

STEPHEN F. AUSTIN STATE UNIVERSITY
Interior Design and Interior Merchandising

Advisory Board Meeting

August 14, 2014, 4:00 – 5:30 PM

Location:

Kitchen Source
Dallas, Texas

In attendance: SFA Faculty, Leisha Bridwell, Mitzi Perritt & Sally Ann Swearingen.

Professionals: Allison Gillespie, Kitchen Source; Amanda Simpson, Aria Stone, and Krystal Lucerno,

Agenda Items:

- **Digital Portfolio Review Process**
- **Site suggestions for Internships**
- **Preferred traits for student interns**
- **Recruiting efforts**

Leisha Bridwell brought the meeting to order and thanked everyone for coming and sharing their expertise. Sally Ann was asked to enlighten everyone on an idea to make the portfolio review process digital. She discussed how IDEC sends out the digital design scholars' competition with a rubric. The format gives the juror time to evaluate the design, gives feedback, and rates the design. The design program would like to use the same or similar format to review student portfolios at the end of the fall semester. Swearingen asked the board members how they felt about being part of the process. They felt this would help give the students more diversity in regard to feedback.

Another purpose for the digital student portfolios is for recruiting purposes. Seniors currently display the portfolio during their final semester at SFA. The portfolios are housed in the SFA library; they are used as a recruitment tool during both "Showcase Saturday's." The interior design program would like to expand the visibility of SFA student work to professional events in Houston and/or Dallas. This would give student's work more exposure to professionals.

Bridwell addressed the second item on the agenda which was internship sites. She asked the advisory board to brainstorm about design and merchandising sites that they could recommend SFA students contact in the various metropolitan areas. This would help give students more locations in which to contact.

Because of the need to develop students' skills with regard to professionalism, the board was asked to give faculty a list of preferred traits they look for in student interns or new hires. The board provided the list below:

- Good face to face communication skills--eye contact, facial expression, good listener
- Ability to communicate professionally on the phone, by text or email
- Good networking skills
- Ability to build relationships with co-workers and clientele
- Good customer service skills

Take the initiative to do the next step, take charge and/or follow up
Be attentive--appear interested, look engaged
Professional appearance
Putting in the effort required to get the job done
Dress for job you want
Be flexible—learn to roll with the punches
Selling yourself
Appropriate social media data

Design Skills:

Ability to Sketch
Ability to draw freehand to scale
Good marketing skills
Web-development skills
Professional logo and resume
Good foundational skills
Graduated from a CIDA accredited program

Finally, the advisory board was asked to assist in brainstorming about recruiting. The group was asked to think of ways that SFA can do a better job in recruiting. The board was also asked if they would assist in contacting local high schools, wearing a SFA proud name tag, assisting with social media. The board is going to send ideas to faculty on recruitment ideas.

The Advisory Board meeting adjourned at 5:30 PM for everyone to attend the alumni event hosted by Kitchen Source. There were 31 alumni in attendance to network from 5:30- 7:00 PM.