



**COLTON REDLANDS YUCAIPA**  
**REGIONAL OCCUPATIONAL PROGRAM**  
Inspiring Possibilities

**2016-2017**  
**Fashion and Design Advisory**



# TABLE OF CONTENTS

---

INTRO & QUESTIONS	1
ADVISORS	2
ADVISOR RESPONSES	3
LABOR MARKET INFORMATION	4-7

# 2016-2017 Fashion and Design Advisory (9/13/2016)



Fashion Merchandising and Marketing teachers visited Inland Center Mall and interviewed four managers regarding current industry trends, employability skills, and certification and education requirements for their businesses. Other topics discussed were the use of social media in promotion and hiring. The teachers were able to see merchandising standards first hand and discuss their importance to customer experience.

## Question 1

What does your hiring process look like?

## Question 2

What interpersonal skills are lacking in today's workforce?

## Question 3

What foundational/technical skills are necessary for entry level positions within your industry?

## Question 4

What skills/knowledge is being required of new employees to address the latest trends in technology, equipment, regulations, laws, etc.?

## Question 5

What skills have become obsolete in your industry due to changes in technology, equipment, regulations, laws, etc.?

## Question 6

What types of training, education, certifications, or credentials are desirable for entry level positions in your field?

## *Industry Advisors*

Christy N., Assistant Manager, Wet Seal

Josh S., Manager, PacSun

Sarah H., Manager, Wet Seal

Teresa B., Manager, Styles for Less

# *Fashion and Interior Design*



## **Question 1: What does your hiring process look like?**

Companies use social media to recruit new hires. Paper and online applications still in use. Some companies will hire minors, while others will only hire 18 and older. The interview process usually consists of a phone interview, an interview with an assistant, and a final interview with a manager. Some companies utilize group interviews. Many companies have started checking social media accounts of potential hires and completing background checks as part of the hiring process.

## **Question 2: What interpersonal skills are lacking in today's workforce?**

Work ethic, initiative, self-motivation. Many young people require instant gratification and lots of positive feedback.

## **Question 3: What foundational/technical skills are necessary for entry level positions within your industry?**

Communication skills and the ability to ask open-ended questions are necessary. Basic keyboarding skills are a plus. The ability to learn how to operate a register and handle money with accuracy, as well as, proper phone and email etiquette.

## **Question 4: What skills/knowledge is being required of new employees to address the latest trends in technology, equipment, regulations, laws, etc.?**

Be knowledgeable of current trends within fashion. Be familiar with social media and company apps and how to use them.

## **Question 5: What skills have become obsolete in your industry due to changes in technology, equipment, regulations, laws, etc.?**

None at this time.

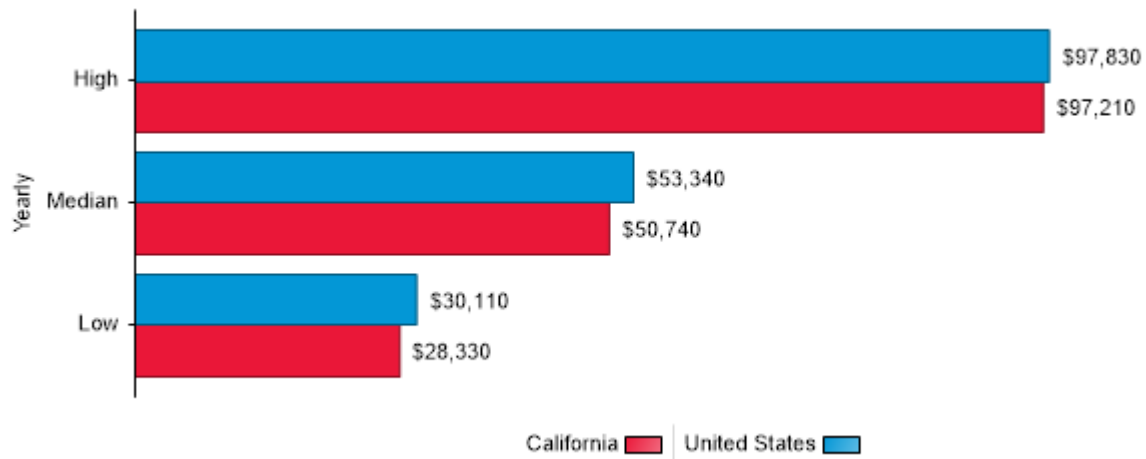
## **Question 6: What types of training, education, certifications, or credentials are desirable for entry level positions in your field?**

Entry level positions do not require specific training, however letters of recommendation, related work/volunteer experience, related class work, clubs and school groups are all helpful. Diploma or GED is helpful, but not necessarily required.

## Labor Market Information: Fashion Merchandising and Marketing

<https://www.onetonline.org/>

### Yearly Wages for Wholesale and Retail Buyers, Except Farm Products in CALIFORNIA



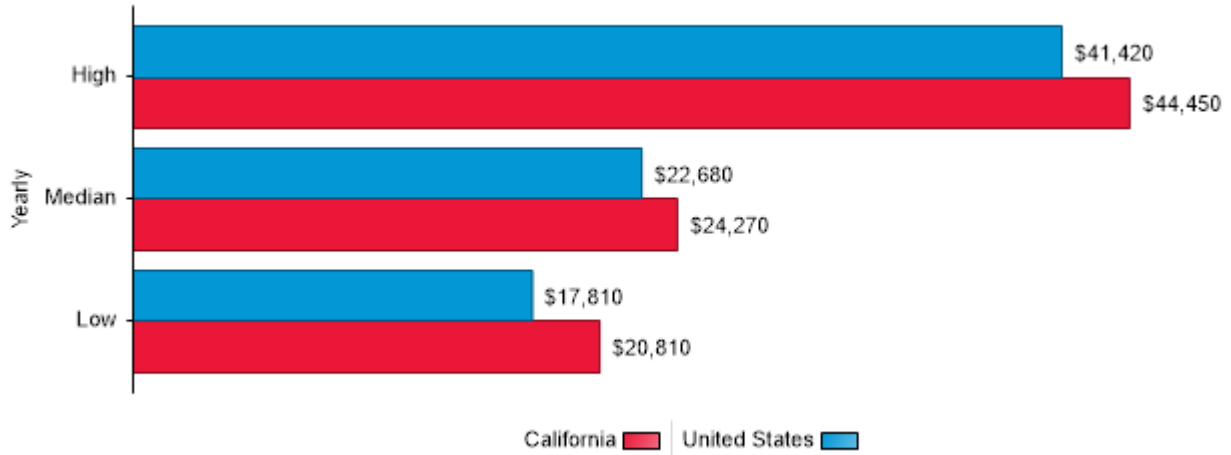
### Projected Employment for Wholesale and Retail Buyers, Except Farm Products in CALIFORNIA

National	Employment		Percent Change	Projected Annual Job Openings*
	2014	2024		
United States	129,500	137,500	6%	4,910

State	Employment		Percent Change	Projected Annual Job Openings*
	2014	2024		
California	19,300	21,700	+12%	850

## Yearly Wages for Retail Salespersons in CALIFORNIA

## Yearly Wages for Retail Salespersons in CALIFORNIA

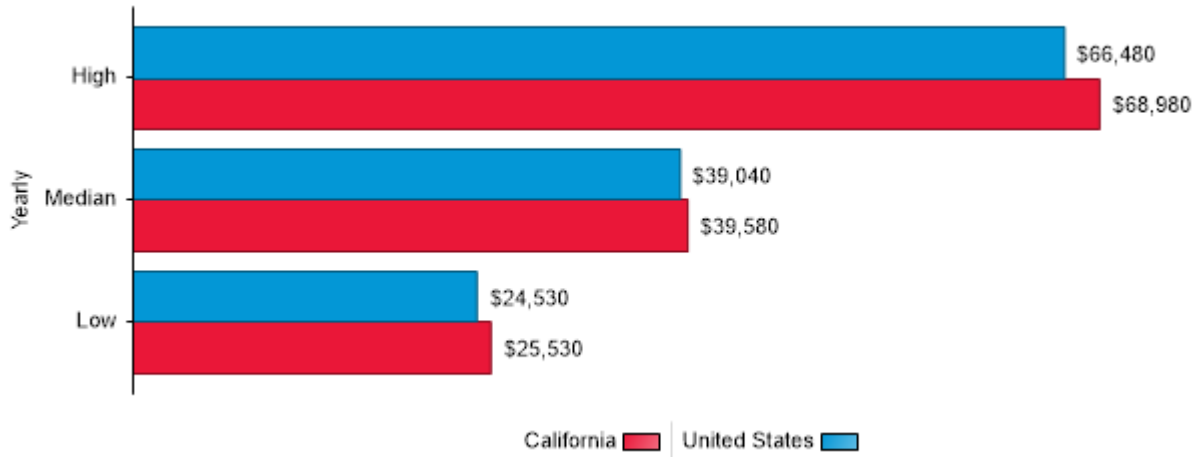


## Projected Employment for Retail Salespersons in CALIFORNIA

National	Employment		Percent Change	Projected Annual Job Openings*
	2014	2024		
United States	4,624,900	4,939,100	7%	191,720

State	Employment		Percent Change	Projected Annual Job Openings*
	2014	2024		
California	456,200	492,700	+8%	19,470

## Yearly Wages for First-Line Supervisors of Retail Sales Workers in CALIFORNIA



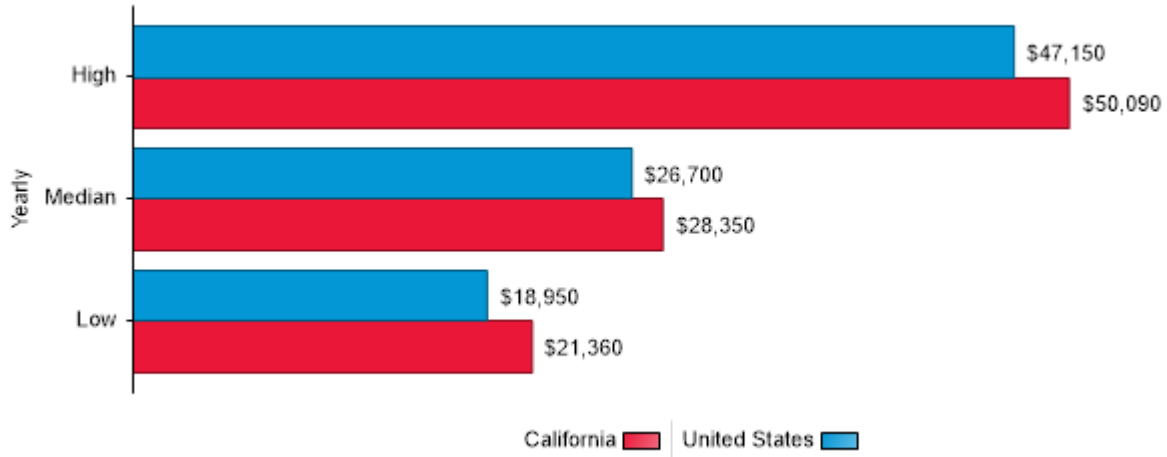
## Projected Employment for First-Line Supervisors of Retail Sales Workers in CALIFORNIA

National	Employment		Percent Change	Projected Annual Job Openings*
	2014	2024		
United States	1,537,800	1,605,400	4%	41,130

State	Employment		Percent Change	Projected Annual Job Openings*
	2014	2024		
California	148,300	156,600	+6%	4,140



## Yearly Wages for Merchandise Displayers and Window Trimmers in CALIFORNIA



## Projected Employment for Merchandise Displayers and Window Trimmers in CALIFORNIA

National	Employment		Percent Change	Projected Annual Job Openings*
	2014	2024		
United States	120,800	124,100	3%	3,210

State	Employment		Percent Change	Projected Annual Job Openings*
	2014	2024		
California	13,000	14,000	+8%	410