ADVISORY BOARD MINUTES
GRAPHIC COMMUNICATIONS – PALOMAR COLLEGE
FEBRUARY 23, 2022, PALOMAR COLLEGE, ZOOM

MEMBERS PRESENT:

NAME	TITLE	PROFESSIONAL AFFILIATION
Altomare, Brent	Video Editor/Colorist	1Post
Bealo, Mark	Faculty, GC Dept.	Palomar College
Bell, Sean	Manager/Sr. Multimedia Producer	Hunter Industries
Dodson, Ken	Faculty, GC Dept.	Palomar College
Fontanella, Judy	Owner/PT Faculty, GC Dept.	Artbytes
Fox, Jeffrey	Producer/VP of Operations	Princebury Productions & Media / Star Fox Media
Helming, Kelly	Web Coordinator	Palomar College
Marty, Kevin	Freelancer/PT Faculty, GC Dept.	Palomar College
Payn, Lillian	Faculty/Chair, GC Dept.	Palomar College
Ramirez, Victor	Production Manager	GreenGuard Printing & Apparel
Rollins, Wade	Faculty, GC Dept.	Palomar College
Sepesi, Pam	Web/IS Manager	Modern Postcard
Sheets, Christopher	Adjunct Faculty	Yavapai College / ASU
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 7:36 a.m. by the Advisory Board Chair, Dr. Lillian Payn.

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.

WELCOME AND INTRODUCTIONS

The members introduced themselves and their specializations.

APPROVAL OF 2021 MEETING MINUTES

Dr. Payn asked those present to review and approve 2021 meeting minutes. She pointed out the programs that were missing from the minutes draft and asked for revisions. Ms. Judy Fontanella moved to approve the minutes. Mr. Kevin Marty and Ms. Jen Weissman seconded the motion. The minutes were approved unanimously as corrected.

PROGRAM UPDATES

- **Enrollment**

Graphic Communications Enrollment Report							
Semester	Enrollment at Census	Fill Rate	Offer Count	Semester	Enrollment at Census	Fill Rate	Offer Count
Fall 2018	1,060	83.30%	23	**Spring 2019**	798	78.20%	19
Fall 2019	995	90.60%	20	***Spring 2020**	n/a	n/a	17
***Fall 2020**	n/a	n/a	20	**Spring 2021**	575	78.80%	14
Fall 2021	619	76.10%	16	****Spring 2022**	608	54.00%	16

*Note: Due to Pandemic, Spring 2020 and Fall 2020 data are not reported because positive attendance and enrollment are not reliable.

**Note: Based on the Enrollment Report on Census Day dated 02/14/2022. Not official number.

- Dr. Payn reported the status of enrollment. The enrollment has been dropping since 2018 which has resulted in reduction of the courses that we are allowed to offer.
- Dr. Payn updated that the school is rewarded by the numbers of program completion, not by the enrollment counts (per a sliding scale that progresses over time). She is concerned that not offering enough classes will result less students be able to complete the program.
- Judy Fontanella and Wade Rollins shared that the enrollments of the intermediated and advanced classes are good this semester. We should keep offering beginning level classes to feed the advanced classes in the next two semesters.
- How the enrollment may have affected by the pandemic was discusses.
- It was suggested that students should earn certificates automatically when they complete the required courses for certificates. Our Academic Senate has been .asking for that for years to automate the petition for graduation process.

- **Labor Market Update**

- Dr. Payn shared the LMI data in CA. The numbers are about the same as last year. The decline of press job market was discussed.
- Members shared that direct-mail marketing has higher response rate. Digital response options are growing.

Employment Development Department: State of California

OCCUPATION	Estimated Year - Projected Year	Employment		Employment Change		Minimum Educational Requirement
		Estimated	Projected	Number	Percent	
Web Developers	2018 - 2028	6,120	7,000	880	14.4	Associate degree
Video Editors	2018 - 2028	15,400	18,200	2800	18.2	(higher for Hollywood and Industry)
Media/Communication	2018 - 2028	11,300	12,700	1,400	12.4	
Graphic Designers	2018 - 2028	3,010	3,200	190	6.3	Bachelor`s degree
Fashion Designers	2018 - 2028	9,900	10,500	600	6.1	
Digital Artists	2018 - 2028	39,500	45,000	2000	5.1	
Art Directors	2018 - 2028	21,500	22,200	700	3.3	
Prepress	2018 - 2028	3600	3000	-600	-16	
Drone skills: according to the COE Report (April 2020): 585 online job postings related to drones in Los Angeles and Orange counties (28.2% increase)						

NEW BUSINESS - Pandemic's Impact

Dr. Payn asked for members to share how the pandemic has changed the nature of how they work now. Here is a summary of responses:

- Palomar College: Online classes are full; face-to-face classes are low.
- Technology shift to allow people to work remotely. Outsourcing and interacting with clients remotely are easier. An entire work team of 25 now works remotely (Sean Bell). Employees have a "24-hour clause" in employment contract, that they must be able to return to work with a 24-hour notice, for meetings, which was originally met with resistance, but eventually accepted. New job incentive to employees is the offer to work remotely. (Sean Bell)
- Promotions are seen as more difficult to attain when work remotely.
- Video shooting still needs to be in-person but can contact crew remotely and use streaming tools. Post-production can be done digitally. Wireless video transmission stream while shooting (Jeff Fox).
- Shipping streaming kits to clients without physical contacts; capability for direction shot remotely with streaming kits that ship in a box (Brent Altomire).
- Streaming is a huge lift in Hollywood industries. Awards show in Hollywood also ships a box with a recording set up. This is becoming an established practice and is not going away soon (after recovery from pandemic) . Commercials and presentations are being shot with the iPhone Pro Max. With Amazon and Culver City nearby, streaming is the norm (Ray Starck)
- The entire creative team works remotely. Remote production is the trend.
- Clients are throughout the country, not just the local. "Bi-coastal" client-base.(Jen Weissman)

- Printing industries (Pam Sepesi):
  - Digital orders from around the nation.
  - Physical meetings have been in decline
  - Hybrid working environment: prepress and press operators stay on-site, the others work remotely. A generation trend of younger graphics employees prefer a. hybrid work option.
  - Able to recruit throughout the nation. New hires especially the young generation prefer working remotely.
  - Need for top pressmen for high-end printing, who are harder to find. Ken commented on the trend away from print towards digital online media.
  - Trend for a resurgence of direct mail (Direct Mail statistics from Modern Postcard is attached).
- Apparel Printing (Victor Ramirez)
  - Less physical meetings
  - Digital transmissions
  - Business conducted via Zoom, phone, and e-mail
- Web design (Kelly Helming)
  - New web design trend to standardize and homogenize design across colleges with the WordPress platform
  - YES to Information Architecture — NO to design
  - Some colleges still have own branding, e.g., MiraCosta College

NEW EQUIPMENT
Mark shared the PERKINS request list (Attachment). The feedback and recommendations are discussed in each breakout room.

FEEDBACK FROM SUBDISCIPLINE GROUPS
Dr. Payn asked members to break into three breakout rooms: multimedia, print, and web at 8:39 A.M.

- **MULTIMEDIA** – Members: Brent Altomare, Mark Bealo, Sean Bell, Jeffrey Fox, Kevin Marty, Wade Rollins, Christ Sheets.
  - **Camera:**
    - Blackmagic camera is the trend – cost effective and good quality
    - Canon EF lens mount
    - 6K cameras are recommended
    - GoPros are used for car driving shots, time lapse, places that other cameras can't go
    - RED cameras are expensive and used by camera operators for high end production
    - Video industry in Arizona is mainly using mid-level Blackmagic cameras
  - **Software:**
    - Chris Sheets schools teach Adobe Suite.
    - Brent Altomare prefers FinalCut and DaVinci Resolve. He recommends DaVinci over Premiere.

- Premiere or Avid are usually the specified software.
- Most Youtubers specify Premiere.
  - o **Streaming:**
    - Wireless transmitter and monitor
    - Mobile streaming camera and gimble and go with a director's camera
  - o **Drone**
    - Mark reported that we have received $177,000 LiDar setup and items are currently on order
    - The current batteries we have only last for 15 minutes. Mark asked for feedbacks regarding the gas-powered drones that fly longer.
    - Concerns about transporting and flying gas-powered drones safely by students were discussed. Members recommended to follow the regulations.
    - The drone program in Chris' school is growing fast.
    - Members recommended the drone course to be a field course. Students need to learn and practice in the real world.
    - A Part 107 licensed staff is required for each group of students.

- **PRINT** – Members: Ken Dodson, Victor Ramirez, Pam Sepesi.
  - o Victor Ramirez and Jen (don't remember her last name) and I were present in the breakout room.
  - o We discussed the need for the film printer for screen printing and both agreed we must have this capability.
  - o Most of our discussion was about embroidery. It was mentioned at last year's meeting we should move into embroidery but after discussing with Victor and Jen embroidery may not be a good fit in our particular environment. Embroidery isn't a "class" of jobs all by itself, it is usually something done within a print shop although there are some strictly embroidery shops, they are few so the job market for embroidery may not be a draw.
  - o Victor emphasized that embroidery is a part of the whole printing category even though it isn't "printing" it is very specialized and takes a lot of time to learn. The key behind embroidery is "digitizing" and good digitizing is complicated because you MUST know about different stitching techniques and substrates to make good embroidery (this seems more of a Fashion thing to me, Ken).
  - o Jen mentioned that it seems to be close to printing file set up - you must have good file management skills and file creation skills (software use). Since we teach that already we are training people who can then move into working in embroidery even though we do not specifically teach embroidery.
  - o Victor mentioned that learning Direct to Garment printing is important because many screen printers have this capability and students need to know about it.
  - o Heat transfer printing was also talked about by Victor. The ability to screen print transfer paper and then print on demand as needed is a big area within the screen printing markets.

- **WEB** – Members: Judy Fontanella, Kelly Helming, Lillian Payn, Ray Starck, Jen Weissman.
  - Kelly mentioned there is a departure from Adobe products and recommends that we collaborate to explore the trends
  - Ray had recommended a number of software products at last year's meeting.
    - Shopify
    - Amazon Web Services (AWS) or Google Cloud
    - Zeplin
    - Adobe XD
    - Webflow
    - WordPress: it's important to get WordPress classes going.
    - "Time-to-Market" We need to consider this in order to maximize getting products to the client faster to increase profitability
  - Pam agreed with Ray that Shopify is an appropriate choice for us.
  - Judy also agreed and would like to bring back GCMW 217, Online Store Design, but the limits on the number of courses the department can teach has paralyzed not only growth, but even offering important advanced courses.
  - Lillian reported an unsuccessful order through IS to purchase the above-mentioned non-Adobe products after our 2021 Board meeting, which was denied in order to maintain the existing Adobe license across campus.

ATTACHMENT

2022 - 2023 Perkins Requests	Q	Total	Store	Discipline	Priority
Faculty Laptop				GCMW	
Apple 16" MacBook Pro	1	$3,839.82	Apple		
4-Yr AppleCare	1	$799.00	Apple		
EZQuest 8-Port USB Type-C Multimedia Hub	1	$56.56	BH		
Logitech MK750 Wireless Keyboard & Mouse	1	$79.49	BH		
Dell UltraSharp 27 USB-C Hub Monitor	0	$0.00	BH		
Output Tech				GCIP	
RotaPrint - rotary printing fixture for LEF2-300	1	$4,951.11	Patton Group		
RotaPrint XD Kit for LEF2-300D	1	$1,454.63	Patton Group		
Unfunded accessories for Digital Fabrication Router	1	$8,254.17	Woodpeckers		
Drone Upgrades				GCIP	
Skyfront Perimeter 8L	1	$56,892.00	Skyfront		
DJI Battery Station for TB50	1	$1,615.17	BH		
Drone Power Tether for ACS Practices	1	$15,192.75			
Conference Travel				GCIP/GCMW	
Geo Week	1	$1,499.88	Geo-Week		
NAB	1	$1,499.88	NAB		
Xponential	1	$1,499.88	Xponential		
Printing United Las Vegas Oct 19-21, 2022	1	$1,500.36	PrintingUnited		
Lab Assistants				GCIP/GCMW	
Screen Printing Lab Assistants	1	$2,047.25			
Short Term Lab Assistants	1	$3,879.00			
Livestream Technology				GCMW	
Livestream Technology	1	$48,902.34			

IN 2019 USPS® SENT 75.7 BILLION MARKETING MAIL PIECES THROUGH THE MAIL SYSTEM

In the next 12 months, 81% of marketers plan to maintain or increase usage of direct mail

LET'S TAKE A CLOSER LOOK »

modern postcard®

DM & COVID-19

Direct Mail

Catalogs

Coupons

Digital

Email

Personalization

Millennials

Non-Profit

Lists

DM & COVID-19

With more people staying at home this year, direct mail has become even more essential to your marketing efforts.

30%

30% of shoppers are spending more time reading direct mail promotions

37%

37% of consumers are more excited to receive their mail each day, compared to before the coronavirus pandemic

30%

30% of consumers are spending more time reading marketing or promotions that arrive in their home mailbox compared to before the coronavirus pandemic began

46%

46% of shoppers are now more interested in deals, coupons or promotions, and 30% are spending more time reading marketing or promotions that arrive in their home mailbox

TIP

Consider mailing your customers brochures or postcards with coupon codes to use on your website, as 57% of consumers have increased their use of online shopping since the pandemic began.

Source: Valassis Survey

DIRECT MAIL

70%

70% of consumers prefer traditional mail for cold, unsolicited offers

Source: ANA/DMA Response Rate Report 2018

59%
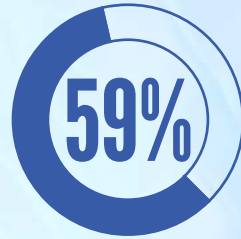
59% of US respondents say they enjoy getting mail from brands about new products

Source: Epsilon

8% **6%**
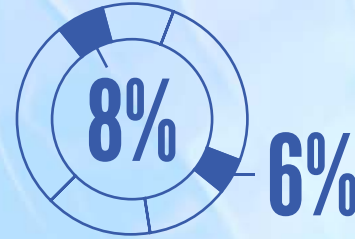
Print advertising (8%) and direct mail (6%) are listed among top sources generating sales and marketing leads

Source: B2B Marketing Mix Report 2018

46%
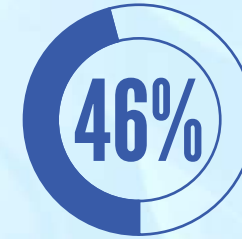
Consumers claim that they are 46% more likely to respond to an offer from a familiar company

Source: Tax Marketing HQ

23.4%

23.4% of consumers will respond to a postcard if the offer was relevant and of interest to them

Source: ANA/DMA Response Rate Report 2018

70%

70% of consumers say direct mail is more personal than online interactions

Source: Fundera

48%
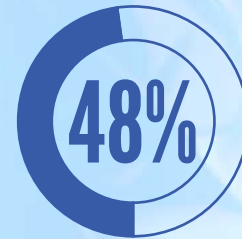
48% of people retain direct mail for future reference

Source: DMR

77%
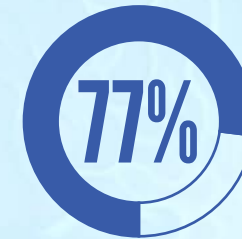
77% of people sort through their mail immediately

Source: USPS

600%

DIRECT MAIL OUTPERFORMS ALL DIGITAL CHANNELS COMBINED BY 600%

Source: DMA Response Rate Report

DM & COVID-19

Direct Mail

Catalogs

Coupons

Digital

Email

Personalization

Millennials

Non-Profit

Lists

CATALOGS

84%

84% of catalog recipients feel it's easier to shop online with a catalog in hand

Source: USPS

90.9%

90.9% of merchants list catalogs as a primary marketing tool, with 44.4% of merchants reporting their circulation increased in the past year

DMA Statistical Factbook, 2018

42%
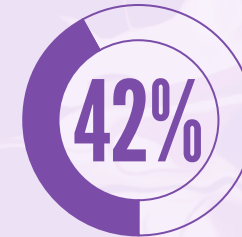
42% of catalog recipients reported reading catalogs with another 25% glancing through or saving catalogs for later

Source: DMA Statistical Factbook, 2018

TIP
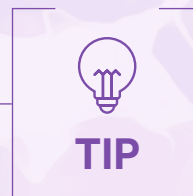
Marketers still create catalogs as if they were a medium to purchase products. They're not. In today's world, catalogs drive customers to a point of purchase, most often to a website. Therefore, a catalog design should be highly creative to catch the reader's attention. Make sure to highlight customer benefits and create strong calls-to-action!

CATALOGS ARE THE MOST LIKELY TO BE SET ASIDE FOR LATER TO READ

Source: DMA Statistical Factbook, 2018

COUPONS

86%
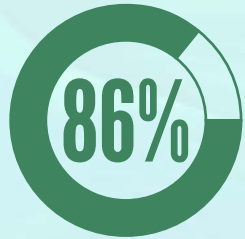
86% of consumers said they use coupons that they received in the mail

Source: Valassis, 2017 Coupon Intelligence Report

84%

84% of consumers say coupons influence their store selection

Source: Valassis, 2017 Coupon Intelligence Report

$2.2B

SHOPPERS REDEEMED $2.2B IN COUPONS IN 2017

Source: DMA Statistical Factbook, 2018

Hispanic shoppers purposefully plan with coupons too

Source: Valassis, 2017 Coupon Intelligence Report

TIP

Connect better with Hispanic consumers by creating coupons and ads in Spanish!

DIGITAL

76%
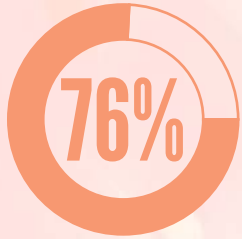
76% of consumers trust direct mail when they want to make a purchase decision, over digital channels

Source: MarketingSherpa

20%

DIRECT MAIL'S MOTIVATION RESPONSE IS 20% HIGHER THAN THAT OF DIGITAL MEDIA, MAKING IT A MORE PERSUASIVE PLATFORM

Source: Canada Post

21%

Direct mail requires 21% less cognitive effort to process than digital media sources

Source: Canada Post

9X

At 9% (house list) and 5% (prospect list), direct mail response rates are 9X and 5X higher than that of email, paid search and social media — with online display at a dismal 0.3%

Source: Warranty Week

TIP

One way to combat the digital noise your customers are experiencing is to pair digital with print marketing. One idea is to retarget lost website visitors by mailing them postcards. Modern's postcard retargeting program does just that! Learn more at modernpostcard.com/io
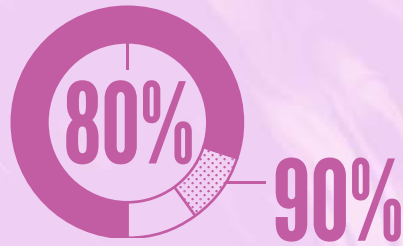
EMAIL

80%—**90%**

80-90% of direct mail gets opened, compared to email at only 20-30%

Source: Small Biz Trends

2 direct mail *pieces per day*

157 emails *per day*

The average household receives two pieces of direct mail a day compared to 157 emails

Source: USPS

5/9

POSTCARDS OUTPERFORMED EMAIL IN FIVE OUT OF NINE TESTS IN A STUDY FROM THE USPS OFFICE OF THE INSPECTOR GENERAL

Source: USPS

37%

Direct mail marketing delivers a 37% higher response rate than email response rates

Source: ANA/DMA Response Rate Report 2018

22%

Overall, 22% of emails were read in 2016. The remaining emails were deleted, filtered into spam folders, ignored, or never reached their intended recipients

Source: Marketing Profs

TIP

72% of consumers state that they prefer to connect with brands through multiple channels before making a purchase. Consider a plan of action that includes multiple touchpoints before you go ahead execute your campaign!

Source: Postalytics

PERSONALIZATION

80%
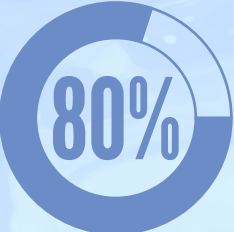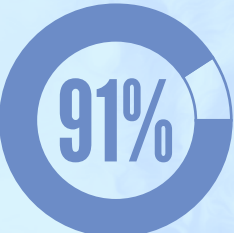
Nearly 80% of consumers are more likely to do business with a company that offers personalized experiences

Source: ANA/DMA Response Rate Report 2018

52%

52% of consumers would share personal data in exchange for relevant, personalized product recommendations

Source: Salesforce, 2016

91%

91% of consumers are more likely to trust companies with their personal information if they explain how collecting and using the data will deliver a better experience

Source: ANA/DMA Response Rate Report 2018

31%

31% OF SURVEYED CONSUMERS WISH THEIR SHOPPING EXPERIENCE WAS MORE PERSONALIZED THAN IT CURRENTLY IS

Source: Infosys

TIP

According to Infosys, 78% of consumers will only engage offers if they have been personalized to their previous engagements with the brand. Consider segmenting your customer database to better understand how to market to your consumers, and when the time comes, use Modern Postcard's VDP service for direct mail personalization.
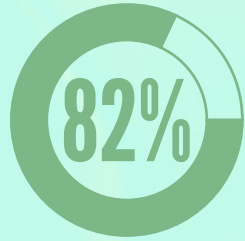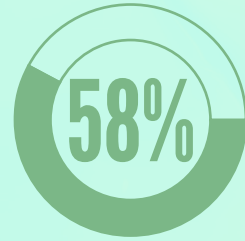
MILLENNIALS

90%
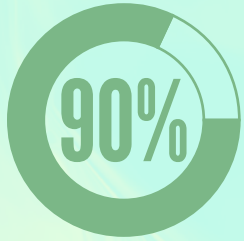
90% of Millennials think direct mail advertising is reliable.
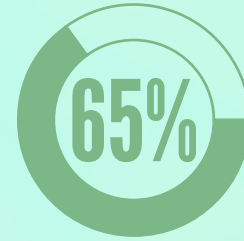
Source: USPS, 2019

82%

82% view print advertisements as more trustworthy than digital marketing
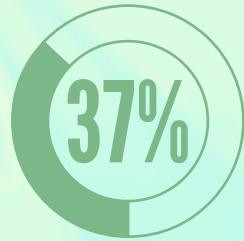
Source: Statista, 2019

58%

58% worry less about direct mail privacy than digital communications privacy
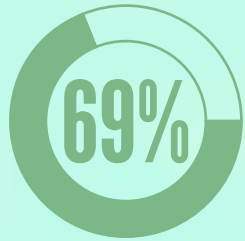
Source: USPS, 2019

65%

65% said they like coupons from retail businesses
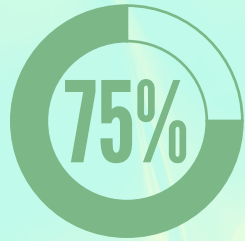
Source: USPS, 2019

37%

37% of respondents said they received marketing emails "way too often"

Source: Statista, 2019

69%

69% said they "somewhat" or "very much" like coupons for restaurants

Source: USPS, 2018

75%

75% of respondents said receiving personal mail makes them feel special

Source: USPS, 2018

62%

According to a study, 62% of respondents said they had visited a store in the past month based on information received in the mail

Source: Fluent, LLC 2018

2X **MILLENNIALS ARE TWICE AS LIKELY AS BOOMERS TO USE AD BLOCKERS**

Source: eMarketing, 2018

NON-PROFIT

In the non-profit sector, sending more emails does not equal more click-through rates (CTRs) as shown in the statistics below:

- Animal welfare groups sent 16.8% more emails and had click-through rates decrease by 17.7%

- Disaster organizations sent 18% more emails and had click-through rates decrease by 20.7%

- Human and social services sent 12.8% more emails and had click-through rates decrease by 16.1%

- Public broadcasting sent 27.6% more emails and had click-through rates decrease by 18.3%

Source: DMA Statistical Factbook, 2018

54%
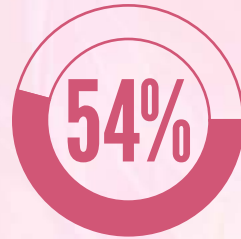
At 54%, measuring content effectiveness is the top challenge for non-profit content marketers, followed closely by the ability to produce engaging content at 53%

Source: 2016 Nonprofit Content Marketing Trends – North America: Content Marketing Institute/Blackbaud.

40% DIRECT MAIL INCREASES ONLINE DONATIONS BY 40% TO NON-PROFITS

Source: Dunham+Company

TIP

Communication volume or list size alone will not save you. Therefore, make sure that each communication you send out is relevant to the person receiving it. For example, if you are an animal welfare organization, you likely have cat people and dog people in your database. Cat people want to hear about cat things. Information about dogs would be irrelevant, and vice versa.

Solution: Segment your audience and build a content library that is relevant to the different sections. You can segment your audience in different tiers, for example:

TIER 1: Cat People

TIER 2: Cat People: Sustaining Donations | Cat People: Repeat Donations | Cat People: First-time Donations

TIER 3: Cat People: Last Donated 5+ Years Ago

LISTS

9%

Average direct mail response rates for house lists is 9%

Source: ANA/DMA Response Rate Report 2018

15.1%

A letter-sized envelope produces the best response rate of 15.1% for lead generation to a house list

Source: ANA/DMA Response Rate Report 2018

4.9%

Average direct mail response rates for prospect lists is 4.9%

ANA/DMA Response Rate Report 2018

$49.20

THE MEDIAN COST PER RESPONSE FOR PROSPECT LISTS IS $49.20

Source: ANA/DMA Response Rate Report 2018

WHAT IS A HOUSE LIST?

This is a list of current customers and leads that have expressed an interest in a company's products or services at some point in time. A house list is usually segmented by "last order date" where the most recent customers take priority over customers who have not shown interest in months or years. Keep in mind that house list segmentation can differ depending on industry preferences and trends.

Ways to add leads to a house list:
▪ A referral that turns into a customer
▪ Online form fills such as downloadable whitepapers and e-guides
▪ Digital advertising
▪ Email subscriptions
▪ Social media contests and giveaway opt-ins

WHAT IS A PROSPECT LIST?

A prospect list is either rented (with permission to be used within an agreed upon timeframe) or purchased with unlimited or limited use restrictions. Prospect lists are acquired with specific demographics in mind. The more detailed the demographics the more targeted the lists will be. Depending on the use, prospect lists can be segmented by buying power, geographical region, industry, etc.

Give us a call to find out more about prospect lists and how Modern Postcard can help you procure the right lists for your next marketing campaign. Call 800.959.8365 to get started!

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