



## Career & Technical Education (CTE)

Mission: To provide our students an opportunity to engage in state of the art career and technical education and training that gives them distinct advantages in reaching their career goals.

**Digital Media Advisory Committee**  
**Humanities Building in Room HU 218**  
**Friday, April 14, 2017 @ 3:00pm**

### AGENDA

1. Introductions

*John Richmond from Lost Coast Communications, Sean McLaughlin from Access Humboldt, Marla Gleave - Dean of CTE, Michael Dennis - Associate Dean of CTE, Kyle Couture and David Wilson both CR Associate Faculty*

2. Identifying a Chair of the Committee

*John Richmond from Lost Coast Communications was identified as the chair*

3. Program Updates:

a. Program enrollments

*Discussion regarding the value of what we are offering students and the skill set needed*

b. Strong Workforce Funds – new technologies, new courses

*No discussion was had*

4. Curriculum Discussions:

a. Industry discussion on:

- Skill gaps of CR students

*Lengthy discussion about:*

A. *Social Media*

*Ability to use marketing language, create quick concise newsletter, create and maintain a content database all while having a digital skill set*

B. *Graphic Design skill set is hireable*

C. *Ability to create quick blast communications*

D. *Writing and using motion within social media*

*It takes all these skills to be employable in our local area. And Needs to be a content creator and the ability to do via freelance*

- Growth of the industry over the next 2-5 years to aid in curriculum planning and updates

*Any interface with humanity and digital, to be a content creator. Ability to program code for user interface and maybe start an App development course.*

- Program Learning Outcome review

*The committee thought it would be good to do the following with the PLO's*

- 1) **Remain as is** - *Conceptualize, design, develop, and deliver ideas, values, and stories to defined audiences for defined purposes through visual and aural media.*

- 2) **Delete** - *Recognize problems and implement solutions by using varied resources to meet defined objectives or expectations.*

- 3) **Remain as is** - *Communicate effectively and contribute production expectations in a team environment to meet deadlines for media-based products.*
- 4) **Industry does understand the intent, could use minor re-write** - *Adapt to changes in media technologies while utilizing similarities in development tools (hardware and software) to build new skills on existing skills.*
- 5) **Remain as is** - *Demonstrate abilities to follow directions and adapt personal style to develop and deliver content as defined by client, audience, and/or purpose.*

5. Next Steps

6. Adjournment