

**Family & Consumer Sciences
Statewide Discipline/Industry Collaborative for
RFA 07-0160
Partnership Model Mini-Grant
2007/2008**

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***"CREATING A NEW SELF IMAGE: WORK BASED TRAINING PARTNERSHIP
WITH A COMMUNITY BASED ORGANIZATION"***

Final Report 2007-2008

Objective:

The purpose of this grant is to develop and strengthen a mutually beneficial educational partnership between Goodwill's Transitional Employment Program (TEP) and City College of San Francisco's Image Consulting Program. Our overall objective is to allow image consulting students the opportunity to use their skills in color and figure analysis as well as wardrobe planning to provide a professional wardrobe for Goodwill's TEP clients whose appearance would make them more marketable, along with enhancing their image and self esteem.

Statement of Need:

There is a need within the community to serve individuals who have significant barriers to employment such as criminal conviction, homelessness, a disability, and/or low income status. Goodwill's TEP addresses their job training and vocational counseling needs but not the image and wardrobe they need for success in the workplace.

CCSF image consulting students need hands-on experience in working with individual clients in preparation for future jobs as image consultants, personal shoppers and stylists. In addition, by learning the importance of being of service to others, students will in turn be empowered.

Partner-- With Whom and How the Relationship Evolved:

CCSF has been partnering with the Goodwill for many years as our students have been borrowing clothes for fashion shows and styling projects. When we learned about Goodwill's Transitional Employment Program, we realized the mutual benefits for both our students and Goodwill's clients. Our first step was to set up a meeting with Troy Henry, Business Relations Manager and Rebekah Reali, Program Coordinator for the Goodwill. With their support, we were able to interface with Goodwill's Staff

Specialists who would in turn choose 12 clients to be paired with 12 image consulting students. Goodwill also offered to provide \$100 clothing vouchers for each client which we were able to match with our grant, giving our image consultant students \$200 to spend on their client in any Goodwill location.

Intended Outcomes:

Image consulting students would do the following for their clients: take before and after photos, hold an image assessment interview, do a body and color analysis, and create a basic wardrobe plan for business. Also included would be suggestions for casual and evening attire. They would meet with their clients at the Goodwill stores to choose the clothes and accessories as well as accompany them to a tailor who would make the appropriate alterations. Clients would also consult with a hair and makeup stylist to complete their look. Image professionals would review the student's assessments and provide recommendations and advice. The culmination of the project would be a video-taped "Wrap Party" held at the Goodwill where image consulting students would present their makeovers to staff, family, friends, and image professionals.

The outcome of the project would be that CCSF image consulting students would gain vital technical job skills relevant to today's workforce and be fully empowered to work with traditionally underserved clients. They will also have the opportunity to gain "soft" or SCANS skills important to their employability. Goodwill would have TEP clients who are confident about their appearance and have received a personalized, professional image consultation and wardrobe valued at hundreds of dollars.

Actual Outcomes:

"Creating A New Self Image" was a highly successful project and one that both CCSF and the Goodwill are eager to repeat next year if funding can be secured. The greatest challenge was the screening process for selecting Goodwill clients. Students complained that many of their clients did not show up for their appointments, did not reschedule and didn't always have the necessary time to go shopping. Although Goodwill assigned their Staff Specialists to assist our students with their clients, this did not always work and several students had to find a more receptive client as a last minute replacement.

The initial, introductory meeting with the students and their clients attended by the image professionals, should have included the professionals after the students wrote up their client evaluations, not before. Professionals felt that this would have forced the students to rely less on the opinions of the professionals and would have allowed them to make recommendations that would further refine their shopping and wardrobing efforts.

Although the makeup artist chosen by the CCSF Image Consulting Coordinator confirmed her participation in the project, she failed to attend the initial meeting with the students and promised to find a replacement which she did not. Clients ended up having their makeup done by students and/or department store cosmeticians. Money allocated for makeup was added to the under-budgeted catering allowance. The hairstylist and tailor did a remarkable job in transforming the client's appearance and was money well spent.

Advice for Others Who Wish to Replicate This Activity:

We feel that our original "Description of Approach and Anticipated Outcomes" was basically sound and could be followed along with the above results. We learned that in working with the Goodwill, it is important to develop a close working relationship with the staff who will oversee the project and provide clients. The Staff Specialists need to carefully choose clients who will be responsible and appreciate what is being done for them.

It is also important to choose industry professionals who are committed to the project and can be relied upon to show up. The budget allocated to the CCSF Coordinator needed revamping. There were many more hours of work than originally considered -- daily email communications with the Goodwill, plus coordinating with the students, image professionals and consultants.

Audience Comments:

"This very emotional and inspiring presentation was evident when each client came up to the stage beaming with a new self confidence."

"The room was charged with excitement and gratitude as Goodwill participants exhibited positive emotions when they saw themselves in a new light."

"Students were very caring and generous with their time and skills, which were reflected in the Goodwill client's beautiful results."

"The entire event radiated productive, positive energy that was highly beneficial to all participants."

"Image consulting student, Maria Keehn, was the highlight of the evening. By shopping on a day when Goodwill was offering merchandise at half price, she was able to purchase 47 gorgeous items for only \$195."

"The accomplishment of the image consulting students and the Goodwill clients was indeed an act of good will."

PHOTOS FROM THE CITY COLLEGE OF SAN FRANCISCO'S MINI-GRANT EVENT WITH GOODWILL INDUSTRIES 2008

