

Digital Media Advisory Committee

Digital Media Educators and Consultants Meeting

October 2, 2014 4pm-5:30pm at Access Humboldt

Creating Digital Media Pathways

NOTES

1. Introductions

1.1. Who is here? What do you do:

Eileen McGee - Ink People/ HCOE-EHS, Youth Video Instructor.

Patrick O'Rourke - Heartwood Institute, Executive Director.

Julia Green - Humboldt 4-H, Volunteer Leader for (new) Media Team.

Clyde Johnson - College of the Redwoods, Digital Media Program Manager/ Professor.

Sean McLaughlin - Access Humboldt, Executive Director.

Bob Morse - Morse Media, owner.

Anne Bown-Crawford - Arcata High School/ Arcata Art Institute, Teacher/ Director.

Juan Carrillo - Access Humboldt, Production Manager.

Montel Vanderhork III - CR, Digital Media Instructor/ Cooperative Work .

Errin Odell - Fortuna High, Media Teacher.

Colby Smart - HCOE, Curriculum/ E-Learning.

David Scheerer - HSU/ Indie Producer, Professor/ Director-Producer.

Denise George - DHHS-Tobacco Free Humboldt, Health Educator.

Lou Moerner - NCIDC, Communication and Wellness Director.

Marsh Milkie - McKinleyville High School, Media Teacher/ Technology Coordinator.

Lilach Assayag - Access Humboldt, director of Outreach and Development.

Barbara Dumanchuk - "ASK ME/Ink People, Media Producer/ Instructor.

2. Local employers and local needs/ trends:

2.1. Define entry-level opportunities and skills desired for employees:

In the web development field the popular tools are Wordpress or Drupal websites. Wordpress is easy, open source, and diy. There is a large user community and forums. Wordpress themes are adaptable and designers can tweak them easily.

Drupal has a high learning curve as it requires some programming knowledge. Drupal essentially offers a "kit" with certain features/elements that are added to the basic platform like lego pieces. Installing and maintaining Drupal websites requires an in-house expert or outside service/consultant. With Drupal, graphic

designers submit a photoshop file and a developer would “slice it up” and attach code to the different pieces.

Many of HCOE K-12 websites are using Wordpress or proprietary services. Many government website are changing to Drupal platforms. Local nonprofits vary between Wordpress and Drupal and some are still using Dreamweaver to manage their sites.

Building websites is a collaborative process between the client, developer, and graphic artist but it is also an ongoing process. The client need to generate content that would drive traffic to the site. Digital marketing seems likes a big opportunity: how to use Twitter, Facebook, blogs, etc. to promote visibility and interaction of the website. There is a need for design and programming knowledge but also marketing ability.

In Video Production, HSU film department teaches students all production roles needed to be successful including seeking funding. Content quality is important with emphasis on aesthetics rather than the “button pushing.” Students learn why to make a cut in a certain place not just how to do it so the editing skill is transferable to any editing software. Communication skills are also important to make connections with clients as well as potential funders and production team. Marketing has a value and need as well.

2.2. Internship/mentorship opportunities: process and availability

Earning a degree is a good starting point and previous work experience is good to some degree as long as the knowledge is relevant.

HSU sends excelling film students to intern and get work experience at KEET as well as in film projects that come up here from out of the area. There hasn't been much integration between film and web design or motion graphics internships due to communication difficulties between departments within HSU. Some such multi-skill opportunities due happen on a case by case basis when the right student and opportunity arise.

NCIDC is seeking under-poverty-level native youth 16-22 year-old for a video project to teach other youth how to be employable. These would be video vignettes using mobile/ touch devices. Youth can be behind and/ or in front of the camera. This is a paid opportunity. The project is statewide and NCIDC is looking for one kid from Humboldt and each adjacent counties. Youth will learn to be a part of a team, how to produce videos, and how to become a good citizen.

MARZ is an Ink People program teaching 14-22 year-old youth media and arts skills and connecting them to real world job experience. This is a drop-in program that takes place in Eureka Tue-Fri 3pm-6pm.

College of the Redwoods started a Cooperative Work program wherein students get college credit for work they do for businesses or organizations. This could be paid or unpaid opportunities. Faculty is seeking grant to pay interns when the client lacks the ability to do so. This program works across CR departments/programs. Faculty is seeking to establish positions and community partners that would offer work experience opportunities. This program emulates the business internship program at HSU and focuses on job skill in the area.

The Heartwood Institute in southern Humboldt would be looking for interns in a few months. It is located in a rural area at the south-east edge of Humboldt County.

Project Accessible Hollywood (PAH) is coming to Eureka. This project created by Christopher Coppola to encourage storytelling & filmmaking among the masses. There are many video contests. Check out: www.pahfest.org

3. Software trends:

HCOE has transitioned 80% of their schools to Google tools. Google domain for education is free. Google tools (Drive, Docs, Calendars, etc.) allows and encourage collaborative work and accessibility of materials on the web. Bandwidth is a problem in some remote locations and the transition forces schools to adapt some of the curricula. This change also affects equipment and technology choices and purchasing.

Arcata High is using Adobe CS5 on PCs and Macs and are experiencing pressure to transition into cloud base service to follow industry standards.

Professional development opportunity is coming up next April: CTE leadership Conference. A flier will be shared with the group later on.

At Mckinleyville High industry standards drives purchases.

At HSU students are taught editing with Final Cut 5. Classes cover principles of editing so the skill is transferable to any software. HSU is shifting to Avid, which is very expensive.

Access Humboldt encourage members to use Adobe Premier, which is also taught at CR but the professional production team uses Final Cut X. Final Cut X is not

recommended for large organization or large media management but has easy cloud distributions features.

A major takeaway is the need to focus on transferable skills rather than particular software. Software is just the tool and the knowledge is general understanding of principles and computer/tech literacy. Another takeaway is the need for hybrid of core learning and community engagement to practice the learned skills. Locations across the County could/should support other programs in collaboration.

Agenda items left for next meeting:

4. Educational pathways:
 - 4.1. Identify local programs and classes
 - 4.2. Identify needs, strengths and weaknesses

5. Showcase events:
 - 5.1. Collaborate on screening events and open-house type events to increase participation of interested students and community members.