**Advisory board minutes**

**Internet and Multimedia**

**Graphic Communications – Palomar College**

**February 10, 2016 Palomar College, Room MD-155C**

**Members Present:**

**NAME TITLE PROFESSIONAL AFFILIATION**

Allen, Vanessa Director of Marketing Terra Education

Bealo, Mark Faculty, GC Dept. Palomar College

Helming, Kelly Manager Transportation Mngmnt & Design

Kudla, Charles Creative Director Dampt Productions

Long, Cody Filmmaker Cody Long

Payn, Lillian Board Chair/Faculty, GC Dept. Palomar College

Rataj, Heidi Owner RATAJmedia

Ring, Kelley Senior Business & Research Analyst San Diego Workforce Partnership

Rollins, Wade Faculty, GC Dept. Palomar College

Weissman, Jen Principal Project X Brand Lab

Zinniger, Mike Creative Director Sambreel Technology

The meeting of the Multimedia and Internet Advisory Board for Graphic Communications at Palomar College was called to order at 7:38 am, February 10, 2016 by the Advisory Board Chair, Lillian Payn.

**Welcome and Introductions**

The members introduced themselves and their specializations.

**Statement of Purpose**

Lillian Payn outlined the purpose of this meeting and the Advisory Board:

* Providing information about entry level skills and changing technology.
* Providing labor market status to keep our program connected to industries.
* Making suggestions about our current curriculum to prepare students for jobs.
* Making recommendation of how to make connections between college and companies, e.g. The Career Day.
* This is the 16th Annual Board meeting for Multimedia and Web programs.

**Approval of 2015 Meeting Minutes**

Lillian Payn asked those present to review and approve 2015 minutes. Mark Bealo moved to approve the minutes. Cody Long seconded the motion. Action: Motion carried unanimously.

Lillian asked present to review the package that includes Equipment and Software Requests, list from GCMW Program Review and Planning 2015-16; current class offerings, and our courses and programs listed in the current college catalog.

**Program Updates**

* **Labor Market Update**

Lillian asked members for their perspectives for a labor market update. Kelley Ring shared Labor Market information data (see attachment). She explained that the listing occupation categories were based on the keyword search results from https://www.onetonline.org. The data shows that the labor market in e-commerce, mobile platforms developers, web developers, and SEO areas have increased in the past five years. They are also projected to grow for the next five years.

Kelley Ring pointed out that the data shows that multimedia and video editing only grew a little in the past five years. Mark said the date from EDD shows that there is job market in the area. The possible reasons why the data is different were discussed. Wade Rollins also addressed that many jobs that are multimedia related may not be called multimedia artists anymore. This may also affect the data.

* **Enrollment: Statistics**

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| **Graphic Communications Enrollment Report** | | | | | | | | | | | | | | | | | |
|  |  | |  | | |  | | |  | | |  | | |  | |  |
| **Semester** | **Class** | | **Course Section** | | | **Total Enrollment** | | | **Semester** | | | **Class** | | | **Course Section** | | **Total Enrollment** |
| **Fall 2014** | 29 | | 68 | | | 1107 | | | **Spring 2015** | | | 22 | | | 51 | | 888 |
| **Fall 2015** | 20 | | 42 | | | 914 | | | **Spring 2016** | | | 19 | | | 42 | | 726 |
| **Fall 2016** | 28 | | 58 | | |  | | |  | | | | | | | | |
| Note: The enrollment data is based on Palomar College WSCH & FTES Comparison Report (Census Day) created by Research and Planning. | | | | | | | | | | | | | | | | | |
|  |  | | |  | | |  | | |  | | |  |  | |  | |
| **Distance Learning Percentage** | | | | | | | | | | | | | | | | | |
|  | |  | | |  | | |  | | |  | |  |  | |  | |
| **Semester** | | **GC** | | | **GCIP** | | | **GCMW** | | | **Dept.** | |  |  | |  | |
| **Spr 2015** | | 100% | | | 40.74% | | | 64.71% | | | 56.86% | |  |  | |  | |
| **Sum 2015** | | 100% | | | 50% | | | n/a | | | 80.00% | |  |  | |  | |
| **Fall 2015** | | 100% | | | 53.85% | | | 69.23% | | | 63.64% | |  |  | |  | |
| **Spr 2016** | | 71.43% | | | 33.33% | | | 66.67% | | | 50.00% | |  |  | |  | |

Lillian explained that the enrollment is decreasing because of the repeatability policy and the increase of enrollment cap. The enrollments for the entire district are lower.

The direction of Palomar Counseling department was discussed. Wade found that many students were advised to transfer to four-year universities instead of vocational training. Several members suggested having a better communications between the Counseling and the department. Students need to know what programs the department offers.

Lillian reported that compared to the whole college, which offers 8-12% of classes online, we offer many distance learning classes. Cody Long asked about the success rate of the distance learning students. Mark replied about 86%. Jen Weissman asked if we will increase distance learning rate. Wade explained that by nature some classes cannot be taught online, for example, drone class or video classes that require a green screen and cameras.

* **Curriculum Updates and Recommendations**

Mark reported that he is currently teaching two new classes: GCIP150 3D Product Development & Marketing and GCIP168 Digital Imaging with Drones. He is also developing an advanced drone class that will be working with GIS (Geographical Information System) program for mapping projects. The drone class is one of the pioneers in CA. There are only four of CSU universities that are offering drone classes.

For new technologies, Heidi Rataj and Cody Long mentioned Oculus Rift and Google glasses.

Jen asked about the status of department’s name change. Mark and Lillian replied that there is still no final decision, but we shall continue the discussion. In fact, Lillian requested that Advisors think about our name and how to brand ourselves, since we have evolved dramatically from our original mission to train students to join the printing industry. This is a discussion topic in our subdiscipline cohorts before we close the meeting. As we adopt emerging technologies to package and distribute information digitally, our name needs to reflect not only what we teach, but to have recognition by the public and potential students as to what this career choice will prepare them for.

Several members advised that Palomar College needs to let the community know that we are not just for general education, but also for vocational training.

* **Equipment / Facilities**

Lillian reported that the two education centers that have been in the development stage will be opened in a couple of years, according to recent announcements from the administration: Fallbrook and Rancho Bernardo. It is still unknown what programs will be offered in the new centers. When the Rancho Bernardo “South” Center was initially planned a few years ago, our department coordinated with CSIS and Business to offer an interdisciplinary certificate program for the high tech audience there.

**Other New Business**

Lillian announced that the 19th Annual Graphics Career Day will be held on Wed. March 16. She encouraged present members to speak and participate in the event. Interested members should reserve a speaking time slot in the schedule or contact Lillian for more details.

Lillian asked members to break into two small groups: Web and Multimedia to discuss eight listed topics. She asked members to send feedback and recommendations as they think of an addition after they leave our meeting.

**Group Discussion – Web Recommendations**(Group Members: Vanessa Allen, Kelly Helming, Lillian Payn, Kelley Ring, Jen Weissman, Mike Zinniger)

1. **Trends In The Industry**  
   Branded content is key; mobile apps; parallax websites with moving video backgrounds; “everything in a nutshell” conversion, landing pages; adopt “Apple mentality; 2-clicks for information; hierarchical Web design; Differentiated design; tablets, responsive design; video, iterative, animation in the background; bandwidth is bigger; parallax responsive design
2. **Your Favorite App, Software, Hardware, Etc.**Slack, Wrike, Harvest, Instagram, Twitter, LinkedIn, Dropbox, Gmail; messaging, Creative Cloud, cloud-based, productivity software, Google Docs
3. **Software, Hardware, Equipment**Dropbox (and file mgmt); Apple computers (always!); mobile browsers, cross-device testing; SDKs for mobile; InDesign for wire-framing; Phone gap; ePubs
4. **New Concepts / Topics We Should Be Offering  
   Advanced WordPress**: Adjunct instructor Judy Fontanella observes that there is an increasing market for expanded WordPress skills. The consensus of our Web Cohort: Agreed.  
     
   **Dreamweaver:** The Web Cohort de-emphasized the need to continue teaching Dreamweaver: lack of relevance. They said the direction is going towards content management with products such as WordPress, Drupal, and Joomla. Lillian observed that Dreamweaver might be useful as a teaching tool to Web fundamentals, master CSS and file management. Designers need to know what is possible to communicate with the developers.

**Magento-Mobile** for development is the latest  
  
**Foundations of Graphic Communications**: Lillian presented this certificate again, that was recommended a couple of years ago by this Board. Due to changes in the standards and procedures for offering new programs at the Chancellor’s Office, it has yet to be approved. Should we continue to pursue this program approval? The consensus of our Web Cohort: Agreed, after some discussion.

1. **Entry Level Skills Needed**File organization (on your computer) and within each application, especially InDesign, Photoshop and Illustrator. Need to know basic understanding of RGB vs. SPOT vs. CMYK colors, typography + page layout. They should be able to be comfortable presenting their work to the client. File organization, labeling, naming, file-naming conventions, CSS, Written communication skills; soft skills; keeping personal separate from business; Design, Typography grid systems, Translate branding guidelines to other media. Teamwork.
2. **How To Make Further Connections With Industry**AIGA, XSD, Chamber of Commerce, LinkedIn, Social Media Channels—be sure to have a strong personal brand. Digital portfolios. San Diego AIGA; SDX/SD Ad Club; SD Direct; LinkedIn Profile; Personal Branding Awareness.
3. **How To Make Connections With Future Students/ Millennials**Outreach to high schools, testimonials, counselors. Put together specific targeted marketing materials specifically for this “channel” of outreach; Staff and school online presence; Build relationships with High School counselors.
4. **Other Recommendations? Ideas?**

* Presentation skills – clear communication.
* Must be able to write well.
* Advanced Wordpress: perhaps that should be in the computer science program OR create a new program for graphic web developers.

1. **Department/Program Name Change**Sorry, but nobody says multimedia anymore… ☺ It sounds dated.  
     
   DIGITAL or INTERACTIVE is now the way to describe all of those “multi-media” things  
     
   Also, there isn’t a MARKETING category in the Palomar program [listing](http://www2.palomar.edu/pages/academics/programs/), so that could be a possibility, because all of the technical skills that a student would learn would feed into the marketing career world (work with—or in—marketing departments and agencies)

Instead of Graphic Communications, some ideas could be:

* Information Design
* Visual Communications
* Commercial Art + Digital Technologies
* Marketing, Design & Technology
* Media Communications

Side note from Jen Weissman, Project X Brand Lab: “I think it’s confusing the Art department has Graphic Design—I would LOVE to see the Art department focus on FINE ART only, and move all COMMERCIAL ART to your department. “

**Group Discussion – Multimedia Recommendations**(Group Members: Mark Bealo, Charles Kudla, Cody Long, Heidi Rataj, and Wade Rollins)

* **Trends In the Industry**  
  Drone Operators, use of gimbals, multimedia for web, Virtual Reality in museums, medical and reality imaging. Crowd funding. Augmented Reality.
* **Your Favorite App, Software, Hardware, Etc.**Davinci, SLACK – team management and communication, GoPro 360 mount, Virtual Reality Cameras, camera sliders, handheld gimbals, and interchangeable lens cameras.
* **Software, Hardware, Equipment**Computer controlled slider.

The meeting was adjourned at 9:06. Board Members were invited to stay for a tour of our facilities.

**From:** David DeLauder [mailto:ddelauder@gmail.com]   
**Sent:** Friday, February 19, 2016 2:33 PM  
**To:** Gau, Meei-Chun  
**Cc:** Bealo, Mark  
**Subject:** Re: GCMW Advisory this Wednesday...

Hey there :)

I filled out the recommendation form and attached.

Obviously I wasn’t there last Wednesday and I have not been very familiar with what Palomar has been doing in recent years, so take my recommendation with a grain of salt.

You may already be doing most of what I wrote down anyway. I just wanted to help contribute in any way I could.

So sorry again for not being there last week. I hope any of this helps!

**1. TRENDS IN THE INDUSTRY**

Aerial Drones

iPhone Video Recording

Videos for Instagram

YouTube Channels

**2. YOUR FAVORITE APP, SOFTWARE, HARDWARE, etc.(you can’t live without)**

Adobe Premiere CC

Adobe AGer Effects CC

Canon Prime Lenses

ManfroJo Monopods & Tripods

Rode Microphones

**3. SOFTWARE, HARDWARE, EQUIPMENT (we need for our program)**

(I am not familiar with what Palomar already has but…)

Sony A7S ii

DJI Drones

Ground mobile stabilizaVon rigs such as a Movi

**4. NEW CONCEPTS / TOPICS WE SHOULD BE OFFERING (we need for our program)**

How To Film & Edit For A YouTube Channel

A Psychology and MarkeVng Ve-in to filmmaking and ediVng

Advanced EdiVng Techniques

**5. ENTRY LEVEL SKILLS NEEDED**

Love for filmmaking and video

A good sense of current tv, movies, music, and what is popular

Basic understanding of ediVng soGware

PaVence and diligent work ethic

**6. HOW TO MAKE FURTHER CONNECTIONS WITH INDUSTRY**

Sponsoring a film fesVval

More commercial projects for real companies given to advanced students

More real world scenario experiments with real clients

**7. HOW TO MAKE CONNECTIONS WITH FUTURE STUDENTS/MILLENNIALS**

Bigger more aJracVve social media presence

Stylized commercials with professors

Highlight projects completed by alumni

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Attachment: Labor Market Information (LMI)