SHORELINE COMMUNITY COLLEGE

ADVISORY COMMITTEE MEETING MINUTES RECORD FORM

ADVISORY COMMITTEE: Visual Communications Technology
MEETING DATE: 3/19/2024   TIME: 1:30   LOCATION: Zoom
NAME OF CHAIRPERSON: Mark Notermann
NAME OF RECORDER/SECRETARY: MBonar
AGENDA: Introductions (5 minutes) Review of past meeting Minutes (5 minutes) What's happening in Industry? please share your opinion of current status. (10 min) What are you currently looking for in applicants for introductory job openings (software skills, soft skills, etc) (10 min) Program Goals we are considering for the upcoming year: We would appreciate your feedback. (30 min) *(based on Industry observations; suggestions from last External Area Review; and alignment with SCC Presidents Goals)*
MEMBERS PRESENT: Mark Notermann, Ian Cobb, Nic Hartmann, Yvonne Hill SCC FACULTY/STAFF PRESENT: Christine Shafner, Al Yates, Parisa Ghaderi, Nancy Dick

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1. TOPIC: Review/Accept Minutes of Previous Meeting
6/20/24 and 10/19/24
☐ **Minutes approved without modifications**
   ☐ **Minutes approved with modifications (*summarize modifications below*)**
     -   Added online? Ted Leonhart, Bruce Hale
ACTION: – will send out minutes to members for approval.

2. TOPIC:

What's happening in Industry? please share your opinion of current status. (10 min)
- Lay-offs still prevalent and people finding it difficult to find jobs.
- Freelance was doing good with pandemic and slowing down recently.
- AI taking business to pause. Clientwork – trying to convince clients to full marketing plan as value, but then clients going out to freelance and then coming back because unsatisfied. Change transition through post pandemic. People wanting to transition out of roles, no more 9-5 and looking at gig economy – going with accounts rather than full time work.
- Motion Graphics - Anxious to start but takes a little bit of time to get going. Look outside of Seattle as a way of expanding work.

ACTION:

Should we advise students of work outside of area - are people moving out of metro area and starting up shops in smaller locales? Work as Freelancers vs team work?

-Seattle clientele are drifting off, booking work based on price. Too expensive for startups to survive.

-Companies are still working and remote work still prevalent – students still taking classes via zooms. Result is learning time zones. Working to bring remote classes bring students together.

-Start ups group work– adjust schedules based on time, being successful.

-"Quick fixes" works for short time. Trend on working remotely?

Idea: Bring students from mustc film and vct areas together to partner with industry mentors. Focus on telling Shoreline stories as model. Mark, Nic, Christine willing to meet with Yvonne

SUGGESTIONS –
Joint meeting of Performance Arts Film, plus Mustc, plus VCT advisory committees meet together once a year to collaborate.

Establishing one platform for creative work employment.

3. TOPIC:

What are **industry members** currently looking for in applicants for introductory job openings (software skills, soft skills, etc) (10 min)

MN - Adobe student portfolio review – TYPOGRAPHY emphasis. SOFT SKILLS Communication

IC - SOFT SKILLS most important. Time management, project manage. HARD SKILLS – visual hierarchy, proper QA. Group reviews/critique.

NH – Typogrpahy, visual hierarchy, color, time management. Hotswapping coursework.

YH - Typography, hierarchy, accountability, communicate

ACTION:

If remote modality is ideal, how do we reinforce the softskills? And build skills?
-Focus on teaching the skills of online

4.   TOPIC:

Program Goals we are considering for the upcoming year: We would appreciate your feedback. (30 min) *(based on Industry observations; suggestions from last External Area Review; and alignment with SCC Presidents Goals)*

Goal 1: Program revision Year 1.

In the first phase of a VCT program redesign, explore options including required credit count, review current industry/education trends, conceive and finalize revised degree plans to better serve students and increase enrollments.

Consider conversion of our four current degrees in graphic design, animation, game art and creative project management into revised degrees (such as Visual Design (hybrid), Visual Arts Production (hybrid), and online Visual Design/Production.)

Goal 2: Begin strengthening articulation agreements with 4-year programs/schools.

Solidify a pathway for VCT students to receive a four-year applied design degree by forming a strong and direct articulation agreement with other institutions, starting with Lake Washington Institute of Technology. Specifically, re-establish communication with faculty at LWIT and suggest to administration: a potential agreement to help more of our students become competitive for jobs requiring a four-year degree.

Goal 3: Create more team building opportunities for students.

Redesign, rebuild and test new course projects that create opportunities for VCT students to participate in team collaboration, group critiques, and team competitions so that they are better prepared for the collaborative and competitive VCT industry environment.

Goal 4: DEI Goal: Pathways to success for neurodiverse students.

Explore the possibility of building community partnerships to create a special program track that provides equity, stronger support and pathways to success for neurodiverse (ASD, Dyslexic, etc.) students— who are underrepresented in the creative industries.

In year one, reach out to discover possible partners in the region and invite campus participation in the discovery process to build awareness that will lead to issue-resolving action.

ACTION NEEDED:

Discussion, and review around goals

Goal 1. NEED INPUT to understand industry – looking at a large industry related meeting to brainstorm – questions:
- Remote or in person?
- Send in one name to Christine (DEIA) and diversity of positions, experience.

Goal 2. Articulations
- Restricted electives in VCT – articulations are a way to build enrollment– LWIT as well as others

Goal 3. Team Building
- Collaboration of students on projects. It can be messy, but also grade fairly.
- Always challenging, conflict adverse, civil and polite or lose job.
- Can be toxic and misogynistic, touchy – how to create meaningful projects.
- Defining roles for success
- Workshop drills to detach from work
- Highlight strengths
- Faculty led or present, or leave students alone in teams? DEVELOP and guidance-brainstorming, collaborating, creative, decision – build muscles to grow stronger.
- Roleplay – jobs and client and employees – pick up conflict resolution skills

Goal 4. DEIA – specifically neurodiverse –
- Transition from school to work. Pathways for success. There already is a great deal of representation of neurodiversion in industry, maybe more emphasis on color?
- Neurodiverse coaches for our students (storytelling).

- Educate faculty – normalize the open communication for resilience. Day of Learning?
- Shoreline CC may need to build some training.
- Being candid and develop workplace expectations for students to understand industry.
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NEXT MEETING DATE: 6/14   **TIME: 1pm   LOCATION:**

AGENDA ITEMS FOR NEXT MEETING
Next meeting: June 14th 1:00 pm
Future agenda items:

- *Advisory members – think of advice for skills we should train students for*
- *Brief review of enrollment trends and what we plan to try in 2024-2025 with instructional modalities*
- *New equipment and configuration in classroom 2009.*