

FCC Visual Media Technology Department

Perkins Advisory Committee Curriculum Meeting

January 22nd, 2024, 5pm-7pm

Fresno City College via Zoom

Attended by Faculty Members: Emily Redondo, Jonathan Mathis, and Sara Deasy

Attended by Advisory Committee Members: Diana Baldrice, John Burroughs, Carolyn DeAnda, Steve Dzerigian, Victoria Flores, John Huewe, Jesse Merrell, Valerie Ramsey, Michelle Ricci-Koch, Scott Mosley, and Ryan Watamura (5p-6p).

Meeting Minutes

1. Overview of voting protocols:
 - a. Proposed Change Explained
 - b. Discussion
 - c. A voting member must make a motion
 - d. Another voting member must second the motion
 - e. All votes are tallied and recorded.
2. Review of Proposed Changes to Program Certificates and Degrees (Vote to approve)
 - a. Proposed Change: Create a new course PHOTO 21 Event Photography**
 - i. Reason: Event Photography is an in-demand field that is not adequately covered in other courses.
 - ii. **Decision: The consensus is that this is a beneficial and much-needed course for the program. A vote was initiated to accept the proposed change.**
 - iii. Motion: Valerie Ramsey
 - iv. 2nd: John Huewe
 - v. Votes to Accept the Proposed Change: Aye 11/Nay 0
 - b. Proposed Change: Create a new course PHOTO 38 Professional Photography Practices**
 - i. Reason: Photography has unique practices and client software that are not adequately covered in other courses.
 - ii. **Decision: The consensus is that this is a beneficial and much-needed course for the program. A vote was initiated to accept the proposed change.**
 - iii. Motion: Michelle Ricci-Koch
 - iv. 2nd: Valerie Ramsey
 - v. Votes to Accept the Proposed Change: Aye 11/Nay 0
 - c. Proposed Change: Add the following courses to the Commercial Photography C.A.:**
 - i. PHOTO 21 Event Photography
 - ii. PHOTO 38 Professional Photography Practices
 - iii. PHOTO 67 Intro to Drone Aerial Multimedia
 - iv. PHOTO 77 Drone Aerial Multimedia II
 - v. **Decision: The consensus is that these courses are relevant to the commercial photography industry and should be added to the certificate. A vote was initiated to accept the proposed change.**
 - vi. Motion: Valerie Ramsey
 - vii. 2nd: Carolyn DeAnda
 - viii. Votes to Accept the Proposed Change: Aye 10/Nay 0
 - d. Proposed Change: Create Commercial Photography A.S.**
 - i. Reason: The Commercial Photography Certificate has enough credits to become a degree and it is an in-demand field.

- ii. Possible issue: Will a second degree decrease enrollment from courses that are in the Professional Photography A.S. (PHOTO 15, 18, 45, 49)
- iii. **Notes: The committee decided to table this until a later date.**
- iv. Motion: Carolyn DeAnda
- v. 2nd: Steve Dzerigian
- vi. Votes: Aye 10/Nay 0

e. Guidance Needed: PHOTO 49 Multimedia Photojournalism

- i. Reason:
 1. This course has failed to meet the minimum enrollment requirements for the last 3 years. Due to COVID and student petitions, it has been allowed to run in 2022 and 2023. It was canceled for 2024.
 2. It is part of the Professional Photography A.S. Degree. The 2024 cancellation has left students unable to obtain their A.S. degree.
 3. The Photojournalism C.A. is the lowest-performing C.A. with only one being awarded in the last 4 years.
 4. JOURN 14 Multimedia Reporting covers similar material, are students who are interested in photojournalism getting a Journalism Degree instead?
- ii. Possible Solutions:
 1. Add PHOTO 49 to Professional Photography C.A. and hope it increases enrollment.
 2. Replace PHOTO 49 with JOURN 14 in our C.A.
 3. Remove PHOTO 49 and Photojournalism C.A.
 4. Other option?
- iii. Notes: Diana Baldrice read the JOURN 14 syllabus and found that its emphasis was more on writing (reporting) versus photo/video/audio (visual documentation), therefore, it does not cover the same material.
- iv. **Decision: The consensus is that this course is vital to the program and that the below actions be taken. A vote was initiated to accept the following course of action:**
 1. Change the course name to PHOTO 49 Documentary Media to be more accessible to students.
 2. Add PHOTO 49 to the Professional Photography C.A.
 3. Create a marketing campaign to increase enrollment.
 4. Discuss adding courses to the C.A. at the next advisory meeting.
- v. Motion: Diana Baldrice
- vi. 2nd: Valerie Ramsey
- vii. Votes: Aye 10/Nay 0

f. Proposed Change: Change name of Professional Photography A.S. and C.A. to Photography

- i. Reason: To differentiate from Commercial Photography A.S./Certificate
- ii. Notes: **The committee decided to table this until a later date.**
- iii. Motion: Carolyn DeAnda
- iv. 2nd: Steve Dzerigian
- v. Votes: Aye 10/Nay 0

g. Proposed change: Add PHOTO 49 and PHOTO 18 to Professional Photography C.A.

- i. Reason: To align the Photography A.S. and Certificate
- ii. **Decision: The consensus is that this is a beneficial and much-needed action for the program. A vote was initiated to accept the proposed change.**
- iii. Motion: John Huewe

- iv. 2nd: Michelle Ricci-Koch
- v. Votes: Aye 10/Nay 0

h. Proposed Change: Create new C.A.: Drone Imaging, with the following courses:

- i. PHOTO 6 Digital Imaging
- ii. PHOTO 52 Adobe Lightroom
- iii. PHOTO 67 Intro to Drone Aerial Multimedia
- iv. PHOTO 77 Drone Aerial Multimedia II
- v. GRC 23 Video Editing – Adobe Premier Pro
- vi. Reason: Drone usage has increased significantly in industries such as Commercial Photography, Law Enforcement, Tourism, Film Making, and Agriculture
- vii. Decision: The consensus is that this is a skill that is in-demand in many fields and a much-needed certificate. A vote was initiated to accept the proposed change.**
- viii. Motion: John Huewe
- ix. 2nd: Carolyn DeAnda
- x. Votes: Aye 10/Nay 0

i. Proposed Change: Add PHOTO 17 Classic Black & White to Fine Art Photography C.A.

- i. Reason: 35mm film photography is used in the creation of Fine Art Photography
- ii. Decision: The consensus is that this is a skill that is used in this industry. A vote was initiated to accept the proposed change.**
- iii. Motion: Carolyn DeAnda
- iv. 2nd: Steve Dzerigian
- v. Votes: Aye 10/Nay 0

j. Proposed Change: Changes to Social Media Imaging C.N.

- i. Add GRC 55 Social Media Design
- ii. Convert from C.N. (Certificate) to C.A. (Certificate of Achievement)
- iii. Reasons: GRC 55 can show students how to apply their imaging skills for branding and adding another course will allow the C.N. to be upgraded to a C.A.
- iv. Decision: The consensus is that this is a skill that is used in this industry. A vote was initiated to accept the proposed change.**
- v. Motion: Carolyn DeAnda
- vi. 2nd: Steve Dzerigian
- vii. Votes: Aye 10/Nay 0

k. Proposed Change: Delete Special Event Photography C.N.

- i. Reason: PHOTO 320 has been deleted from curriculum
- i. Decision: The consensus is that this certificate cannot be achieved. A vote was initiated to accept the proposed change.**
- ii. Motion: Carolyn DeAnda
- iii. 2nd: John Huewe
- iv. Votes: Aye 10/Nay 0

3. Adjourn 7 pm