

Attendees: Jurate Brown; Khobe DeLuca; Aaron Kramer; (Ian DeLuca); (Charmaine Vegas); Dana Friez; Maria Andrade-Hernandez; Sean Foley; Kristin Beeler; Rachel Shimpock; Lisa Orr; Alicia Andujo

1. K Beeler began the meeting by welcoming all attendees and thanking them for their participation
2. Attendees introduced themselves and provided information on their business
3. K Beeler provided an overview of the agenda and moved into discussion of items as they arose
4. Advisory Responsibilities
 - a. K Beeler reviewed what was expected of the advisory, including their votes to approve new program content, or support changes in content.
5. Program Review
 - a. K Beeler explained that Jewelry Making is under applied design in the community college TOP code designation, a category/code from the 70s that used to be more expansive. Classes in the program include:
 - Art 35 Jewelry 1
 - Art 36 Jewelry 2 Casting
 - Art 37 Jewelry 3 Forming
 - Art 38 Jewelry 4 Rotating Content
 - b. Other information about Art 38:
 - i. There is an intermediate fabrication level
 - ii. It includes Enameling
 - iii. Sometimes alternative materials is a focus
 - iv. Production & professional practices – this is an overarching class built as a partly seminar and partly production
6. K Beeler provided an overview of the program's student population
 - a. Often returning professionals; sometimes transfer bound
 - b. People who are starting a new career
 - c. Fledgling professionals
 - d. People who don't know what they want but are excited to be there
7. K Beeler provided results of a survey in Production & Professional Practices class asking which aspects of professional jewelry the students were interested in
 - a. Over 70% of students were interested in becoming Art Jewelers
 - b. Over 35% already had a jewelry business and 21% made a regular part of their income from it.
8. Proposed Certificate of Achievement – Jewelry: Fundamentals of Entrepreneurship
 - a. K Beeler reviewed this proposed new certificate, which is comprised of the following classes:
 - i. Art 35
 - ii. Art 36, 37, or 38
 - iii. Art 90 or 91

- b. After review, K Beeler called for a vote to approve the new certificate. All members of the committee voted to approve the certificate.
9. Proposed Certificate of Achievement – Jewelry: Entrepreneurship
 - a. K Beeler reviewed this proposed new certificate, which is comprised of the following classes:
 - i. Art 35
 - ii. Art 36
 - iii. Art 37 or 38
 - iv. Art 90
 - v. Art 91
 - vi. Art 292
 - b. After review, K Beeler called for a vote to approve the certificate. Advisory Committee member A Kramer abstained from voting as he didn't feel he had the knowledge to vote on this particular focus area. The remaining members of the committee voted to approve the certificate.
10. Proposed Certificate of Achievement – Jewelry: Advanced Entrepreneurship
 - a. K Beeler reviewed this proposed new certificate, which is comprised of the following classes:
 - i. Art 35
 - ii. Art 36
 - iii. Art 37 or 38
 - iv. Art 41
 - v. Art 292
 - vi. Art 90 or 91
 - vii. MGT 80
 - b. After review, K Beeler called for a vote to approve the new certificate. All members of the committee voted to approve the certificate.
11. Labor Market review
 - a. K Beeler review labor market data for the industry and provided takeaways that have informed program design in the department
 - i. It is important to have a broad range of skills
 - ii. Self-employment is huge in this field; there are 3 self-employed people for every employee worker
 - b. Only 16 percent of working artists have arts bachelor's degree
 - i. Only 10% of degree students make their living as artists
 - c. More than 75% of arts graduates have been self-employed at some point and 16% have started their own business
12. K Beeler spent time discussing future department interest, in terms of programming, and solicited feedback from industry about it

**Advisory Meeting Minutes
Jewelry Entrepreneurship
October 4, 2019**

- a. Bench Jeweler Program: This is a specific certification that is offered at GIA in Carlsbad for a lot of money; we could do it affordably.
 - i. Industry was enthusiastic and said something that cost less was critical for people.
 - ii. There is a huge hole because Revere Academy in San Francisco closed.
 - iii. K Beeler confirmed there would be some equipment needs for this, but the big challenge would be finding instructors.
13. Industry, all of whom were familiar with the lab facilities for the program, supported K Beeler's stated need for equipment that includes:
 - a. Proper Ventilations in the department
 - b. Laser welder
 - c. Real stone setting equipment
14. K Beeler also outlined some challenges the Department faces that they are working to overcome
 - a. Studio Access – The department doesn't have enough staff to support extensive access; a studio lab tech would help this
 - b. Enrollment Issues – Sometimes people don't know the program is here; given that the Department has a CTE program now, they can take advantage of CTE outreach events, and can also partner with other CTE programs to support enrollment
15. K Beeler had several announcements about upcoming events
 - a. Open House 10/24 6:30 to 8:30PM
 - b. 11/10 (Sunday) MASSC Demo Day
16. K Beeler's final point of discussion was asking industry for feedback/recommendations
 - a. A Kramer spoke from his perspective as a professional maker and said that when he's looking for employees/interviewing makers, he looks for a generalist who can do a number of things. Teachability is key, as well as the "squishy" stuff that is more found on the design side; he looks for a strong foundation of design. Also needs verbal and written communication skills, as well as knowledge of how to use tools
 - i. K Beeler and industry said that while there is a focus on specific content areas, due to jewelry makers often wearing many hats as entrepreneurs/self-employed entities, the Production & Professional Practices supports exposure to the entirety of the jewelry making field, including all the hats that self-employed people need to wear. This is applicable to the industry's need for generalists who have wide knowledge bases even if they aren't deep knowledge bases
 - b. Industry members also brought up again the closure of Revere in San Francisco, and recommended there be very short term, specialty skills classes that industry people can take for professional certification.
 - i. D Friez shared that not-for-credit trainings can be a permanent long-term solution, or a short-term solution while programming goes through the curriculum process.
17. K Beeler thanked everyone for attending and adjourned the meeting.