**ATTENDEES**

Tanesha Johnson, Interior Designer - 3 Designing Divas

Jill Winninger, Interior Designer - Life Style Home Design

Joan Grill, Palomar College Adjunct

Denise Fernandez, Realtor® - Berkshire Hathaway

Vickie Armstrong, Interior Designer

Joy Crowe, Vice President - Design Alliance, Inc.

Judith Burzell, Certified Home Stager - HomesScapes Home Staging

Melissa Adan, Division Administrative Assistant, Recorder for meeting

**WELCOME AND INTRODUCTIONS**

Joan Grill called the meeting at 12:30pm. She welcomed the committee members and thanked them for attending.  She introduced herself and asked that everyone introduce themselves and their job description.

**STATEMENT OF PURPOSE**

Joan Grill explained that the purpose of the committee was to meet with industry professionals, and gather insight from the members to impact the direction of the ID program curriculum.

**DISSCUSSION TOPICS**

**Share new Industry Design, Delivery trends and opportunities:**

Joan Grill referenced the agenda for the meeting and highlighted Palomar's Interior Design A.S. Degree and Certificate of Achievement: Should we offer more? Another track? Feedback was solicited in these areas:**and Liusa Schultz oftware shill shn,**

* + Design Trends:
		- Home Staging: a newer industry, now with a staging association to uphold standards for the industry. Not interior design, but purposeful planning and arrangement with focus on sales, safety, and targeted client requirements, i.e., senior communities.
		- Entrepreneurial: more designers are entrepreneurs, rather than working for large firms.
			* Committee members advise that students work for a firm first to get the best work experience.
		- Specificity: Designers are more specialized and not limited to residential, i.e., senior communities, commercial.
		- Sustainability: Green Design
		- HGTV drawing more to the industry, however, not representative of real world: pricing and flipping.
	+ Essential Skills Necessary for A.S. Degree Graduates:
		- Commercial Classes: no prerequisites cause problems.
		- ADA, building codes should be included.
		- Psychology integrated into Design; need to be sensitive to clients' needs
		- Kitchen and Bath Design
		- Sales and relational skills
* Palomar ID Curriculum:
	+ A.S. and Certificate classes should be ordered "in step"; need to rework for better tracking
		- Stack another cert program that emphasizes technology.
		- Current cert programs won’t get students hired (current certificate program is not favorable to advisory members)
		- A kitchen and batch class should be offered, even required in Design.
		- Palomar underrepresented as compared to Mesa's program
		- no FT instructors to facilitate
	+ Palomar lacks technology courses and not competitive:
		- CAD (Palomar currently offers)
		- Photoshop
		- Sketch-up
		- Rivet
		- Technology provides career growth: Millennials are digital; Boomers, hybrid of both board and digital.
		- Advisory committee members suggested skills needed in the industry that could be incorporated into the curriculum:
* Customer service
* Communication/listening
* Interviewing skills
* Safety: considering safety in design
* Diversity: sensitivity of culture, religion, tradition in design
* Mentoring
* Sales/relational skills
	+ More real-world practice is needed to prepare new designers:
* Presentation class providing scenario, something out of your comfort zone: live presentation to an Industry panel or video presentation.
* Timelines: interview through installation. Teach your client how the business works.
* Shadow a designer for a day.
* There is an "Emerging Professionals" program through ASID which includes shadowing a designer, networking, student volunteering.
* Social media: blogging, web page, marketing and communications/branding
* Professionals should be invited to come and teach.
* Entrepreneurial classes: marketing, bookkeeping, economics.
	+ Palomar offers a semester class covering these subjects, “Professional Practice ID"
	+ Meshing different levels (advanced/beginning) into one class was not favorable among committee members, citing difficulty in teaching.
	+ Green Design: Should be incorporated into a class or add to stackable classes, rather than a separate class.
* Promoting the ID Program:
	+ Palomar needs a good marketing program to remain competitive.
	+ Palomar: produce professional skill level designer.
	+ Parents don't find the industry lucrative.
	+ Survey students:
* % Students = second career
* % Graduates = employed
* % Graduates = degree vs. certificate
	+ Outreach:
* Job fairs
* Construction industry
* High schools
	+ - Have working graduates present at their alma mater; show their work, i.e., CAD
* SEO: draw to website; social media, instagram
* Emphasize technology.
* Educate about different opportunities in design.
* Create a contest, i.e. Pinterest
* ASID Club - student design club:
	+ Teamwork
	+ "Board officers": serve 1 year term;
	+ Social media officer: online presence
	+ Service projects: Habitat for Humanity
* Opportunity to view live construction
* Educational
* Give back to community

**CONCLUSION**

Joan Grill called the meeting at 2:15 p.m. and thanked everyone for their attendance and participation.