**Mission:** We are dedicated to enhancing the quality of life for consumers, with particular emphasis on the sustainable management of resources in a global context.

**Vision:** We will be known for high-quality dynamic, and innovative teaching, scholarship, and outreach in our quest to develop successful professionals in the areas of apparel merchandising, aviation, consumer affairs, hospitality management, interior design, and leadership. We are educating future business professionals and community leaders.

**About the Department**

**Academics**
- We serve approximately 450 undergraduates and about 16 / 187 graduate students with 30 faculty and staff.
- We offer the following programs:

<table>
<thead>
<tr>
<th>Majors:</th>
<th>Minors:</th>
<th>Graduate Programs:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel Merchandising (37)</td>
<td>Aviation (8)</td>
<td>MS in Human Sciences:</td>
</tr>
<tr>
<td>Aviation (77)</td>
<td>Interior Design (13)</td>
<td>Specialization in Family Financial Planning (8 / 141)</td>
</tr>
<tr>
<td>Consumer Affairs (164)</td>
<td>LEAD (17)</td>
<td>Specialization in Merchandising (8 / 46)</td>
</tr>
<tr>
<td>Hospitality Management (61)</td>
<td>LMNO (42)</td>
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<tr>
<td>Interior Design (52)</td>
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**Teaching**
- Faculty workloads for teaching range from 53% to 77%. With a goal of increasing scholarship time to 25-30%, we still have some work to do in this area.

**Research & Creative Scholarship**
- Faculty workloads for research and creative scholarship range from 10% to 40%. Funding has been obtained from government, foundation, and industry.
- Research and grant activity has great opportunity for growth.

**Extension**
- 1 Extension State Specialist and 3 Extension Field Specialists in Family Resource Management, 4 Extension Field Specialists in Community Development.
- Opportunities for collaboration in outreach and scholarship.
- Experiential learning opportunities for students.

**Background and Future Directions**
- In 2010, the Department of DMCS (AM, CA, ID) came together with AVIA and HMGT programs and LEAD and LMNO minors to become the Department of Consumer Sciences.
- During the first year we focused on becoming acquainted with each other, developing our mission, and updating curriculum.
- While faculty will continue to deliver high-quality programs in each of their distinctive areas, we have found common areas of focus – developing community leaders and business professionals – and in Fall 2012, will roll out a Department Core Curriculum for our undergraduates that includes areas of study in consumer behavior, customer service, leadership, and professional behavior.
- Looking Forward:
  - Continue to provide high quality teaching, focus on learning environment
  - Develop department strategic plan
  - Assess facilities needs
  - Grow faculty research programs
  - Seek partnerships across the university, with industry, and with other institutions
Program Areas

**APPAREL MERCHANDISING**
- 2 faculty, 37 majors, 8 grad students (MRCH)
- Focus: educating future professionals for the business of retail and merchandising
- Collaboration with Fashion Institute of Technology, NYC
- Strong support for international study opportunities
- Emphasis on sustainability
- Goal: to grow majors by 10% in next 2 years

**AVIATION**
- 3 faculty, 77 majors
- 3 full-time and 16 part-time airport staff
- Focus: producing professional aviators in a rapidly changing world
- 3rd busiest airport in SD
- 70% of all flight training in SD
- New airport facility
- Seeking accreditation

**CONSUMER AFFAIRS**
- 4 faculty, 164 majors, 8 grad students (FFP)
- Focus: educating professionals for the role of empowering individuals and families to function effectively in a global economy
- Goal: campus resource for personal finance expertise for students and employees
- Collaborate with Extension and other related partners

**HOSPITALITY MANAGEMENT**
- 2 faculty, 61 majors
- Focus: creating visionary leaders through excellence in student-centered education, skill development, research, service, and collaboration with global hospitality and tourism industries
- Collaboration with SDSU Management Initiative
- Seeking accreditation

**INTERIOR DESIGN**
- 3 faculty, 52 majors
- Focus: educating future interior design professionals
- Collaboration with industry partners
- Seeking re-accreditation through CIDA (SP2013)
- Goals: Realignment, recruitment and retention, and recognition
- Collaboration with SDSU Design Initiative

**LEAD / LMNO (MINORS)**
- 1 faculty, 17 LEAD minors and 42 LMNO minors
- Growth in both minors
- Strengthen ties with external populations
- Member of Nonprofit Leadership Alliance (LMNO minor)
- Goal: grow minors to majors and connect with future graduate program in Leadership

**COMMUNITY DEVELOPMENT**
- 4 Extension Field Specialists
- Focus: building capacity of small town leaders through leadership development, strategic planning, community food programs, economic development, and organized civic engagement
- Goal: bridge between small-town leaders and SDSU resources

**FAMILY RESOURCE MANAGEMENT**
- 1 Extension State Specialist, 3 Extension Field Specialists
- Focus: building diverse and inclusive relationships with agencies, families, individuals, Extension, faculty, and students
- Moving families to financial stability
- Developing Learning Communities
- Goal: state and national recognition of Signature Program

**OPPORTUNITIES**
- Increased collaboration between Extension and Campus
- Involvement in EHS signature programs and areas of focus – internationalization, sustainability, Native American Outreach, Rural Child Well Being
- AVIA, HMGT, and ID will be accredited programs
- Research activity and quality continually improving
- Diversity of faculty, with 10 hires in past 3 years
- Department took the college lead in the transfer to professional advising structure (except AVIA for now)
- Department is piloting the faculty/student mentoring program

**CHALLENGES**
- Low enrollment in some programs
- Concern of visibility of programs at university level in terms of recruitment
- Lean in faculty numbers within each program
- Low salaries on OK scale
- Research expectations difficult to achieve given teaching expectations
- Not enough research support staff
- Difficult to find funding for research in some majors
- Tenure-track faculty need strong mentors
Presentation

- Handout
- Been together for about 16 months as new department
  - Are still getting to know each other
- 2 graduate programs through Great Plains IDEA
- 2 extension programs
  - Community Development
  - Family Resource Management
- Every program has an advisory committee
- For Apparel Merchandising
  - Want to push up enrollment numbers
  - Often have low test numbers
  - May be unprepared
  - Need to challenge them but it is difficult
  - Have had fabulous students but also get some who don't realize how challenging it is
  - SDSU gets very good students but about 900 of our incoming freshman have to take a remedial course
  - Would relabeling the program help to attract a different caliber of student?
  - They've been looking at peers and stretch peers
  - Consider aligning with the initiative work going on on campus
    - Like Design initiative
    - Engineering Management
    - Is there a place for apparel merchandising in a design initiative?
      - Possibly
  - What about the idea of an on-campus junior college at SDSU?
    - Maybe an associates degree in Arts and Sciences
    - Getting the word out early for students
      - Maybe by the sophomore year in high school

How are you doing on your research and scholarship goals, particularly tenure track faculty?

- 10 faculty have been hired in last 3 years
- Have created a mentoring committee for brand new hires
- Also need to look at support for people already here
• Hard to think about the product of a designer
  o They are trying to publish rather than doing design
  o Difficulty is the peer review part since there are only 2 competitions per year
  o Need to have standards for design across the design community
  o Would like clear expectations regarding tenure & promotion quantitative measures
  o At University level they compute an average
  o Don’t really have Associated Professor in the Department
    ▪ Have full professors and assistant professors

Curriculum
• Introducing a core curriculum is great
• Where are you at with curriculum?
• Aviation is planning to go up for accreditation
  o Need to fill out a BOR form
  o Should know 1 year from April
• Interior Design goes up for re-accreditation Spring 2013
  o They’ve been working on the holes identified on the self-study
  o SDSU has a very lean interior design curriculum
• Apparel Merchandising has no accreditation options
  o Feel good about the curriculum
• Consumer Affairs are pretty happy with curriculum
  o They’ve incorporated a lot of service learning in their curriculum
• Embedded the management minor in one of the programs

Library
• Have requested journals
  o Need full text rather just abstracts
• Get contact information
• Would like material library databases
• Using ARTstor
Extension – How is it going?

- Very new
- Much more connected with the University
- Located
  - Mitchell
  - Aberdeen
  - Sioux Falls
  - Have a statewide emphasis
- How do they support field stations without a specialist?
  - Still trying to figure this out
- Host a conference/summit
- Many/most students in classes don’t understand or know about extension
- If extension people see research needs, they can suggest them back to the faculty

How is advising going?

- Haven’t been able to get students into the major as fast as would like
- They’ve made curricular changes to improve this
- Get transfers into the program
- Don’t lose many
- Communication has been good
- How is the relationship with the Advising Center?
  - Don’t know yet
  - Waiting to see what happens in the transition
- This department took the lead in transfer from freshman to sophomore advising

How is community development going?

- Interviewing for the position in Mitchell next week
- Then add Mitchell and/or maybe Pierre
- Don’t have people in all the Regional Centers but still have to cover all the state
- Are some work with the Reservations
- Still need to rebuild the team spirit that was there with the Horizons Project
Other

- Have been successful
  - Hands-on relationship building
  - Mentoring
  - Friendly accountability
  - Coaching
- Connectivity of off-campus sites should be very similar to what people see on campus
- Interior Design
  - Faculty use Macs
  - Students can purchase whatever they want
  - Many buy Macs
  - Give them the specifications
- Aviation is looking at iPads
- Asking Dean Dunn to purchase iPads for Extension
- Thank you, Provost Nichols, for support in acquiring a new facility for Aviation
- Visibility for the non-Big 4 programs at the University
  - On behalf of the small programs we need to more University level recruiting and marketing
- Need more flexibility with websites
  - If have websites really like, pass them along