Advisory Council Meeting for Mass Communications, Visual Communications, & Digital Media– October 18, 2013

Present: Rita Pando, Kristyn Graham-Bieniewicz, Jayson Peters, Les Reynolds, Shawna Shoaf, Jenny Sherman, Lori Blasé, Barbara Simms

Absent: Gina Herrera-Parker, Naomi Milavec

Agenda Item	**Discussion**

Welcome and Introductions of attendees	• Dean Jennifer Sherman thanked members for attending
	  ○ This is Dean Sherman's former program
	  ○ It is a great opportunity to hear from industry and share ideas
	  ○ It is an advantage for instructors at PCC to share information with local people
	• Shawna Shoaf welcomed members
	  ○ Thank you for attending
	  ○ Appreciate the members being dedicated to PCC
	  ○ Would like to expand the committee
	  ○ Give Shawna names of anyone who would like to serve

Old Business
• Approval of the Minutes
• Certificates 18 Credits awaiting final stages of approval at the State level
• Mass Communications Program Approval
	• Committee members will do an email vote to approve Spring 2013 minutes
	• Curriculum changes discussed at last meeting are in the process of being approved
	• Dean Sherman commented on the students in the program
	  ○ Outstanding students
	  ○ Dedicated - Specifically web design
	• Bylaws were distributed
	  ○ Review Advisory committee development & bylaws

Purpose and Impact of the Advisory Council
- By Laws
- Officer Duties
- Officer-Elect
- Future Meeting Times and Opportunities
- Email Communications
	• Asking for a volunteer to be a formal chair for this advisory committee
	  ○ Elected in and run for 1 year
	• Mark Craddock was voted the new Chair
	  ○ Will serve through the meeting of Spring 2014
	  ○ Another election will be held at next meeting
	• Advisory committee terms
	  ○ Requested commitment from members
	  ▪ 3 year terms – 2 meetings a year
	  ▪ May be some smaller side commmittees
	  ▪ No more than 2 consecutive terms

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	▪ Attendance is important • Need 5 participants for a quorum o Will stagger the committee terms ▪ Three new members in the spring ▪ Three new members in the fall • Roles of Officer document distributed o Need a Committee Chair ▪ Committee chair will run the meeting o Need a Secretary ▪ Secretary will review minutes prepared by the administrative assistant o Must comply with CTE • We will vote in the spring on the new chair person, and they will start at that time o There are advisory members who are not here today that should be considered for the positions o Shawna will reach out to people in the industry for new members • Dean Sherman suggested members invite other industry people to meetings.
Spirit and Vision of Digital Media (DM) - Five Year Projection New Trends in Mass (MC) / Visual Communications (VC)	**Five Year Projection - information and ideas from Committee Members** • Teach using ipads, epublishing o This is being integrated into classes now • Graphic Design I is applied to current technology • Newspaper & literature book publishing are using different delivery platforms • We have to teach fundamentals o Communication is still communication o The delivery has changed – electronically – but fundamentals are important • Need to work closely with the Art Department o Art studio could be used for multi media projects ▪ Behind the camera & production skills are being taught now o Foster teaching through the library and arts center here ▪ Music and film combined ▪ Art films ▪ Documentaries • Strive to break the community college stigma o Prove that an education at PCC is as good, or better than a 4 year college ▪ The community responds well to PCC students and the knowledge that they leave PCC with • Showcase job opportunities and growth industries

Agenda Item	Discussion
	○ Entrepeanueral growth is available ○ Content creation ○ Most students here don't move into IT job ○ More likely to become business owners ○ Cohorts could be an incubator to a team and create entrepraneurs ○ Employability vs. employed as a business owner. • This is an unstructured career path ○ We must teach independent thinking, creativity, etc. ○ Lead students to more business ownership ○ Freelance work is an option ▪ PCC could facilitate these connections for students ○ Shawna stated that VC, MC and DM students be aware of who they will be working with ▪ Engineers, writers, design firms, and not just an IT job • Moving on to a four year college ○ Look for colleges that best fit with the Visual Communications, Mass Communications and Digital Media At PCC ▪ PCC Visual Communications students have gone on to Denver Metro and done very well ▪ Denver Metro has a great response to the PCC Visual Communciations curriculum & program
Student Recruitment and Retention - Amendment 50 Grant / Media Monday's - High School WOW Campaign November	**Shawna Shoaf – Report/Update** • Opportunities for students to work together with media ○ Developing video & print design ○ Utilizing the Center for New Media ○ Putting the Student Organization back together, ○ Working to build interest & cross the MC, VC, DM disciplines • Proposing on a Student driven production through Center for New Media ○ Creating a campus sitcom ▪ Writing class will write scripts ▪ Video class will capture video ▪ Web class will design the web design **Dean Sherman - Grants** • The Perkins Grant has been dedicated to Health in prior years ○ PCC could be recipients of Perkins funds in the future ○ Think about how that can fit in, and produce jobs, etc. ○ This would provide money and manpower resources ○ Jenny – it will be key how we frame it and how we demonstrates the growth that we would need to get some of those Perkins $$.

Agenda Item	Discussion
	Jenny – Workforce Center will pay for last 2 semesters of college, if demand for their job isn't local growth to a certain degree. Students will only look at pueblo County, and aren't willing to move to further services areas a lot of the time.