Digital Media Advisory Committee

May 7, 2015 Meeting Minutes - compiled from meeting worksheets and discussion.

Meeting Time: 4:00-5:30pm

Meeting Attendance: Clyde Johnson, Sean McLaughlin, Eileen McGee, Karen Majoribanks, Ricardo Febre, Philip Middlemiss, Jennifer Johnson, Gary Todoroff, Jason Sidell, Montel Vanderhorck, Juan Carillo, Matt Knight

Meeting Notes – Questions and Answers from Committee Members

What are essential educational priorities for Digital Media?

1. Availability of devices and storage
2. Pathways to employment – Exposure to students about the variety of careers available by hands-on activities and mentors.
3. Real world experience – Working on real world projects that provide success for students.
4. Providing a realistic view of the possible future of Digital Media
5. Exposure and knowledge of industry standard equipment and software – technical training for both hardware and software.
6. Teaching fundamental concepts that are transferable across software applications.
7. Teaching efficient workflow and best practices for common operations.
8. Teaching file and resource management techniques.
9. Preparation for University transfer and internships.
10. Wirecast class – digital broadcast

What are facility priorities Digital Media should provide to students?

1. A variety of multi-media experiences.
2. Current software on machines capable of running the software for media production.
3. Professional quality software.
4. High quality network / internet
5. Lab access and production equipment access.
6. Broadcast path

What should Digital Media consider doing differently?

1. Offer editing class for Final Cut
2. Increase publicity – more outreach.
3. Approve dual enrolled classes with qualified EHS teacher
4. Teach concurrent class at EHS campus after 3:30pm.
5. Have professional visitors speak to classes.

Additional Comments and Discussions

1. Live organizations – support for classes that need filling.
2. Channel 8 – always available
3. Get 1 small good project off the ground and on the air.

4. Compile a periodic "newsletter" with Advisory Committee member updates. The newsletter would include events, class offerings, internships, job offerings, etc. It would go out to all committee member to disseminate within their individual communities. Newsletter could be quarterly with the goal of simplicity and sharing information.

5. Collaboration with CR Community Ed to get Lightroom software for the CR 6th and D computer lab. (According to Gary Todoroff, Eileen McGee has pledged $85 to the budget for this software.)

Summary from Clyde Johnson

The DM Advisory Committee was held at Access Humboldt on Thursday, May 7 at 4pm. There were 12. A strategy for this time and date was to align with the Digital Media Showcase so attendees could stick around for the Showcase event although very few did.

The meeting had strong representation from CR, EHS, and Access Humboldt. HSU had one representative. Industry professionals serving on the committee did not attend, this connection should be strengthened for future meetings.

The meeting started with introductions which are very important. This is the time for committee members to share their current endeavors and provide updates relevant to media within their area of representation and expertise.

Access Humboldt described how they are able to provide live streaming for local events as well as access to their video production studio with 3-point cameras and green screen. The Access Humboldt video production studio is under-used and should be recognized for media training and video projects for community service.

EHS representatives also mentioned their high-end media lab that can possibly be used for dual-enrollment and/or concurrent enrollment DM classes.

DM class lists and primary class software were shown to the attendees. Software discussion focused on video editing and the use of Premiere versus Final Cut. EHS uses Final Cut in a Mac lab. The DM video classes use Premiere in a Windows lab. Committee members recognized the differences as acceptable since the fundamentals for video editing are the same and the students acquire a broader range of experience when using varied software and computer platforms.

There was also discussion about the purpose of the committee and members stated how the committee needs to do something beyond just meeting and talking. One suggestion was to do something small, to have a goal to meet, and a sense of accomplishment. The something small was not identified. Another suggestion was to find a media project that students can work on outside of school classes. This project can develop its own momentum if it has enough appeal to those working on it. These topics will be discussed at the next meeting and committee members are invited to elaborate on their ideas through the Digital Media Educators group email.