



MINUTES
DIGITAL MEDIA/PHOTOGRAPHY ADVISORY COMMITTEE
12/04/2020 - ZOOM

Date of Meeting: 12/04/2020

Members Present: Tasha Brown, Zora Carrier, Jack Conely, Ed Gonzalez, Ken Hannon, Sandy Mills Alford
Zora Carrier, Bryan Voliton, Melvin Young,

Members Excused: John Muehl

Others present: Marilyn Brown, Jacob Wortock, Barbara Hubbard, Theresa Afify

Call to order: Meeting Started at 12:00PM

Previous Minutes Approved:

Motion by: Bryan Voliton

Second by: Tasha Brown

Approved by quorum

Unfinished Business:

1. The BAS in Digital Media Graphic Design and Digital Video has been submitted to the Florida State Legislature awaiting a decision.
2. The Digital Media Academic Chair and Full Time Faculty positions are on hold until further notice due to COVID 19 pandemic.
3. Currently there are two full time faculty: Dr. Muehl (Acting Academic Chair) and Ragan Brown.
4. When hiring freeze is lifted we will be looking to hire two additional FTF and may ask Advisory Committee members to participate in hiring committees.

Program Updates:

1. New Advisory Committee Chair is Tasha Brown taking over for Sandy Mills Alford as Co-Chair.
2. The Unduplicated Student Count 2018 – 360, 2019 – 358, and so far in 2020 - 280.
3. Current Student Count by Program is;
 - a. Digital Graphic Design - 103
 - b. Digital Video Production - 77
 - c. Video Game Foundations - 35
 - d. Digital Media Production UX - 38
 - e. Digital Photography – 30
4. Current Certificate Counts 2019
 - a. Digital Graphic Design - 1
 - b. Digital Media Multimedia Foundations - 4
 - c. Digital Media Multimedia UX Certificate - 0
 - d. Digital Video Production – 12
5. SPRING 2021 Semester starts January 11, 2021 All courses will be delivered remotely.
6. Process has started to prepare Digital Media courses for future online delivery through Quality Matters. These courses will also be deliverable Face to Face.

7. Dr. Hubbard expressed her experience sitting in on Advanced Videography course and was impressed with the quality of work produced by students in the remote learning situation.
8. Ed Gonzalez related his experience as an adjunct how relevant the online experience brings more diversity of students to the learning experience.
9. Sandy Mills Alford expressed caution in the fact that the COVID situation forced online learning so that the process has lacked the teamwork of faculty and instructional design teams to develop online courses thoroughly and correctly. Many students may struggle, especially younger ones. ZOOM communication is good, but it's not a learning solution. Instructional design takes teamwork. Sandy stated that research shows that a blended delivery of curriculum is the most effective approach.
10. Dr. Hubbard discussed the SPC Quality Matters process and how courses are designed by a team and that the courses are developed for consistency no matter who the instructor of the course is.
11. Melvin Young pointed out that as a student in the program, the sudden switch to online delivery is both a challenge and a very good learning experience. The student has to put forth the extra effort to get what they need out of the learning experience. He expressed that he got the equipment that he needed to complete his projects and also additional help from SPC tutors.
12. Dr. Hubbard discussed how the Digital Media program went to great lengths to lend video equipment and computers to students who needed it throughout the semester. She also pointed out that the students were very responsible with the equipment and returned the equipment in a timely manner.
13. SEMMYs Award Show
 - a. Thank you to committee members who recorded winners last year.
 - b. We will be asking Advisory Committee to participate in this year's new event.

Subcommittee Reports: N/A

Student Update: N/A

Career Outreach Specialist:

1. Outreach Events – Theresa Afify
 - a. Virtual Resume Drop In October 12, 9-11am & October 15, 3-5pm
 - b. Virtual Career and Internship Fair October 28, 12-3pm
 - c. Leveraging Social Media in the Arts Dec 1, 12:30-2pm
 - d. Hire SPC Powered by Handshake. If you have any Internship or job opportunities for students, contact Jacob Wortock and post them on Handshake.
 - e. We are looking for additional opportunities for our students to learn more from professionals so if you are interested in partnering with us please contact Theresa directly.

New Business:

1. Digital Media Online: Currently in QM Development Process
 - a. DIG1004C Exploration of Media Tools
 - b. DIG2131 Digital Art and Design
 - c. DIG 2200 Introduction to Digital Media
 - d. DIG2302 Introduction to 3D
 - e. DIG 2410 Basic Scripting for Videos (January 2021)
 - f. *Will add more courses Fall 2021
2. All Digital Media Faculty will go through "Teaching an Online Course" training.
3. Digital Media will be shifting direction starting Fall 2021

- a. Enrollment in some Subplans is insufficient to effectively fill classes. The overwhelming majority of students select Graphic Design or Video Production.
- b. There will be two AS pathways: Digital Graphic Design and Digital Video Production.
- c. Digital Media/Multimedia/UX and Video Game Foundations Subplans will be taught out.
- d. Digital Photography will be a standalone certificate program only.
- e. Digital Media/Multimedia/UX and Video Game Foundations will be reconsidered if Digital Media BAS is approved.

Industry Updates & Discussion:

Open Discussion on Curriculum Changes

- 1. Bryan Voliton – Emphasis in Graphic Design on teamwork and problem solving, not just pretty pictures.
 - 2. Dr. Hubbard – By concentrating on two specific pathways, this will allow us to put more emphasis on teamwork and problem solving within the curriculum.
 - 3. Sandy Mills Alford – Hired two people one from UF and One from SPC for graphic design. One said they are not an artist and the other said she is an artist. One approached the work from a software perspective and the other from a traditional art perspective. What is needed is a traditional artist who can translate art through software.
 - 4. Ed Gonzalez – Does see that students tend to work on islands and sees the opportunity for students to grow creatively and emphasize teams later in the program. Early in the program it may be confusing to put students in groups too early. Students need to have confidence in order to work in teams.
 - 5. Zora Carrier – Goal to prepare students for a job. There are additional workshops available for students to learn soft skills. We need to emphasize on self-preservation and continuing education to keep themselves current.
 - 6. Bryan Voliton – Even in COVID, we need to connect with others to keep current even if we are working on separate projects. It’s necessary to have like minded individuals to bounce ideas of.
 - 7. Zora and Bryan are willing to be part of continuing education.
 - 8. Dr. Hubbard – This will certainly be addressed in a four year program. We can also connect through the Workforce Institute at SPC and Advanced Technical Certificates. Let Dr. Muehl know if you are interested in teaching at Workforce.
- Thank you, great attendance today!

Program Needs: N/A

Adjournment: Meeting adjourned at 1:00PM EST.

Secretary