

Present: Rita Pando, Lauren Montoya, Scott Richards, Jim Caldwell, Kris Dittmar, Les Reynolds, Shawna Shoaf, Jenny Sherman, Lori Blasé, Barbara Simms, Denise Spaccamonti,

Absent: Kristyn Graham-Bieniewicz, Gina Herrera-Parker, Naomi Milavec, Jayson Peters, Chuck Skerjanec

Agenda Item	Discussion
Welcome and Introductions of Attendees	<ul style="list-style-type: none"> • Dean Jennifer Sherman thanked members for attending <ul style="list-style-type: none"> ○ Advisory Council meetings are required, but also very productive ○ Your knowledge and input are important to the program • Shawna Shoaf welcomed members <ul style="list-style-type: none"> ○ Thank you for attending ○ Appreciate the members being dedicated to PCC ○ Please review the Brochure in the front of each information packet ○ Please share these and use as a recruitment tool
Mass Comm./Broadcasting program updates <ul style="list-style-type: none"> - Current/Proposed Curriculum - Current/Proposed Certificates - Graduates/Tracking AGS Degree 	<p>Shawna Shoaf – Information</p> <ul style="list-style-type: none"> • Explanation/Discussion of Proposed Curriculum changes <ul style="list-style-type: none"> ○ Review and approval of members to proceed • Explanation/Discussion of Proposed Certificates <ul style="list-style-type: none"> ○ Review and approval of members to proceed • Graduates/Tracking <ul style="list-style-type: none"> ○ Actively tracking AGS ○ VE-135 tracks AAS degrees & Certificates • AAS Degree <ul style="list-style-type: none"> ○ We are trying to demonstrate how well the program has done ○ Working toward qualifying for AAS degree ○ AAS degrees qualify for Perkins Grant funds • PCC has a solid working relationship with CSUP <ul style="list-style-type: none"> ○ PCC has good class sizes for program
Visual Communications Program updates <ul style="list-style-type: none"> - Current/Proposed Curriculum - Current/Proposed Certificates 	<p>Shawna Shoaf – Information</p> <ul style="list-style-type: none"> • Explanation/Discussion of Proposed Curriculum changes <ul style="list-style-type: none"> ○ Graphic Design Certificate needs to be removed ○ Digital Video is very viable, additional credit hours requested for potential financial aid support and offered to working professional ○ Digital Web Design Certificate, additional credit hours requested for prtential financial aid support and offered to working professionals ○ Creative Communication Specialist program focuses on software only

Agenda Item	Discussion
<p>Student Recruitment and Retention</p> <ul style="list-style-type: none"> - Media Students Creating Commercial - Outstanding Graduate Awards - Internships - Media Monday's Call to Action 	<p>Information</p> <ul style="list-style-type: none"> • Students in course are working on PCC Creative Media will have a new commercial soon • Outstanding Graduate Awards Ceremony in April • Shawna Shoaf has students available for Internships
<ul style="list-style-type: none"> - Committee Member Updates on Industry/Trends 	<p>Information</p> <ul style="list-style-type: none"> • The new Art Walk Guide is out <ul style="list-style-type: none"> ○ Several new creative businesses in Pueblo now • Mobile Media/Social Media <ul style="list-style-type: none"> ○ These have been integrated into classes to some degree <p style="margin-left: 40px;">Application Design is something that could be piloted at PCC</p>