



Advisory Committee Meeting
Date: 4/27/12 Department: Digital Media
Faculty Member: Clyde Johnson
Chair Person(s)

The Board of Trustees of Redwoods Community College District, in order to ensure the relevance of Career and Technical Education (CTE) programs to local workforce and community needs and to promote effective communications with the community, authorizes the Superintendent/President, as its agent, to appoint citizens of the community to serve as members of CTE Program Advisory Committees.

The meeting was called to order at 11:30 a.m.

Members Present/New Introductions

Montel VanderHorck, Mary Cruse, Peter Krueger, Rick Febre, Pru Ratliff, Dave Silverbrand, Clyde Johnson

Action Items:

1. None

Discussion Items:

1. Employer skill-requirements for employees
2. Aptitude and Attitude of students
3. Trends in media field
4. Cooperative Work Experience (CWE)-briefly discussed by Pru before Discussion.
5. DM Website and Video
6. Appoint committee Chair(s): Mary Cruse and Peter Krueger

Committee response:

- It was agreed that students are not as engaged as would be preferred. Ways to engage them were discussed including upgrading and expanding traditional graphic design and other web forms for illustration and animation. R.F. Being in touch with HSU classes with overlapping program similarities will interest students transferring to HSU.
- M.C. recognizes the need for creating digital media jobs and game development in Humboldt County. She mentioned the county offices and Headwaters sources to look to for investments in creative and knowledge-based industries. They need to hear from successful people in the industry in order to help financially. She participates in securing grants and funding for digital media at high schools
- P.K. described his advertising agency, Precision Intermedia. He has ten employees and does high level programming, web work, and is in the process of developing a short DVD history of Humboldt County in time lapse photography. He builds websites for radio stations all across the U.S.
- Asked about what he looks for in a new hire: He looks for students who are truly interested in the profession and have taken the initiative to show their skills at the interview. Students need to have reading, writing, and communication skills.

- D.S. Journalist, Career Broadcaster and General Manager of KVIQ started a BLOG as a learning tool for students to enter their works and develop their skills. He noted that broadcasting has been replaced by digital main stream media. Journalism is a required course in any Digital Media degree. Dave's BLOG is collegeredwoodsnews.net
- The difference between "creative" and "programming" was discussed. Students are expected to acquire research and rewrite skills and be able to analyze ideas.
- Students go to HSU for Programming. DreamWeaver is outdated.
- R.F. spoke on HSU classes involving CIS, DM film and video and would like to make up a new curriculum. He is pushing for a motion graphics course.
- The wording of "Digital Media" was batted around to call it just "Media."
- Trends were discussed: Designer skins/HTML compliancy/HTML5 is supposed to make everything work together, but doesn't until it gets more popular. FLASH is on its way out; hookups for mobile phones; APPS designs; GL locations are starting to work; using the same content in different views. It's imperative to keep good foundations while working with all the mediums.
- Everyone agreed that the mission is to give students a broad knowledge of the field so they know what they need to study to be successful in the field.
- Clyde explained student learning outcomes (SLOs) and program learning outcomes (PLOs) and how the committee can help keep the program on the right track.
- The recently-made Digital Media video was shown.

The next formal meeting will be: (tba)

Meeting Adjourned: 1:15 p.m.