



## **Multimedia Advisory Committee: Fall 2019**

Monday, Dec. 10, 2019

Shima 146, 5:30 p.m.

### **HOSTS**

**Kirstyn Russell**, Professor of Photography

**Adriana Brogger**, Associate Professor of Radio/Television

**Tara Cuslidge-Staiano**, Associate Professor of Mass Communication

**Melanie Marshall**, Professor of Graphic Arts

### **ATTENDEES**

**Rich Ibarra**, Capitol Public Radio

**Brett DeBoer**, University of the Pacific, Graphic Design professor

**Thomas Fritschi**, Art Institute of Sacramento (formally)

**Sauna Solri**, Linden High School

**Michael Leonard**, SJDC and University of the Pacific

**Gina Florio**, SJDC RTV student

**Melissa Burkett**, Kimball High School

### **CALL TO ORDER**

Meeting called to order by Tara Cuslidge-Staiano at 5:34 p.m.

Purpose of this meeting is with industry professionals and educators to better serve our students. These meetings help us decide what we do to do as we move forward with curriculum, including what, if any, equipment needs we may have now or in the future.

### **OLD BUSINESS**

- Approval of minutes from Spring 2019 meeting
  - Motioned by Adriana, Seconded by Melanie
  - Approved ayes 8, 0 no, 3 abstentions
- Update on work in Shima 151 (Darkroom)
  - Plans are being drawn up
  - Have yet to see any substantial work to ventilation

- Students are complaining
- This is a health and safety issue Delta is lagging on

## CONSENT

Tara Cuslidge-Staiano presents a curriculum plan, showing new courses and awards for RTV. RTV will become “Digital Media” when the new courses and awards move forward.

- Motioned by Kirstyn, Seconded Melanie
- Approved 11 ayes, 0 no

## INDUSTRY DISCUSSION

**Rich:** What are the students using to shoot video?

**Tara:** We are mostly using Premiere.

**Thomas:** Premiere, Final Cut. It just depends who they are working for. We might be teaching Premiere and Final Cut and then they end up shooting Seeing a lot of people who are still specialized. It’s probably driven by budgets.

**Brett:** Question in regards to our ERP implementation.

**Thomas:** You really need a commercial and PR campaign.

**Brett:** Is the system itself is flawed? Why can’t you go back to what you were using before?

Pacific now has labs at 4 units. We will have to work out how to do that here with Delta to maintain all articulation. I don’t see it being an issue but we will work it out.

**Thomas:** Business classes to make their business viable will be necessary for student.

**Tara:** We have new social media classes that look at the business angle or our areas.

**Adriana:** Discussion of RTV offered-degrees, hoping to increase offerings with new courses. She said for 3 years RTV issued 29 degrees. The plan is to change the curriculum to increase that to 40 plus.

**Rich:** Too many newspapers have bad video with terrible audio quality. *The Collegian* is doing great. The video looks good.

**Adriana:** The one thing that I would add the whole thing was to get them out in three years. Stackable certificates are the same thing. When you do consolidate this please make sure to keep the rigor and catch the students who

**Rich and Thomas:** advocating for internships and work-based experiences to be reflected in the revised degree changes.

**Tara:** Asking for lab techs and entree to employment events in Spring 2020 and Fall 2020. Also pitching the idea of a Social Media Saturday. Capped at 25 people. Thinking about proposing this

**Kirstyn:** It is a silly logistical issue but serious studio lighting is a necessary skill for our students.

**Tara:** Facility issues and lack of lab space.

**Melanie:** Adobe certification will be available for all SJDC multimedia students in February. Animation

**Thomas:** Certification shows that you can do the job and that is the test for the most part, and they can put it on a resume. IT is all about certification.

## **EQUIPMENT NEEDS**

**Tara:** Continued support for SWP more than anything.

**Adriana:** Livestreaming using Sling units to, which benefit the public by allowing greater streaming.

**Melanie:** 15 new iMacs, 64 gigs of Ram, new color laser printer, 12X18 with a color calibration system, color photo printer

**Kirstyn:** Portable unit taken outside, portable strobe lights, portable editing on a laptop might be tricky, Right now I am researching computers, DSLR and SLR and Perkins doesn't buy used equipment. We do get donations and that is helpful.

## **ADJOURNMENT**

7 p.m. by Tara Cuslidge-Staiano

## **NEXT MEETING**

Spring 2020