

PETITION TO CONTINUE WCC-23

NUMBER: WCC-23

TITLE: Textiles and Apparel Research Coordination

DURATION: October 1, 1999 to September 30, 2004

DESCRIPTION AND JUSTIFICATION:

The Textile and Apparel Industry is third in level of contribution to the U.S. Gross National Product. Western Region industry produces and/or markets products valued at billions of dollars yearly. The WCC-23 Coordinating Committee provides a catalyst for identification and evolution of research directions among scientists in the Western Region. Research programs include textile science, product development, social-psychological aspects of appearance, consumer behavior, and marketing/merchandising. Research accomplished across the committee has a common theme of investigating solutions to problems that contribute to the quality of life of individuals and families throughout the Western Region, as well as nationally and internationally. Annual meetings of this committee provides a forum for generating leading-edge research by individual scientists and has fostered research networks wherein scientists with complementary specialization's participate in research projects with more breadth and depth than could be accomplished by individuals alone.

Western region research priorities addressed within ongoing research include: 1) develop new or improved non-food products; 2) convert processing by products to beneficial uses; 3) empower people for social and economic viability; 4) enhance animal genetic diversity and biological performance; and 5) use genetics to improve plants for the 21st century.

OBJECTIVES:

1. Form partnerships among academic faculty, extension specialists, and apparel and textile industry leaders to develop research and outreach projects beneficial across the Western region, i.e.:
 - To continue with discussion of online courses. (workshop at next meeting)
 - To continue with coordination of individuals to facilitate networking among stations.
 - Examine education and training requirements and opportunities for career paths (internship programs)
 - Explore current technology and trends and facilitate design and production of textile products and apparel.
 - Work with research methods including forecasting and marketing of textile and apparel products.
2. To provide leadership in facilitating information exchange among western region universities and between the western region and International Textile and Apparel Association.

3. To continue fostering communication of ongoing Western Region research programs nationally and internationally.

EXPECTED OUTCOMES:

1. WCC-23 provides a forum for investigating emerging issues of critical relevance to textiles and apparel research.
2. WCC-23 identifies opportunities for enhanced visibility, nationally and internationally, for textile and apparel research projects in the Western region.
3. WCC-23 is composed of researchers from nine western states with scientific backgrounds in textile science, product development, social-psychological aspects of appearance, consumer behavior, and marketing/merchandising. This combination of researchers creates a synergism for research development and productivity.

EDUCATIONAL PLAN:

1. WCC-23 TEXTILE AND APPAREL RESEARCH NEWS was among the first data bases up on the new dedicated World Wide Web server for the International Textiles and Apparel Association. This document has been on a gopher site in recent years and will be the prototype for encouraging discipline-wide involvement in sharing research progress on an on-going, time effective basis.
2. WCC-23 plans to solicit input and participation from Extension faculty at member institutions with respect to outreach, research, and information exchange needed to keep current on emerging issues.

PARTICIPANTS:

Colorado State University Molly Eckman 60% Research; 25% Teaching	Effect of ethnicity on consumer behavior, consumer decision-making; financial planning for retail businesses
Montana State University Bernadette Tatarka 10% Research, 90% Teaching	Apparel and fabric design, cross-cultural studies, social-psychological aspects of appearance management
Oregon State University Hsiou-Lien Chen 30% Research; 70% Teaching	Textile science
University of CA-Davis Susan Kaiser 50% Research; 50% Teaching	Social-psychological aspects of appearance management, cross-cultural studies
University of Idaho Sandra Evenson 10% Research; 90% Teaching	India-to-Africa trade textiles, textile trade and culture, apparel industry and manufacturing

Washington State University Carol Salusso 100% Teaching	Apparel design, apparel sizing, product development
University of Wyoming Bruce Cameron 30% Research; 70% Teaching	Wool and textile science, textile product analysis and development, performance evaluation of laundry products

OPERATIONAL STRUCTURE:

Chairperson

Responsible for: coordinating committee meetings, collecting, editing, and publishing *Textile and Apparel Research News*, interfacing with administrative advisors

Secretary

Responsible for: compiling meeting notes and distributing minutes to the membership and administrative advisors

SIGNATURES:

 David Reid, Administrative Advisor

 Date

 Chairman, Western Directors Association

 Date

ATTACHMENT: ACCOMPLISHMENTS: WCC-23, October 1, 1993 to December 30, 1998.

ACCOMPLISHMENTS: WCC-23, October 1, 1993 to December 30, 1998.

The coordinating value of WCC-23 is exhibited by the following accomplishments related to objectives of the time period. This listing is not exhaustive but rather illustrative of the kinds of linkages that have occurred and are sponsored through continuance of the WCC-23 Committee.

1. To coordinate research among WCC-23 members and other interested researchers, share expertise, and develop networks within the Western Region.
 - a. The W-175, 5-year renewal project, "Human Physiological and Perceptual Responses to Textile-Skin Interface" includes a number of researchers represented on WCC-23. From this project a significant number of presentations at national and international meetings as well as manuscripts/publications have been generated (see Textiles and Apparel Research News for complete listing).
 - b. WCC-23 sponsored promotion of a new regional research project to regional members. This project, "Enhancing Rural America Through Successful Merchandising, Production, and Distribution of Innovative Textiles and Sewn Products" will be submitted for regional review and approval in early 1999. Participation in that project includes many of the states represented by WCC-23.
 - c. Members of W-175 presented a special topics session, "Interdisciplinary Research Within Textiles and Apparel: The Agony and the Ecstasy", at the 1995 ITAA meeting that addressed perspectives of research and interdisciplinary opportunities.
 - d. WCC-23 continues to update a bibliography on dress and appearance of cultural groups in the Americas. Contributions have been solicited and received from textile and apparel researchers outside of WCC-23 membership.
2. To facilitate exchange of research information by assembling and publishing in print and by electronic mail WCC-23 TEXTILES AND APPAREL RESEARCH NEWS (TARN).
 - a. The current issue is available on the Internet.
 - b. Hard copies of 1993-1995 issues were available on a gopher site and also distributed to participants who then provided copies to AES directors, college deans, and departments.
 - c. Copies and Textiles and Apparel Research News were requested by researchers and extension personnel throughout the United States and Canada.
3. To provide leadership in facilitating research information exchange and interdisciplinary linkages at the national level.
 - a. WCC-23 remained committed to communication linkages through electronic mail. This commitment influenced the International Textile and Apparel Association (ITAA) to develop a committee that addresses electronic exchange of information. Carol

Salusso was chair of the ITAA committee for two years, 1993-1995.

- b. The electronics communication committee for ITAA received seed money (\$2500) from Sunbury Corporation to support "Placing the International Textile and Apparel Association on the Global Communication Infrastructure" (PI, Carol Salusso, 1995).
- c. The electronics communication committee for ITAA received support (\$142,000) through the USDA Challenge Grant Program to fund "Establishing a Fiber, Textiles and Apparel Information Resource on the Internet" (Co-PI, Teresa Summers, Carol Salusso, 1995-1998).
- d. WCC members from the states of Idaho, Oregon, and Washington received support (\$167,000) through the USDA Challenge Grant Program to fund "UNIVERSITY AND INDUSTRY PARTNERSHIP PNW APPAREL AND TEXTILES CONSORTIUM" for 1996-99 (PI, Evenson (Idaho), Co-PI Salusso/Schactler (Washington), Jordan/Bryant (Oregon)). This grant is directed toward linkages among universities in partnership with business and industry with intended impact on fostering internships for students across the PNW.
- e. A 1998-2001 \$159,983 grant received through the USDA Challenge Grant Program extends the 1995 ITAA grant led by Summers and Salusso. The purpose of this new project is to expand the offerings on the dedicated server to provide comparative program data, complementary to that provided by FAEIS, that could be used in assessment and productivity measures of fiber, textile, apparel programs and to facilitate access to instructional materials that incorporate recent advances in discipline-specific subject matter. (PI Summers (Louisiana) Co-PI's are Salusso (Washington), Kean and Laughlin, (Nebraska) Cassill, (North Carolina).
- f. Information and discussion on the National Research Initiative among WCC-23 members resulted in funding (\$49,742) of "Evaluation of the Photodegradation of U.S. Wools" (PI, Donna Brown).
- g. Further discussion of federal opportunities resulted in National Science Foundation funding (\$18,850) of "Textile Testing and Product Analysis" (PI, Donna Brown).
- h. Researchers at a western station received funding to study "Rural Economic Development in Colorado: Connecting Retailers with Value-Added Commodities." (PI, Merry Jo Dallas).
- i. Researchers at two western universities collaborated on researching the "Spending Patterns Of Plus-Size Apparel Catalog Shoppers (Bickle (Colorado), Shim (Arizona).
- j. The commitment from WCC-23 to communication linkages through electronic mail resulted in several collaborative efforts among WCC-23 members and faculty from various western and mid-western states.
- k. Researchers at several western stations are involved in interdisciplinary studies that

include research in areas that include areas such as medicine, foods and nutrition, child and family studies.