Shoreline Community College

Visual Communications Technology Advisory Committee

MINUTES

21 March 2023

12:00-1:30pm

Zoom ID: 670 647 2597

12:00 – 12:10	Greetings and Approve Past Minutes

- Last Meeting's Minutes: https://shorelineccwa.sharepoint.com/:w:/s/HumanitiesInternalAdminSupport/EbAUmSEO4d9NkFur3xvyE3gBk_bWGqTjdNt_MRaSWOV6GQ?e=8Scufc

12:10 – 12:20	Updates from industry Partners
12:20 - 12:30	Campus and Division Updates

- New Hire: Parisa Ghaderi
- Spring Quarter Portfolio Review Event

12:30 – 1:00	External Program Review: Matthew Mitchell
1:00 – 1:20	Review Degree Learning Outcomes; Program Outcomes
1:20 – 1:30	Wrap Up

- Schedule Next Meeting

Industry Present:
Bruce Hale
Mark Noterman
Dan Gallagher
Ian Cobb
Nic Hartmann
Ted Leonhardt

Guest:
Matt Mitchell

Shoreline Staff/Faculty:
Nancy Dick
Christine Shafner
Al Yates
Chuck Schultz
Stephanie Sareeram
Lauren Hadley

Welcome
Approval of Minutes
change to Ai - Ian 2 students hired by Ian.

Updates from industry –
Ted L– no clients affected with layoffs.
Ian C– budgets frozen but mid-level companies have opportunities.
Mark N – chatter in network about layoffs/cuts – more resource sharing and networking. Nick fink – ux ui WAnickfinck.com

Bruce H– longer to implement projects – slower to implement, energy, layoffs in tech sector – which is smaller than employment areas. Client base is consumer or direct to consumer. More focus to establish and move projects forward.
Nic H– teaching some modules with AI and also with specialization classes. Mid-journey update– designers using API and training it on models, generate story boards, creative briefs for clients. Can't generate novel ideas but copies all sources on internet. Must refresh with new ideas, still need for creatives but impacting the jobs in ways not expected. Designers embracing it and using where they can. Layoffs are still projected in areas Nic knows about.

Artificial Intelligence is taking hold, – project mgr. position generated 500 apps. Entry level positions are a saturated market.
Adobe released creator for design, - using Ai for blogging – very powerful. Generates thought starters to full blown posts. Idea, outline and then does everything else.
Ted says he can spot ai content with tone and used medium.

Program
Parisa Ghaderi – new tenure track hire from Michigan State art and design program will start teaching in fall.

Spring Quarter – portfolio review
Last curriculum portfolio event was 2009. Want to repeat something similar this year. Connect students and advisory board, have students work together.
Panel discussion with students. Hoping to do again onsite with industry. Positive experience. Event could be designed with what works for board. Half day, full day, morning, afternoon.
Day could be planned:
Panel discussion
Industry presentation
Lunch
Portfolio review – labs. Informal students meet with industry.
Create a design competition: multi round, teams, ideas/concepts, finished models, live – students present project solutions, awards.
C*ompetition* – designed for 2nd year students, would be part of schoolwork/courses – participate in contest or do schoolwork. Would work with degree options, maybe work with film and music as well.

Portfolio viewing with industry – both first and 2nd year students
Judging by defined criteria- point system.
It could be a lot of work if it is included in curriculum.
Split up the day? – competition separate online– portfolio review in person?
Switch modalities could be done. Portfolio in person more valuable.

Ted spoke to Seattle Central program 2x year, students would present to industry – effective student interaction with professionals.
Learning to make presentations to others – not just teachers.

Industry commits to half day, June 9. It will be up to students to be interested. Must be driven by students. Some students would not be interested, and some would. "wouldn't you want to make the students do the work? Shouldn't the shy apprehensive students DO the work if they want to be in the industry." Meeting students where they are or need to be.

Faculty will keep talking with committee members.

Program Review
Matt Mitchell
3-month process –Large document
Looks at:
Competition
Labor market
Student survey - cited wanting to work within groups.
2017 review – findings from

- Structure needs consistent re-evaluation.
- Some certificates/programs do not have students -
- Handbook – creation
- Program website – structural approach to managing website – compared to other schools.
- Administrative barriers, from previous practices
- examples – student portfolio galleries. Videos of faculty and students could be powerful recruitment tools.
- develop short informative videos, snippets – attractive to new and useful for former.
- marketing activity for students to task to advertise program.
- could be resource to generate interest in program and college.
- portfolio review –
- connect workplace learning activities – get in line and engage.
- digital marketing programs –could partner with SCC business programs.
- recruitment strategy
- labor market analysis – video game design – very little labor data –
- comparative programs – large section looking at neighboring schools.
- aligned occupations – identify skill sets required to have – connect to actual classes. Track Program learning outcomes. Track to occupation required skill sets.

Final thoughts – MM
- Suggest faculty track regular and substantive interaction – parallels from program review and dept of ed. – important for accreditation.
- Program – suggest LinkedIn page for VCT. As soon as someone graduates – invite and join – use Ai to draft of something interesting and embellish for SCC put it on linked in – create relevancy, stay engaged. Put job announcements. Use to track students, run informal surveys.
- Is there staff to do the work? – no. Program is successful. Figure out how to do combine work activity for results. Creates a solution and gets attention.

Program Outcomes
All outcomes at college need to be reviewed and updated.
- Outcomes – look at students to be prepared to be self-employed in field.
- Gig economy/work preparation – doesn't have to be an outcome – but how to assess.
- Portfolio Outcome should be important –
- What belongs in outcomes?

Adjourned