**MINUTES**

**Photography Advisory Board**

**Meeting**

Friday, November 17, 2017 at 8:15 a.m.

Village 8211

**Attendees:**

Mary Anne Gavarra-Oh, Dean of Academic Affairs

Jill Connelly, Media Arts Department Chair

Nico Heredia, Pierce College alumnus and photographer for Image Locations, Inc.

Calvin Alagot, Los Angeles Times assistant photo editor and Pierce College alumnus

Gil Riego, Jr., freelance photographer and Pierce College alumnus

Joey Terrill, professional photographer and photography educator, Pierce College alumnus

Tracie Savage, Pierce College journalism instructor

Jeff Favre, Pierce College journalism instructor

Gerard Burkhart, Pierce College photography instructor

Peter Tokofsky, education specialist for the J. Paul Getty Museum

Sean McDonald, Pierce College photography instructor and instructional assistant

Rita Nisan, Pierce College photography instructor

Matt Thacker, Pierce College instructional assistant

Minutes taken by Matt Thacker

1. Introductions, breakfast

Meeting attendees introduce themselves. Jill gives an overview of the purpose of the meeting.

Jill says the Media Arts Department wants a new faculty member for photography, but it’s rated as a low priority. The department also wants a new photography degree and certificate.

The advisory board’s feedback will help with the viability study.

1. Update on Recommendations from last meeting

The department is working on a social media certificate based on recommendation from the last advisory board meeting.

1. Photography viability study by the college

Jill says the department has requested the viability study, which could help improve the rating for a new photography faculty position.

1. New photography degree and certificate
* labor market info
* job titles for photography degree

Jill says money for equipment recently has been going to other departments with better numbers, including graduation rates. Jill says photography students sometimes get a job in the field before completing the photojournalism degree, but numbers must improve to get more funding. A photography degree or certificate program could attract more students who just want to focus on photography.

Jill asks for feedback on the possible degree and certificate programs and about what classes should be included.

Nico and Calvin say they would have liked the opportunity to get a photo certificate by taking the same classes they already completed.

Joey says lighting and the business of photography are the key components photographers need. He says lighting could be its own class. If you don’t know lighting, he says job opportunities will be limited.

Nico says being involved in Pierce College’s student newspaper, The Roundup, taught him everything he needed to know for his career for his job.

Calvin agrees the newspaper class made them well-rounded professionals. He says the business of photography should be integrated in all classes. He believes that will help with retention.

The advisory board members discuss the possibility of a workshop class or program. Jeff says an advanced class is unlikely to get approved.

Jill says it’s difficult to get students to go to workshops unless it’s for credit. Mary Anne suggests combining a workshop with arts and music.

Jill asks about job titles in the field of photography. She mentions art director.

Joey says there are many if you are specific, such as real estate, travel, commercial and photojournalism. Gerard says social media photo editor. Sean says wedding photographer.

Jill says the degree is the same as the certificate but with general education classes included.

1. Digital Asset Management class

Sean talks about a class he is developing based on the idea of workflow and using Lightroom as a template. It’s not just tied to Lightroom, but that program is an affordable option for students at $10 per month. Students will learn the different ways to output photos.

Joey says it sounds like a portfolio could be incorporated into that class.

1. Getty Partnership

Peter says the Getty and Pierce College have had a partnership for 10 years, allowing students to learn and display their works at exhibits. The new head of education and programs for the Getty wants to “hit a reset button” on these long-term partnerships. Peter does not believe the current partnership will be coming back, but he said they would be willing to listen to a proposal for a glitzy new program.

Peter says they have a great need for event photographers at the Getty, and he believes they could set up a program for students to take photos there on a for-credit basis. Jill says the department can set this up as directed study.

Pierce student Mohammad Djauhari will photograph the Pete Souza event for the Getty as a trial run to the internship idea.

1. Digital Art and Media building update

Tracie says the new building is at least four years away. Pierce College must come up with a new master plan that will need approval.

1. Jobs/internships for students

Jeff says the department is always looking for internships for students, and he encourages the advisory board members to use their connections to help set up internship opportunities.

1. New recommendations

Nico suggests making a bigger spectacle of Photo Salon to bring more attention to the department and photography.

Jeff says he wants to do a poster for each discipline showing where alumni work now.

Sean says there is a flat-screen television that can be put in the department office to show student photographs on a loop.