

Professor Laurel Hoffmann  
Addresses on next pages

# PROPOSAL

**Program: North Philadelphia Project, based on the Industrial Fashion Methods Certificate Program**

Dates: TBD

Times: TBD

**Objective:** Through this program Philadelphia University will **make business skills and high-end industrial fashion design room skills available to people in the poorest areas of the city.** These skills will enable those people to:

- Make highly desirable clothing for their personal use.
- Learn basic low-level engineering technology through practical application.
- Start small, professional fashion businesses that can compete with global competition, increasing their income.

**Background information:**

- **History:** In the forties Philadelphia manufactured more women's clothing than any other city in the world. Manufacturing has since moved *offshore*, leaving behind empty factories and unemployment. As the factories closed seamstresses bought the industrial sewing machines they had used in the factories.
- **Target Audience:** **Many people in the city's factory areas are still sewing for income, using factory equipment and first, or second-hand knowledge of production line/factory sewing.**
- **Problem:** **That Target Audience needs design room** – designing, drafting, sample making;<sup>1</sup> **and business skills training. Without those skills, their markets, sales, and profits are limited.** In the factories people learned how to do one small part of the production process. Few factories cross-trained as the training process production slowed the trainee's production and reduced her income. Factory personnel almost never had an opportunity to learn design room or business skills. When the factories left they took the factory system and jobs with them. The workers were stranded with skills and work opportunities so limited, job opportunities for many of the workers were almost non-existent.

**Role of Philadelphia University:** Philadelphia University will provide customized, industrial fashion design/business training, funded by grants, to recognized, established adult leaders of youth groups.

**Benefits of this program include:**

- Introduction of basic technology.
- Better understanding of CAD/CAM. No computer training is included, but without hands-on experience, it is difficult for most computer trained design personnel to fully understand that technology.
- Raise basic reading and math skills via the use of the textbooks already written for and tested in the Industrial Fashion Methods program

---

<sup>1</sup> Sample making – one person makes the entire garment using industrial sewing procedures.

Professor Laurel Hoffmann

Tel: 215 884 7065 - Fax: 215 884 3727

[laurelhoffmann@juno.com](mailto:laurelhoffmann@juno.com)

[www.laurelhoffmann.com](http://www.laurelhoffmann.com)

Coordinator, Industrial Fashion Methods certificate program

Continuing Professional Education

Submitted September 2, 2004

---

- Increase ability to follow directions.
- Learn organizational processes.
- Develop teaching skills.
- Increase business skills.
- Motivate and improve both adult youth leaders' reading, math, and other basic skills in the process of teaching and learning how to make highly desirable clothing.
- Transfer these skills and low-level technology techniques to North Philadelphia via the adult leaders' interaction with their communities.
- Make it possible to sew decent clothing at a fraction of the cost of ready-to-wear clothing – giving the community access to better clothing that will help them to obtain jobs.
- Make it possible to start micro-businesses with limited resources, that have a chance of competing with global competition, and that may grow large enough to offer employment within the community.
- Give leaders recognition, support, and help with their efforts to hold their communities together.
- Give leaders needed skills to be more successful with their young charges and to achieve more respect in their community

**Recommended Format:**

- Hands-on workshops/studios for adult leaders of youth based on teaching procedures developed in the IFM program.
- Begin with a pilot program targeted at adult leaders in North Philadelphia.
- Teach adult leaders how to design and make highly desirable high-end custom clothing
- Teach adult leaders the business skills needed to write business plans for entrepreneurial micro fashion businesses.
- The pilot program begins with a basic skirt course.
- Eventually expand the program is until it parallels that of the established full six-course Industrial Fashion Methods program, already in place.
- In the pilot skirt course adult leaders will learn:
  - ✓ Designing – determining what color and fabric will work with already existing wardrobe pieces
  - ✓ Costing/planning/determining method of production
  - ✓ Measuring
  - ✓ Drafting from measurements, including how to work with fractions
  - ✓ High-end accurate cutting and sewing on gauge
  - ✓ Custom grading to individual fit – [hands-on version of the industrial scanning technique for producing computerized patterns that fit developed in IFM's program]
  - ✓ Intro. to standard grading used in the industry to produce sizing systems

Professor Laurel Hoffmann  
Tel: 215 884 7065 - Fax: 215 884 3727  
[laurelhoffmann@juno.com](mailto:laurelhoffmann@juno.com)  
[www.laurelhoffmann.com](http://www.laurelhoffmann.com)

Coordinator, Industrial Fashion Methods certificate program  
Continuing Professional Education  
Submitted September 2, 2004

---

- ✓ Mass-production cutting and sewing techniques
- ✓ Pricing with a short introduction to marketing the product

**Course Evaluation:<sup>2</sup>**

- Adult leaders will produce a portfolio of work for each course that will be checked every other class day and must be finished by the end of the course.
- Adult leaders will maintain a sample book that contains all small samples produced for the various portfolios throughout the entire program.
- Adult leaders will be awarded a certificate of completion for each course and its portfolio that they complete.
- A final certificate of completion will be awarded when all work in the program is completed.

**Project Evaluation:**

- Adult leaders will be encouraged to organize their youth groups into 4-H Clothing and Textile clubs and to teach their 4-H youth groups industrial fashion design skills learned at Philadelphia University.
- 4-H youth groups' clothing projects will be judged at an annual 4-H fashion show and 4-H fair by judges chosen from leading design rooms in the fashion industry, such as design room personnel from Jones of New York. The show and fair may take place in the Main Branch of the Philadelphia Library.
- Senior 4-H work that is awarded high marks will be displayed in the Harrisburg State Farm Show and at the State's annual 4-H fashion show.
- Records will be kept of community business projects resulting from the IFM's program, to determine what happens long term.

**Funding:**

- Approach government and foundations for grants to provide funding. Comcast and Bill Gates may be interested.
- The ideal number of students per instructor will have to be determined as the program develops. To give the project the greatest possible chance of success it is **recommended that the first skirt course be taught by one instructor, run for at least 8 weeks, and be limited to no more than five youth leader scholarship students as This is a difficult program. It is entirely possible that the adult leaders may be disadvantaged adults who will need considerable coaching with math and reading.** Assistants/tutors may be needed in the classroom.

---

<sup>2</sup> Please refer to the Program Directory in the three-ring binder in Tara E. Stasik's office. That book contains all materials, evaluation sheets, and syllabi pertaining to the Industrial Fashion Methods' structure.

Professor Laurel Hoffmann

Tel: 215 884 7065 - Fax: 215 884 3727

[laurelhoffmann@juno.com](mailto:laurelhoffmann@juno.com)

[www.laurelhoffmann.com](http://www.laurelhoffmann.com)

Coordinator, Industrial Fashion Methods certificate program

Continuing Professional Education

Submitted September 2, 2004

---

- Adult leaders will be awarded scholarships based on their established roles of youth leadership in their communities, and on recommendations from people within their communities. The scholarships will be funded by grants. Some knowledge of sewing is required for entry into the program.
- Scholarships will include money to cover all students' expenses –tuition, supplies, transportation, and lunch.
- Adult leaders may be able to earn AmeriCorps financial funding credit from the government for their work teaching the skills learned at Philadelphia University to their youth groups. The adult leaders may then be able to apply AmeriCorps credit toward funding subsequent courses in the North Philadelphia IFM program.
- Hopefully industry will donate fabric and other supplies needed to make the clothing.
- *In progress* and completed textbooks, written for and already tested and proven in the Industrial Fashion Methods program, will be available to the adult leader students at half their mass-market price. This is the same price the students taking the original IFM program pay.
- Tracing paper will be supplied by the University, and paid for with grant money.
- Program costs incurred by the University will be paid for with grant money.

**Classroom needs:**

- Studios with cutting tables.
- **One industrial lockstitch sewing machine is desirable, but not needed**, as all sewing is by demonstration. Instructors can use their personal portable sewing machines.
- Two lockers
- Several sets of the larger drafting tools, as most of the adult leaders will probably be coming by public transportation. They will be unable to carry all of their materials.

**Instructors:**

- Instructors will be chosen from professors and students trained in Philadelphia University's Industrial Fashion Method program, and from design room personnel from the industry.
- **This is a student market that is savvy about industrial fashion methods. For the project to succeed, all instructors must know industrial sample making – NO exceptions!**

**Location can be:**

- The studio classes in Hayward Hall on the main campus of Philadelphia University,
- Any suitable location, such as in Manayunk or Center City, that has easy access to public transportation and room for studio tables.