VCT Advisory Board Meeting Minutes
Friday May 12.  Central Conference Room 11:30a-1:00p

In attendance:
Board Members: Daniela Birch, Thad Scott, Brian Earl, Charla Reid
SCC Faculty and Staff: Chris Shafner, Bruce Amstutz, Jim Reddin, Mary Bonar, Chuck Schultz, Dick Davis, Norma Goldstein

Meeting started at 11:35am

Chairperson Daniela Birch brought the meeting to order with the first item of business of short introductions and the change of order for agenda items. The roster was distributed for any corrections or errors. Minutes were distributed from March 17 meeting and were passed with no corrections.

STUDENT WORK
Christine Shafner introduced the student work that was displayed in the room. Charla Reid commented on the low and high quality of work for introduction students. Norma Goldstein also reflected on the quality with a question as to how students feel about their work. Christine explained that beginning students may first be intimidated about expectations but through success gain more confidence.

A break for lunch occurred.

CURRICULUM
The one sheet advising handout that summarized the VCT program changes was passed out for input.
Thad Scott asked if Illustration was an official track now. Dick explained that the particular track of Illustration was designed to develop illustration concepts and pathways for students to tell a story.
Charla asked if students may transfer. It was explained that the VCT degree is not directly transferable. A discussion then followed that the first year of VCT aligns with the Associate of Fine Arts degree – where a student completes a 2 year general education degree but concentrates with a major in foundation art. This particular degree is transferable for a VCT student who wants to go further on to a 4 year degree. The VCT degree allows a minimal number of elective credits to transfer.

Dual listing of VCT courses:  Even though some of our classes are dual listed with Art, our system does not allow a student to change after they have been transcripted. Bruce explained there were other issues with dual listings, but the main issue is that students should have flexibility to change the registration as their needs may change. While they may have been unclear on their direction and entered education listed as a VCT student, they may decide to continue on with their classes, and the need to change to an ART designation will help them for transferability.
It was noted that the Advisory Committee could recommend the institution make systematic changes to allow this.

**(ACTION)** THE VCT ADVISORY COMMITTEE URGED THAT THE INSTITUTION LOOK AT WAYS TO SIMPLIFY THE PROCESS FOR THE STUDENT TO CHANGE DUAL LISTING COURSES AS NECESSARY.

Reading and review of June 3 minutes were distributed, and passed.

**Graphic Design position**
The position description for the tenure track graphic design position was introduced, and applications were distributed with encouragement to let others know to apply.

**Planning Sheet**
Further discussion of the planning sheet turned to the viability of the Image Production option. Brian Earl described that the workforce is nearing retirements and that the need for production people will be increasing in the next 5 years. Questions arose as to how to market print to younger students. Can the print industry recruit younger students and work with the institutions? What happens when the educational programs go away? Brian acknowledged that most training is done on-the-job, because they have older employers to do the training, but when those workers retire there will be a direct shortage of qualified workers. Cost can be prohibitive in some technologies. Will the employer invest in a trained workforce?

**MARKETING**
Dick Davis took the committee through a tour of the latest changes in the Visual Arts website. He also showed the student work and comment pages. The website is getting large enough that it is taking more time to get in updates.

**ADVISORY BOARD OPPORTUNITIES**
One idea is to bring current members or guests from industry to campus to share their knowledge, interests or gifts of talent to a larger audience. While coming to these meetings is helpful, it is also helpful to have a venue where members can talk about their work, and answer questions, and work more directly with students such as the mentorship example.

Charla expressed her interest in hosting tours at the Frye Museum. She used the example that Frye is so diverse and has people from all disciplines but the common bond is creativity.

Others may be able to see how their similar skills can be used to make similar opportunities for our students. These opportunities would be a way to connect students to what they are passionate about.

Meeting adjourned at 1:15pm

Respectfully submitted by Mary Bonar