

Pierce College Media Arts Dept. - ADVISORY BOARD 11/22/19

In attendance:

Catherine Clinch – TV Writer/CAL STATE DOMINGUEZ Hills - Certificate instructor

Bobbi Brunoehler – Talent manager

Madison Brunoehler – Youtuber / Actress

Jenny Lake (on phone) – Producer online platform

Stephanie Bluestein – CSUN

Mohammad

Ken Windrum – PIERCE COLLEGE

Tracie Savage – PIERCE COLLEGE

Rob O’Neil - PIERCE COLLEGE

Jeff Favre - PIERCE COLLEGE

Jill Connelly - PIERCE COLLEGE

Sean MacDonald - PIERCE COLLEGE

Media Arts Dept. is in the process of creating a CTE Social Media Certificate of Achievement for its student.

Unanimous consent for a need for a social media certificate was given, with several social media professionals in attendance citing that the rapid job growth in the area and that social media was becoming prevalent in all areas covered in the Media Arts department.

Several members provided input to avenues for the new course Media Arts 117 (Introduction to Social Media) and Journalism 109 (Critical Thinking and Media Literacy) and, as well as suggestions add to existing classes to make sure the certificate allowed someone to be job ready for areas that include social media.

SUGGESTIONS:

JENNY LAKE – Need to understand social media in a SMALL ENVIRONMENT – not just LARGE interfacing. Need to be able to communicate with specific audience with specific issues.

Important that students need to be able to put a story into 140 characters. (**FOR Journalism 101 - Create an exercise that requires students to do this**)

Important to teach how to seek out new outlets. Help students identify news places to participate in social media.

CATHERINE CLINCH – Students need to know how to do a DEEP DIVE into issues. Students can use phone for all of their work.

Challenge is that you are teaching classes that are taught in other degrees. But, at the end of the day, there is no individualism. Not seeing anything on here that is social media specific.

MADISON – Need to teach students “flexibility” and be able to change with changes in the industry/APPS.

BOBBI – Project: Find a new platform, emerging new software...go learn it and return with a project using this. EVERYONE will come in with NEW platforms.

Also, before they compete certificate

STEPHANIE – Consider adding DIRECTED STUDY – “Go get a job” – doing social media work for some company - as an elective for the students that are into it.

Title for the class – Intro to Social Media is boring. Need to change the title to: Social Media Now – HOW TO USE “SOCIAL MEDIA for your future”

CODING SKILLS? Consensus - Don't really need it.

NEED: Bring in guest speakers in Social Media class.

3. Letters of support

Madison Brunoehler <madi2themax@gmail.com>

Wed 10/2/2019 10:57 AM

□

Hello Jill,

I am a Voice Actress and YouTube Creator and a former student at Mission College where I took classes in the Multi-media Department.

I have spoken at Pierce College in the past at the invitation from Ken Windrum.

Ken has told me about the new Social Media Certificate that will be offered at Pierce College and I have looked at the proposed courses. Ken asked that I write to you and let you know what I think of this educational lineup.

I do want to tell you as a person that spends a lot of time in the social media world, that I think this certificate and training will be very beneficial to students. There is a lot of demand for people who understand this world and can produce a product via social media. Someone with skills in this area can get a job in a heartbeat.

I will be attending the upcoming Vid Summit in a few weeks. This is where some of the top influencers on the planet will be coming together to help each other and I guarantee you that how to use social media to the fullest extent will be the top subject.

--

Magically,

Madison

Madison Brunoehler (pronounced:
brew-nailer)

[YouTube.com/Madi2theMax](https://www.youtube.com/Madi2theMax)

Madi2theMax@gmail.com

Follow me on social media:

[Twitter.com/Madi2theMax](https://twitter.com/Madi2theMax)

[Instagram.com/Madi2theMax](https://www.instagram.com/Madi2theMax)

TikTok@Madi2theMax

Megan Moureaux <meganlmoureaux@gmail.com>
Wed 10/2/2019 10:08 AM

To Educational Planning Members:

A Social Media Certificate would be a great qualification for someone trying to get a job in the evolving field of social media. The curriculum has all of the needed topics and is an ideal start for someone pursuing this as a career.

Please contact me with any questions or concerns. Thank you,

Megan Moureaux

Social Media Specialist II // ESPN

Journalism Advisory Board

meganlmoureaux@gmail.com