

ADVISORY BOARD MINUTES
Graphic Communications – Palomar College
February 26 2019, Palomar College, Room MD-135

MEMBERS PRESENT:

NAME	TITLE	PROFESSIONAL AFFILIATION
Allard, Joshua	Producer/Director	Silent Planet
Altomare, Brent	Editor/Colorist	1Post
Bealo, Mark	Faculty, GC Dept.	Palomar College
Bierle, Peter	Owner	Churchill Graphics
Crawford, Jason		Synphanie Media
Dodson, Ken	Faculty, GC Dept.	Palomar College
Fowler, Gracie	Faculty, GC Dept.	Palomar College
LaBlond, Liz	CTE Coordinator	Bonsall High School
Marty, Kevin	Faculty/Freelancer	Palomar College
Palmer, Michelle	Drone Assistant/Freelancer	Palomar College
Payn, Lillian	Faculty/Chair, GC Dept.	Palomar College
Perry, Steve	Faculty, CSIT Dept.	Palomar College
Rollins, Wade	Faculty, GC Dept.	Palomar College
Schultz, Jay	Faculty, Arts Dept.	Palomar College
Sepesi, Pam	Web/IS Manager	Modern Postcard
Smith, Wendy	Purchasing	Mission Imprintables

The meeting of Advisory Board for Graphic Communications at Palomar College was called to order at 7:38 a.m. by the Advisory Board Chair, Dr. Lillian Payn.

WELCOME AND INTRODUCTIONS

The members introduced themselves and their specializations.

STATEMENT OF PURPOSE

Dr. Payn outlined the purpose of this meeting and the Advisory Board:

- Making recommendation on equipment and software for our program.
- 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.

APPROVAL OF 2018 MEETING MINUTES

Dr. Payn asked those present to review and approve 2018 minutes. A typo on page 4 was pointed out. Steve Perry moved to approve the minutes. Kevin Marty seconded the motion. Action: Motion carried unanimously as corrected.

PROGRAM UPDATES

- **Labor Market Update**

The labor market information from EDD was shared at the meeting. Graphic Designers are projected to grow about 11% in San Diego area in 10 years. Multi-media Artists and Animators are projected to grow about 20% in San Diego area. Several members addressed that some occupation titles like desktop publishers and web developers are old terms and should be updated.

The Advisors discussed current industry emphasis: multimedia, animation, Web Design, and User Experience (Web)

- **Enrollment**

Graphic Communications 3 Year Enrollment Report

Semester	Enrollment at Census	Census Load %	Class Offer Count	Semester	Enrollment at Census	Census Load %	Class Offer Count
Fall 2016	1,052	77.01%	26	Spring 2017	828	77.09%	21
Fall 2017	1,174	82.21%	27	Spring 2018	939	82.37%	22
Fall 2018	1,022	80.30%	23	Spring 2019	863	73.70%	20

Note: The enrollment data is based on Enrollments and FTES reports created on 2/24/19 by Palomar College Research and Planning.

The class enrollment cap was discussed. Members were concerned about safety in GCIP168 and GCIP268 drone classes. Brent Altomare moved to make recommendation to decrease the class cap from 30 to 24. Michelle Palmer seconded the motion. Motion carried unanimously.

- **Curriculum**

- **Certificate Updates**

Dr. Payn presented Graphics updated program list to the members and explained that Graphics department is simplifying the certificate programs in order to avoid confusion. She asked member to review the list and approve it. Liz LaBlond motioned and Jason Crawford seconded the motion. Motion carried unanimously.

One of the program titles “Interactive Media Design Emphasis in 3D Modeling and Animation” was discussed. It was suggested to delete the old term “Interactive Media” and change it to 2D & 3D Modeling and Animation Design. The departments offering courses in this program will collaborate to review the name.

- **Stackable Certificates**

The idea of stackable programs that contains only 3 or 4 core courses was discussed. Dr. Payn explained that the new funding formula is based on completion rates. Several members agreed that stackable programs/mini certificates will help the enrollment and attract new populations.

- **Bachelor Degree Program**

Transferable classes and Bachelor degree program were suggested and discussed. Liz LaBlond made the motion to approve Graphics department to create a bachelor degree program. Pam Sepesi seconded the motion. Motion carried unanimously.

- **Repeatability**

Dr. Payn explained to the members that currently the state does not allow class repeatability. She asked members for feedbacks. Several members suggested that the district should allow students to repeat software classes at least every other year due to software changes. The repeatability standard needs to be set up for Graphics students.

- **Other Updates**

Dr. Payn reported the following updates that are happening or in progress on campus:

- Dual Enrollment and Middle College
- Program Mapping and Pathways
- Non-credit and Adult Classes
- Campus Tours for High School and Middle School Students:
It was suggested to follow up how the given tours affect the enrollment.
- Graphics Department Name Change: more discussion is needed.

Dr. Payn asked members to break into three small groups, Web, print and multimedia at 8:58 A.M.

GROUP DISCUSSION – Web Recommendations

(Group leader: Lillian Payn, group members: Pam Sepesi, Steve Perry)

1. Trends in industry: Video on Web, Video Communications, User Experience is very big now, Mobile, and apps are trending less. Also, Responsive websites are big right now. SEO is really important!
2. Favorite App, Software, Hardware: Mac, Photoshop, MS Link, MS 365 (not Google hangouts, plus, or docs anymore)
3. New Concepts/Topics: Social Media; User Experience; Printing technology: companies are using new innovative products as they leave traditional production practices and technology; Marketing: capturing and turning around information from hits to website into productive leads.
4. Entry Level Skills Needed: HTML, social media, and SEO channels.
5. How to make connections with industry:
Field trips, Professional organizations, but these are less important lately, social contact with industry people still.
6. Name change suggestions (department level and sub-disciplines):
Liked the one with Marketing, but aware of the conflict with marketing dept. Maybe work backwards from a name from 4 year programs.
7. Ideas: recognize the Challenges to introduce new courses.

GROUP DISCUSSION – Print Recommendations

(Group leader: Ken Dodson, group members: Peter Bierle, Wendy Smith)

1. Trends in industry:
 - Shifting to water base inks
 - Takes less time to market
 - Shorter runs
 - Direct to Garment
 - Social Media / Web Design: Interface with customers
2. Favorite App, Software, Hardware: Adobe Suite
3. Software/Hardware/Equipment (need to purchase for our program):
 - Pitstop
 - Dryer for water based ink (exhausted dryer)
 - Wacom Intuos and Cintiq tablets
 - Direct to Garment (DTG)

4. New Concepts/Topics: Direct to Garment
5. Entry Level Skills Needed:
Entrepreneur: how to run a business; resale, taxes in business aspect.
6. Name: Visual Communications

GROUP DISCUSSION – Multimedia Recommendations

(Group leader: Mark Bealo, group members: Josh Allard, Brent Altomare, Jason Crawford, Michelle Palmer, Kevin Marty)

The following equipment wish list was handed out to the group members. The group unanimously approved the list.

Wish List	Q	Total	Store	Part#
Panasonic Lumix DC-S1R Digital Camera	1	\$3,993.83	BH	DC-S1RBODY
Novoflex Canon EF Lens to Leica L-Mount	2	\$1,400.89	BH	SL/EOS
Panasonic Lumix DC-S1	1	\$2,697.83	BH	DC-S1BODY
Sony 120GB G Series XQD Memory Card	2	\$423.94	BH	QD-G120F
SanDisk 64GB Extreme PRO UHS-II SDXC Card	2	\$235.42	BH	SDSDXPK-064G-ANCIN
Red Raven Rig	1	\$3,240.00		
DJI Zenmuse X5S with No Lens	1	\$1,510.92	BH	CP.ZM.000517
Olympus M.Zuiko Digital 45mm f/1.8 Lens	1	\$430.92	BH	V311030BU000
Olympus M.Zuiko Digital 25mm f/1.8 Lens	1	\$430.92	BH	V311060BU000
Olympus M.Zuiko Digital 17mm f/1.8 Lens	1	\$538.92	BH	V311050BU000
Panasonic Leica DG Summilux 15mm f/1.7	1	\$645.83	BH	H-X015K
Sigma 30mm f/1.4	1	\$366.12	BH	MFR # 302963
Carbide3D Nomad 883 Pro Desktop CNC	1	\$3,382.27	Carbide3Dy	
Pocket NC 5 Axis CNC Mill	1	\$7,809.30	PocketNC	
JBC DIT-1D Soldering Station	1	\$761.25	FlexibleAssym	
JBC CD-1BE Soldering Station	1	\$509.12	FlexibleAssym	
Carbide3D Shapeoko XXL 33"x33"	1	\$2,078.50	Carbide3Dy	
Supplies, tooling, hand tools, measuring, etc.	1	\$2,693.75		

The meeting was adjourned at 9:30 A.M.

MORE RECOMMENDATIONS RECEIVED AFTER THE MEETING

From: "Marty, Kevin"

Subject: Recommendations

Date: March 1, 2019 at 3:48:10 PM PST

Equipment:

1. DJI Smart controller for the Mavic 2 - \$649
2. DJI RE Goggles - \$549

New Concepts/Topics:

1. Color correction and post audio production
2. One man run and gun production - best practices and best equipment to use.
3. Lighting concepts - how to light a scene different scenarios. Indoors and outdoors.

How to make connections:

San Diego Media Pros - no cost to students

San Diego Film Makers