



College of Education and Human Ecology
172 Arps Hall
1945 North High Street
Columbus, OH 43210-1172

Phone (614) 292-1414
Fax (614) 292-2777

DATE June 10, 2008

FROM Sarah Tokar-Lang, Academic Planning Specialist
College of Education and Human Ecology
172 Arps
1945 N. High Street
292-8225
Lang.279@osu.edu

TO Elliot E. Slotnick, Graduate School Associate Dean
250D University Hall
230 N Oval Mall

RE Name Change Request from Education and Human Ecology

Please review the following revised proposal request from the College of Education and Human Ecology. Please feel free to contact me with any questions. Thank you.

1. Department of Consumer Sciences Name Change Request

Attached please find an updated request from the Department of Consumer Science to change the name of the graduate specialization (i.e., the graduate transcript designation) and the undergraduate major in *Textiles and Clothing* to *Fashion and Retail Studies*. The name change request documentation includes:

- a. A cover letter from the College of Education and Human Ecology
- b. Two cover letters from Dr. Hong, the Chair of the Department of Consumer Sciences, explaining the request (i.e., one for you and one for Randy Smith, OAA)
- c. The name change request proposal
- d. The voting results from the Textiles and Clothing faculty regarding the name change
- e. Concurrence documentation from the Department of Marketing and Logistics in the Fisher College of Business

Please note that the packet of documentation above should replace the packet delivered on 6/6/08. The previous set of documentation contained language that may be confusing regarding the request for graduate name change. The College is requesting a change in the specialization name only, i.e., the graduate transcript designation; we are not asking that the graduate program name, i.e., "Human Ecology," be altered.

We ask that when/if the Graduate School grants approval for the graduate specialization name change you would forward the documentation to Randy Smith at OAA.



Office of the Dean

College of Education and Human Ecology
127 Arps Hall
1945 North High Street
Columbus, OH 43210-1172

Phone (614) 292-2461
Fax (614) 292-8052

TO: ELLIOT E. SLOTNICK, GRADUATE SCHOOL ASSOCIATE DEAN
250D UNIVERSITY HALL,
230 N OVAL MALL

RANDY SMITH, VICE PROVOST
203 BRICKER HALL,
190 N. OVAL

FROM: SARAH N TOKAR-LANG, ACADEMIC PLANNING SPECIALIST
THE COLLEGE OF EDUCATION AND HUMAN ECOLOGY (EHE)
(CURRENTLY HAS THE ABILITY TO COMMUNICATE ON BEHALF OF THE EHE
CURRICULUM COMMITTEE AND THE INTERIM DEAN OF EHE, SANDRA STROOT)
172 ARPS HALL
1945 N. HIGH STREET

SUBJECT: CONSUMER SCIENCES NAME CHANGE REQUEST

DATE: 6/10/2008

The EHE Curriculum Committee and the EHE College Council have unanimously approved the request to change the name of the graduate specialization (i.e., for transcript designation purposes) and undergraduate major in *Textiles and Clothing* to *Fashion and Retail Studies*. Please note we are not requesting a change in the graduate program name (i.e., the graduate program name should remain "Human Ecology"). Attached please find the name change request proposal from Consumer Sciences as well as concurrence documentation from the Fisher College of Business.


Golden Jackson, Chair of EHE College Curriculum Committee


Sandra Stroot, Interim Dean of EHE College



Department of Consumer Sciences

College of Education and Human Ecology
231 Campbell Hall
1787 Neil Avenue
Columbus, OH 43210-1295

June 6, 2008

Phone (614) 292-4389
Fax (614) 688-8133
www.hec.osu.edu/cs

Dr. Elliott Slotnick, Associate Dean
Graduate School
The Ohio State University
250D University Hall
230 N. Oval Mall
Columbus OH 43210

Dear Dr. Slotnick:

On behalf of the Consumer Sciences Department in the College of Education and Human Ecology, I'm requesting an approval from the Graduate School for changing the name of the graduate transcript designation from Textiles and Clothing (TC) to *Fashion and Retail Studies*.

Over the past few years, Consumer Sciences faculty in the Textiles and Clothing (TC) specialization area have worked arduously in studying and revising their curriculum to enhance the courses and content to reflect the recommendations from the 2005 CSREES review and to remain current and relevant to both students and market employers. With these curriculum changes, it was also recommended that the specialization name be updated to reflect the changes.

The new specialization name of Fashion and Retail Studies in place of Textiles and Clothing was presented to the entire faculty in Consumer Sciences at our April faculty meeting and it was unanimously voted affirmative. The new name is also supported by the Department of Marketing and Logistics in the Fisher College of Business (please see the attached). With the approval of the Graduate School and the Office of Academic Affairs, we plan on implementing the change beginning Autumn Quarter of 2008.

Thank you for your consideration of this request and should you have any questions, please do not hesitate to contact me at (614) 247-7243 or hong.177@osu.edu.

Sincerely,

Gong-Soog Hong

Gong-Soog Hong
Professor and Chair

cc: Dean Sandra Stroot
Catherine Montalto



Department of Consumer Sciences

College of Education and Human Ecology
231 Campbell Hall
1787 Neil Avenue
Columbus, OH 43210-1295

June 6, 2008

Phone (614) 292-4389
Fax (614) 688-8133
www.hec.osu.edu/cs

Dr. Randy Smith
Vice Provost
The Ohio State University
203 Bricker Hall
190 N. Oval Mall
Columbus OH 43210

Dear Vice Provost Smith:

On behalf of the Consumer Sciences Department in the College of Education and Human Ecology, I'm requesting approval from the Office of Academic Affairs for the name change of Textiles and Clothing (TC) to *Fashion and Retail Studies* for both the undergraduate and graduate programs. The request for the graduate specialization transcript designation has been initiated with Dean Slotnick in the Graduate School.

Over the past few years, Consumer Sciences faculty in the Textiles and Clothing (TC) program area have worked arduously in studying and revising their respective curriculum to enhance the courses and content to reflect the recommendations from the 2005 CSREES review and to remain current and relevant to both students and market employers. With these curriculum changes, it was also recommended that the program name be updated to reflect the changes.

The new program name for the TC program was presented to the entire faculty in Consumer Sciences at our April faculty meeting and it was unanimously voted affirmative. The new name is also supported by the Department of Marketing and Logistics in the Fisher College of Business (please see the attached). With the approval of the Office of Academic Affairs, we plan on implementing the changes beginning the Autumn Quarter of 2008.

Thank you for your consideration of this request and should you have any questions, please do not hesitate to contact me at (614) 247-7243 or hong.177@osu.edu.

Sincerely,

Gong-Soog Hong

Gong-Soog Hong
Professor and Chair

cc: Dean Sandra Stroot

THE OHIO STATE UNIVERSITY
College of Education and Human Ecology
Department of Consumer Sciences

**Request to Change Name of Graduate Specialization and Undergraduate Major in
*Textiles and Clothing to Fashion and Retail Studies***

The faculty with primary responsibility for curricula in the current graduate and undergraduate Textiles and Clothing programs in the Department of Consumer Sciences request the name of the major and area of study be changed to *Fashion and Retail Studies*. The faculty believe the proposed name more accurately describes the focus and content of our existing curricula while allowing for flexibility in the future. In addition the name aligns our program with comparable programs in major universities allowing students, peers at other institutions, industry, and the general public to more easily identify the body of knowledge that our program offers.

The Textiles and Clothing major prepares graduates for jobs in the fashion and/or retailing fields. A set of core courses produces a foundation in consumer cultures (social, psychological, economic), principles of aesthetics, fashion forecasting, the business of fashion, textiles, global markets and retail environments. The focus is on applying knowledge from a wide variety of core disciplines to the context of the retail industry; combined with an understanding of consumers and the marketplace. Students may then choose a focus in merchandising or product development.

Proposal for use of terms consistent with similar programs across the US

Programs in departments housed in colleges with missions similar to that of the College of Education and Human Ecology have a variety of names used for their schools, departments, and majors. However, across the hierarchical levels of names there are consistencies in words used to describe the body of knowledge. Common terms are: fashion, retailing, merchandising, consumer, marketing, management, textiles, apparel, and interior design. The following are examples of top programs across the United States:

- University of Arizona: College of Agriculture and Life Sciences, School of Family and Consumer Sciences, Major in Retailing and Consumer Sciences
- University of Minnesota: College of Design, Department of Design, Majors in Housing and Apparel and Retail Merchandising
- Purdue University: College of Consumer and Family Studies, Department of Consumer Sciences and Retailing, Majors in Apparel Design and Technology, Retail Management, and Selling and Sales Management
- University of Tennessee: College of Education, Health and Human Sciences, Department of Retail, Hospitality and Tourism Management, Major in Retail and Consumer Sciences.
- University of Alabama: College of Human Environmental Sciences, Department of Clothing, Textiles and Interior Design, Programs in Apparel Design and Fashion Retailing
- Michigan State University: College of Communication Arts and Sciences, Department of Advertising, Public Relations and Retailing, Major in Retailing.

Our proposed hierarchy of names would be:

- The Ohio State University: College of Education and Human Ecology, Department of Consumer Sciences, Major in Fashion and Retail Studies, Product Development and Merchandising Options.

Proposal for use of terms that describe a unique program on OSU campus

The Program Area of Textiles and Clothing has historically housed majors in apparel product development, fashion merchandising, residential interiors merchandising, and textile sciences. In 2004 the program participated in an external program review. As a result of the recommendations of that review, the faculty made extensive revisions to the undergraduate and graduate curriculum. The faculty wanted the new curriculum to 1) maintain an identity with product knowledge in the areas of apparel and residential design, 2) address emerging trends in fashion and retail merchandising, and 3) support a cohesive department core in consumer studies.

A new undergraduate program sheet that became effective in Autumn 2007 reflects these revisions. Similar changes are in process for the graduate program. Major changes to the undergraduate program included:

- 1) a new department core of consumer science courses
- 2) the identification of 2 program options (Product Development and Merchandising)
- 3) new courses in retail strategies, international retailing, and retail environments
- 4) restructuring of existing courses to include content on trend analysis, branding, global issues in sourcing, multi-channel selling streams, and consumer/industry interface in product development.

Undergraduate students in the Product Development option find employment as apparel/merchandise development specialist, creative and technical designers, residential interior designers, and visual merchandisers. Positions available to graduates in the Merchandising option include retail merchants, buyers, entrepreneurs, sourcing manager, merchandise planner, allocator. Firms range from specialty stores to mass merchandisers to catalog distributors. Doctoral students in our program typically find employment as faculty members in programs similar to those listed above.

The proposed name, *Fashion and Retail Studies* when linked with the department name of *Consumer Sciences* provides a clear message as to the unique applied nature of the program. It supports the mission of the department to provide excellence in research and educational programming within the parameters of the consumer/industry interface.

VOTING RESULTS
FOR
NEW PROGRAM NAME FOR TEXTILES AND CLOTHING
(i.e., new name for Undergraduate Major and Graduate Specialization)
May 13, 2008

Below are the results of the Textiles and Clothing faculty vote for a new name for the program area. The ballot was given only to tenured and tenure track faculty (Chung, Cunningham, Jakes, Rudd, Stoel, Zavotka)

 2 Consumer, Fashion and Retail Studies (CS&RS)

 4 Fashion and Retail Studies (F&RS)

**Concurrence Documentation from the
Department of Marketing and Logistics in the
Fisher College of Business**

From: Mangum, Stephen [mailto:mangum_1@fisher.osu.edu]
Sent: Thursday, June 05, 2008 10:45 AM
To: G.S. Hong; Sandra Stroot
Subject: FW: Program Name Change

G.S.:

Following up on your e-mail and my message to you yesterday, please see below. Professor Burnkrant has now responded favorably to the request.

I assume that you now have the information needed from the Department of marketing and Logistics in order to move ahead the proposed change.

Please let me know if any thing further is needed in this regard.

Thanks.

Steve

Stephen Mangum
Interim Dean
Fisher College of Business

From: Burnkrant, Robert
Sent: Thursday, June 05, 2008 10:34 AM
To: zavotka.1@osu.edu
Cc: Mangum, Stephen
Subject: Program Name Change

Susan,

I support the proposed name change of the program noted in your earlier messages to "Fashion and Retail Studies". I believe the name as stated should avoid confusion with programs in the department of marketing and logistics. I thought I filled out a concurrence form some time ago on this, but apparently that form was never received. I regret the inconvenience that my delay in responding to your emails may have caused.

Robert Burnkrant, Chair
Department of Marketing and Logistics
Fisher College of Business