



Digital Graphic Design PROGRAM

Advisory Committee Meeting

Wednesday, October 9th

5:00pm LCC - CA 202

Minutes

Call to Order: 5:03 p.m.

Members present: Kevin Massey, Tammy Swayze, Dawn Egan, Bob Ellis, Pam Dusenbery, Ted Kanz, Corey O'Brien, Michael Giampaoli, Lisa Gardiner, Chairman: Lori Collier

1. Program Update:

Director, Lori Collier gave an update on the following

- a. **Certificate of Accomplishment Graphic Design Entrepreneurship:** is now in effect and supports the business of Graphic designers.
- b. **CTE/VTEA Grant funding:** 20 new iMac computers have been purchased and will be installed for the spring semester with Adobe CC downloads.
- c. **Proposal for new lab:** includes repurposing the old computers for Digital Photography in the photo lab CA 113, which will be adjacent to the photo studio and provide for a extensive photography atmosphere.
- d. **New Instructor:** Aeron Zentner has recently been approved to teach various design/art courses and will be instructing the Art 65 Advanced Web Design class in the spring. Aeron will introduce more back end applications to the class.
- e. **IPR: Instructional Program Review:** Lori is near completion of the state/college's required written review of the program. Michael elaborated on the nuts and bolts of an IPR and its importance to the college for allocated funding, staffing, facility maintenance, and assessing student learning.
- f. **Input from committee:** Many members spoke up on the need to get students prepared for the work place. Ted spoke on Adobe software compatibility with older computer systems in the future. Further discuss was tabled for section 2 of the agenda.

2. Bridging the gap between High Schools – LCC – Industry

a. Prepping the student for LCC:

1. Challenges in preparing the high school student for college/LCC: Dawn Egan and Pam Dusenbery spoke briefly on how they prep their students, computer programs, course curriculum. Dawn also has upgraded to new iMacs and loves their flexibility with graphics. Pam discussed her inability to fund and get support from Herlong High administrators for upgraded equipment and software, and the challenges of working with a limited amount of computers. Ted offered to help Pam look into options of getting newer equipment.

2. SSP Grant in Arts Media and Entertainment: Dawn Egan spoke on the new grant she is applying for that will allow Lassen High to offer more/new courses that parallel LCC courses boosting more student awareness of graphic design and skills within the industry. The grant will allow for one year planning and possible 3-4 years of financial support.



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3. Promoting of LCC DGD program: Lori reported that LCC has a new outreach coordinator Adam Runyan who has taken on the CTE/Transitions grant and will be seen around the high school campuses promoting the programs. It was requested by the high school instructor to have Lori visit the classrooms also. Kevin spoke of his guest artist visit to the high school as well as Corey O'Brien. Both agree to visit the high schools to speak on their experiences. Pam and Dawn agreed that the LCC Foundation Scholarships helped transition students who might not have thought about a degree or career get from the high schools to LCC.

b. Our aim at LCC

- 1. The incoming student:** Lori would like to see more streamlining between software programs taught at the various institutions. She complimented the instructors on how much more prepared their students were who came from the articulated programs at the high schools than those who came from home or charter schools.
- 2. Student challenges:** Lori shared that the greatest challenges at LCC are the diversity in age and computer knowledge/skills. She also injected the challenges of the unmotivated student and lack of responsibility from the younger generation and those who are only enrolled for the financial aid.
- 3. Preparing the student for the work force:** Ted was concerned that students need more production skills for press. Lori stated that the Digital Graphic Design program's main objective is to give the students a well-rounded and solid foundation in design thus allowing specific businesses, industry, or educational institutes to provide in depth technical training based on the educational direction or type of job. Lori's example was that Customer Talk's production needs are much different than UPS's needs and that LCC could not teach all the variables of the industry. If the student is taught good design essentials and basic computer knowledge then they can learn the specific technical skills needed to get what ever job done. The other element that Lori stated that she instills is the ability to meet a deadline and work with a client in a respectful and professional manner. Bob Ellis elaborated on the strict deadlines Lori enforces and the variety of students going to college today. Discussion also took place as to most students are interested in higher education and that LCC will be welcoming the Transfer Model Curriculum once approved by the State Chancellor's Office, which would allow students to do two years at LCC then transfer to any State University as a third year student.

c. Work Force/Industry Expectations

- 1. The emerging student/employee:** All employers agreed that they have a hard time finding employees that are professional, have good customer skills, and are willing to work – not just show up to work.
- 2. Challenges with the new employee/work experience student:** Many of the businesses were still confused regarding if they had to pay for work experience students. Lori clarified that work experience is a volunteer position in exchange for units or credit hours. There is an option for the business to pay if they feel that student is worthy and if it is an actual paid position in which they are doing the work. Otherwise, work experience can be more of a job shadowing, learning experience for the student.



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3. Building a better transition - needs of businesses: Again, business representatives agreed that customer service, professionalism, positive attitude, an open mind, and work ethics were of importance. Lori explained that she teaches Art 52 Marketing Yourself as an Artist/Designer and in that class they learn to dress for success, work with clients, build interview skills, and develop a professional image for themselves and their artwork. Both Tammy Swayze from Customer Talk and Ted Kranz from UPS were concerned that job seekers were saying they were from the college, but presented themselves poorly. When names were dropped, Lori didn't recognize any of the job seekers. A discussion on how to identify a student who has gone through the Digital Graphic Design program occurred. Lori recommended that employers ask to see a portfolio of the job seekers work and also request a letter of recommendation from her. Lori asked that all employers contact her to verify the student's enrollment and success in the Digital Graphic Design program.

3. Future Topics: Grant Updates

Next Meeting: In the spring a meeting of all CTE/Transition articulations will occur and the group will work on building a better transition for students from high school to LCC.

Adjournment: 6:25