



Multimedia Advisory Committee: MCOM

Tuesday, Dec. 4, 2018

Shima 146, 5:30 p.m.

AGENDA

- I. Check In – Meeting Overview**
 - Introductions (Describe expertise/program)
 - Objectives/overview CTE/Perkins Funding, including Core Indicators
 - II. Old Business**
 - Review/approval of old minutes
 - Items requested for 2018-19 year
 - JACC Conference at Delta College (Hosted Nov. 3)
 - III. Multimedia Program Update & Overview**
 - IV. New Multimedia Perkins (CTE) Proposal:**
 - Hardware, software, and other needs
 - Previous purchases: MacBooks (15-inch, not yet received), Sennheiser Mics, point-and-shoot cameras, audio recorders
 - V. Curriculum, Degree & Certificate**
 - Social Media Certificate plans
 - Summer 2020 launch
 - New courses: MCOM 8 Social Media Content, MCOM 9 Social Media Campaigns
 - Update on MCOM 1 and MCOM 5 online
 - MCOM 7 Hybrid (Spring 2019)
 - VI. New Business**
 - Recommendations from employers
 - Comments on Social Media Certificate
 - VI. Summary/Conclusion**
 - Next meeting: Spring 2019
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Multimedia Advisory Committee: Fall 2018

Monday, Dec. 4, 2018

Shima 146, 5:30 p.m.

CALL TO ORDER

Meeting called to order by **Melanie Marshall**, 5:37 p.m.

HOSTS

Kirstyn Russell, Professor of Photography

Adriana Brogger, Associate Professor of Radio/Television

Tara Cuslidge-Staiano, Associate Professor of Mass Communication

Melanie Marshall, Professor of Graphic Arts

ATTENDEES

Tim Daly, Formally News 10 now of Daly Video Services

Vanessa Vega, RTV student

Regina Leiva, Mountain House High School Digital Arts

Kern Calhoun, Gap Inc.

Gene Beley, Retiree and former journalist

Nate Aguila, Creative Director

Stefan Orozco, Music Instructional Lab Assistant II and faculty intern

Britney Marquez, Multimedia Lab Tech - RTV

OLD BUSINESS

- Approval of minutes from Spring 2018 meeting
 - Motioned by Kirstyn, Approved by Tara
- Adobe Certification
 - Secured for 2018, but funding is now gone past January 2019

NEW BUSINESS

- New equipment requests
- Loss of Adobe Certification
- Social Media Certificate

INTRODUCTION

Melanie: Explanation of Perkins Funding, specifically how it helps Special Population students. Many of our students are low income and don't have access to the technology we have. We also serve other groups: English as a second language, displaced homemakers, single parents, etc.

OLD BUSINESS

- Adobe Certification update
- Continued issues with photo wet lab
- Loss of photo lab technician position
- Unit changes for Graphic Arts courses

ADOBE CERTIFICATION UPDATE/LOSS

Adriana: Last spring we secured Adobe Certification, students have used it to earn certification through Adobe for various products in our classrooms, including Premiere Pro.

"Some of them are using Adobe Premiere in our classroom, but not at home or in productions they are already freelancing for," said Brogger

Delta College was offering for free, through a third-party. The idea was to give students an "upper edge." It came with a badge for LinkedIn pages.

"In my classes I've had students take the test and pass when they're serious about it," said Brogger.

Melanie: Students have been more interested, now coming down to the wire of not having it anymore because the funding is gone. Our college hasn't bought into it, it looks like it won't happen at the beginning of the year, she said,

The cost is \$8,000 a year for a unlimited site license. "The benefits are beyond multimedia," Melanie said.

Tara: There was momentum building within the student population, but the money was, essentially, borrowed from another sector. Now another campus has the funding and we don't.

Melanie: The certification we have expires in January.

Regina: The testing through Certiport, but we have an Adobe license?

Adriana: We have the Adobe license.

Adriana: Sam Cohen (News Director, ABC News10) recently visited and one of the things she said they are all about is editing proficiency: “If you can tell me you are proficient and know how to use software that means something to me.”

PHOTO ISSUES

Kirstyn: Photo received no funding under Program Review. The Instructional Support Aide position is only good, now, through the end of March. We are running out of options.

Tara: The perception is one where we feel the campus is limiting resources to shutter the program, when there is a proper way to do that.

Kirstyn: It’s been a “traumatic year.” Previous tech was employed for 35 years, then took SERP retirement plan.

“That meant they didn’t really want to replace the position,” she said.

We hired someone from World Market who was doing photo retouching. He won’t be full time next year. He has provided tremendous support for the program. Losing him because of this situation means a hit for the program.

We know other campuses are still committed to the wet lab: Modesto Junior College, Sacramento State. San Francisco State just redid the darkroom. DVC has updated facilities.

“There are employers who want people to be able to do both, still,” said Kirstyn.

We need to continue offering film developing courses. But we have a “wall rotting from chemistry and sinks misaligned” among other issues. Yet Photo 1A is still a GE transferable course.

“We’ve been told there’s no fixing it, so you have to work with what you’ve got,” she said. “It’s really, really, really constricting our ability to grow and do other things.”

We could expand space and classes, allowing us better facilities to teach digital, but we can’t even get the darkroom fixed. We want to expand our digital offerings, offer intermediate classes, but we don’t even have the space currently.

REQUESTED ITEMS

Melanie: 15 PCs and a camera to document

Tara: MacBooks (has not yet received), microphones for multimedia, and audio recorders, nothing big this year.

Kirstyn: Focused on getting laptops, lock them away, bring them out for class. “It’s not ideal solution, but that’s where we’re at.” Enlargers also critical here, replace old with new.

Adriana: Moving from legacy media to a lot of newer 4K and beyond, latest big get awas Red Digital Cinema camera. RTV requested equipment to stay current.

Perkins funding is a wishlist, and developing a “street team” presence, entry-level work in radio and television is the goal. We want to have more of a presence to grow as a radio station. That means getting a pop-up tent and other things. It would take \$2,000 to get up and running.

GENERAL UPDATES

Gene: Drones?

Adriana: Drone training is going well, not commercial enterprises.

Tara: Educational exemption. Students are learning, but many aren’t leaving campus because they don’t want to check out such high-price pieces of equipment.

Melanie: This isn’t CTE money, but we hired multimedia techs for MCOM and RTV. Britney Marquez and Matt Wilson joined the staff in June.

Adriana: We can’t be in the lab, another classroom, and doing lectures all at the same time. We had line of site issues. It’s been some “very trying years.” Britney was hired June 1 and alleviated some stress, she does check in with FCC, LPFM radio stations, all these things that take time from core faculty responsibilities.

Tara: We had a lot of issues with the lab tech hiring, specifically with an HR backup that meant these positions didn’t start until June. I had a baby before my lab tech started. I had to come back before Baby Bonding Leave to get everything in place. That said: Matt has become an asset to my program. My students are thriving from his assistance.

Melanie: We still suffer from a lack of space, changes need to be made. We have facilities and equipment needs.

Gene: Enrollment numbers?

Tara: Guided Pathways explained, with reference to our enrollment numbers.

Adriana: Our student population diminishing means our class-sizes are shrinking. We are not in a good place right now.

But we are in a category of Information Communication Technologies, which is a growing field, keep in mind, growing field. We try to stay as relevant as possible. We are worried about the value of career education being diminished because students are fast-tracked through.

Melanie: Noted changes to her curriculum and degrees, last year all courses got a unit added. The biggest gain is greater alignment with University of the Pacific. Typography also added.

Adriana: Talks about placement changes as they pertain to her son, now a Delta College student. He will be leaving Delta College in one year, getting his AA and transferring to CSU Stanislaus. He rejected his counselor's plan for one of his own.

AB 705 removes current placement. Accuplacer is gone, instead placement now based on how a student did in high school.

There is an increase in tutors in core courses and an intention to not let us add new courses. Current curriculum is "very 1970s" but we have to work with what we have. She's looking at standalone classes instead of cumulative, looking at other schools, etc.

"My classes will be the same, but different to address AB 705," she said.

NEW ITEMS

Tara: Will be introducing a social media degree in September 2019 for a Summer 2020 launch. Pairing with marketing department. It will be 21 units (presented for review and discussion).

- Social Media Certificate
 - Motioned by Adriana, Seconded by Kirstyn
 - Unanimous vote

OPEN DISCUSSION

Regina: Delta College should come out and do a presentation at Mountain House High School.

Kirstyn: When would be good to come?

Regina: February or March, they're going to start hearing back somewhere around March and April. It's about presence, let students know what's happening, let us know so we can do some advertising, plus community service hours. Maybe a panel of the whole multimedia group.

Melanie: Updates on outside work being done by students, and also loss of Adobe Certification.

Nate: "I am completely bummed," he said about certification status.

Kern: Five photo assistants on a daily basis, when we're looking at the pool of individuals, we're looking at certifications, some people didn't go to school for photography, he said of the certification loss.

Melanie: They were getting badges, had certificates and could put it on resumes. Now that's gone.

Nate: Addresses social media certificate and need. It's a big part of business nowadays, he said.

ADJOURNMENT

6:54 p.m. by Melanie Marshall

NEXT MEETING

Spring 2019