CE Program Advisory Committee Meeting Photography

January 29, 2020
Art Center, Room 205
Meeting Convened at: 10:10 a.m.
Meeting Adjourned at: 12:10 p.m.
Facilitators: Agatha Ibranossian and Leslie McCall

OCC Career ADVANTAGE
ORANGE COAST COLLEGE
Career Education Office
2019-2020

COMMITTEE MEMBERS	EX-OFFICIO
Shelly Castellano, Photographer, SCPIX	
Veronica Cotter, Photographer, Hahnemuhle, USA	James Davis, Faculty, OCC
Dan Cuny, Regional Sales Manager, Pro Foto Lighting	Elaine Devlin, Staff Assistant,
Ryan Espinoza, Photographer, OCC alumni	Career Education, OCC
Laila Derakhshanian, Creative Director,	John Hesketh, Faculty, OCC
Southern California News Group	Agatha Ibranossian, Faculty, OCC
Tony Donaldson, Photographer, TD Photo	Stacey Kirch, Counselor, OCC
Froy Gutierrez, Retoucher,	Lisa Knuppel, Dean,
Froy Photographic Retouching	Career Education/Services, OCC
Dennis Keeley, Department Chair,	Leslie McCall, Faculty, OCC
Art Center College of Design, Pasadena	Larissa Nazarenko, Dean,
Peter Leal, Photographer, Peter Leal Photo	Visual & Performing Arts, OCC
Joe Lavine, Photographer, Educator, Author	Diane San Miguel, Student, OCC
Lavine Photography	Grace Yoon, Student, OCC
Aaron McNally, Education Rep., Canon USA	
Scott Nidermaier, Manager of Educational Services,	
Phase One	
Rachell Lacey Noll, Media Specialist, Netflix	
Ashley Ramirez, Photographer, Ramirez Photo	
Stephen Swintek, Photographer, Swintek Photography	

ADVISORY COMMITTEE MEETING SUMMARY

1. **Welcome & Introductions**
   - Sign-in and confirmation of attendees' title/role and email/contact information
   - Review of Advisory Committee Role and Responsibilities and meeting outcome

2. **Program Outcome Data**
   - Review of Program Level Outcomes (PLOs)- Determined after discussion to add employment outcomes to these three programs
   Photography Still:
     - Demonstrate competence in the technical skills of photography.
     - Demonstrate the ability to evaluate photographic aesthetic strategies.
     - Create photographs that illustrate a critical understanding of visual language
   Photography Digital Technician:
     - Students will be able to demonstrate competence in the digital skills of photography and display skills in professional practices.
   Digital SLR Photography and Videography Technician:
     - Students will be able to demonstrate competence as both a photographer and a videographer, and show a critical understanding of visual language.
   - Current Enrollment and Completer Status and Trends
     - Low enrollment in Photoshop classes- discussion into why and how to change that (natural look in, name of course, youtube)

- o College is down 4% in completer status
- o Photography is down 3% in completer status
- o Enrollment is down statewide
- Biennial Program Review (Attached)
- Employment Outcomes:
- o Licensure/certification exam pass rates (N/A)
- o Employment Data
  - Institution Set Standard (N/A)
  - CTE Outcome Survey- This survey is needed to give better data on applied photography occupational outcomes. Lisa Knuppel discussed the necessity of alumni filling out the survey. The survey is distributed by email or text one year after a student has graduated. Recommendation by advisors is to put a reminder on the alumni website and to send an email reminder to graduates.
  - Perkins Program Core Indicators

3. **Review of Last Advisory Committee Recommendations and Progress Report**
   - Last Meeting Date: January 24, 2019
   - o Curriculum
     - Drone photography- 3 collaborative programs with aviation are under review for approval
       - ➤ Unmanned Aircraft Systems (UAS) Drone Capture Specialist I Certificate of Achievement
         - − Designed for the student who wants a concentrated course in the field of Drone imaging
         - − Designed to prepare students for entry-level employment as a UAS image capture specialist and preparing for FAA Part 107 Pilot license certification
         - − Students educated in the use of UAS, photography, videography, post-production editing, careers and business practices
       - ➤ Unmanned Aircraft Systems (UAS) Drone Capture Specialist II- Videographer Certificate of Achievement
         - − Designed for the student who has completed the Tier I Certificate and interested in building skills to an intermediate level in the field of Drone imaging with emphasis in the use of drones in the video industry
         - − Designed to prepare students for employment as a UAS image capture specialist with FAA Part 107 Pilot license certification
         - − Students will build knowledge and gain experience in the use of UAS, photography, videography, post-production editing, careers and business practices
       - ➤ Unmanned Aircraft Systems (UAS) Drone Capture Specialist II- Photographer Certificate of Achievement
         - − Designed for the student who has completed the Tier I Certificate and interested in building skills to an intermediate level in the field of Drone imaging with emphasis in the use of drones in the photographic industry
         - − Designed to prepare students for employment as a UAS image capture specialist with FAA Part 107 Pilot license certification
         - − Students will build knowledge and gain experience in the use of UAS, photography, videography, post-production editing, careers and business practices
     - New 2-unit CSU transferrable class approved and offered in Fall 2020- Photo A108: Smartphone Food Photography
     - New 2-unit CSU transferrable class approved and offered in Fall 2020- Photo A109- Smartphone Fashion Photography

- Discussed adding an Advanced Digital Photography course/ consensus was that before a class is added basic classes need to be filled first.
- Option to "adding" a course within certificate, offer short-term non-credit courses, such as the skin retouching class. No this has not been done, and the process of writing a course this extensive to only be offered for non-credit would not be feasible or productive.
- Brought in professionals to evaluate portfolios and will continue to do so
- Having second workshop today on the business aspect of working in the industry and plan on continuing to do so
  - New Equipment/Technology needs
    - Received funding and purchased printers, software and hardware, new light meters, added additions to lenses that will be good for architecture classes and still photography, and obtained a new server
    - Upgrading to LED studio lighting is a priority since LED is the standard of lighting currently.
    - Aaron McNally with Canon says Cannon is offering equipment and we need to research criteria for applying to this program. Canon is also offering money for visiting photographer speakers. We will work with Aaron to coordinate.
  - Program Recruitment
    - Continue doing Industry Nights
    - Continue to bring in Guest Speakers -John Van Hamersveld coming to speak
    - Continue to take students to where guest speakers are presenting such as to the Art Center
    - Continue utilizing Social Media numbers/analytics to see who is following you and utilizing it to hear guest speakers
  - Other
    - Need tutoring instruction support to help with retention and completion of certificates and need funding to get it

4. **Review of New Program Developments**
   - Curriculum
     - 2 new classes offered in the fall of 2020
       - Photo A108: Smartphone Food Photography
       - Photo A109- Smartphone Fashion Photography
     - 3 new collaborative programs with aviation are under review for approval
       - Basic Drone Imaging Skills Certificate of Achievement (Title Changed)
       - Drone-Videography Certificate of Achievement
       - Drone Photography-Certificate of Achievement
   - Equipment/Facilities
     - Upgrade to LED Lighting from Tungsten lighting for photography studios.

5. **Work-Based Learning Opportunities**
   - Overview of existing work-based learning elements of program and gaps or needs- need more Capture1, Advanced Photoshop and Skin Retouching.
   - Advisor recommendations and referrals for new internships or apprenticeship opportunities- want to continue internships without exploitation of the student/ give monetary compensation for students in photography internships

6. **Industry Update & Employment Trends**
   - Emerging technologies and industry developments
   - Industry hiring practices and trends

7. **Summary of Recommendations**
   - New or Revision of Curriculum/Classes
     - Add career outcomes to PLOs of Still Photography, Photography Digital Technician, and Digital SLR Photography and Videography Technician

- o Consider adding A241 as an elective option for Photography Still Certificate
- o Consider adding A241 as an elective to Digital SLR/ Videography Technician certificate
- o Consider changing the name of course A125 to exclude the word Photoshop. However, keep the name Photoshop in the description so when students do a search for Photoshop, course A125 will populate.
- o More Capture 1 and more Photoshop opportunities and market classes differently.
- o Make sure social media embedded into programs
- New Equipment/Technology-
  - o Upgrade to LED industry standard studio lighting
- Program Marketing/Recruitment Recommendations
  - o Career Fairs
  - o Outreach with volunteers-comprised of students and graduates
  - o Outreach information to include language about the benefits of taking photography courses and obtaining a certificate at OCC
  - o Video of programs and events to be put on Instagram and other social media platforms. Discussion about talking to Lisa Knuppel about a budget for doing so. We need budget, and man power for producing videos.
- Other recommendations for program improvement
  - o Advise students one on one every semester and walk students through the programs
  - o Brainstorm and implement ideas on how to increase the number of K-12 students that stay in photography/ videography
  - o Get funding to add tutoring instruction support

8. **Closing Remarks -**The advisory committee is very proud of the photography industry event occurring today with its panel discussion. They encourage everyone to attend.