Mass Communications, Visual Communications
& Digital Media
Advisory Council Agenda
May 2, 2014
11:30 a.m. – 1:00 p.m.
College Center – Barbara Fortino Ball Room

Members Present: Nicole McAlpin, Dee Lechtenberg, Barb Simms, Denise Spaccamonti, Lori Reeves, Anthony Sandstrom, Tracey Mattoon Amos, Jayson Peters, Evan Papas, Christine Graham-Bieniewicz, Les Reynolds, Sara Joseph, Mark Craddock, Jennifer Sherman, Chris Ditmar

Agenda Item	**Discussion Points**
I. Welcome & Introduction of Attendees	• Meeting was called to order at 11:38am o Shawna welcomed everyone and asked that they sign in o Welcomed new committee members
II. Old Business - Approval of Fall 2013 Minutes - Formal Vote on By-Laws w/quorum	• Past minutes were reviewed o Mark Craddock made a motion to approve the minutes o Jayson Peters seconded o Passed by Unanimous vote • Bylaws for Mass, Visual and Digital Communications were reviewed o Chris Ditmar made a motion to approve the by laws o Motion was seconded by Les Reynolds o Passed by Unanimous vote
III. Purpose and Impact of the Advisory Council - Benefits / Opportunities for Members - Officer Duties / Officer-Elect - Officer Call for Nominees	• Shawna Shoaf expressed that PCC values the people who are within the community that we look to as employers to hire our graduates o We meet twice a year o Look at our curriculum and advise us as to what is new or upcoming in the industry, so that we can prepare our students accordingly o Like to give students an opportunity for hands on experience o Students need Shadowing opportunities as well as internship • Asked for someone to serve as the chair of the advisory committee • Asked for someone to serve as secretary of the advisory committee

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	o Secretary won't take minutes – Administrative Assistant will do that o Do need someone to serve in that capacity to be compliant with state regulations
. Curriculum Review - Mass Communications - Visual Communications - Digital Media	• Mass Comm is solely for students who want to go on to a 4 year university o We have an excellent working relationship with CSUP • SLO's – Students get a well-rounded education here to know where they want to go in this industry • Recruitment and retention are important to this program and we look to the committee members for help with that o A PCC student, Austin Briggs, successful in this industry – article in Denver Post o Letter from students – PCC helped her gain confidence and helped her to get the education she needs to feel and be successful
. Spirit and Success in Programs - Five Year Projection/Plans - Visual Communication Students Show Spring - Continued value in CNM - Funding/Grant Needs and Opportunities	• PCC is always seeking grant funding • Learn to broadcast live o PCC and partnership with center for new media is the only place in this region that students get this on site opportunity o Anthony Sandstrom stated he worked with Scott and his students at CSUP games, and they do an excellent job o Etiquette dinner – Scott's team recorded live the guest speaker during the dinner o The speaker said that these students were the most professional they had ever worked with • Shawna stated they are considering expanding the definition of digital media o Students can do more of the writing, scripting, take more ownership • What do you think the needs are in the community, that we really need to pursue? o Mobile and social media is the most important now o Social media is just as big or bigger than newspaper and TV news o Anthony Sandtrom stated – no matter what job they get, they will have to run some sort of social media o They need to know how to speak for an organization o There are five or six medias within one company that they must know how to manage and handle • Tracey Mattoon Amos stated that Journalism ethics is still important o Journalistic credibility

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	o In the absence of gatekeepers, people need to know how to filter, and use an intellectual thought process, before sharing something o They must know the right questions to ask • Marketing and news are integrating very quickly o In social media/news a lot of people will put information out there to create hysteria o Everyone has to do know how to do everything, including social media o Individual branding is absolutely essential now o Must help everyone see themselves as a commodity • Shawna – how can this be incorporated into the curriculum? o Audio visual class - students know what equipment to use in all situations o Automated switchboard runs everything now o Students need to know about this technology and how to use it or adapt to it • Shawna – internship and shadowing will be very valuable to incorporate this into curriculum • Considering a mobile App development class o Digital Media degree has the most flexibility, to be able to incorporate these things into curriculum o Student must know how to incorporate that into their job role o Viable opportunity? o Wire framework of an app design? o Mobile apps, social media, news writing, should all be treated seriously, and definitely need to be taught o There are rules and conventions that are important to know and understand • Broadcast vs. news writing? o Different styles of writing - we need to give them an experience with all of them o With the basics they can go on and learn more at a university or on the job • App development is the entrepreneurial opportunity right now o Know how to interface with all the companies that are trying to pitch their products ▪ Need to be able to recognize the value products o Students don't understand the news and TV media right now, because they are too young They use social media instead o Digital media program is 60 credit hours that are about seeking a job in the field o Building the brand and the image for the brand o E publishing – good understandable product in an online format o Five year goal: ▪ Get students from various departments to feed and learn from each other

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	▪ Create a team and give them the opportunity to do this • Principles of advertising, etc. we try to give them the ins and outs of business o Work within a reasonable time o Work within the brand o Fit the objective of the client's needs • Jayson – copyright, licensing instructions o Defending their own product o Documentation of their work, create comments o Trademark registration o Shawna teaches what they need to do to be responsible communicators • There is Pending approval of two new certificates geared toward professionals who need to retool o 18 credit certificate o If you know of anyone who has a gap on their resume, this would be a great opportunity for retooling, teachers seeking editing skills, ▪ Face camera interviews ▪ video resumes ▪ one way interviews are the newest things • Have you considered businesses can send the entire company to learn a specific skill, such as blogging? o One day class – CETD would be who they would work with o Digital media boot camp would be useful • Media Monday o Businesses could sponsor this and have professionals for training, retooling • Industry boot camp for adults, specific to what they need to learn for their job o Hone skills, be introduced to new software o Give them exposure to the large businesses and see that they may be able to work within them • Boot camp to expose elements of what you do o Could be a good way to expose students to the new classes, and the program • Shawna – recruit everyone for guest speakers, for classes, what they do at their job, how they got into the business, get them excited about the field they are studying • Contact Shawna if you are interested in doing this o Group of 8 students in Visual Communications are a powerhouse o Operated as a studio managers and directors, and took on five jobs for the community.

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	o Put on a Gallery show “Design fo Social Change” providing a voice and venue for student work. o Visitors where impressed with what these students can do • Shawna – asking for internships/shadowing opportnites for students o Students interested in Broadcasting/ Newswriting / Public Relations o Capstone will give them an opportunity to shadow
. Industry News and Projections New Trends in Mass / Visual Communications - Local Employment Needs - Current Industry Demands	• Local school districts – How can we inspire students to attend PCC? o Get them on campus, see students in classrooms doing their skills o Come see the equipment we have • This Fall Shawna wants to recruit high school students, and concurrent students to get them to attend PCC o Our Visual Communciation, Mass Communciations and Digital Media programs are geared for young students • Sara – example of very successful student, graduating from prior to high school with an associate’s degree in Mass Communications. She has earned full ride scholarships to colleges and is seeking transfer. Meeting adjourned at 1:02pm.