

Digital Media Advisory Committee Meeting Minutes

May 1st, 2018 4:00 - 5:00 p.m.

Place: HU 115

Present:

CR Representatives - David Wilson, Montel Vander Horck, Michael Dennis, Angelina Hill

The meeting was called to order at 4:03pm.

Two industry professionals confirmed their attendance. One person had to cancel last minute, and the other industry professional was a no show.

Meeting Notes:

Angelina – Advisory meetings should be held once a semester.

Montel – Discussed conducting a survey to send out to perspective industry partners to gauge interest and to obtain feedback on industry needs.

Angelina – Had previously discussed with Marty Coelho about having members of Lost Coast Communication serve as Advisory Committee Members. The members suggested by Marty Coelho were already on the list. Possibility of having one big advisory committee meeting in the fall with all the programs together.

Angelina – Introduction of the new CTE booklet.

Montel – Expressed interest in bringing the CTE booklet to the Digital Media Showcase this week Thursday, May 3rd.

Angelina – Updates: Center of Excellence conversation with the director about a comprehensive labor market study that is being conducted around digital media. The study will look at the immediate county as well as a larger area. The study relies heavily on job postings. The report is expected to be done some time over the summer.

Michael Dennis – Inquired on how much lead time is needed when asking for a report from the Center of Excellence, possibly to use for program review in the fall.

Angelina – The amount of time can vary depending. If the report is needed for Program Review in the fall, now is good time to request the report.

Michael Dennis – Discussed difficulties regarding how the Business Department is tracking down where graduates go.

Montel- Asked Michael Dennis how the Business Department accounts for entrepreneurial individuals.

Michael Dennis – Entrepreneurial individuals can't be accounted for. There might be something in the CTE outcomes survey.

Angelina – Data share agreement.

Michael Dennis – Data share should be matched with you social security information.

Angelina – Some information should be available in LauchBoard.

Montel – Many gigs are below the threshold to report for tax filings.

David Wilson – Inquired about how we were trying to break away from the pathways

Angelina – 4021 Program Viability Committee and their deliberations are confidential, and will probably extend through the summer. The committee is tasked with reviewing all the data and Center of Excellence Reports. The Program Viability Committee looks at the curriculum, enrollments, and a lot of qualitative data. The Program Viability Committee will make a recommendation to the President

David Wilson – The loss of a full time faculty has impaired the program.

Angelina – The Program Viability Committee will take the fact that there is no full time faculty member into consideration.

David Wilson – DM is very much related to CTE.

Michael Dennis – Asked Montel and David if they have a sense of what the Digital Media completers end up doing and what section of the media system they work in.

Montel – There isn't a great deal of completers possibly due to the large number of units.

Students transfer to HSU for the Film/Theater/Dance Program. There are who students come in as skill builders and go to work for the local T.V. and radio stations. Students come to learn image manipulation for their job in an office setting and students come over from the business technology side. One success story is a student who moved into a film and digital media job and is the lone employee of the film commission, other than the film commissioner herself.

Michael Dennis – Which classes are most popular in regards to skill building?

Montel – DM 10, DM 56, and David's Photoshop class. There hasn't been a chance to do the audio component yet due to audio curriculum not being submitted in time.

Angelina - Regarding audio, there aren't proper facilities currently

Montel – Even if there isn't a perfect recording space there is a lot that can be done. There are 50 radio stations locally. Expressed importance of cooperative work as degree requirement for students to obtain work experience in the field.

Montel – Asked about drafting question for a survey to send to potential committee members.

Angelina – Suggested waiting for the Center of Excellence report to get a better sense of the labor market.

Meeting adjourned: 4:29pm