

The Fashion Show

Iowa State University Constitution

Article I - Name:

The name of this organization shall be The Fashion Show.

Article II - Purpose:

Our mission is to celebrate creativity, foster inclusivity, and build a strong, supportive community by showcasing the diverse talents of students in fashion, merchandising, and design. We commit to promoting Diversity, Equity, and Inclusion (DEI) by uplifting voices from all backgrounds and perspectives and ensuring that our platforms reflect the richness of the global fashion industry.

Through our dedication to sustainability, we seek to inspire responsible choices in fashion design and production, highlighting innovative approaches to reduce environmental impact. By cultivating an environment of collaboration and continuous learning, we aim to empower emerging designers, celebrate cultural expressions, and bring together the campus and broader community to experience fashion as an inclusive and transformative art form.

Together, we are dedicated to making The Fashion Show at Iowa State University a catalyst for positive change, where creativity, diversity, and community are woven into every thread.

The Fashion Show also serves as a student showcase and juried competition, providing students with the opportunity to display their original designs before friends, family, industry professionals, and the Iowa State community. The event fosters career readiness and cultivates skills in project management, collaboration, and creative direction.

Article III - Statement of Compliance:

The Fashion Show abides by and supports established Iowa State University policies, State and Federal Laws and follows local ordinances and regulations. The Fashion Show agrees to annually complete President's and Treasurer's Training.

Article IV - Non-Discrimination Statement:

Iowa State University and The Fashion Show do not discriminate on the basis of genetic information, pregnancy, physical or mental disability, race, ethnicity, sex, color, religion, national origin, age, marital status, sexual orientation, or status as a U.S Veteran.

Article V - Membership:

All students at Iowa State University are eligible to apply for membership to The Fashion Show, provided they meet the following criteria:

- Maintain a minimum cumulative grade point average (GPA) as stated below and meet that minimum GPA in the semester immediately prior to the election/appointment, the semester of election/appointment and semesters during the term of office. For undergraduate, graduate, and professional students, the minimum GPA is 2.50. In order for this provision to be met, at least six hours (half-time credits) must have been taken for the semester under consideration.
- Be in good standing with the university and enrolled: at least half time (six or more credit hours), if an undergraduate student (unless fewer credits are required to graduate in the spring and fall semesters) during the term of office, and at least half time (four or more credits), if a graduate level student (unless fewer credits are required in the final stages of their degree as defined by the Continuous Registration Requirement) during their term of office.

Responsibilities: 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, as needed. Committee members are expected to be positive, contributing members of the class and the student organization. Committee members are the backbone of 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 selected for future Director positions. Those accepted as committee members will be enrolled in AESHM 2720 for Spring semester.

Terms of Committee Members: The term of the committee members shall be one (1) spring semester and end at the conclusion of the spring semester.

Dates of Selection/Method of Selection: Individuals interested in Committee Member positions will complete an application provided by the Fashion Show in the fall semester. The Producers will grade written applications from each interested applicant. Following grading of applications, the Producers will come to consensus on Committee Member selections for each committee. The Advisor will provide notes on the written applications and help with decisions on Committee Member selections.

Impeachment/Removal from Committee Member Position: Failure to follow Fashion Show policies and expectations and/or perform in a satisfactory manner the duties described and assigned in the committee's syllabus is cause for removal from the committee. Having just

cause for removal from the committee, the Producers, the Directors of the relevant committee, and advisor will meet with the Committee Member in question. If no improvements have been made in the Committee Member's behavior within two (2) weeks, the Advisor is given full discretion whether or not to remove the Committee Member from the committee. The Advisor will decide, in consultation with the Producers, whether or not to replace the Committee Member with an applicant who was not selected for another committee.

Article VI - Officers:

Section 1: Producers

Responsibilities: The role of the producers is to provide guidance to all of the fashion show committees. It is their role to create unity and cohesiveness between directors and their committees. As producers, it is critical that all committees are performing tasks according to their timeline created at the beginning of the semester. If a task is not being completed by a committee, the producers take full responsibility to do the task or to find someone to complete it.

Producers serve as the liaison between the Advisor, the Fashion Design and Merchandising (FDM) faculty, and the fashion show class, ensuring that all tasks are completed in a professional, timely, and high-quality manner. The producers provide positive leadership in the classroom and at fashion show meetings. Below is an abbreviated list of some of the tasks carried out by the 4 producers during the Annual Fashion Show:

- Attend and support nearly all activities for the fashion show, including: model castings, model practices, fit-night, judging day, Behind the Scenes activities, promotional and fundraising events.
- Meet with the faculty advisor for one hour in addition to class time each week.
- Plan and organize Fall semester director meetings.
- Plan and proctor producer and director announcements during AESHM 2720 class (Wed. 6:00-8 pm).
- Hold interviews and select the directors with the assistance of the Faculty Advisor in October of the Fall semester.

There will be two (2) producers titled "Managerial Producers" and two (2) producers titled "Outreach Producers." All four (4) producers will fill the role of President for the student organization.

Managerial producers focus on the following responsibilities:

- Create assignments and timelines for directors; ensure that each committee is working on task and on time.
- Ensure each committee is aware of and following individual budgets
- Serve as Stage Managers for the show.

- Assist and provide guidance for each committee in the completion of all fashion show tasks as needed.

Outreach Producers will focus on the following responsibilities:

- Secure the Guest Company for the show and provide all communication therein.
- Organize all Guest Company accommodations and ensure a successful, smooth visit.
- Ensure the entire Guest Company portion of the show, including models, security, music, and choreography, is executed to the Guest Company's expectations..
- Ensure each group is aware of the overall budget for The Fashion Show.
- Lead fundraising campaign to support event operation costs.
- Design and coordinate merchandise and sales.
- Develop and coordinate the case study for the Lora and Russ Talbot ISU Fashion Show Merchandising Scholarship.

Term of Service: The term of the producers shall be one (1) year spanning from their selection at the end of spring semester to the end of the following spring semester.

Dates of Selection/Method of Selection: Producers will be selected by the producers of the previous year's show in consultation with and approval from the advisor. Applicants will submit a written application and complete an in-person interview. This application process will take place in the spring semester following the completion of that year's fashion show.

Impeachment/Removal and Replacement: Impeachment or removal of a Producer may be considered if a Producer fails to uphold the duties of their position or commits wrongdoing against another club member. Impeachment proceedings may be initiated by a written complaint submitted to the Advisor by any member of the organization. Impeachment and replacement of a Producer will be at the discretion of the Advisor in consultation with the AESHM department chair.

In the case that a Producer is impeached and removed, the Advisor will select a current Director to fill their position.

Risk Management Officer: The Presidents will fill the role of Risk Management Officer for the organization, which includes the following duties:

- help minimize potential risks for club activities,
- recommend risk management policies or procedures,
- to submit documentation to ISU's Risk Management Office and
- to ensure that proper waivers and background checks are on file with Risk Management for events (if applicable).

Section 2: Directors

Responsibilities: Directors are responsible for learning and demonstrating the management skills involved in the production of an industry-oriented fashion show. Although Directors are interviewed for select positions, all Directors are expected to assist with all aspects of The Fashion Show.

Serving as a Director requires significant time, dedication, and perseverance. Directors will be enrolled in AESHM 4720 as a second-half fall semester course (2 credits) to start the planning for spring. There will be several assignments due during this half-semester course. Directors will also register for AESHM 4720 in the spring, registering for 3 credits as a 1st time director and 2 credits as a 2nd time director.

Directors will be responsible for committees within The Fashion Show. The Director responsibilities and skill requirements within each committee are as follows:

Alumni Relations

Roles:

- Select, arrange, and plan to have four industry professionals to serve as guest judges on Iowa State's campus.
- Judges decide the overall look of the show. The panel usually consists of a creative designer, a technical designer, an educator, and a merchant.
- Plan and promote Alumni Event for past TFS alumni, donors, and faculty. This event will take place on the day of the show
- Maintain previous alumni connections and establish new connections by maintaining a TFS alumni LinkedIn page
- Collaborate with the Digital Media committee on select TFS Insider episodes featuring TFS/FDM alumni
- Distribute the newsletter to Alumni and donors generated by the Public Relations committee

Skill Requirements:

- Professional communication skills (including: emailing, public speaking, and small talk)
- Event planning
- Time management for long-term projects
- Proficient with multiple social media platforms
- Ability to manage large groups of people

Art Direction

Roles:

- Accomplish branding of the show by designing the program, posters, and flyers that are used for all committees
- Design and develop a program including information about guest judges, guest designer, student designers, the FDM Program, categories, awards, and show order insert
- Propose choices for the show's merchandise

- Design award certificates to give out on the day of the show
- Design sponsor logos and advertisements
- Collaborate with all committees, especially social media, by creating marketing materials

Skill Requirements:

- Graphic Design coursework/experience
- Ability to delegate responsibility
- Comfortable with giving and receiving constructive criticism
- Proficient in Adobe Photoshop, Illustrator, and InDesign

Behind the Scenes Day

Roles:

- Assist with the planning and implementation of Behind the Scenes Day
- Prepare fashion show/FDM promotional presentation
- Promote Behind the Scenes Day to local high schools
- Think creatively to find additional ways to create events for publicity and dual marketing collaboration with other entities.

Skill Requirements:

- Previous experience as either a Behind the Scenes Day committee member or attendee preferred
- Effective Communication
- Thorough knowledge of the FDM program
- Interest in recruitment
- Public speaking skills/outgoing personality

Design

Roles:

- Organize Fit Night - the night student designers select their models
- Organize Judging Day - the process for the industry judges to review all of the student submissions
- Develop an efficient system for garment organization and mounted exhibits at Stephen's Auditorium
- Select the order of garments in the show
- Run backstage operations for the entire show
- Handle every garment with care from turn-in to return
- Develop media presentation for show (includes garment information for during show)

Skill Requirements:

- Knowledge of garment handling skills – ability to teach skills to others
- Ability to communicate negative messages
- Problem-solving and decision-making skills
- Physical ability to transport garment racks, garment bags, and dress forms
- Excellent teamwork and communication skills
- Strong professional communication skills

Digital Media

Roles:

- Select DJ for the show
- Collaborate with videographer for the show
- Create and publish podcast episodes for TFS Insider
- Audition Emcees
- Collaborate with the videographer to conceptualize live streaming for the show (including legal requirements for copyrighted music)
- Create a playlist for all modeling practices that is cohesive with the theme of show
- Collaborate with Design, Photography, and Videography to create media presentation for the show
- Create video/presentation to play during intermission
- Manage and update TFS website

Skill requirements:

- Experience with audio-visual technology
- Extensive knowledge of music to develop thematically appropriate playlists
- Creative thinking and problem-solving skills
- Long-term time management/project management skills
- Delegation and decision-making abilities
- Understanding of brand management and visual communication techniques

Finance Director

Roles:

- Plan and manage The Fashion Show budget
- Collaborate with directors and committee members on budget needs
- Utilize the Fashion Show P-Card to make necessary purchases
- Maintain accurate financial records throughout the year
- Manage validation/allocations of transactions in Workday
- Create projections of projects that would provide consumable income for The Fashion Show throughout the year
- Note: One (1) Finance Director will serve in the officer position of Treasurer.

Skill Requirements:

- Understanding of budgeting
- Comfortable working with money
- Decision making abilities
- Great communication and collaboration skills
- Flexibility and long-term management skills

Marketing

Roles:

- Market events leading up to The Fashion Show, including (but not limited to) the following:
 - Model casting
 - Designer recruitment/deadlines

- Emcee auditions
- TFS Launch Party
- Meet the Judges
- Philanthropy events
- Fashion Week events
- Behind the Scenes Day
- Fashion's Night Out
- Lead communications within the university, highlighting opportunities for involvement to students not enrolled in the FDM program
- Organize one event on Tuesday of fashion week in collaboration with Public Relations
- Distribute programs at The Fashion Show
- Complete key campus marketing processes for all of The Fashion Show events, excluding the show itself

Skill Requirements:

- Professional communication skills – strong grammar and technical writing abilities
- Marketing experience or related coursework preferred
- Event planning
- Understanding of brand management
- Teamwork and delegation responsibilities
- Positive and enthusiastic
- Knowledge of Iowa State University's publicity resources

Model Management

Roles:

- Manage selection process for models (includes input from the producers and faculty advisor)
- Select make-up artists and hair stylist for the show
- Showcase model hair and makeup options for the class
- Organize and lead modeling practices
- Collaborate with design directors to create fit night profiles and plan Judging Day
- Create and teach choreography
- Assist with the setting up and cleaning up of Judging Day and Fit Night
- Assist in running backstage model operations

Skill requirements:

- Prior experience as a model or modeling committee member (NOTE: applicants may be considered for this position without this experience, but only when a strong argument for suitability has been made in application)
- Teaching ability with concepts ranging from simple to complex
- Public speaking ability
- Ability to manage large groups of people
- Ability to give and receive constructive criticism
- Ability to work in a team
- Positive and enthusiastic

Philanthropy

Roles:

- Plan and market The Fashion Show's philanthropy efforts, including HugHats and the Fashion Show Thrift Event with proceeds going to a nonprofit organization like Dress for Success (<https://dressforsuccess.org/>)
- Explore new fundraising efforts for philanthropic benefit
- Plan new philanthropic event(s) that support and establish a relationship with an additional organization (at least one diversity, equity, and inclusion-focused)
- Organize one event on Wednesday of Fashion Week

Skill Requirements:

- Experience or coursework in event management
- Passion for philanthropic work
- Event planning
- Positive and enthusiastic attitude

Photography

Roles:

- Serve as photographers for all fashion show events and program content
- Collaborate with Social Media to create content
- Document process of show planning from start to finish through photos (Includes members attending many events to get photos)
- Photograph and edit garment photos for designer's portfolios
- Plan and arrange red-carpet photography event at The Fashion Show and Behind the Scenes Day
- Organize and communicate the distribution of all photos to designers and class members as asked
- Work with art committee on photo editing and procurement for art book needs
- Create photo montage for pre/post show using photos taken throughout planning process
- Organize one event on Thursday of Fashion Week in collaboration with Social Media and Videography

Skill Requirements:

- Photography experience
- Proficient with Adobe Photoshop and LightRoom
- Ability to teach technical skills
- Creative eye
- Motivation and Collaboration
- Delegation and organizational skills

Public Relations

Roles:

- Lead all activities advertising The Fashion Show, taking place on a Saturday in April
- Promote the Fashion Show through media collaborations outside of Iowa State
- Newspapers

- TV
- Radio
- Online Publications
- Work with The Daily to promote all events associated with the show
- Organize tabling events to get people excited and informed about the show and sell fashion show merchandise
- Distribute programs at The Fashion Show
- Think creatively to find additional ways to create events for publicity and dual marketing collaboration with other entities outside of Iowa State University
- Create content for a weekly newsletter for alumni and donors
- Organize one event on Tuesday of fashion week in collaboration with Marketing
- Complete key campus marketing processes including a campus-wide email advertising the show, listings for The Fashion Show on all relevant university calendars, and utilizing the flyer distribution service for TFS posters

Skills and Requirements:

- Media planning skills
- Professional communication skills – strong grammar and technical writing abilities
- Teamwork and team communication skills
- Preferred previous coursework or experience in PR or Journalism
- Ability to develop media communications style guide
- Innovative and collaborative thinking skills
- Positive and enthusiastic

Set Design

Roles:

- Design the two sets for the show
- Showcase the set design to the class
- Propose ideas for the class to decide the show set
- Serve as set crew
- Design and set stage for show
- Responsible for finding a storage/build space for set materials for the time leading up to the week-of-show
- Potential to collaborate with our guest designer
- Budget use of Stephen's Auditorium and implementation of chosen set design
- Likely to be backstage during entire fashion show

Skill requirements:

- Coursework that emphasizes spatial design
- Ability to follow a budget
- Spatial planning
- Creative thinking and problem-solving skills
- Long-term time management/project management skills
- Delegation and decision-making abilities
- Understanding of brand management and visual communication techniques

Social Media

Roles:

- Promote on all social media platforms: Instagram, TikTok, and Facebook
- Collaborate with Art and Photography to create social media content
- Maintain The Fashion Show brand
- Support existing and create new campaigns
- Promote donors through social media
- Advertise The Fashion Show merchandise
- Think creatively to find additional ways to create events for publicity
- Create designer spotlight video to post on social media (work with Digital Media)
- Track and analyze social media analytics to evaluate the success of various campaigns
- Organize one event on the Thursday of Fashion Week in collaboration with Photography & Videography

Skill Requirements:

- Proficient with multiple social media platforms
- Media planning skills
- Professional communication skills – strong grammar and technical writing abilities
- Teamwork and team communication skills
- Ability to develop media communications style guide
- Videography experience or interest in learning more about videography

Special Events

Roles:

- Organize Meet the Judges event giving students the opportunity to network with industry experts
- Organize launch party announcing the guest designer, theme, or other feature of TFS
- Organize Fashion's Night Out (the pre-show celebration)
- Organize one event on Monday of Fashion Week

Skill Requirements:

- Event Planning
- Professionalism
- Organizational Skills
- Public Speaking
- Interest in building alumni relationships

Videography

Roles

- Capture short and long form video content for The Fashion Show
- Document the planning, progress, and execution of all The Fashion Show-related processes
- Manage and upload to The Fashion Show's YouTube channel
- Create an annual long-form documentary-style video showcasing and recapping The Fashion Show and the processes leading up to it

Skill Requirements:

- Videography/Camera recording skills
- Video editing skills
- Creative eye
- Motivation and Collaboration
- Delegation and organizational skills

Visual Merchandising

Roles:

- Design and install cases in Memorial Union and Ames businesses to promote the show
- Work with ISU Bookstore to promote the show and inquire about window display
- Design and install display of the 2-D and 3-D entries entered into the fashion show for Judging Day and The Fashion Show
- Set up and take down mounted exhibit at Stephens Auditorium for The Fashion Show
- Ensure the successful procurement and return of winning garments shown in gallery
- Design and install post-show exhibit in Morrill Hall in collaboration with FDM grad student curators
- Set up merchandise displays for the launch party and Fashion's Night Out

Skill Requirements:

- Visual merchandising and/or museum experience
- Creative thinking skills
- Proficient in Adobe Photoshop and Illustrator
- Ability to give and receive constructive criticism
- Spatial planning
- Professional communication skills
- Teamwork and delegation responsibilities
- Understanding of brand management
- Garment handling skills

Term of Service: The term of the Directors shall be approximately eight (8) months spanning from October to the end of the spring semester of that academic year.

Dates of Selection/Method of Selection: Individuals interested in Director positions will complete an application provided by the Fashion Show in September of the Fall semester. The Producers will grade written applications and then conduct interviews in late-September or early-October with the applicants regarding the Director positions the applicants are interested in. Following interviews, the Producers will come to a consensus on director selection. Directors will enroll in a second half-semester course, after they are selected. The Advisor will be present at the interviews, provide notes on the written applications, and help with decisions on Director selections.

Impeachment/Removal and Replacement: Failure to follow Fashion Show policies and expectations and/or perform in a satisfactory manner the duties described and assigned in the

Director's job description is cause for removal from the individual's director position. Having just cause for removal from directorship, the Producers and Advisor will meet with the Director in question. If no improvements have been made in the Director's behavior after 2 weeks, the Advisor is given full discretion whether or not to remove the Director.

In the case that a Director is impeached and removed, the Advisor will select a current Committee Member to fill their position.

Section 3: Minimum Cumulative GPA for Officers

The officers of this organization (Producers and Directors) must meet the following requirements:

(a) Be in good standing with the university and enrolled: at least half time (six or more credit hours), if an undergraduate student (unless fewer credits are required to graduate in the spring and fall semesters) during the term of office, and at least half time (four or more credits), if a graduate-level student (unless fewer credits are required in the final stages of their degree as defined by the Continuous Registration Requirement) during their term of office.

(b) Have a minimum cumulative grade point average (GPA) as stated below and meet that minimum GPA in the semester immediately prior to the election/appointment, the semester of election/appointment, and semesters during the term of office. For undergraduate, graduate, and professional students, the minimum GPA is 3.00. In order for this provision to be met, at least six hours (half-time credits) must have been taken for the semester under consideration.

(c) Be ineligible to hold an office should the student fail to maintain the requirements as prescribed in (a) and (b).

Article VII - Advisor:

Advisor Duties:

- Maintain communication and meet with officer(s) regularly
- Awareness and approval of financial expenditures
- Ensure that the organization is operating in conformity with the standards set forth by Iowa State University and the Student Activities Center
- Serve as instructor of record for all courses associated with The Fashion Show

Method of Election/Selection of Advisor(s):

- The advisor will be selected by the department chair of the Apparel, Events, and Hospitality Management (AESHM) department.
- The advisor will be a faculty member in the AESHM department.

Advisor(s) Term of Service:

- The Advisor of this organization shall serve an indefinite term length at the discretion of the AESHM department chair.

Impeachment/Removal of Advisors:

- Impeachment or removal of the advisor will be at the discretion of the AESHM department chair.
- If members of the organization wish to impeach or remove the advisor, they should communicate that desire to the AESHM department chair for consideration.

Replacement of Advisors:

- The process for replacement of the advisor will be at the discretion of the AESHM department chair.

Article VIII - Finances:

All monies belonging to this organization shall be deposited and disbursed through a bank account established for this organization at the Campus Organizations Accounting Office and/or approved institution/office (must receive authorization via Campus Organizations Accounting Office). All funds must be deposited within 48 hours after collection. The Advisor to this organization must approve and sign each expenditure before payment.

The ISU Foundation also maintains multiple accounts supporting the general expenses or scholarship awards associated with The Fashion Show. The advisor and the AESHM department chair will manage these accounts. Monies from these accounts can be transferred to the COA Office accounts for management and disbursement by the student organization.

In addition to the Treasurer, The Fashion Show will have an additional Finance Director who will assist in tracking and allocating expenses within the organization. In addition to financial data available through Workday, the Finance Directors will maintain spreadsheets internal to the student organization tracking revenue streams and budget allocations for each individual committee.

The Fashion will request 5 purchasing cards annually to be held by the following members:

1. Managerial Producer
2. Outreach Producer
3. Treasurer/Finance Director
4. Finance Director
5. Set Design Director

No dues will exist for participation in The Fashion Show.

Article IX - Meetings and Attendance:

Fall Meetings: The Fashion Show Directors, Producers, and Advisor shall meet a minimum of three (3) times during the fall semester at a time to be determined by the Producers and Advisor.

Spring Meetings: All members of The Fashion Show (Producers, Advisor, Directors, Committee Members) shall meet weekly during the spring semester at a time to be determined by Iowa State University as part of the official Schedule of Classes. The Directors, Producers, and Advisor will meet for an additional hour each week at a time determined by the Producers and Advisor.

Special Meetings: Special meetings of the Fashion Show may be called at times by the Producers, Directors, or Advisor as needed.

Attendance: Attendance to the Fall meetings of the Fashion Show is required of the Producers, Directors, and Advisor. Attendance to the Spring meetings of the Fashion Show is required of the Producers, Directors, Committee Members, and Advisor. Attendance shall be taken at each meeting by individual Directors of their committee and co-Directors.

Absenteeism: The Producers, Directors, and Committee members are expected to attend all meetings. Should a circumstance arise in which a member of the Fashion Show is forced to miss a meeting, notice should be sent to the Producers no later than 24 hours before the scheduled meeting. Further attendance policies will be determined by the Advisor and outlined in the syllabi for AESHM 2720/4720.

Article X - Amendments and Ratification:

The amendment process may be initiated by any club member. Requests for amendment must be submitted in writing to the club officers. The officers must have a majority vote of approval to move the amendment to a general membership vote. Officers will vote through a show of hands.

The proposed amendment must be presented to general membership at least one week before the vote. The Constitution may be amended by a majority vote of club membership present at the meeting. Voting will take place at a club meeting. Voting will be conducted by show of hands.

Amendments to the organization's constitution must be submitted to Student Engagement within 10 days for approval.

In the event a constitution is rejected because it does not meet Iowa State University policy and/or constitution requirements, the following may occur.

- Any changes to bring the constitution into compliance may be made with unanimous approval from the Presidents, Treasurer, and Advisor.
- Notification of these changes must be communicated at the next full organizational meeting.

Last updated 11/19/25 by Mallory David, Megan Ream, Anna Weber, and Emma Lea Werling