



Visual Communications Technology  
Advisory Committee

Monday, March 22, 2021, Noon – 1:30 p.m.

Via Zoom

MINUTES

Advisory Members in attendance:

- Bruce Hale
- Ted Leonhardt
- Ian Cobb
- Mark Notermann – acting chair
- Brittany Ledyard
- Chris Hansch
- Nic Hartmann
- Dan Gallagher (high school CTE director)

Faculty/staff/employees in attendance:

- Christine Shafner
- Lauren Hadley
- Claire Fant
- Al Yates
- Mary Bonar

## Welcome

**Introductions and Perceived Industry Changes - *Introductions; COVID Impacts on school and Industry; Future outlooks***

Christine Shafner– faculty, teaching virtually has allowed for students to attend scheduled weekly zoom class times in Zoom but also review content/curriculum online with recordings – adapts to students schedule and location. Students report that this system works better for them than a physical

classroom. Student project completion rates remains similar to pre-pandemic, but there is a notable increase in project quality.

Mark Notermann— doing a lot of video work and motion graphics – clients need that type of work instead of hiring out

Nic Hartmann— expansion from Killer infographics to more design and video editing – Killer Visual – B2B, corporate training and animation, explainer videos – quick turnarounds for fast content – want to work to higher content and less quick. Productivity went up and now more employee turnover. Animations follow covid rules. Co-creation events to hype up editing – zooms, powerpoints, to make things exciting.

Bruce Hale - independent designer/branding/signage/packaging. Specialty foods and restaurant. Took a hit, most of the year was very slow as clients were waiting to launch. Worked on upgrading skills during downtimes. Specialty foods, catalog and social media. “what’s next” – will be different and better with opportunities with working virtual. Creates opportunities with smaller pockets and audiences. Flexibility is helpful to transition – already working in that direction and COVID pushed it.

Al Yates— faculty – students asking questions of industry –

re: packaging – how are you presenting prototyping? Virtual prototyping or physical ?

– Virtual allows for changes and has been doing it for years - Bruce H.

Re: what is happening in digital printing?

Re: ARE smaller business co-op their marketing? – more on design side – but haven’t seen much?

Chris Hansch – custom packaging – virtual packaging is ok – but can comp packaging for product launches – quick and easy. Traditional printing is dead right now, but industry as whole changed – SIGNAGE!!!! Increased signage for everyone. 3 COVID signs for each original signs. Digital printing stayed the same or grew a bit in direct mail and packaging – food and 3<sup>rd</sup> party selling. Restaurants, grocery. Grocery stores are profiting with restaurant sales. 3<sup>rd</sup> party – packaging to discern from amazon or shipping – the presentation of product for branding. Catalog marketing is increasing and may continue.

Ted Leonhardt – (also sees catalog marketing increase, and may/could replace retail environment.) Clients doing well in niche’s – natural foods- packaging and related; high end brands for tech and law; Wine and spirits; Canada - client presentations for modifications – global teams for lower costs and 24 service; Ecommerce – uptick due to COVID; Seattle – classical branding firm, build networks and social networks; corporate presentations; product design – medical and inhouse medical and growing; Motion graphics – video and animation. Layoffs in advertising agencies were biggest drop in employment. Consolidations of midsize to buy into new markets to develop broad spread of work and reduce costs. NETWORKING most important thing for students – personality and documentation. Zoom has made the world smaller.

Britany Ledyard – business through the roof – wild bird food. Turning away clients. Could deliver product when others couldn’t. Brand development – private labels, move to ecommerce, B2B doing digital tradeshow, shifts to more video and animated graphics, Still doing physical packaging mock-ups. Personal trend towards discussing mental health and building creative outlets.

Ian Cobb – crazy year, will lose google role – 1 year, started an agency functioning in COVID, planting seeds – small and medium size business for marketing. Different thread for audiences – Psychology of COVID, zoom, networking, branching out, people who have nested are starting to open back up – marketing and branding to open back up. Using COVID to create new audiences. Lighthouse marketing. Joining facebook groups to create threads. Remote work.

Dan Gallagher – high school CTE director – photo video, yearbook, annual tie ins. Elementary students started to attend in person, rest of students returning to school April 19

Claire Fant – faculty – VCT Club advisor, interested in looking for networking options for students – linkedin , facebook groups, NETWORKING should be required subject and interpersonal skills – more than ever. Successful marketers are dominating.

Lauren Hadley and Mary Bonar supporting students and faculty

### **“Light” Edits to VCT Degrees and Certificates**

First in list of tasks required to make changes campus wide – to introduce and finalize the changes discussed from previous meetings.

Changes to expand distribution requirement choices, history of new media, new video arts course, office changes, course name changes,

General Education – math – Chris asked what is covered – courses are specific to required math needed for students.

Approved changes to degrees, and tabled changes for certificates for next meeting.

### **Approval of December Minutes:**

Approved -

### **KEY TAKEAWAYS from meeting:**

- NETWORKING very important and essential skill for successful employment.
- Thank you to industry members from college.
- Industry changes reflect move from large to small (niche) productivity
- **NEED to Address Graphic design** ‘definition’ of 20 years ago is not the definition that Workforce should be using. It is a **core skill required** as part of other job descriptions. It is a discipline required as a bigger picture. Proposed topic discussion for next meeting and how to go forward to help students and educate workforce!

### **Spring Meeting**

- Tuesday, June 15, 2021, Noon – 1:30