

STUDENTS LIVING **CARDINAL**, **GOLD** AND **GREEN**

With the objective that innovation emerges and flourishes in a culture in which the opportunity for creative thinking and doing is provided, the College of Human Sciences offers a multi-faceted Start Something platform. One that ensures each student's pursuit of a unique adventure (and triumph) in innovation and entrepreneurship. Adventure avenues are offered through three main pathways: immersive innovation, hands-on experiences and core offerings.

Immersive Innovation

The College of Human Sciences understands that an innovative adventure is truly exemplified when innovation opportunities, resources and connections allow an immersive pathway. With that in mind, countless opportunities exist to offer individual immersion product development experiences within a diversity of areas including textiles and apparel, food, educational technology and gaming and health. In addition, focused initiatives, such as The Culinary Creation Lab (most recently hosting an [Innovations in Chocolate course](#)) and The Fashion Show, are also offered in sparking innovation through professional development.

[The Fashion Show](#) is an annual all-student planned and executed event, involving majors within Human Sciences and across campus, and guest designer judges from leading clothing brands. The event has grown, since its start in 1982, to gain recognition as one of the largest student-run fashion shows in the nation - rooted in the foundation of showcasing designs by students in the [Apparel, Merchandising, and Design program](#). The

professional development opportunity is significant, relevant and transferable for any student.

For Nathan Oh, a fifth year student in Architecture, involvement in the Fashion Show was an invaluable opportunity for collaboration with other disciplines, all beneficial to his career goals.



Photo courtesy of Nathan Oh

"My biggest takeaway personally has been stepping more out of my comfort zone. Professionally, being able to collaborate and have meaningful discussions with the other directors has been my biggest takeaway. Because it is an interdisciplinary team, it allows us to share our own learning experiences and knowledge from our education

to apply to this work. ... it is an honor and pleasure to be a part of and collaborate with others outside my field."

Immersion in collaborative innovation, also resonates with Julia Tighe, a senior in Apparel Merchandising and Design, especially through the power of organization and teamwork. In her focused design roles with The Fashion Show, she has also discovered an unique innovative component infusing sustainability - from campus to career and beyond.



Photo courtesy of Julia Tighe

"I have seen a large increase in an emphasis on sustainability when creating designs in fashion. [Student] designers are more often choosing sustainable fabrics, reusing fabric scraps and entering in

the sustainability section [of the show]. Students are looking for jobs in a company that values sustainability;”

In reflecting on the December newsletter theme, “Triumph;” Tighe notes additional transferability of innovation, not only through post-pandemic creativity for The Fashion Show; but also in seeing College programs offered to students add timely and relevant components and experiences through a focus on thoughtful consumption.

Abby Ashbacher, a senior in Apparel Merchandising with a minor in sustainability, further echoes the valuable transferability opportunity she has gained through being a part of the immersive innovation experience of The Fashion Show.



Photo courtesy of Abby Ashbacher

“The Fashion Show has been the most rewarding part of my college career. It gave me

a sense of purpose within my major and allowed me to explore the various avenues within the fashion industry. ... I feel much more confident approaching interactions with professionals in the industry.”



Photo courtesy of College of Human Sciences

Additionally, Ashbacher reflected on the realization of triumph through philanthropic efforts and commitment - exemplified through a companion Philanthropy Thrift Shop initiative to give clothing another life in another home and support social causes.

“... We always look to improve our social and ethical approaches. The Fashion Show does a great job of building and nurturing a positive community. ... Various team-building activities give everyone a higher sense of purpose within the organization, and I find that very rewarding.”

Liv Makeever, a senior in Apparel Merchandising, with a

minor in event management, agreed and added.

“I cannot even begin to list all the ways that being a part of the fashion show has prepared me for my professional career and all the things I have learned about leadership, working with others, hard work, and dedication. ... It has shown me... how to treat people with respect and as equals, no matter the leadership position, and a positive work-life balance.”



Photo courtesy of Liv Makeever

Hands-on-Experience

An adventure pursuing entrepreneurship is not fully representative unless it also includes the opportunity to experience running a business. The College of Human Sciences ensures this full adventure through hands-on-experiences within three campus business opportunities - Innovate 1858, Sparks, The Joan Bice Underwood Tearoom and The ISU Creamery.

[Innovate 1858](#) is a student-operated retail store, selling apparel, stationary and home goods– including Iowa State University student-designed and produced products. Not only do student store team members have the opportunity to build skill sets in merchandising, marketing and sales, they are also offered hands-on buying and trend-forecasting experience. Among the many “from students” products available for sale are [CyStarters](#) startup business items and items featuring [Iowa State’s officially registered tartan: “Connected”](#).



Photo courtesy of Innovate 1858

For Skylar Bundridge, a senior in Event Management, connection to Innovate 1858 has offered a diversity of entrepreneurial experience. First as a student designer and second as a business client through her company, [Sky Ivy Designs](#). Bundridge’s major and Innovate 1858, both housed within the [Department of Apparel,](#)

[Events, and Hospitality Management](#), allowed her to combine learning and hands-on opportunities in further pursuing event management and business ownership. Among most notable skills developed include flexibility, performance under pressure and cultivating the appeal connection of your products and business to potential customers and clients.



Photo courtesy of Student Innovation Center

For Audrey McMillan, a senior in Apparel, Merchandising, and Design, Innovate 1858 has been an opportunity to dive into business operations and management hands-on entrepreneurship. Although having worked in many roles for Innovate 1858, McMillan found an especially relevant multi-faceted professional development opportunity through her work as an HR supervisor. In this role, McMillan gained firsthand experience in buying, employee training, creating policies and other skills to move from campus to career.



Photo courtesy of College of Human Sciences

[SPARKS Cafe](#) and [ISU Creamery](#) offer students the opportunity to run a unique specialty business, a restaurant - SPARKS providing takeaway food and beverage selections and ISU Creamery featuring dairy products. Similar to 1858, students oversee all operational decisions related to running the business, such as inventory, product pricing, marketing and hiring. With the addition of food considerations, added in are responsibilities related to safety in food handling and preparation, as well as ensuring the least amount of lost profit, from spoilage, through gathering customer feedback concerning product and flavor preference.



Photo courtesy of ISU Creamery

Providing further insight into restaurant ownership, [The Joan Bice Underwood Tearoom](#) is a full-service restaurant/classroom teaching operation. Students enrolled in [HSPM 380L \(Food Production and Service Management Experience\)](#) oversee full operation of the non-profit restaurant/classroom that offers a daily lunch and full-service meals to the public. A fully immersive experience not only encompassing food preparation and quality standards, but also service timing and the overarching customer service experience.



Photo courtesy of College of Human Sciences

Core Offerings

At its core, successful and relevant innovation is grounded in a foundation of core offerings - made up of academic courses and co-curricular activities and organizations. For the College of Human Sciences Start Something platform, this includes focused coursework, a minor in Entrepreneurship and [certificate in Entrepreneurship and Innovation](#), learning communities, events - featuring

an Entrepreneurship Showcase, Product Pitch Sessions for Innovate 1858 and taking part in summits in connection to [Main Street Iowa](#) and the [Iowa Retail Initiative](#) - and student organizations on campus.

Oftentimes for students, it is the additional connection to co-curricular opportunities that allow all experiences and components to come together in a unique adventure all its own. For Sara Rosenthal, a senior in elementary education, working as an outreach mentor for a FIRSTTech Challenge Team and refereeing for the FIRST LEGO League nurtured her professional pathway toward an even deeper personal passion of bringing STEM education to more students, and breaking down misconceptions about these academic disciplines.



Photo courtesy of Sara Rosenthal

Because she has been able to discover her own unique passions through her involvement in robotics and STEM-related activities,

it is vital for Sara to share these passions with younger generations, hoping to build their confidence and inspire them.

How to Get Involved

Known for a commitment to advancing careers and humanity, the College of Human Sciences provides an all-encompassing platform from which their inner student innovators and entrepreneurs can springboard. From retail operations to food service to event production - through local, national and international connections and resources, applying course learning to real-world scenarios is of priority and principle.

For more information and to stay updated, as the Start Something College of Human Sciences program continues to grow, visit the [program webpage](#) and connect to the College of Human Science's [Instagram](#) and [Facebook](#) social media platforms. Career Services and Internship Coordinators are also available to connect students with professional development opportunities that will prepare them for future success.



Photo courtesy of College of Human Sciences