Date of Meeting: February 17, 2020

Members present:
Dr. Tasha Brown, Barbara Hubbard, Jody Haneke, John Muehl, Jack Conely, Jacob Wortock, Brian Volitan, Robert Lawson, Esteban Valdez, Tom Baily, Eddie Occasio, Theresa Afify, Marilyn Browne, Zora Carrier

Members Excused:
Sandy Mills-Alford, Jonathan Sullivan, Mike O'Berry, Ken Hannon, Ragan Brown, Peter Kageyama, Delynda Keefe, Karen Helsinger, Michelle Garcia-Alatorre.

Others present:

Call to order: 1:30PM

Previous Minutes Approved:
Motion by:
Second by:

Unfinished Business:

Program Updates:
New Dean of Fine Arts and Humanities: Dr. Barbara Hubbard

New Interim Academic Chair Digital Media and Humanities: Dr. John Muehl

Attending members introduced themselves.

Website:

Dr. Hubbard asked committee members to send updated logos or new logos to be placed on the SPC Digital Media website as partners. The new website with faculty videos was shown to the committee in regards to boosting enrollment in the program.

The Semmy's Awards program is coming Tuesday, April 7th 2020 7:00 – 9:00PM. We will be reaching out to committee members to attend and present awards to students.

Bachelor Degree Update:

Attempt to create bachelor's programs in Digital Media did not pass legislature 3 years ago. Good news, CCIT Bachelor's program accepted recently, the first new bachelors program at SPC in 10 years. Digital Media bachelor's programs in Graphic Design and Digital Video are being prepared for submission.

Dr. Hubbard noted that we will be asking Program Advisory Committee members to participate in DACUM panel for year 3 and four integration of bachelor programs. She also asked for Program Advisory Committee members to send emails stating that they do hire 1099 freelance workers as part of their workforce or other suggestions in support of adapting to new trends for the 4 year degrees.

Subcommittee Reports:

Student Update:

Career Outreach Specialist:

New Business:

Jacob Wortock introduced himself and let committee members know that we have students seeking internship opportunities. The internship is critical for students to receive real world experience as part of their college learning experience.

Industry Updates & Discussion:

Jody suggested that there is a trend for social media design that will be critical to add to the curriculum. Dr. Brown seconds the motion. Further discussion revealed that there is an industry need for expertise in Search Engine Optimization, live online articulation, sending images etc. in a business like setting.

Jody also mentioned that students should be given cross program collaborative opportunities between Communication and Digital Media.

Software:

It was asked what software we use for the Digital Media Program. Dr. Muehl explained that we primarily use Adobe Creative Cloud because of its versatility across Digital Media programs. CC is installed in all of our labs and in tutoring labs on various campuses in various buildings. It was also noted that many students subscribe to Adobe CC for the student rate of $20 a month. Dr. Hubbard mentioned that this is not a huge expense as most of the Digital Media courses are moving away from expensive text books and replacing them with Open Online Educational Resources.

Brian Voliton mentioned free software Affinity and Luma Fusion as alternatives for students who can't afford Adobe CC.

Jody mentioned that Adobe XD and Sketch prototyping software experience looks good on a resume.

Program Needs:

Next Meeting Date:

Adjournment: 2:30PM

Secretary : John Muehl