

## **Minutes of VCT Advisory Committee Meeting December 9, 2019 430-600pm Board Room**

### **Industry Representatives**

Mike McNamara  
Phil Butcher  
Brad Hutcheson  
Brittany Ledyard  
Katy Peterson  
Ian Cobb  
Mark Notermann

### **Guest**

Ted Leonhardt

### **Shoreline Community College**

Christine Shafner  
Claire Fant  
Nancy Dick  
Al Yates  
Lauren Hadley  
Chuck Schultz  
Mary Bonar

Meeting started at 4:30pm with welcome and introductions by chair Katy Peterson

Minutes of June 2019 were approved by consensus by industry represented.

Katy Peterson moved to introduce VCT faculty lead Christine Shafner on a 'review of industry' assignment completed by VCT 112 students in Spring and Fall 2019. The assignment was crafted so that students could explore the industry through job postings citing required soft skills, software skills, other skills, and credentials. It was a quantitative view of the industry producing a multi-page handout.

### ***Questions for industry:***

*\*how specific do you use 'experience' qualifications in filling jobs?*

Industry members present admitted that the 'experience' may be used in a variety of ways including a way to filter out a saturated market, but does not use it to exclude or limit hiring. Some employers prefer to train on the job to their specifications.

\*most employees are hired word of mouth, and by review of portfolio - not through traditional advertised postings.

Industry professionals inquired on alumni tracking as they see this as a resource for our student networking and employment.

**Entry Level Skills desired? What do our industry partners value and respect?**

Time management, able to prioritize workload, train themselves with resources, know Adobe Creative Suite.

*Regarding software faculty asked whether it was preferred that students receive breadth (many pieces of software introduced) or depth (one or two mastery)?*

Students need to know roughly 70% of each of the dominant software packages in the industry and then how to learn and how to apply self-directed learning skills to adapt and be flexible.

**The program seeks to reduce credits per college/state initiative (from roughly 115-120 credits down to 90-95).**

The program concentrates on creative conceptual development while seeking to have broad offerings to bring in a wide variety of students in order to fill courses. Faculty are looking for input on how to reduce credits.

*Suggestions/ideas/notes to consider in condensing:*

- Look at trade school model by getting students in for basic training and then advance them out to an in-depth, intense program.
- Both production and design students need to have portfolios and show strong level of execution.
- Group class critiques are essential to weed out students, build confidence, build communication skills
- Open source software is getting competitive to Adobe suite
- Learn the principles of software -70% - they can google the rest to compete and complete tasks
- Reduce art skill courses or condense into one
- Graphic Novels and video games projected growth markets
- Currently program is set up for students to capstone in specializations where students could choose specific design direction with faculty direction (after learning broad skills in software.)
- SCC Faculty engagement with students is excellent

**Next meeting:**

Faculty will send out via email degrees and certificates to members to overlook  
Look at faculty proposed models

**Hold the date:**

March 26, 2020 430pm.