



# Digital Graphic Design PROGRAM

**Advisory Committee Meeting  
Wednesday, November 19, 2014  
5:00pm LCC - CA 202  
Minutes**

**Call to Order: 5:00**

**Members present: Michael Giampaoli, Kevin Massey, Jacob Brennan, DeDe Petersen, Bob Ellis, Pam Dusenbery, Ted Kranz, Corey O'Brien, Chairman: Lori Collier**

**Guests: None**


## **1. Program Update**

**a. Student Successes:** Lori reported that the program had 5 graduates last year, with all but one now working in the industry and/or achieving higher education. The one student who has not moved forward had been faced with some personal and financial setbacks. Lori also reported that several of her current students have received paid job positions within the local industry. Past students on the DGD Advisory committee, Kevin Massey, Jacob Brennan, Dee Petersen, and Corey O'Brien shared their new accomplishments within the industry/education.

**b. IPR: Instructional Program Review addendum:** Lori stated that it had been asked of all vocational programs to prepare a IPR Update/addendum to their two year report as a result of equipment needs and purchases. Lori concluded that she would email the Update report to the committee to review so they may make suggestions for next year. Michael Giampaoli elaborated on the process of an IPR and the Update's importance to a vocational program in order to receive funding through grants. Lori added that she took this opportunity to add a 3-D printer to the IPR report Update. An open discussion occurred regarding the positive uses of a 3-D printer across campus and the benefits to DGD students.

**c. VTEA Funding:** Lori reported per the 2013-14 IPR that the LCC Consultation Committee approved the funding of her prioritized item number 6, a new folding machine. Lori expressed her disappointment that she was not consulted in the decision of picking an item so low on the list, as there were a few top priority items that would have helped the program better at this time. Although, she was pleased that the purchase was granted through a VTEA/CTE grant and it is an update to the inherited pre-existing folder that is obsolete.

Lori also stated that a CTE program meeting was held this past month to prioritize IPR items for the possible allocation of additional VTEA/CTE grant funds. Michael shared with the committee the process that occurs across campus and how one has to plan years in advance due to the shared governance policy.



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**d. Current Status of DGD program/Fast Track Certificates:** Lori stated that although numbers are up from last year in the DGD program it may not be enough to satisfy current Administrators and that the college is still at a hurt for students across the board. Lori reported that Dr. Hall has been promoting LCC at all schools within the district, giving awareness of programs available at LCC. According to the new outreach coordinator at LCC, the DGD program is the most asked about when he visits other schools and college fairs.

Lori also emphasized that her primary goal is to instill student success through her instruction and that she was not hired as a marketing agent, although she will continue to visit local high schools each year to promote the 2+2 articulation and career opportunities. Ted injected that Lori's visit last month to Lassen High School made a great impact on students' interest in the DGD program.

The committee had concerns regarding administration not supporting the program in full and perhaps it is because they do not understand the power behind technology and how different the graphic design industry is from the other voc. programs.

Lori reported that she had several students sign up for the Fast Track Certificate, but half way through the semester they changed their ED plan to an A.S. Degree in Digital Graphic Design, because they realized they want greater success in the industry.

**e. Promoting of LCC DGD program:** Lori stated that there needs to be more promotion of the program, but being in the classroom and directing Work Study/Experience students in-between leaves no time for working on promotional materials. She asked for help from the committee.

Ted stated that the new Production Graphics class articulation at Lassen High School has 30 + students who are interested in Graphic Design. He said he keeps getting the same questions asked over again from students regarding careers in the field and when can they start making money. An open conversation occurred regarding student ambition and desire to succeed.

Pam Dusenbery stated that more scholarships in the low-income areas of the county would help bring students to LCC. She has many students who are interested in LCC, but just can't afford it.

Many more promotional ideas arose from paying for newspaper ads to doing a separate DGD website, as the LCC website is not user friendly and doesn't promote any programs. Another suggestion was to link a DGD webpage/or website into high school websites. Michael injected that IT will be working on the LCC website as a potential student/guest promotion to LCC now that the LCC portal is up and working. Lori asked the committee to email her more promotional ideas as they think of them.



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**f. Work Experience/Internships:** Lori stated that she would like to see more work experience opportunities for her students within the community. Ted stated that every business out there could use a graphic designer and the ads that businesses put out in Lassen County are little to be desired. Ted concluded that he could use students, but more on a full time basis as he is turning down work every day. Lori asked that if anyone hears of a need to let her know and she would keep Ted's needs in mind if the right student develops.

**g. Input from committee:** More ideas to entice student enrollment surfaced from Jacob, Corey and Kevin with the addition of more classes, especially in the media arts such as basic animation, game design, and video. Michael injected that if you add too many courses then there are not enough students to fill them or students can't take all the classes required. Ted agreed, and stated that the LEAPP class at Lass High touches on too many programs and students can't perfect what they do. Any new courses need to have a flow and direction. Lori said she would consider a basic media arts course that could give students a taste of the industry and incorporate what they do in the other courses.

It was also discussed to rename a few courses so they articulate better with the Academies and Institutes. Michael clarified that our courses are more dictated by State and University standards. As a state college we articulate with the University system. The committee disagreed with this process, as most students graduating from LCC in the DGD program will be going on to an Academy or Institute, which have greater networking and articulation within the industry and a higher student success rate. Lori stated that she would revisit her course outlines in the spring and will look at titles and curriculum. She mentioned that she just recently had Typography renumbered to articulate with transfer classes.

Discussion of renaming Marketing Yourself as an Artist/Designer occurred as the word marketing scares students. Many suggestions were given, but all agreed it was an extremely valuable course. DeDe Petersen stated it was one of the most important course, as it taught her professionalism, how to speak up in front of others, and to this day she continues to change and build on her resume/portfolio she created in the course. One element to add to the course was "How to find work". Lori stated that was an addition to the curriculum last spring and is being implemented this year.

## **2. Future Topics**

**a. Marketing Plan:** Ted would like to see a brochure on course descriptions of the DGD program so potential students had a better idea of what is available to them and what they would be taking. Further discussion will occur at the next meeting.

**Next Meeting: Spring 2015**

**Adjournment: 7:00pm**