

Student Learning Outcomes (SLOs) Report for Accredited Programs

(updated 9/19/25)

Program Type: Accredited Program

Program Name:	BS in Fashion Merchandising
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Submission Date:	10/15/2025

Review Cycle:

<input checked="" type="checkbox"/>	EVEN YEAR CYCLE
<input type="checkbox"/>	ODD YEAR CYCLE

Review Round and Instructions

- **Round A** (Associate Dean review): Submit this cover sheet and a copy of the annual (or periodic) report most recently submitted to the accrediting agency; your accreditation report should address assessment.
- **Round B** (Associate Dean + VPAA review): Submit this cover sheet and the following:
 - evidence of ongoing accreditation (document confirming accreditation status, which could be a letter from the accrediting agency)
 - annual (or periodic) accreditation report submitted to agency
 - this SLO report, which provides a summary of the program's collection and evaluation of its annual assessment data*
 - an optional cover memo (not to exceed one page), which briefly describes any information or highlights the department believes would be important to demonstrate academic excellence and program quality

If your program completed a significant review (accreditation application and/or the full 8-year IBHE report) in the last calendar year, then you may, with permission from the VPAA or designee, substitute either of these major reports for your typical Student Learning Outcomes report. **To be approved, these documents must substantively discuss assessment, outcomes, and data, and have been prepared and submitted within the same calendar year.*

All SLO reports are archived here: <https://www.eiu.edu/assess/majorassessment.php>

DUE: **October 15th** to your Associate Dean or designee

Each academic program is expected to prepare a Summary of the Assessment Data by Student Learning Outcome. This summary may take the form of a chart or other means of presentation that describes the annual data collected, when it is collected, in which course(s), through which assignment or activity, and by whom. This summary should clearly indicate what the program seeks to discover in its students' learning. The summary should correspond to the record-keeping documents maintained by the academic program. **While this is a biennial report, a program's assessment should be ongoing, throughout every academic year.**

Program Name:

BS in Fashion Merchandising

PART 1. OVERVIEW OF STUDENT LEARNING OUTCOMES AND MEASURES

Student Learning Outcome (SLO)	What measures and instruments are you using? This could be an oral or written exam, a regularly assigned paper, a portfolio—administered early and later in coursework.	How are you using this info to improve student learning? What are you hoping to learn from your data? Include target score(s) and results , and specify whether these were met, not met, or partially met for each instrument.	Does your SLO correspond to an undergraduate learning goal (ULG) : writing, speaking, quantitative reasoning, critical thinking, responsible citizenship?
The Fashion Merchandising student will demonstrate an understanding of fashion, retail and visual literacy.	<p>FMD 1244 Survey of Fashion (Career Exploration Assignment)</p> <p>FMD 3244 Global Fashion Forecasting (Forecast Final Project)</p> <p>FMD 4275 Internship in Fashion Merchandising (Final P/F Grade)</p>	<p><i>M score</i> = 96.6%</p> <p><i>M score</i> = 84.24%</p> <p><i>M score</i> = 100% Pass</p>	C
The Fashion Merchandising student will demonstrate the ability to question, examine, and evaluate retail market segments.	<p>FMD 2233 Intro to Fashion Merchandising (Market Trend Reports)</p> <p>FMD 3244 Global Fashion Forecasting (Trend Forecasting Video Project)</p>	<p><i>M score</i> = 92%</p> <p><i>M score</i> = 74%</p>	C

The Fashion Merchandising student will demonstrate the ability to examine and evaluate fibers, fabrics and soft-goods construction processes.	FMD 2234 Apparel Construction (Shirt Construction Project)	<i>M score</i> = 95.3%	C
	FMD 2244 Fashion & Fiber (Fiber Identification Test)	<i>M score</i> = 82% (Test One)	
	FMD 3838 Apparel Development and Design (Pattern Development Notebook)	<i>M score</i> = 90%	
The Fashion Merchandising student will develop skills to write critically and evaluate and identify both peer-reviewed and retail industry sources.	FMD 4772 Sustainability and Social Change in Fashion (Sustainability and Social Change in Fashion Research Paper)	<i>M score</i> = 84.04%	
The Fashion Merchandising student will prepare, deliver, and critically evaluate presentations and other formal speaking activities.	FMD 2245 Fashion E-tailing (Website Presentation)	<i>M score</i> = 89.61%	S
	FMD 4926 Visual Merchandising (Store Design Presentation)	<i>M score</i> = 90.67%	
	FMD 4772 Sustainability and Social Change in Fashion (Social Fashion Debate)	<i>M score</i> = 91.88%	
The Fashion Merchandising student will apply quantitative methods to evaluate and calculate retail- pricing structures and evaluate overall retail sales goals.	FMD 2233 Introduction to Fashion Merchandising (Business Development Project)	<i>M score</i> = 89.4%	Q
	FMD 3233 Retail Mathematics (Retail Pricing Project)	<i>M score</i> = 93.0%	
The Fashion Merchandising student will evaluate and integrate knowledge of sustainability, environmental impacts, global history and cultural diversity in order to make informed decisions and better the public good.	FMD 3200 The History of Fashion (Global Historical Fashion Analysis Paper)	<i>M score</i> = 90.9%	R
	FMD 4772 Sustainability and Social Change in Fashion (Law & Regulation Reviews)	<i>M score</i> = 97.92%	
	FMD 4848 Cultural Aspects of Fashion and Dress (Cultural Fashion Presentation)	<i>M score</i> = 94.13%	

PART 2. IMPROVEMENTS AND CHANGES BASED ON ASSESSMENT

- A. Provide a short summary (1-2 paragraphs) or bulleted list of any **curricular actions** (revisions or additions) that were approved over the past two years as a result of reflecting on the student learning outcomes data. Are there any additional future changes, revisions, or interventions proposed or still pending?

FMD 4858 Art & Fashion is a recently approved course and will be offered for the first time during the Spring 2026 semester. The objective of this three-credit course is to conceptualize fashion and analyze inspiration of modern-day designs in order to create wearable art with the intent for exhibition. Students will create garments and accessories and assist with planning the biannual fashion merchandising fashion show. Adding this course provides fashion merchandising majors and minors, as well as students from other majors, another fashion merchandising design course housed within the Department of Art + Design.

- B. Provide a brief description or bulleted list of **any improvements (or declines)** observed/measured in student learning. Be sure to mention any intervention made that has not yet resulted in student improvement (if applicable).

Improvements discussed in "A" above are in the next cycle, so there is nothing to report other than we will be making curriculum adjustments.

C. HISTORY OF DATA REVIEW OVER THE PAST TWO YEARS

Please document annual faculty and committee engagement with the assessment process (such as the review of outcomes data, revisions/updates to assessment plan, and reaffirmation of SLOs).

Date of annual (or periodic) review	Individuals or groups who reviewed the assessment plan	Results of the review (i.e., reference proposed changes from any revised SLOs or from point 2.A. curricular actions)
October 13, 2025	Dr. Katie Shaw and Deborah Reifsteck	Each instructor has used annual data to improve course content.

Dean Review and Feedback

Dean or Designee Signature and Date:

 1/15/26

At the four-year mark (and two years past re-accreditation by NASAD), the Fashion Merchandising program is evidencing high mean scores for their assessment measures across the board, including quite a few improvements over the previous report. Notable here as well: three measures have a debut score appearing here that are quite high! As mentioned in the 2023 report, it would be most helpful for you to include target scores in that column so that it is clear what you hope the students achieve; we encourage you to do that for the next cycle. The addition of the FMD 4848 course to the curriculum is an exciting prospect, and we look forward to seeing how it fits into the SLO measures. Finally, worth adding is that the frequent exhibition of student works from the program in the Hild Gallery and environs consistently indicates high levels of artistic achievement.

VPAA Office Review and Feedback
(for "Round B" SLO report only)

VPAA Signature and Date:

Type Electronic Signature and Date

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