**Advisory Board Meeting**

**12/3/19 – 4:00 pm**

**Attendees:** Michael Taylor, Michael Dermody, Stephanie Clark, Renise Meza, Anthony McLemore – producer for Dr. Phil show (conference call), Kael Beverly – Beverly Boy Productions, Mike Smith – Beard Boy Productions, Danny Vazquez – BeCreative360, John Hyrkas attended for Ryan Steidinger - Pacific Coast Entertainment

**Absent:** Maria Hall-Brown, Aaron McNally, Allison Volk, Ezra Lunel, John Hall

**Welcome – Introductions**

**Update on TV/Video Program and Agency:**

Two new members have been added to the Advisory Board – Aaron McNally from Canon, and Allison Volk, screenwriter/producer. Both will be attending the next meeting.

Michael Taylor has done some recruiting at various high schools and at SAC. He stated that the TV/Video program and Agency are doing very well, and enrollment is up. There is good feedback and good word of mouth from students that are recommending the programs to other students.

The Agency Program works with clients and are paid for producing programs and projects. This experience is great for their portfolios and reels. They were recently hired to produce the annual Ed Arnold Golf Classic. Michael oversaw the project which included producing, shooting the footage, and editing.

**Transition to Digital Media Dept.:**

The certificate/degree names are changing to modernize the name of the program. Michael Taylor and Michael Dermody re-wrote the curriculum over the summer and it was approved this current semester.

Will be finalized and official in Fall 2020.

**Digital Media Model Curricula and C-IDs**

* **UX**
* **Motion Graphics**

Funding model has changed which has allowed the department to create shorter term certificates. The previous length of time to complete a certificate was 2 – 2.5 years, and is now 1 – 1.5 years.

**Drone Cinematography Certificate Proposal & Vote:**

Michael Taylor asked the Advisory Board members for feedback regarding the drone cinematography certificate model.

He explained each class that is required for the certificate and discussed that the two classes DM 170 (Drone Pilot License Test Prep) and DM 171 (Drone Pilot) are not specific to any categories or specific to TV/Video/Digital Media. These two classes are generic – students can learn to fly the drones for any other area or usage, i.e. fire fighting, police, real estate, etc... They would need these two classes in addition to a 3rd class specific to their category in order to receive a certificate. For TV/Video/Digital Media, it is DM 175 (Drone Cinematography & Editing) which replaces TV 140 Cinematography. These three classes combined would complete the certificate.

DM 100- Intro to Electronic Media

DM 112- Video Editing & Post Production

DM 115A- Single Camera Production & Editing

DM 170- Drone Pilot License Test Prep

DM 171- Drone Pilot Training

DM 175- Drone Cinematography & Editing

The vote was taken and all were in favor of approving the drone cinematography certificate.

**Digital Media Dept / Digital Media Arts and Graphic Design Merger Proposal & Vote**

Stephanie Clark explained the rationale behind moving the Digital Media Arts and Graphic Design program into the future Digital Media Dept. All Board members voted yes, to move DMA&GD into Digital Media Dept.

**Industry Trends/Curriculum Needs/Open Discussion/Feedback:**

Mike Smith mentioned the growing trend of animation and virtual reality which are valuable in the medical field. He also mentioned simplified motion graphics/2D which is affordable and easy to understand. Other trends he mentioned were 360 video along with augmented reality which he stated is used in real estate and gaming. He said there are many opportunities for students in trade shows which need support with creativity, animation, and design.

He suggested teaching soft skills and work etiquette to be able to work well with crews on set. They need to stop using their cell phones in a professional setting. He also suggested that for the Agency - along with the 4 producers/directors, 1 cinematographer, 1 editor, and 1 technical grip, to consider having a script writer or concept artist involved.

John Hyrkas mentioned the trend of working with live video feeds and live streaming.

Michael Smith mentioned that at Citrus College, their program has been successful and have produced many Christmas concerts and other productions. Michael Taylor and Michael Dermody said their goal is to cover the SAC commencement ceremony at the end of next spring 2020 semester.

Michael Taylor and Michael Dermody mentioned that a challenge for them is how to monetize for these projects and how to connect paybill into SBO account.

Michael Taylor mentioned that at the next meeting in spring 2020, he’d like to talk more about internships and said that students are always looking for internships.

**Meeting adjourned**