Visual and Media Arts Department Meeting Minutes
September 26, 2019, 9:30am-3:30pm, K130 and K102

Members present: Kristin Beeler, Carolyn Castano, Chris Chinn, Eli Daughdrill, Brian Doan, Robert Hersh, Alison Hoffman, Wendy Koenig, Ann Mitchell, Gerardo Monterrubio, Michael Neal, Stas Orlovski, Coleen Sterritt, Sarah Vure

Adjunct Faculty: Peggy Beth, Erik Martinez
Guests: Jennifer Holmgren

Full-time faculty only met from 9:30-10:00am. Tenured Faculty Evaluation committees were formed. Coleen Sterritt’s evaluation will not be done in 2019-2020 since she will be on sabbatical in spring 2020. The committees will be: Eli Daughdrill: Orlovski, Castano, Vure; Brian Doan: Beeler, Chinn, Vure; Ann Mitchell: Orlovski, Daughdrill, Vure.

New faculty hires and the hiring criteria were discussed. VMA will be submitting requests for new hires in Digital Media Arts, Drawing & Printmaking, and Film Studies. Vure will forward the request application materials and data link to the faculty writing requests. The deadline to send the request to DH and Dean is Oct. 14.

Adjunct faculty joined the meeting at 10:00am. The Jewelry Metalsmithing CTE certificates for an Entrepreneurship Program were presented by Kristin Beeler. There will be four certificates: Jewelry Fundamentals of Entrepreneurship
Jewelry Professional Skills
Jewelry Small Business Management
Jewelry Applied Design
Koenig indicated minutes from this department meeting and from the Advisory Board need to be submitted to Dean Carbonaro as soon as possible, so he can submit the request to the LAOC Regional Consortium. The sequencing of courses needs revision. The courses are scaffolded and the certificates will award students for what they are already accomplishing. All of the certificates are 8 units or above. Sterritt asked how many units are required for certificates of achievement and Koenig stated certificates of 8-15.5 units may be sent to the chancellor’s office for approval as a Certificate of Achievement, which is included on a student’s transcript. If 16 units and above, it must be sent to the Chancellor’s Office as a Certificate of Achievement and will count towards completion in the funding formula. The faculty members expressed unanimous support for the programs.

Enrollment caps were discussed in response to Vure’s announcement of the Administration goal of 85% course fill rates to maximize efficiency. Daughdrill and Mitchell discussed needing to lower enrollment caps due to the equipment needs of Film and Photography courses. Koenig reminded faculty that the Curriculum committee will also look at how courses are filling, waitlists, safety issues, and conduct classroom visits when deciding on lowering enrollment caps.
Sterritt asked if we could get enrollment data from the past 12 years since recent data shows enrollment declines. Lack of classroom space and safety are the strongest reasons for lowering enrollment caps. Dean Orr can help make the case for VMA.

Creating a new sculpture course, Art 64: Introduction to Woodworking, was briefly discussed. Although it articulates to CSULB as a lower division course, at other schools it is upper division. Beeler also brought up that the department has spoken previously about developing a Studio Practice certificate and Vure suggested tabling that discussion for the next meeting.

Open Studio Night will be on October 24 to coincide with the alumni sculpture exhibition opening and the ISC award ceremony for Sterritt. The program will be at 5:00pm in K102 with a VIP reception following in the courtyard. The Open Studio event in K and G buildings and general Gallery reception will be 7:00-8:30pm. Neal will revise the Open Studio digital flyers and poster with the new info. Mitchell will organize handout of all area classes, demos, etc. Doan will bring his photo class from PCC, France will do photo demo, Vure will contact Printmaking and Ceramics adjuncts about participating, Club d’Art will have a table. Monterrubio asked if advanced Ceramics students can also demonstrate or work in studio that night without faculty supervision. Neal suggested doing a passport activity where attendees will get stickers at each location they visit and can be entered to win a prize. Orlovski suggested having student greeters and tour guides who will be identifiable by wearing VMA T shirts. Getting funding for the shirts versus faculty paying for them was discussed, as was whether to get twelve or a larger number. It was decided that they could be ordered online for a low cost if all in one size. (Someone will need to be tasked with the design and ordering of T shirts.) Vure will order more VMA brochures and flyers. Free parking is needed. Sterritt will talk to Smith and Norris about this.

Doan announced that he stepped down as faculty advisor for Club d’Art, but that Neal and Castano will be the new advisors. The first meeting was held for students to select the club officers.

The meeting moved into K102 for the presentation of data analysis in Tableau by Holmgren. Program leads have Tableau access; all faculty have access too but it is not the single sign on and requires a new account using your LBCC email and a password. The summary dashboards were shown. A major discussion pertained to the course success rate. Holmgren said the goal is 72% and the institutional set standard (the number to try not to go under) is 64%, however the administration recognizes that there will be courses below and we are to strategize how to increase student success. The W is included as a non-success as defined by the chancellor’s office. Our dean’s request this fall that we do not drop NA at census, will work against us. This should be brought up with her.

The scheduling dashboard was presented. Here VMA combined courses are not shown so it was suggested that we provide context in the template for combined data and focus on demand. It is also important for VMA to emphasize combined sections to make the case for fill rates and efficiency which is not reflected in the data. VMA told Holmgren there were also a lot of miscalculations in the data regarding scheduling and course offerings in our department. The transfer dashboard was added this year specifically because VMA requested it last year. Holmgren pointed out there is a one-year lag in obtaining the transfer data so completers from 2016-2017 show in the transfer data of 2017-18. VMA has far more completers but few transfers so faculty questioned where did they go? and how can we get that data? Holmgren indicated that the graduation deadline is past the deadline for guaranteed transfer based on the ADT. She suggested faculty remind students of deadlines in class. VMA faculty believe this is not a faculty responsibility but an institutional level issue.

The remainder of the meeting was devoted to faculty working on the program plans for the VMA disciplines of Art/Art History, Film, Photography, and RTV.

submitted by Sarah Vure
9/27/19