**Advisory Minutes**

**CCT/Multimedia/Entrepreneur**

**April 19, 2019**

The meeting took place in juniper 101 and included a tour of the ITC and the rest of the Juniper building.

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| Brian Thomas | Tuolumne county Supt of Schools |
| David Johnstone | Summerville HS Principle |
| Dennis Mohle | DSN ICT/Digital Media |
| Kaarn Egge | Calaveras High |
| Adam Malloy | Black Oak Casino |
| Kathy Schultz | Columbia College Faculty |
| Brian Miller | Sonora High School |
| Tim Holden | Sierra Nevada Communications |
| Kath Christiansen | Columbia College Faculty |
| Ida Ponder | Columbia College Faculty |

During introductions we asked invitees to discuss the following four topics:

1. Trends and issues affecting your profession or industry
2. New software, applications, or systems you can identify that will impact your business
3. Types of skills-training needs to be infused into our current curriculum
4. Any new approaches to traditional methods or procedures
5. Entrepreneurship as it pertains to Digital Media

**Digital Media group**

* Our education advisors talked to us about Chrome Books and their extensive use in the County schools especially to facilitate testing. They also noted that 100% of schools use Google Apps and that there has been slow buy in from instructors in general, since instructors need websites.
* We talked together about transferable skills and stressed the importance of students learning software navigation concepts that can be used when working in various software either in the workplace or on campus.
* We learned that iPads are used primarily in grades 1 and 2, because students can’t remember passwords. Chrome Books take their place in grades 3-6, and then there is a return to iPads in middle school because of the availability of creative apps.
* Soft skills like understanding the importance of deadlines, compromising respectfully, and being able to generate solutions quickly were underscored.
* There was some conversation about the importance of analytics in tracking the success of our combined endeavors.
* Brian Thomas, from County Schools, talked about the extensive use of WordPress to design web pages. He noted that it is easier but less flexible software and provides users with a quick way of mounting a website.
* The Advisory recommended creating Media for Entrepreneurs Certificate of Achievement. In addition, they suggested project management be an included course. The Advisory Committee for this program fully supports, without reservation, the Digital Media for Entrepreneurs Certificate of Achievement.

The following questions were asked:

* Do you think we should have a certificate for Media for Entrepreneurs?
* Do you agree with the courses listed in the proposed certificate?
* Are there courses not included in the proposed Certificates that you would like to see added?
* Do you have any additional suggestions/comments relating to the proposed Certificate?
* All responses were discussed and the committee overwhelmingly agreed with the development of the Media for Entrepreneurs Certificate of Achievement as proposed. They also provided insight into the courses that should be included, mostly Project Management.
* In response to the State encouraging guided pathways, aiming towards earning Certificate of Achievement that leads to a degree, Ida is working on revising the Skills Attainment certificate Video Production for Entrepreneurs into this new COA Media for Entrepreneurs.