ADVISORY BOARD MINUTES
GRAPHIC COMMUNICATIONS – PALOMAR COLLEGE
FEBRUARY 24, 2021, PALOMAR COLLEGE, ZOOM

MEMBERS PRESENT:

NAME	TITLE	PROFESSIONAL AFFILIATION
Altomare, Brent	Editor/Colorist	1Post
Bealo, Mark	Faculty, GC Dept.	Palomar College
Bell, Sean	Senior Multimedia Producer	Hunter Industries
DeLauder, David	Videographer	David DeLauder LLC
Dodson, Ken	Faculty, GC Dept.	Palomar College
Fontanella, Judy	Owner	Artbytes
Fox, Jeffrey	Producer/VP of Operations	Princebury Productions & Media
Hernandez, Isaac	President	Scout Drone USA
Payn, Lillian	Faculty/Chair, GC Dept.	Palomar College
Ramirez, Victor	Owner	Great Designs
Rinehart, Duane	Regional Director	Employer Engagement, Information & Communication Technology and Digital Media, San Diego and Imperial Counties
Rollins, Wade	Faculty, GC Dept.	Palomar College
Sepesi, Pam	Web/IS Manager	Modern Postcard
Sheets, Christopher	Faculty	Yavapai College
Starck, Ray	VP of Digital Media	The Recording Academy / The Grammys
Weissman, Jen	Principal	Project X Media

The meeting of Advisory Board for Graphic Communications at Palomar College was called to order at 7:35 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.
- Creating Internship opportunity for students when it is available.

APPROVAL OF 2020 MEETING MINUTES
Dr. Payn asked those present to review and approve 2020 meeting minutes. Ms. Pam Sepesi moved to approve the minutes. Mr. Isaac Hernandez seconded the motion. Action: Motion carried unanimously.

PROGRAM UPDATES

- **Labor Market Update**
  - Dr. Payn shared that only the labor market data for San Diego region will be used per regional and state standards. EDD State data is no longer accepted, and only Centers of Excellence (COE) is acceptable. We are also reviewing the TOP codes to assign other TOP codes to reflect our new and existing programs that experience growth and opportunity. (Taxonomy of Programs per Chancellor's Office) Also, we need to identify SOC codes, which are federal Standard Occupational Classification Codes, which tracks employment. There is increasing pressure for us to show growth in our career paths. Our courses and programs are Career Technical Education (CTE), and they must have corresponding codes.
  - Many graphics related jobs do not have accurate top codes. Off-road videographers are categorized as digital video. We have been adding codes to tell our story more accurately and meet local industry labor demand.

- **Enrollment**

Graphic Communications Enrollment Report

Semester	Enrollment at Census	Fill Rate %	Course Offered	Semester	Enrollment at Census	Fill Rate %	Course Offered
Fall 2017	1,174	82.21%	27	**Spring 2018**	939	82.40%	22
Fall 2018	1,060	83.30%	23	**Spring 2019**	862	84.50%	19
Fall 2019	1,029	93.70%	20	**Spring 2020**	852	92.20%	17
Fall 2020	1,001	91.20%	20	***Spring 2021**	617	n/a	14

*Note: The enrollment data is based on Enrollments and FTES reports created on 2/22 by Palomar College Research and Planning.

  - Dr. Payn reported the status of enrollment. The impact of COVID-19 was discussed. But also, the enrollment numbers have been dropping since 2018. The college is facing financial challenges. This has resulted in systematic reduction of the courses we are allowed to teach.
  - The teaching methods during the pandemic were discussed. Most classes are offered online. Some lab classes may be offered face-to-face in Fall 21; the detailed teaching plans are being determined by an administrative committee. Several members were concerned that many graphics classes need face-to-face lab in order to achieve learning outcomes.
  - Ray Starck offered suggestions such as partnerships for funding to build programs, collaboration and funding, sharing marketing, and solutions from a business perspective. He sees innovation as the only option. Considering that WE all must move to digital with face-to-face closed now and probably into the future. We have a 2 to3-year window to revise, because after the changes will have been established. Retail is permanently changed to online purchasing.
  - Jen Weissman recommended building better partnerships.
  - Victor Ramirez stated that expanding print is essential, and team meetings to collaborate after employees do their design work on their own at a distance. Also, adding embroidery and stickers to the screen-printing program.

- **Curriculum**
  Dr. Payn reported that several new stackable programs have been proposed due to the new funding formula, which pays for degree and certificated graduations, and less for attendance or enrollment. While we are pushing our students to complete programs and to remember to petition for graduation when they qualify, we have established a path of "Stackable" Programs, which are mini-certificates that can be completed as quickly as one or two semesters and may motivate students to continue on to major in one of the more comprehensive programs.
  - Existing Programs (AS, CA):
    - Digital Imaging
    - Digital Video
    - Graphic Communications
    - Interactive Media Design
    - New Media Compositing, Authoring and Distribution
    - Web: Front End Design
  - Existing Programs (CP):
    - Screen Printing
    - Digital Media
    - Screen Printer
  - New Stackable Programs:
    - Drone Operator I
    - Graphic Designer I
    - Multimedia Production I
    - Screen Printer I
    - Web Designer I: (approved by Regional Deans and Palomar Tech Review for 2021-22 catalog)
  - Mr. Chris Sheets shared that Yavapai College in Arizona has the similar model that allows students to finish program in one year. Their non-credit classes are similar to what we are doing with our stackable programs. He also noted that they did not shut down due to the pandemic and have new guidelines for classes. Students self-select for delivery if they want distance education. For cinematography, stations are spaced appropriately.
    Chris remarked how online selling as exploded with 600 orders/day is now 6,000 orders/day. He recommended holding an "intense boot camp."
  - Isaaac Hernandez said that we need to focus on the future, since the pandemic will be resolved. He was concerned that we are failing the audience and the industry. He also recommends one day a week for classes, since employees can manage that for face-to-face classes, and not leave work two days a week or get overtime for different schedules. This would be appropriate for the LiDAR class, to be held on Fridays. Saturdays aren't practical.

FEEDBACK FROM SUBDISCIPLINE GROUPS
Dr. Payn asked members to break into three breakout rooms, Web, print, and multimedia at 8:35 A.M.

- **PRINTING -** Members: Ken Dodson, Victor Ramirez, Jen Weissman
  - **Trends**
    - Victor stated that COVID hadn't had any negative impact on the work he is/was doing during the pandemic; if anything, work got busier due to the pandemic. He worked for a label company, and they printed millions of hand sanitizer labels. He got a new job, and they are considered essential, providing apparel, masks, and work clothes to essential workers.
    - Trends are toward handheld devices and software apps vs laptops, desktops etc.
    - The millennials are more comfortable on handhelds than computers.
  - **SW/HW/Apps**
    - Jen said - Grammarly, Canva, Sketch and, of course, the Creative Cloud suite.
    - Victor said - WordPress, Procreate
  - **Needs**
    - Ken mentioned that we just purchased the new Roland UV printer and that with the correct state of things, we really didn't need any new equipment.
  - **New Concepts/Topics for Teaching**
    - Both Jen and Victor thought we should be incorporating handheld devices and the software apps that go along with them such as Procreate and Sketch into existing courses or create a new course.
  - **Entry Level Skills**
    - Jen stated File Management is a key skills student should be learning because people she comes across do not have the ability to file manage.
  - **Connecting to Millennials**
    - Jen and Victor both said - Social Media

- **WEB -** Members: Judy Fontanella, Lillian Payn, Duane Rinehart, Pam Sepesi, Ray Starck
  - **Trends**
    - Shopify for small business – huge market but not a lot of skill set.
    - Millennials are not showing up for work.
    - eCommerce cloud services, e.g. Amazon Web Services and Google Cloud, provide solutions for businesses to create and modify online stores.
  - **SW/HW/Apps**
    - Shopify
    - Amazon Web Services (AWS) or Google Cloud
    - Zeplin
    - Adobe XD
    - Webflow
    - WordPress: it's important to get WordPress classes going.

- o **New Concepts/Topics for Teaching**
  - e-Commerce class that teaches different platforms
  - Salesforce connector to help support business
- o **Entry Level Skills Needed**
  - Many students who take graphics classes are not Graphics majors, so the Graphics Department does not get the completion credits. Beginning classes don't offer sufficient skills to work as graphic professionals.
  - Communication and people skills
  - Work ethic and good working habits such as showing up to work on time, finishing tasks in timely manner, staying motivated...etc.
- o **Make Connections with Millennials Students**
  - Social media.
  - Many millennials already have skill sets of Youtube, Instagram, Snapchat, Tiktok...etc. prior to taking the classes. We can integrate compound of social media into the course work, and help them use the knowledge of social media content skills to find jobs.
  - Market the programs in social media. Let them know that it's not just for finding a job, but it is a life style.

- **MULTIMEDIA -** Members: Brent Altomare, Mark Bealo, Sean Bell, David DeLauder, Jeffrey Fox, Isaac Hernandez, Wade Rollins, Christopher Sheets,
  - **Mr. Fox's Comments:**
  - o **Trends**
    - For video, there has been a huge increase in requests for livestream due to the lack of in-person events. I project that it will decrease slightly after COVID, but not completely go away as companies will hybrid their events.
  - o **Your Favorite App, SW, HW**
    - I've really been loving OBS, a free open-source streaming software for Mac and PC. The SidusLink app for Aperture lights. Davinci Resolve.
  - o **Needs**
    - Atem Mini Switcher series or Elgato Video Capture Card, Accessories for Blackmagic camera systems (rails, monitors, batteries, etc.), wireless video monitoring systems.
  - o **New Concepts/Topics for Teaching**
    - Something about being an Influencer, Youtuber, or Twitch streamer would be great because that was listed as one of the most desired jobs for Gen-Z'ers. It probably would require any additional classes but could just be a topic that was covered or used in promotional materials.
  - o **Entry Level Skills Needed**
    - Some basic marketing skills are always good for graphics people. Whether graphic design or video production, almost all of your students are going to have to go work with a marketing team to create content.

- **Make Connections with Industry**
  - Jeffrey Fox: Someone has to reach out and make the connections! I would recommend having someone be part of the chamber of commerce and participating in networking type events. I think many businesses would be happy to work with the college but don't know who to talk to or how to make it happen. It would also be great to have some reasons to work together, such as hosting industry type events, job fairs, workshops, film festivals… anything that would bring them on campus and give you opportunities to interact.
- **Make Connections with Millennials Students**
  - Jeffrey Fox: As most millennials have already graduated, I'm guessing this is referring to Gen-Z students. Most of them are obsessed with creating and consuming media, so this is the perfect department for them. Show them how to make cool stuff and they will be happy.
- **Recommendations**
  - Jeffrey Fox: I think the idea that the Graphic Communications department being judged by number of degrees and certificates given is just setting the department up to fail. When I was trying to think of which schools/programs would students transfer into or what four-year degrees they would try to get after these programs, I just couldn't think of anything. The current model seems to be forcing the department into a downward spiral where you have to keep cutting classes, which gives less attractive offers to get new students, which lowers enrollment, making you have to cut classes. I also don't see how limiting people from taking a class one time is helping. It makes sense if all you are being judged on is how quickly you can turn a high schooler into a graduate, but it actively works against skills-based education where people of all ages are trying to gain skill or retrain old skills. It also limits butts in seats and gives you lower attendance numbers. In my opinion, unless these two administrative rules are changed, it's going to be difficult for the program to ever grow or even meet its goals. As someone who has continually taken classes after already having a bachelor's degree, and someone who hires videographers, editors, and graphic designers, I almost only care about their reel or their portfolio and an associate degree would be completely meaningless.
  - If becoming a CTE program does this I would 1000% recommend making it happen. The GC department seems to fully match the definition of a CTE program in my opinion, but I'm not sure what that entails from an administrative side.
    Secondly, I would recommend seeing if you could do any cross-listing with the business/marketing department. Maybe talk them into an Inbound Marketing or Content Marketing program that would require photoshop/illustrator as well as video classes in conjunction with WordPress and social media classes.

Attachment A:

Camera Kit suggested by Jeffrey Fox

		Cost
Camera Kit (Shoulder/Tripod)		**$ 5,325.33**
Blackmagic Pocket Cinema Camera 6k	Camera	$ 1,995.00
Sigma 18-35mm f/1.8 DC HSM Art Lens	Lens	$ 639.00
Tilta Advanced Cage	Rig	$ 475.00
SmallRig 15mm Rods (16")	Rig	$ 22.59
Samsung T5 2TB SSD	Drive	$ 299.99
PortKeys BM5 w/ Bluetooth Module	Monitor	$ 599.99
Sony NP-F970 Battery	Monitor	$ 28.99
Alvin's Cables Power Cable for BMPCC4K	Monitor	$ 32.99
SmallRig Swivel and Tilt Monitor Mount	Monitor	$ 36.90
Tilta HDMI 90-degree adapter	Monitor	$ 21.00
.3m 90-degree HDMI	Monitor	$ 6.99
Tilta Nucleus Nano Wireless Focus	Follow Focus	$ 229.00
Sony NP-F550 Battery	Follow Focus	$ 38.99
Nucleus-Nano Rod Adapter	Follow Focus	$ 35.00
Core SWX Hypercore NEO 9 Battery	V-Mount	$ 275.00
Wooden Camera V-Mount Battery Plate	V-Mount	$ 195.00
Wooden Camera Battery Slide	V-Mount	$ 199.00
V-Mount Charger	V-Mount	$ 34.95
Magnus VT-4000 Tripod	Tripod	$ 159.95
Camera 2 Kit (Studio/Gimbal)		**$ 2,145.96**
BMPCC 4k with Smallrig Cage	Camera	$1,349.99
Metabones XL	Lens Adapter	$645.99
Samsung T5 1TB SSD	Drive	$ 119.99
Canon LP-E6 batteries X3	Battery	$ 29.99
Lighting Kit		**$ 776.11**
Neewer 4 Pieces 660 LED Light Kit	Lights	$ 277.11
Aputure MC 4-Light Travel Kit RGB	Lights	$ 499.00

Attachment B:
Multimedia Breakout Room Chat

07:40:53 From Duane Rinehart to Everyone : abstain
07:48:33 From Duane Rinehart to Everyone : thank you
07:56:28 From Wade Rollins to sbell(Direct Message) : Hey good to see you
07:58:50 From sbell to Wade Rollins(Direct Message) : Hi ya Wade. Heck of a morning - cox internet went out just as meeting started. Good to see you too.
07:59:06 From Wade Rollins to sbell(Direct Message) : Ha wifi for me
08:04:56 From Jen Weissman to Everyone : my nephew also took a break from college this year because of the pandemic
08:07:18 From Duane Rinehart to Everyone : adding to analogies - My son (18yr old) also wanted to postpone going to higher ed...I stopped him and he is full-time online but not enjoying it
08:08:36 From Isaac Hernandez to Everyone : My 13 year old will start in person hybrid school in two weeks...recommend looking at these options
08:09:49 From Wade Rollins to Everyone : Issac I proposed a schedule for the remote Fallbrook center that uses the Hybrid model.
08:10:26 From Isaac Hernandez to Everyone : perfect
08:13:41 From Kenneth Dodson to Everyone : Mark, you keep cutting out
08:15:10 From Wade Rollins to Meei-chun Gau(Direct Message) : Could you leave the enrollment projection so we could see each other please
08:28:24 From Duane Rinehart to Everyone : for quants: It may be helpful to create deliverables that demonstrate direct link between program->industry job (# of student grads/year to job gap)
08:29:36 From Mark Bealo to Everyone : Student Centered Funding Formula: https://www.cccco.edu/About-Us/Chancellors-Office/Divisions/College-Finance-and-Facilities-Planning/Student-Centered-Funding-Formula
08:29:42 From Duane Rinehart to Everyone : SCFF also includes addition funding for under-served populations, post COVID-19 (when Palomar is not in safe harbor status), outreach to Hispanic, foster care, prior incarcerated will help secure funding
08:30:37 From Mark Bealo to Everyone : 65% of the entire Palomar College student population are enrolled part-time, and 50% take nine units or less.
08:31:05 From Mark Bealo to Everyone : Many of our GC students are Skills Builders who often take a few classes to increase their knowledge, then go right into industry to earn a higher wage than before taking the few courses.
08:31:46 From Judy Fontanella to Everyone : A lot of my students are already employed and are just picking up job skills. They really aren't after employment or certificates. Seems like that should count.
08:32:41 From Wade Rollins to Everyone : Judy we can use those stats through EDD employment
08:32:43 From Duane Rinehart to Everyone : Is there a stackable certificated related to eGaming? There are eGaming firms in Carlsbad/Oceanside that open positions...
08:33:03 From Wade Rollins to Everyone : Duane not through us

08:33:09 From Mark Bealo to Everyone : eGaming would be covered in the CIS department.

08:33:41 From Duane Rinehart to Everyone : The graphics,audio,animations can't be done by computer science individuals...

08:54:03 From CAPTIS Visuals to Everyone : https://smallhd.com/collections/cine7-bolt?product_id=5176026824837&variant_id=34624176947333&product_handle=cine-7-bolt-4k-rx

08:54:58 From sbell to Everyone : Sorry cox internet is having outages today.

09:07:20 From Mark Bealo to Everyone : Are you guys using Aperture because it's economical or due to quality?

09:07:39 From CAPTIS Visuals to Everyone : https://www.amazon.com/Aputure-55000lux-Lighting-Wireless-Firmware/dp/B07QNX5B6P/ref=sr_1_1_sspa?crid=212WNJI5YQ32S&dchild=1&keywords=aperture+light+300d&qid=1614186439&sprefix=aperture%2Caps%2C225&sr=8-1-spons&psc=1&spLa=ZW5jcnlwdGVkUXVhbGlmaWVyPUExT0s1NUNQWTYxTlEzJmVuY3J5cHRlZElkPUEwNTcwNTgyR044MTFGNDNZREFHJmVuY3J5cHRlZEFkSWQ9QTA1NjkyNTUxRkFYTk5DQzVVSUEkmd2lkZ2V0TmFtZT1zcF9hdGYmYWN0aW9uPWNsaWNrUmVkaXJlY3QmZG9Ob3RMb2dDbGljaz10cnVl

09:09:02 From Mark Bealo to Everyone : What kind of productions do you guys usually use the lights on? Remote or studio or ???