered Design	Fashion Design & Management
Kansas State University	Department of Interior Design and Fashion Studies	Fashion Studies

Kent State University	School of Fashion	Fashion Design, Fashion Merchandising
Oklahoma State University	Department of Design and Merchandising	Fashion Merchandising
North Carolina State University*	Department of Textile and Apparel, Technology, and Management	Fashion and Textile Design, Fashion and Textile Management
University of North Texas*	College of Merchandising, Hospitality and Tourism; College of Visual Arts and Design	Fashion Merchandising; Fashion Design

\*Universities with asterisks identified as peer institutions in most recent program review. Other universities selected for geographic proximity, which factors significantly into prospective student recruitment.

2. *How will the proposed change affect current students?*

Current students will complete their degrees and minors under the current catalog and therefore the current program name. The proposed name will take effect in the next catalog, so new students enrolling in the program or minor will complete their degree under the new proposed name.

3. *If relevant, have accreditation requirements been addressed?*

No accreditation requirements will be impacted by this change.

4. *If relevant, describe program configuration changes that will accompany the proposed program or change, e.g., change in number of credit hours required, faculty appointments, etc.*

The proposed name change does not involve any changes to the program of study. No program configuration changes will occur beyond the program name change.

5. *If relevant, identify resources that will be needed in connection with the proposed program or department change, e.g., facilities, faculty, funds, etc.*

No additional resources will be needed to implement this name change.

6. *Is this intended to be a temporary or permanent change? If temporary, for how long?*

This is intended as a permanent name change.

## Academic Program Approval Voting Record

This document is to be appended as the last page of the proposal for any new or revised academic program to record the successive votes of approval as the proposal moves through its required review and approval steps. Consult Faculty Handbook Section 10.8 or the Faculty Senate Curriculum Committee website for information regarding Committee review and voting requirements for each action.

Curricular Action: (check appropriate boxes below)

1.  New Program     Name Change         Discontinuation         Concurrent Degree for:
2.  Undergraduate Major    Graduate Major     Undergraduate Minor    Graduate Minor  
 Undergraduate Certificate     Graduate Certificate     Other: \_\_\_\_\_
3. Name of Proposed Change:   Fashion Design and Merchandizing
4. Name of Contact Person:   Sarah Bennett-George   e-mail address:   sbennett@iastate.edu
5. Primary College:   CHS   Secondary College: \_\_\_\_\_
6. Involved Department(s):   AESHM   \_\_\_\_\_

**Voting record for this curricular action:**

Voting Body (number of voting eligible members)	Votes			Date of Vote
	For	Against	Abstain	
AMD Program (14)	12	1	1	11/02/2023
Dept. of AESHM (27)	22	1	0	11/13/2023
AESHM Curriculum Committee (8)	6	0	0	11/14/2023
CHS Curriculum Committee	7	0	0	11/14/2023
CHS Approval Vote	79	3	0	12/6/2023
Graduate Council				
Faculty Senate Curriculum Committee	6	0	0	25 Jan 2024
Faculty Senate Academic Affairs Council	9	0	0	26 Feb 2024
Faculty Senate				