Monday, December 12, 2022, 130pm

Via Zoom

MINUTES

Advisory Members in attendance:

- **Ted Leonhardt**
- **Mark Notermann**
- **Nic Hartmann**
- **Dan Gallagher**
- **Ian Cobb**

Faculty/staff/employees in attendance:

- **Christine Shafner**
- **Chuck Schultz**
- **Stephanie Sareeram**
- **Al Yates**
- **Nancy Dick**
- **Mary Bonar**

Guest: Matt Mitchell

Welcome and Introductions

Mark Notermann, Chair welcome

Industry updates:

No change in work flow in spite of layoffs. Freelance work is constant and client base is highly varied. Talent is still required – companies may be laying off but also hiring. Marketing, communications working with both large and small groups. Even though AI is hot right now you still need creatives. Work is still out there, the only thing that is new is that budgets are tight and constrained by layoffs and future planning. Companies are 'freezing' as a theme. People are nervous and scared but also looking to make changes, too. Positions are being combined into super positions while hiring managers feel that this is doable in the workforce." Multimedia designers" to design and code and video editing and producing, etc.

Campus updates

Campus is adjusting to changes with pandemic. VCT has been offering classes both online and hybrid

presence. Students have a choice in their modality for most vct courses. Most students do fine with asynchronous learning. Greatest challenge is in teaching students creative process for students who need extra help or motivation. Those students are able to come in and get help.

Accreditation visit on October resulted in recommendation to work on establishing and or reviewing learning outcomes and plans of assessment. This is a campus wide initiative. Program outcomes can be shared in next meeting.

Recruitment of tenure track position is in process.

Continued K12 partnerships via dual credit articulations. Currently working with Shoreline SD and other districts to establish stronger partnerships for students.

VCT Program Review

Matt Mitchell was introduced. He is currently working on program evaluation for VCT and wanted to invite advisory members as well as students to provide input. Reviews occur every 5 years and are required for federal funding. Identify what is going well and goals to work on.

- The review is meant to be a deep dive of data (where available) for former students that respond. Looking at enrollments, program completion and employment data. Ian C has employed 3 of our students. Ted has been working with students from UW as mentor. The program certificate completion and degree completion rates seem to be healthy with data through 2021.
- The Advisory Committee provides: insight on industry, enrichment for instruction, network for grads, network for instructor recruitment, targeted enrollment for enrollment.
- Constant challenges arise in **recruitment, retention, workplace learning, graduate employment, and alumni connections**. Using information found from social media data-mining, we are limited to the data we get as a lot of work may be gig or freelance data. Data-mining is based on W2 data and not W9 data.
- How can we address the challenges of **recruitment, retention, workplace learning, graduate employment, and alumni connections**?
  - -Large number of freelance employment and may increase to 50% - so how to function with these employers.
  - -Learn how to learn software – get up to speed quickly
  - -Client communication
  - -Supervisor communication
  - -Confidence - "Freelance Manifesto"
  - -Entrepreneurship skills are still key to many challenges.
  - -Check with creative agencies to track our graduates.
  - -Project and freelance has always been a part of design industry – only know are other industries moving that direction
- How can committee members work with program to meet the challenges of **recruitment, retention, workplace learning, graduate employment, and alumni connections**?
  - -Student work - portfolio review and critique rather than just presentation- faculty can give assignments with context and rubrics, and grade spreads.
  - -(also helpful for K12 high school students to get feedback and see reality)
  - -Since students are not always ready or prepared for college or program it is nice to see progress.
  - -Members agreed to work with program to engage with program and students as in past "Judgement Day"

Matt welcomes any feedback from advisory committee – mmitchell@futuresresearch.io – to set up appointments.

No quorum or approval of 3/22/22 minutes

Adjourn