DIGITAL MEDIA ADVISORY BOARD
DRAFT MINUTES

May 1, 2018 / 5:30pm/ 1687

Meeting Agenda

1. Welcome and Introductions
Call to order 5:33pm
Members Present: Peter Kuo (LPC); Stuart McElderry (LPC); Chris Meyer (Dublin HS); Robin Roth (Hertz); Sonny Thomas (PureRED)

2. Approval of Prior Meeting Minutes
MSC: Peter Kou/Chris Meyer
Unanimous Approval

3. Industry Update

<u>New Technology</u>
Robin Roth - She is seeing that students need to be able to analyze data including dashboards. The small companies that she works for are looking to her to provide all of this information. Finding in corporate world, surprisingly not that advanced just needs to be posted. Bringing the graphics end into the DA pieces.
Peter Kuo – Data Analytics is a trend; this semester offering word press class; incorporate DA into the work press class.
Vicki Shipman – Faculty members from Computer Sciences and Business are developing a Data Analytics certificate.
Christ Meyer – Asked if Data Analytics may be incorporated into the classroom. Chris may be interested in beta testing the DA curriculum.

Robin Roth – Preparing graphics for a board presentation with data.

<u>Training & Hiring Needs</u>
Robin Roth - Prepress training; designers have not learned the level of prepress operation; it's not just about designing, it's about production/operations; possibly bring back the design-shop so that students gain these skills; certificate earners were taking the prepress versus the transfer students; she wants to know how do we recruit the transfer students to the program.

<u>Hiring Needs</u>
Emerging Industries – Robin – small business needs; Design shop was a big launch for her as she picked up Posada's as a long term client.

4. Faculty Report

Enrollments:

VCOM Handout (average 22 per classroom)

Interior Design – cross listed with color theory, may be removing. Peter will be reaching out to Jill Hornbeck to discuss as this is a cross listed class.

Robin Roth – What is cross listing?

Peter Kuo - Both classes are offered at the same time with one instructor. Photoshop I and II is cross listed however Photoshop II has decreasing enrollment.

Curriculum:

Peter Kuo – Last meeting presented updated curriculum (see list); all has been approved as of this semester. Effective Fall 2018. Next wants to work on articulation with CSU/UC.

Chris Meyer – re Articulation with HS, they do not have the students to warrant offering a class according to administrations. His gaming students are advanced. He's trying to implement art basics like color theory. Backwards traffic jam between classes; dream world, 2 years with Peter then teach gaming.

Robin Roth – Asked difference of articulation, concurrent enrollment and dual enrollment.

Vicki – Explained the difference between articulation, concurrent and dual enrollment.

Chris Meyer – Exploring where add through articulation or concurrent enrollment for lower level VCOM classes exposed to the high school kids to drive enrollment to LPC. Game design at LPC or animation.
Peter Kuo – Agrees. He and Chris will work together on potential partnership of additional classes.

Other
Peter Kuo – Announces that the the Design Shop is back! Now running as an agency with students taking turns at each job component within the Design shop. Students learning the concept of running a shop.

Robin Roth – Are clients coming into the classroom?

Peter – yes, they come in for initial kick off meetings and project setup. First round review, and final review. Internal marketing to LPC programs only at this time. Working with Music, Theater, etc.

Robin Roth – So many talented students coming into the classroom that keeping them engaged through the difference responsibilities of being a team member.

Peter – Students are learning what their talents are through serving in the different roles as a team member.

Robin – internships are great as well with PureRed, having the design shop provides internships on campus.

Peter - Summer Camp – June 2019!

5. Recommendations from the Advisory Board

Robin Roth - Recommended that faculty perform a survey of the students to learn how the program may be improved.

6. Next Regular Meeting
TBD