Program Assessment

The School of Applied Sciences, Technology and Education will conduct on-going assessment of the degree program and make improvement or adjustments as needed. The competencies selected for this program include skills and knowledge outlined by industry leaders. Instructors will use student course evaluations as a formative step in the entire program as they see instantaneous reaction to their teaching. The program faculty will have the opportunity to interact and work with other design faculty from across campus. The department will also conduct exit interviews/surveys of graduating students. The program will survey alumni at approximate five-year intervals to provide an opportunity for student reflection on the program outcomes and overall value. To assess the below standards of performance, the Outdoor Product Design and Development program faculty will utilize course-based assessments, review of student portfolios and product collections, and performance in industry-based internships.

The overarching goals of the OPDD program include (these goals are integrated into all OPDD designated courses and assessed using content-specific experiences developed with industry input and program faculty leadership):

- **Reasoning & Proving:** Develop and apply reasoning skills to make conjectures, assess conjectures, and justify conclusions; and plan and construct organized arguments;

- **Problem Solving:** Develop, select, apply and compare a variety of problem-solving strategies as you pose and solve problems and conduct investigations, to help deepen understanding;

- **Representing Ideas:** Create a variety of representations of ideas, connect and compare them, and select and apply the appropriate representations to solve problems;

- **Reflective Thinking:** Demonstrate the ability to reflect on and monitor thinking to help clarify understanding as an investigation is completed and problem solved;

- **Selecting Tools & Strategies:** Select and use a variety of concrete, visual and electronic learning tools and appropriate computational strategies to investigate ideas and solve problems;

- **Connecting & Communicating:** Make connections among concepts and procedures, and relate ideas to situations or phenomena drawn from other contexts. Communicate ideas clearly & professionally.

Expected Standards of Performance

Core Standards of Performance:
- Explain and interpret the organization and structure of the global product development industry for soft goods.
- Develop textile/apparel products for specific target markets within the outdoor industry to meet expectations for cost and quality (materials, performance, and aesthetics).

- Demonstrate effective leadership, teamwork, and communication skills.
- Plan, develop, and present merchandise lines for identified market segments within the outdoor product industry.
- Explain and apply the basic decision-making, production, and creative processes involved in the conversion of materials to finished textile/apparel products for the outdoors.
- Assess and evaluate the manner in which historic, cultural, economic, and environmental factors impact outdoor products.
- Evaluate the characteristics and performance of materials in textile/apparel products for the outdoors.
- Use technology and quantitative, analytical, and creative concepts in addressing a design dilemma.

Design Standards of Performance:
- Assess and evaluate aesthetic, historic, and trend information from a variety of sources to create innovative and artistic textile and apparel products for the outdoors.
- Apply the creative design process and evaluate outcomes.
- Develop and create images of fabrics and apparel in an artistic and informative manner using a variety of techniques, computer technology, and media.
- Apply technical knowledge and skills in pattern making, fit assessment, materials selection, and assembly processes to meet customer demand.
- Communicate creative and design work to professionals and consumers.

Production Standards of Performance:
- Analyze factors affecting human resource management issues, production planning, scheduling, and inventory control relative to business goals and professional development.
- Develop and analyze production methods appropriate to products, quality, cost, and equipment.
- Develop and analyze quality and engineering specifications and production standards for products and processes.
- Apply technology and work measurement to increase productivity, decrease costs, and shorten delivery time.

Merchandising Standards of Performance
- Assess market and consumer factors that influence apparel and textile merchandising and marketing decisions.
- Analyze merchandise assortments and line dimensions from a marketing perspective.
- Interpret and apply mathematical concepts and financial statements related to merchandise planning, control, and distribution.
- Demonstrate understanding of relationship management strategies with vendors, customers, employees, and other industry stakeholders.
- Recognize the types, functions, and significance of store and non-store retailing in contemporary global markets.

Data based decisions

Outdoor Product Design & Development

The following is a recent example of data-based decisions for program improvement.

- The OPDD was developed in response to demand for skilled graduates to meet the growing needs of the outdoor product workforce.