St Petersburg Digital Media

2019 Spring Advisory Committee

Meeting Minutes

Date: Friday, Thursday 28, 2019

Time and Location:

EPI Center Campus/UP 302

9:30-11:00 a.m.

1. **Welcome**
   a. Co-Chair, Dr. Tasha Brown and Sandy Mills-Alford.
   b. Attendees: Sandy Mills-Alfor, Tasha Brown, Jonathan Steele, Barbara Hubbard, Jonathan Sullivan, Mike O'Berry, Jody Haneke, Ken Hannon, John Muehl.
   c. Absent: Jack Conely, Esteban Valdez, Ragan Brown, Katherine Humphreys, Jacob Wortock, Peter Kageyama, Delynda Keefe, Karen Helsinger, Michelle Garcia-Alatorre.
   d. Approval of Fall Meeting minutes.

Program Updates

Dr. Tasha Brown talked about e-learning with regards to an idea for an SPC sub plan promoted by Dr. Muehl. She talked about e-Learning's broad thriving and growing discipline and the need in the program for designers and programs that are creative and understand instructional design. Most instructional design programs are at the Masters level and both Tasha and Sandy were interested in helping us develop this sub plan.

There was lots of spirited dialogue between Dr. Muehl and Dr. Brown with regard to graphic specializing using **Adobe CC** software and the program **Articulate** which is publishing for web and mobile devices.

Jody Haneke talked about HTML and Java with regard to UX subplan and there was discussion between he and Sandy about the specifics of **Articulate** and it's similarity to Adobe **Captivate**. Jody commented lots of attention to detail in this application is necessary for reading and writing. Mike O'Berry talked about Gamefication which dovetailed into e-learning and Mac iOS platform with its application to mobile devices using **Agile Methodology.** Jody also explained **Google Sprints** technology and **Design Sprint methodology** whereby CCIT could partner with Digital Media.

Dr. Steele talked about the new BAS degree development with the group and about our need for their help with developing curriculum. Dr. Steele also talk about partnerships with CCIT in regards to developing standalone AS Degrees like Gamefication.

Co-chair Sandy Mills-Alford talked about partnerships within these programs stressing the need for cyber security partnerships within these disciplines. Ken Hannon talked about the need for creative storytelling and was concerned that technology was not the only part of our student's future …..that we must help students understand the information they design including the stories they're telling. Jody concurred about good storytelling.

Mike O'Berry talked about Lynda.com and the its ability to help students train for new technologies.

Program Needs

Digital Media Tutors were discussed by Barbara Hubbard aling with inviting the group to present awards for the **2109 SEmmys-April 9, 7:00 p.m.**

Sandy Mills-Alford and Tasha Brown elaborated on student preparedness and the need to understand the industry.

At the end of the meeting Co-chair Mills-Alford also brought up the necessary approach to teaching our students to soft skills, while she spoke glowingly about Dr. Williams' earlier presentation, she stressed soft skills for students are a big challenge they are facing even at Alive-Tek.

 She explained the expectation for students to approach the workforce with real world skills that amount to some of the things that we are teaching here at SPC like: being on time, being able to communicate, and being responsible.

The meeting ended at 10:30 with Dr. Steele telling the group he will be retiring at the end of June.

A group picture was taken by Mills- Alford with the commitment that several advisory members will help us develop the next four year curriculum.

Meeting adjourned: 10:45 a.m.

Minutes recorded by Barbara Hubbard