VCT ADVISORY COMMITTEE MEETING
Minutes
February 11, 2011
Boardroom 10:00-11:30am
(Second meeting of the school year)

Present: Claire Fant, Al Yates, Chris Hansch, Jim Reddin, Sigrid Cannon, Robynne Raye, Chuck Schultz, Brad Hutcheson, Christine Shafner, Mary Bonar, Karen Demetre, Norma Goldstein, Brayden Olsen

Claire Fant is serving as our Temporary Chair.
Claire started the meeting with introductions.

Karen Demetre introduced herself and explained the external program review which is required for accreditation and for the state board. The program review report supports the documentation for recommendations that may be used in future planning, for the program and college.

The Advisory Board Survey was distributed to all members. Full time faculty asked if it would be advisable or preferable for them to not be in the room. The members agreed and full time faculty left the room.

As the survey started, there was some confusion over the wording of question 4 and 5. The categories were confusing and Karen asked that common definitions were used: Graphic Design, Interactive – web based, Print Media – print production, Media Production - Needed to get faculty for clarification.

Jim and Al came in for clarification, Interactive meant online, web or mobile, Media Production meant integrated design and producing – multilayered into one piece.

After survey completion there was some discussion with advisory members.

Brad felt that the courses could have a more specialized focus. What do you do with students who have great software skills but no design skills, also emphasis on management – when looking for skills – they get resumes from all over – but there is no career path for “account management” – and there are great opportunities.

Based on looking at previous SCC students’ resumes, - what is their emphasis? what positions?

The Competition: generalists cannot compete with specialists – the option to specialize is better within a 2 year program they need to move fast, too many paths with the same degree. Question: students not bad at everything vs being good at one thing?
Faculty returned for more discussion:

Need to be more intentional about specialization. Students need to know how to apply themselves with job search. Generic portfolio may not be specific enough to get jobs.

Is there a way to have a student come into the program what the student wants to do to be able to target their track?

Brad: Agencies could work to partner, after a live project to deconstruct in class. (job titles, duties, etc). Al has done that with classes – students love it.

Brayden: 3Dsmax, Blender, Max a must for Animation – they get students from Digipen, they need to prepare for specific jobs, you need to create people that are more specialized, especially in project management.

Al spoke about increasing the emphasis on project management and that he wants to see more in all the classes.

Robynne indicated that Cornish has hard time retaining instructors to teach. Brayden shared that Digipen uses employees to teach and still be working- they rotate through employees for their classes.

“Designers” – the breadth is so large, if you take apart a project it helps to introduce students to roles.

More certification vs less degrees?

Team of people who does the job – not just the individual.

How to stay up to date with specialization or software you need to have integrated programs to get the specializations.

Al is spending some time to focus to learning online, he wants to create online modules to learn and earn a module in software. It would be student specific on the success. May be attractive to older students. Online education is about reaching out to different learners.