Committee Application
The Fashion Show 2015

Committee Members
Committee members are responsible for learning and demonstrating the concepts involved in the production of an industry-oriented fashion show. Although committee members are placed into a specific committee, ALL committee members are expected to assist with all aspects of The Fashion Show. Committee members are expected to be positive, contributing members of the class. Committee members are the backbone of the success for The Fashion Show. Committed team-oriented committee members are crucial to the success of The Fashion Show. Dependable committee members who lead by example are likely to be elected for future director positions.

Those accepted as committee members will be enrolled in AESHM 272 for Spring 2015. Class is held on Wednesday evenings from 6 - 8pm. The Fashion Show 2015 is Saturday, April 11, 2015.

Applications: The application process is highly competitive. It is strongly recommended that serious candidates present a well thought out application. In previous years there have been over 140 applications for 80 actual (committee member) positions.

Please read all of the committee roles and responsibilities to get a feeling of what you would be doing in these roles.

2015 Committees
Alumni and Community Relations          Gallery and Display
Art Direction                           Modeling
Behind the Scenes                       Public Relations and Marketing
Design                                  Photography
Fashion Week                           Pop-Up Shop
Fundraising                             Set Tech

Committee Roles and Responsibilities

Alumni and Community Relations:
• Organize alumni event in collaboration with The Fashion Show
• Create and publicize career fair for AMDP focused industries
• Arrange and publicize career development workshop
• Promote The Fashion Show to the industry
• Serve as liaison for all industry guests to alumni event (except for guest designer)
• Welcome alumni to The Fashion Show
• Plan and implement philanthropic event to promote show and help community
• Organize Meet the Judges event giving students the opportunity to network with industry experts

Art Direction:
• Accomplish branding of show by updating the logo, designing the program, posters and flyers that are used for all committees
• Design and develop program including, information about guest judges, guest designer, student designers, the AMDP Program, categories, awards and show order insert.
• Develop media presentation for show (includes garment information for during show).
• Propose choices for the class to decide on logo and t-shirt design
• Design award certificates to give out the day of the show
• Design sponsor logos and advertisements
• Design and create an art book to be sold at the show including, but not limited to: designer bios, model bios, pictures of the garments, process of creating the show
• Think creatively to find additional ways to create events for publicity and dual marketing collaboration with other entities.

Behind the Scenes:
• Assist with the planning and implementation of Behind the Scenes Day
• Work closely the academic advisors who plan the Behind the Scenes Day
• Prepare fashion show/AMDP promotional presentation
• Travel to local high schools to promote the show
• Think creatively to find additional ways to create events for publicity and dual marketing collaboration with other entities.

Design:
• Manage and coordinate judge selection process with collaboration from design faculty.
• Make arrangements for judges
  *Note: Guest judges usually include one creative fashion designer, one technical fashion designer, one educator, and one merchandiser. Remember the importance of selecting the judges. They decide upon the overall look of our show.
• Organize Fit Night
• Organize Judging Day
• Develop efficient system for garment organization and mounted exhibits at Stephen’s
• Develop efficient and organized entry form process
• Select the order of garments in the show
• Develop the content (list of designers, piece, image and winners, sponsor) which will go into the media presentation with help of photography committee
• Organize and run backstage operations
• Organize meet and greet dinner with guest judges
• Responsible for handling and care of every entry from when they are turned in to when they are given back to the designer.
• Remain backstage for entire fashion show.

Fashion Week:
• Plan The Fashion Show’s pre-party celebration
• Develop and plan the promotional events for Iowa State Fashion Week leading up to The Fashion Show
• Work with PR and Marketing to effectively publicize the events
• Work with fundraising to arrange donations to aid in production of Fashion Week events

Fundraising:
• Find sponsors for fashion show awards before finalized program
• Promote and run "Friends of the Fashion Show" program.
• Organize advertisement selling process for business approval and confirmation
• Sell program advertisements to support the fashion show
• Create and direct events to promote and financially support the fashion show
• Serve as liaisons between businesses and art directors for program including business logos and advertisements
• Arrange sponsorship for guest judges and guest designer accommodations
• Consider philanthropy as a possible option for fundraising
• Gain sponsorship for and have fashion show banner made
• Arrange selling t-shirts. Previous locations include the following, Memorial Union (reserving the booths), LeBaron Lounge, Behind the Scenes, and Fashion Show Night
• Think creatively to find additional ways to create events for fundraising and dual marketing collaboration with other entities (ex. Silent auction)
• Organize and plan concession stand fundraising events
• Remember to publicize events broadly always carrying the brand of the fashion show. All printed material must be approved by the art director and faculty advisor.

Gallery and Display:
• Design and install cases in Lebaron Hall to promote show multiple times before the show
• Design and install Memorial Union cases to promote show
• Work with ISU bookstore to promote the show through use of window display
• Secure additional opportunities to promote show through local business window displays
• Design and install display of the 2D and 3D entries entered into the fashion show for Judging Day and the fashion show
• Work with design to get gallery agreements from show winners
• Ensure the successful procurement and return of winning garments shown in gallery
• Design and install post-show exhibit in Morrill Hall in collaboration with TC grad student curators

Modeling:
• Create interview process and manage selection process for models (includes input from committee members, the producers, and faculty advisor)
• Select make-up artists and hair designers for judging day and the show
• Propose choices for the class to decide the model hair and makeup
• Organize and run modeling practices
• Work with design directors to organize fit night “model profiles”
• Work with design directors to organize judging day
• Create and teach model choreography
• Assist with the setting up and cleaning up of Judging Day
• Directors, modeling and design committee members cannot model and serve on the modeling committee.
• Backstage during show to help with models.

Public Relations and Marketing:
• Promote and market the fashion show in all outlets
• Create and distribute electronic press kits
• Work in tandem with the Fundraising Committee to contact potential sponsors and find sponsors for the program ads.
• Distribute programs at the fashion show
• Promote the fashion show through online media marketing including but not limited to Twitter and Facebook.
• Assist fundraising by selling t-shirts to promote the show.
• Think creatively to find additional ways to create events for publicity and dual marketing collaboration with other entities. (Example: collaborate with ISU Basketball).
• Gather and update post---show information on CHS webpage

Photography:
• Serve as photographers for Judging Day, Art Book, senior headshots, and class photos
• Document process of show planning from start to finish through photos (Includes members attending many events to get photos)
• Plan and arrange red---carpet photography event at fashion show
• Organize and communicate the distribution all photos to designers and class members as asked
• Create photo montage for pre/post show using photos taken throughout planning process
• Work with art book committee on photo editing and procurement for art book needs
• Develop the photographic content for show media presentation with help of design committee

Pop Up Shop:
• Work with directors and committee members to create pop up shop on campus in spring semester
• Create a store layout and plan
• Help publicize and bring awareness to The Fashion Show
• Implement creative events on campus to promote in the fall and spring semester
• Be a part of a new committee to The Fashion Show

Set-Tech:
• Propose ideas for the class to decide the show set
• Serve as set crew if needed to implement show design
• Collaborate with the class and DJ for music selection
• Likely to be back stage during show
• Budget use of Stephen’s Auditorium and implementation of chosen set design
• Likely to be backstage during entire fashion show
Applications are due electronically by: **Friday, November 14, 2014 @ 5:00p.m. CST.**
Please email application to fsproducers2015@iastate.edu

**Note:** *Only electronic applications will be accepted.*

**Personal Information:**
Name: 
Year: 
Major/Minors: 
GPA (cumulative): 
Email address: 
Telephone #: 

Please Check:
_____If accepted this will be my first time as a committee member in AESHM 272.
_____If accepted this will be my second or more times as a committee member in AESHM 272.

1. Why do you want to be a committee member for The Fashion Show 2015?

2. How and in what capacity have you been involved with The Fashion Show in the past? If you haven’t been involved, why not and why now?

3. What are your top three committee choices (See committee roles and responsibilities)? What qualifications do you have which pertain to your desired committee member roles? Are any of your other activities cohesive with The Fashion Show?

4. Give an example of a time you went above and beyond expectations? How do you think that could apply to a position in The Fashion Show?
5. How do you feel about working in a team environment? What role do you think you take on in a group situation?

6. What is your leadership style? How do you lead and delegate tasks?

7. What do you want to get out of your experience with The Fashion Show 2015?

8. What other extracurricular activities are you involved with and in what capacity? What will you work and class schedules include?

9. Is there anything else you would like the application committee to consider about your qualifications for the desired position?