



Shoreline Community College

16101 Greenwood Avenue North
Shoreline, WA 98133

Minutes of VCT Advisory Committee Meeting

June 6, 2019 6:30-8:00pm

Board Room

Industry Representatives

Mike McNamara

Abyaz Mahmud

Katy Peterson

Ian Cobb

Mark Noterman

Shoreline Community College

Christine Shafner

Claire Fant

Nancy Dick

Al Yates

Lauren Hadley

Chuck Schultz

Mary Bonar

Meeting started at 6:40 with welcome and introductions by chair.

Minutes of June 2018 and March 2019 were approved by consensus by industry represented.

Katy Peterson as chair moved to the review of student work and introduced VCT faculty lead Christine Shafner.

Updates from industry

*Industry asked questions on how to recruit employees for jobs – specifically in production areas.

Discussion followed opportunities for training on the job, offering internships and incentivizing work in production as experience in the field. General consensus amongst faculty and industry representatives is that in this economy, graduates are choosy in job selection and pay and that the gap to fill production jobs is getting critical while jobs in design are few. Motion graphics is very popular right now. Tactics to address included:

- Actively recruiting for production jobs as entry level into larger field,
- developing craft,
- developing network,
- developing portfolio
- continuing to give students realistic expectations of the field they plan to enter
- emphasizing long term growth as committed entry to the field.

Program updates

Faculty again introduced the concept of curriculum change by introducing a first year entry point for students that is open enrollment. After assessment, students then may choose to continue studies in one of 2 areas; design and production (print, web, game). Classes from this point on would have two points of assessment rubrics - for example in one assigned project students studying design would be assessed at the design level and those interested in production would be assessed in production. This model allows curriculum to address both student pathways in one class.

Faculty are also meeting and discussing a larger articulation with Lake Washington Institute of Technology 4 year Bachelor of Applied Design (BAS) degree that may reach students who want to continue on in education.

Feedback from industry on curriculum

What would happen if most of the students were production vs design? Response: This model would any possible lopsidedness (design vs production students) by integrating the students into one class.

This would make sense, and very transparent communication with students.

Gives students broad definition of design (by relating to production) that other schools use.

Allows entrepreneurial aspects to production to develop skills for students to go out on their own.

Questions for Industry

What skills do you need to fill the production jobs?

someone...

who wants to learn,

looking for opportunities,

strong visual details,

can take directions,

self-motivated,

contributes to the business,

knows correct software,

knows correct terminology,

proper dress and hygiene

ACTION

Following discussion strong consensus and support amongst industry to support changes coming forth in VCT degree program revision and course changes to support a general first year of study followed by second year focus on either design or production.

Hold the date:

A doodle poll will be sent out to set for next meeting establishing day vs evening times. A fall kickoff event will be held and save the date to be sent over the summer.