

**ADVISORY BOARD MINUTES
GRAPHIC COMMUNICATIONS – PALOMAR COLLEGE
FEBRUARY 22, 2023, PALOMAR COLLEGE, ZOOM**

MEMBERS PRESENT:

<u>NAME</u>	<u>TITLE</u>	<u>PROFESSIONAL AFFILIATION</u>
Allen, Vanessa	President	San Diego Direct
Bealo, Mark	Faculty, GC Dept.	Palomar College
Crawford, Jason		Synphanie Media
Del Priore, Brandon		CTO C2 Group
Dodson, Ken	Faculty, GC Dept.	Palomar College
Fontanella, Judy	Owner/PT Faculty, GC Dept.	Artbytes
Funaki, Kevin	Owner	Funaki Camera and Lighting
Hull, Kris	Creative Director	KR15 Creative Services
Jaureguy, Joe		Belching Beaver Brewery
LaBlond, Liz	Admin. Assistant/PT Faculty, GC Dept.	Bella Mente Academy
Martelli, Matt	Creative Director	Mad Media Design
Marty, Kevin	Freelancer/PT Faculty, GC Dept.	Palomar College
Mcdougall, Schaine	Camera Operator	Hoonigan
Muehl, John		Content Creator
Payn, Lillian	Faculty/Chair, GC Dept.	Palomar College
Rollins, Wade	Faculty, GC Dept.	Palomar College
Rollins, Wyatt	Owner/PT Faculty, GC Dept.	Loco Ojo
Starck, Ray	VP of Digital Media	The Recording Academy / The Grammys
Terry, Mel	PT Faculty, GC Dept.	Palomar College

The meeting of Advisory Board for Graphic Communications at Palomar College was called to order at 7:40 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 2022 MEETING MINUTES

Dr. Payn asked those present to review and approve 2022 meeting minutes. Wade moved to approve the minutes. All in favor without objections. The minutes were approved unanimously.

PROGRAM UPDATES

- Scheduling and Enrollment

Summer 2022: one software class and one GE lecture class... both online

Fall 2022: 17 courses* = online, face-to-face, hybrid, full 16-week, Fast Track 8-week

- 2 GC 115-GE lecture classes... both online
- 3 GCIP 140 (3 online, 1 f2f 1 online, 1 hybrid 0
- 1 GCIP 141 (online)
- 1 GCIP 149 (online)
- 1 GCIP 152 (f2f)
- 1 GCIP 168 (hybrid)
- 1 GCIP 170 (f2f)
- 1 GCIP 197B (f2f)
- 1 GCMW 102 (online)
- 1 GCMW 115 (online)
- 1 GCMW 165 (f2f)
- 1 GCMW 177 (online)
- 1 GCMW 215 (hybrid)
- 1 GCMW 204 (Hybrid)

Spring 2023: 20 courses* = online, face-to-face, hybrid, full 16-week, Fast Track 8-week

- 2 GC 115-GE lecture classes... both online
- 3 GCIP 140 (3 online, 1 f2f
- 1 GCIP 141 (online)
- 1 GCIP 152 (f2f)
- 1 GCIP 252 (f2f)
- 1 GCIP 168 (f2f)
- 1 GCIP 170 (f2f)
- 1 GCIP 172 (f2f)
- 1 GCIP 272 (f2f)
- 1 GCMW 102 (online)
- 1 GCMW 202 (online)
- 2 GCMW 115 (online)
- 1 GCMW 215 (online)
- 1 GCMW 165 (f2f)
- 1 GCMW 204 (Hybrid)
- 1 GCMW 205 (f2f)

**Note that some sections are "combined"; professor is paid for one course to teach 2 sections at the same time, in order to deliver advanced classes with less enrollment.*

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Dr. Payn outlined the GC Dept's course schedule for the past academic year. reported the status of enrollment. The College's limitations on our planning was presented. Additionally, the Chancellor's Office has standards that require compliance from all colleges in the System.

Graphic Communications Enrollment Report

Data from PRP-Enrollment Trend report by Institutional Research & Planning

Semester	Enrollment at Census	Fill Rate	Offer Count	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	862	84.50%	19	Sum 2019	148	91.40%	3
Fall 2019	1,001	91.20%	20	Spring 2020	852	92.20%	17	Sum 2020	138	85.20%	3
Fall 2020	669	80.80%	20	Spring 2021	603	82.60%	14	Sum 2021	89	54.90%	3
Fall 2021	593	72.90%	16	Spring 2022	591	70.90%	16	Sum 2022	63	61.80%	2
Fall 2022	632	81.70%	15	*Spring 2023	592	66.22%	17	Sum 2023	na	na	2

*Note: Based on the Enrollment Report on Census Day dated 02/13/2023. Not official number.

Reviewing the enrollment figures for the past five years, the impact of the pandemic is self-evident. Fall 2022 appeared to begin picking up, and Spring dropped a bit. Spring tends to attract smaller enrollment than Fall. Perhaps students are enthusiastic about a traditional return to school in the Fall, and by Spring they have other activities, such as employment.

PROGRAMS

DEGREES

CERTIFICATES

AA = Associate Degree • AA-T, AS-T = Associate Degree for Transfer
 CA = Certificate of Achievement • CP = Certificate of Proficiency

Major		AA-T AS-T	A.A.	A.S.	CA	CP
Graphic Communications-Imaging and Publishing (GCIP)						
	Digital Arts					X
	Digital Imaging			X	X	
	Drone Operator I				X	
	Graphic Communications			X	X	
	Graphic Designer I				X	
	Screen Printer					X
	Screen Printer I				X	
	Screen Printing			X	X	
Graphic Communications-Multimedia & Web (GCMW)						
	Digital Media					X
	Digital Video			X	X	
	Interactive Media Design: Emphasis in 3D Modeling and Animation			X	X	
	Multimedia Design			X	X	
	Multimedia Production I				X	
	Web: Front End Design			X	X	
	New Media Compositing, Authoring and Distribution			X	X	
	Web Designer I				X	5

Dr. Payn outlined that quite a number of programs have been de-activated, and we added “Stackable” certificates to the catalog, which came out of the “Completion Academy” Initiative to increase degree and certificate completions, which is one standard for funding our department. [Matt Martelli interjected that employers are looking for competencies, not degrees at this time. Also, Jason Crawford’s pointed out that the fast-changing markets are driving changing demands.] These 5 short certificates may be completed in as quickly as one or two semesters. They are segues into the longer Certificates of Achievement, which then would be quicker to complete, since the core courses are in the short stackables. Another intent is that students would gain confidence to “try out” college classes, and then gain confidence in their ability to complete a full certificate.

A recent communication with the dean was that we still had too many programs, which dilute the completion rate and potentially results in being required to de-activate programs due to a low completion rate. The goal would be to have more completions if there were less certificates.

Matt Martelli observed that if we established a core of required courses for a certificate, we could then offer “areas of emphasis” with Electives. He suggested that this would build a “Path.” This could collapse a number of our programs into a manageable number with more completions that meet the current standards. Jason Crawford suggested that this would also serve our need to schedule Advanced courses with larger enrollment to match the college’s efficiency standards. Years ago, we had certificates with “Emphasis” choices. This could be a strategy. Jason illustrated that they are producing short videos now for the medical field, so patients can be informed about health issues and self-care.

Prof. Wade Rollins suggested that team-teaching across departments would be a practical solution to provide solutions to current industry trends and demands. At this point, Dr. Payn pointed out that the California University Systems are not accepting cross-listed courses, and only accept single-department focus. We have already removed the cross-listing for one of our courses to maintain it as a transfer course.

LABOR MARKET UPDATE

Dr. Payn shared the LMI data in CA. She observed that the required source, State of California EDD LMI data, is out of date, with old job titles ("desktop publishing") or even non-existence ("drone technology (need to use video, etc. jobs) or Screen Printing (need to use Press Operator jobs). She also pointed out that for our reporting we are required to use our Region X, which is San Diego and Imperial Counties. Yet, our students rarely look for employment in Imperial County, selecting, instead the lucrative Orange and Los Angeles Counties, with many more opportunities. Yes, we are not permitted to use this data as relevant for our students. For some reports we are allowed to use "O-NET" (<https://www.onetonline.org>) which presents the data in a different format, and has categories that are more current. The following O-NET employment projection for the employment sectors that match our learning outcomes was briefly summarized during the meeting:

Web and Digital Interface Designers

- Bright Outlook: Projected to grow faster than average (employment increase of average job openings (2020-2030) 17,900 10% or more) over the period 2020-2030 for the US nationwide
- Projected to have 100,000 or more job openings over the period 2020-2030 for the US nationwide
- New & Emerging occupation 15-1255.00

Web Developers

- Bright Outlook: Projected to grow faster than average (employment increase of 10% or more) over the period 2020-2030 for the US nationwide
- Projected to have 100,000 or more job openings over the period 2020-2030 for the US nationwide New & Emerging occupation 15-1254.00

Camera Operators, Television, Video, and Film

- Bright Outlook: New & Emerging occupation
- Projected job openings (2020-2030: Much faster than average (15% or higher)
- Projected to have 100,000 or more job openings over the period 2020-2030 for the US nationwide 27-4031.00

Film and Video Editors

- Projected job openings (2020-2030): 4,700 51-5112.00

Special Effects Artists and Animators

- Projected job openings (2020-2030): 7,800 27-1014.00

Media and Communication Workers,

- All Other Projected job openings (2020-2030): 2,700 27-3099.00

Graphic Designers

- Projected job openings (2020-2030): 23,900 27-1024.00

Desktop Publishers

- Projected job openings (2020-2030): 8,200 employees 27-4032.00

Printing Press Operators

- Projected job openings (2020-2030): 14,700 51-5112.00

Several Advisors observed that there is a high level of convergence with technology, practices, and content distribution now. This started a discussion with many important observations about our course content and practical application in the workplace. Matt Martelli also noted that technology and best practices are moving so rapidly, that students need “outside” curriculum to learn. Prof. Wade Rollins told the Advisors about the new course (GCIP 197B – a standard category to test a new course before it is placed in the catalog), which is “Multimedia for Social Media”. The vision for this course is to give the students real life experience producing promotional videos for Palomar College and its departments. Kris Hall added to the discussion with his comment about how Instagram stories are adding tag mashups. Jason Crawford emphasized how everything is streamed now. Schaine McDougall concurred.

Ray Starck summarized that we need duality in our industry for streaming services, which address the technology and the workflow. We need to upgrade the skill sets for a tight integration and ownership of our deliverables.

NEW BUSINESS

The discussion moved to concepts and skills that needed to be taught right now to meet marketplace demands. Prof. Mark Bealo asked what technology the Advisors were using, so we could prepare our students for immediate employment. The following list identifies the best practices and recommendations that our Advisors shared:

Screen Printing & Printing:

- Attachment #1 was presented and discussed with unanimous support from the advisory board.
- Direct-to-garment and Heat presses
- Recommendations for setting up a screen-printing lab at Fallbrook Center: dryer setup with 4 color or 6 color manual press, wash out station containing power wash and shower head hose for emulsion exposure and cleaning chemicals; de haze de grease and emulsion strip; and emulsion fluid and scraper to coat screens; a light exposure unit.
- Water-based ink.
- Tools and equipment that go along with the CNC unit and laser cutter that we have. Unanimously supported by advisory board so we can develop student projects for Illustrator and Photoshop

Multimedia:

- Kevin Funaki: Streaming every day.
- Schaine McDougall: incorporate Teradek wireless video monitoring such as what they’ve done during live RedBull events.
- Multi camera for streaming.
- Anamorphic shots.
- Arri vs. RED was discussed. Jason and Matt mainly use RED, but in some cases, they are asked to use Arri for certain things.
- Canon R5.
- Nucleus M is affordable.
- Teradek is able to capture all the shots at once.
- Black Magic cameras, and streaming boxes, video compressors, etc.
- ATEM mini.
- Steady cam gimbals for smooth shots.

- BMPCC 4k. Looking at getting a Blackmagic ATEM for multicam work for use with our PACE-TV group for interviews.
- Ray shared that a lot of "producer or action video producers" as titles in the industry. Ability to do live, quick cuts is a huge push that is falling into the social media teams.
- Drones are becoming very important for live corporate.
- URSA 12K
- DJI RS3 Gimbles
- DZO lens
- Pocket 6K and Production 6K
- Sony Venice 1 or 2
- Attachment #2 and #3 are presented and discussed with unanimous support from the advisory board.

Drone Courses:

- Prof Mark Bealo asked for recommendations for the Drone program (currently has 30 drones and a high-end LIDAR unit), bid requests for other units)
- Prefers a cost-effective gas units and has investigated hydrogen units. (Dr. Payn reported that there is a regulation against gas storage on-campus, which we are obligated to observe.)
- Brandon De Priore: rolling blackouts, extreme feeds, data-driven drones connected to networks. Uses hydrogen and other units that they build, but the utility industry prohibits hydrogen. He extended the invitation to review their in-house built units.
- Jason Crawford: server space, cinema Zoom, 4K video training, RED recommendations, Nucleus affordable for student needs, Komodo 6K, DCMC2 Gemini
- Matt Martelli: proprietary cameras on their drones
- Schaine McDougall: Smaller cameras
- Jason Crawford and Kris Hull: 3D printed customized parts, not off-the shelf

Web discussion: Front and back-end delivery, e-commerce.

- Matt Martelli: Shopify (80% customer needs); 60% WordPress; Shopify partners with Google so industry leader)
- Prof. Judy Fontanella summarized the background of our e-commerce courses, and Dr. Payn shared the restrictions/agreements between departments about how to handle front-end vs. back-end development. CSIS accepts our adoption of Dreamweaver so we can address not only the various learning styles and preferences of our student body with the "Split-screen interface". This satisfies our teaching the tech savvy students without "teaching code" and encroaching other departments' territories.
- Webflow.
- Knowledge of HTML and CSS is helpful.
- Shopify, Wix, and Squarespace.

Dr. Lillian Payn mentioned that while these Zoom meetings were convenient and more Advisors were able to attend, our faculty missed the face-to-face contact with them. She suggested getting together for a face-to-face meet-up, to which the Advisors voiced agreement.

She thanked the advisors for their continued support of our programs for so many years now, and expressed the department's gratitude for the Advisors continuing contributions to the Graphic

Communication's Department commitment to offer leading edge skills to our students.

The meeting adjourned at 9:43 am.

ATTACHMENTS:

#1 – SCREEN PRINTING EQUIPMENT LIST

#2 – LIVESTREAM TECHNOLOGY

#3 – RED KOMODO

ATTACHMENT #1 – SCREEN PRINTING EQUIPMENT LIST

Pretreat Machine for DTG

This will streamline the pretreat portion of the DTG printing process. Currently we use a handheld spray gun and spray outside. It is not very effective. These units are fully enclosed and hold all the different pretreat sprays, so we do not have to clean and change every time a different shirt is printed.

4995.00 - Unit
390.00 - Tax
200.00 - Crate
\$5600.00 Total

Heatpress package

This will replace a dead heat press and allow us more flexibility in heat press use. We currently only have the 30"x40" flat bed heat press. That works great for sublimation but is very cumbersome for DTG pretreatment and printing.

- Hotronix Dual Air Fusion IQ 16"x20" W/Laser Alignment
- Heat Printing Equipment Cart
- (2) 16" x 20" Power Platen
- (2) 6" x 6" Power Platen
- (2) Power Platen Controller
- (2) Sleeve/Leg Platen
- (2) 11" x 15" Platen
- (2) 6" x 10" Platen
- (2) Quick Slip Lower Platen Protector - 11" x 15"
- Kraft Paper 16" x 20" - 25 Pack
- Hotronix Crate Fee

\$12,726.05 - Unit/package
\$ 987.00 - Tax
\$13,714.00 Total

Roland Rotary Unit

Allows us to print cylindrical parts on the Roland LEF printer.

\$4,300.00 - unit
\$ 334.00 – tax
\$ 200.00 – crate
\$4,834.00 Total

M&R Screen printing press Side clamp retrofit parts. This will allow us to update the components on an older press as well as allow us to use larger screens and open up more opportunities for the students on the four-color manual press.

\$3,000.00 - parts
\$ 233.00 - tax
\$3,233.00 Total

Grand Total \$27,381.00

ATTACHMENT #2 – LIVESTREAM TECHNOLOGY

2022 - 2023 Perkins Requests	Q	Price	Total	Store	Part#	
Livestream Technology						
Blackmagic Design Pocket Cinema Camera 6K Pro	4	\$2,535.00	\$10,925.85	BH	CINECAMPOCHDEF06P	ATEM Compatible Camera
Blackmagic Design Video Assist 7" Monitor	4	\$995.00	\$4,288.45	BH	BMD-HYPERD/AVIDA12/7HDR	Camera Monitor
Blackmagic Design ATEM Mini Extreme ISO	1	\$1,295.00	\$1,395.36	BH	SWATEMMINICEXTISO	Live Streaming Device
Blackmagic Design ATEM Mini Pro ISO	1	\$495.00	\$533.36	BH	SWATEMMINIBPRISO	Remote Live Streaming Device
Tilta Nucleus-M Wireless Lens Control System	3	\$1,399.00	\$4,522.27	BH	WLC-T03	Wireless control
Tilta Universal Pro Handgrip System	4	\$418.00	\$1,801.58	BH	UH-T04	Shoulder Rig part
Tokina 50-135mm T2.9 Lens	1	\$3,499.00	\$3,770.17	BH	TC-535MKIIEF	
Sirui 24mm f/2.8 Anamorphic 1.33x Lens	1	\$999.90	\$1,077.39	BH	SR24MFT	MFT Lens
Sirui 75mm f/1.8 Anamorphic 1.33x Lens	1	\$899.00	\$968.67	BH	SR75MFT	MFT Lens
Sirui 35mm f/1.8 Anamorphic 1.33x Lens	1	\$799.00	\$860.92	BH	SR35-M	MFT Lens
Panasonic 50-200mm f/2.8-4 Lens	1	\$1,699.99	\$1,831.74	BH		MFT Lens
Sennheiser MKE 600 Shotgun Microphone Kit	4	\$765.54	\$3,299.48	BH	SEMKE600K2	
Hollyland Mars 4K Wireless Video Transmission	4	\$699.00	\$3,012.69	BH	MARS 4K	Wireless Monitoring
Tilta BMPCC 6K Pro Cage	4	\$469.00	\$2,021.39	BH	TA-T11-A	

Wise Advanced 2TB	4	\$449.99	\$1,939.46	BH	PTS-2048	Camera Recording Media
Watson Pro Mini V-Mount Battery (144 Wh)	4	\$389.00	\$1,676.59	BH	w/USB-C VM-144-MN	
Jupio ProLine Dual Hot-Swap Battery Plate	2	\$164.21	\$353.87	BH	Dtap out Plate, MI2-VM1-UPS	
IDX System Technology A-Vmicro2 Dual V-Mount	2	\$293.00	\$631.42	BH	A-VMICRO2	
Tilta Mini V-Mount Battery Plate Kit I	4	\$45.00	\$193.95	BH	TITAMBPK1V	
Kondor Blue Coiled D-Tap to Locking DC 2.5mm Cable	4	\$24.99	\$107.71	BH	DCTAP_2.5LOCK	Power Cable
Xcellon Mighty Mini 165 65W GaN USB Type-C Charger	4	\$22.49	\$96.93	BH	XCPDG165B	
Angelbird USB C to Type-C Male Cable 1.6'	2	\$19.99	\$43.08	BH	ANUSB32CC050	
Angelbird USB C to Type-C Male Cable 100cm	2	\$22.99	\$49.54	BH	ANUSB32CC100	
Blackmagic Design Set of 2 Mini XLR to XLR	4	\$39.00	\$168.09	BH	HYPERD/AXLRMINI2	
Tilta D-Tap to 2-Pin Power Cable for BMPCC	4	\$29.00	\$124.99	BH	TCB-BMPC-PTAP	Power Cable
Kramer Ultra-Slim HDMI Cable 10'	4	\$35.00	\$150.85	BH	C-HM/HM/PICO/BK-10	
Kramer Ultra-Slim HDMI Cable 6'	4	\$30.00	\$129.30	BH	C-HM/HM/PICO/BK-6	
Kramer Ultra-Slim HDMI Cable 2'	4	\$18.00	\$77.58	BH	C-HM/HM/PICO/BK-2	
Kramer Ultra-Slim HDMI Cable 1'	4	\$15.00	\$64.65	BH	C-HM/HM/PICO/BK-1	
Tilta SSD Holder for Wise (Black)	4	\$19.00	\$81.89	BH	TA-SSDH-WS-B	SSD Holder

ANDYCINE Universal V-Mount Battery Clamp	3	\$29.99	\$96.94	BH	A-VMC	
ANDYCINE Vlogger Multifunctional Crab Clamp	3	\$28.99	\$93.71	BH	A-SC-04	
ANDYCINE 7" Magic Arm with Super Clamp	3	\$26.99	\$87.25	BH	A-SMA-07+A-SC-02	
ANDYCINE Vlogger Viper Articulating Magic Arm	3	\$25.49	\$82.40	BH	A-VVM302	
ANDYCINE Mini Shoe Mount Monitor Mount	3	\$16.58	\$53.59	BH	A-HSM-03	
Spider Dolly upgrade kit	1	\$2,795.00	\$3,011.61	PortaJib	MFR # 302963	
Total			\$49,624.73			

ATTACHMENT #3 – RED KOMODO

2022 - 2023 Perkins Requests	Q	Price	Total	Store	Part#
Red Komodo	1	\$5,995.00	\$6,459.61	BH	710-0333
Tilta Advanced Power Distribution Module	1	\$400.00	\$431.00	BH	TA-T08-AMV2-B
Portkeys BM5WR Monitor w/Control	1	\$749.00	\$807.05	BH	BM5 III WR
Beachtek DXA-RED 2-Channel Preamplifier	1	\$499.00	\$537.67	BH	DXA-RED
Angelbird 1TB AV Pro CF CFast 2.0	2	\$497.49	\$1,072.09	BH	AVP1TBCF
SanDisk Professional PRO-READER CFast Card Reader	1	\$89.99	\$96.96	BH	SDPR2E8-0000-GBAND
Tilta Full Camera Cage for RED KOMODO	1	\$149.00	\$160.55	BH	TA-T08-FCC-B
Tilta Adjustable Top Handle for RED KOMODO	1	\$89.00	\$95.90	BH	TA-QRTH4-B
RED DIGITAL CINEMA KOMODO Wing Grip	1	\$95.00	\$102.36	BH	790-0684
Metabones EF Lens to RF-Mount T CINE Speed Booster	1	\$526.36	\$567.15	BH	MBSPEF-EFR-BT2
ANDYCINE D-Tap to LEMO Power Cable	1	\$29.25	\$29.25	BH	
ANDYCINE Field Monitor Holder	1	\$32.99	\$32.99	BH	SPH-01
SDI and other necessary Cables					
Total			\$10,392.59		

RECOMMENDATIONS SENT BY MEMBERS AFTER THE MEETING:

- **Kevin Marty:**
 - Favorite App, Sw, HW: Pixelmator Pro (Photoshop alternative); Apple Motion
 - New concepts/Topics: Real Engine
 - How to make connections with industry: Partnership with Media Pros San Diego

- **Kevin Funaki:**

...The Red Komodo I think would be a very good purchase, just about every shoot I'm on is either some version of a Red camera or a Arri Alexa, and the teredek is pretty much the industry standards as far as wireless video, but the Vaxis wireless systems are just as good for less money, and are starting to be a little more prevalent on set. I also think that you should look into getting a wireless follow focus, the Tilta nucleus is pretty much the industry standard. If you guys are looking into getting any lighting and have any questions feel free to send me an email.

- **Chris Sheets (comment on Attachment #3):**

This is very similar to the Komodo set up we have at Yavapai College in Prescott AZ as well as our 3 Komodos at Compass College of Film and media. I highly recommend this camera for training students on current gear. It is intuitive and one of the industry standards for Commercial work and Independent projects. Excellent choice.