Creative Media Professionals
Advisory Committee Meeting 4-17-19

Agenda, Attendees & Notes

Introductions: Hancock Faculty - Chris Hite, Ken Cope, Kam Jacoby, Nancy Jo Ward, Mandy Schuldt, Glenn Hiramatsu, Brian Tippitt, Theresa Gingras, Betsy Weiner and 14 Industry professionals:

1. Debi Cloud – graphic designer
   Dcloud07@comcast.net
2. Mark van de Kamp – Media producer City of Santa Maria
   mvandecamp@cityofsantamaria.org
3. Dennis Ford – Media Student
   dennisford57@gmail.com
4. James Jepsen – Local Copies
   james@localcopies.com
5. Tony de la Riva – Branding & Web
   tony@delarivabrands.com
6. Robert Oliver – Digital Media faculty New Tech High School
   robert.oliver@lmusd.org
7. Gina Cinardo – Gina C Studios Photography
   gina@ginicistudios.com
8. Michael Specchierla – SLOCOE
   mspecchierla@slocoe.org
9. Curtis Peterson – PPI Camera Corp - Media
   curtisppi@hotmail.com
10. Robert Garcia – Film faculty at RHS
    garobert8@yahoo.com
11. Sylvia Gilford – Photography & Marketing
    sylvia@homematrixmedia.com
12. Melissa Ormonde-Guzman – Graphic Designer
    melissaormonde@gmail.com
13. Genevieve Cope – Media Artist
    Designer.gen@gmail.com
14. Aaron Cribbs – Sign Painter, 8052641829
    artbornerror81@aol.com

Chris Hite led the meeting and started the conversation by telling the group that in this conversation nothing is off limits and that it would be organic in nature. He shared that faculty are engaged with challenges to the educational process and are looking for ways to improve the integration with industry as employers. One of our goals includes - how do we work to get students and employers more connected.

As a starting point, the degrees and certificates for each program were listed.
Film/Video - AS; Certificate of Achievement in process
Photography - AS; Certificate in Commercial Photography

Multimedia - AS; Certificate of Achievement in process
Animation - AS; Certificate of Achievement in process
Graphic Design - AS; Web Design Certificate; ADT in process; Certificates of Achievement in process

N. Ward explained that the ADT is a new educational model that guarantees students the ability to transfer to CSU's as a junior. It is a more, straight forward pathway into the university and is in place as a way to hasten the timeframe to graduation and transfer into CSU's.

Questions to Industry Partners:

1. **Skills you are looking for entry-level employees:**
   - Responsibility, focused, promptness
   - Collaborative, cooperative and think outside the box,
   - Self-starters, need to be able to learn on their own, diverse skills may be required
   - Depending on your specialty, you might need to be comfortable moving a lot. "We are not in the movie business; we are in the moving business."
   - Freelancing = instability, project gypsies, extended family,
   - All team projects = group holds other members accountable
   - A strong portfolio is required - not necessarily degrees or certificates
   - Students need to understand that they will be starting at the bottom. To work their way up takes hard work and effort, and that success is relative
   - College is where you can fail, and are provided a network of support
   - A degree indicates a broad range of knowledge and commitment.
   - College is the hub, faculty know the potential of students to recommend
   - Employees need to be able handle pressure, meet deadlines, and communicate effectively, professionally. They need to have realistic expectations.
   - time management, project management, communication, client education, client skills, ability to handle criticism,
   - thick-skin, effective communication, need to be able to tell the story in 8 seconds – excellent storyboarding skills can expedite communication between the team and the client.
   - Need great skills, but need to be able to grab attention to get to the call to action immediately
   - proper file management skills are vital, as are file naming strategies that work with the team
   - decent written communication skills are required

 2. **Media industry trends & innovations:**
   - Students need to be trained on the equipment and software that is used in the industry. Programs need currency in technology - industry standard equipment is necessary for students to transition to jobs. They to be to trained on for industry-specific production processes. This training would facilitate internships (commercial lighting packs, cameras, printers, current software, etc.)

- curriculum development needs a balance between fine art and commercial
- Storyboarding skills help
- Adobe Creative Suite software skills are required
- InDesign skills are necessary for print media, pre-flight, and prep for press
- interdisciplinary skills are vital and necessary in all creative media disciplines; Photographers need to know video and print; Graphic designers need to understand photography, motion graphics, and video.
- Premiere and After Effects skills are required
- hand-crafting skills are still relevant
- creatives need to learn how to customer service skills
- A solid base of understanding of which tools to use is necessary – the right tools for the job
- Sketch software skills for UI and UX are needed
- Small-business knowledge and entrepreneurship skills should be included in the curriculum

3. External training opportunities: Internships, Cooperative Work Experience program, other:
- CWE was explained as a formal process into internships, filter higher-level students into jobs
- It was suggested that a Club of accelerated students might be developed so students can work together on outside projects

Public Comments / Round Table
Drones: is it appropriate to integrate this technology into a Photo or Video program?
- too many different models (may have to learn it on their own or hire out)
- the instructor has to have an FAA commercial drone pilot license.
- Commercial photography could embrace drone photography or cinematography;

Broadcasting class: is this taught at Hancock?
- this program is taught at Cuesta, not Hancock.
- M. Van de Camp offered opportunities for Hancock students to work at the City of Santa Maria's public broadcasting facility if they are interested. – the City of Santa Maria is open to collaboration for broadcasting. They have a 3-camera studio, green screen, edit bays, internships are paid and unpaid. The Hancock Career-center could facilitate those opportunities.

Break-out into Program Tours

Meeting ended at 8:00 pm
Notes were taken by Nancy Jo Ward (please contact me regarding any errors, or omissions)