

# LAMC Social Media Strategist CTE Advisory Committee: Meeting Notes

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- **Date:** Monday, March 24, 2025
- **Time:** 4-5:00pm
- **Location:** Zoom, <https://laccd.zoom.us/j/5172658614>

## Attendees:

### Academic Representatives:

#### Attended:

- Karen Crozer, Ph.D. (Chair of English, Comm, Journalism at LAMC)
- Curtis Stage (Chair of Arts, Media, and Performance at LAMC)
- Vilma Bernal (Chair of Business and Law at LAMC)
- Marla Uliana (CTE Dean and Dean of Arts, Media, and Performance at LAMC)
- Jinah Kim (Chair of Comm Studies at CSUN)

#### Absent:

- Tara Ward-Thompson (Dean of English, Comm, Journalism at LAMC)

### Industry Representatives:

#### Attended:

- Anthony Melleka, Social Media Business Owner
- Tommy Tung, Marketing Professional
- Alex Lang, Social Media Business Owner
- Melody Mooney, Marketing Professional
- Laura Rodriguez, Social Media Professional

#### Absent:

- Kristi Fisher, Social Media Business Owner and Subject Matter Expert for Meta's Community Management Certification Program

## Meeting Purpose:

To evaluate and revise the proposed Social Media Strategist Certificate of Achievement (CTE) curriculum to enhance graduates' employment readiness and industry alignment.

## Welcome and Introductions (10 minutes)

- Opening remarks by the Dr. Karen Crozer, Chair of English, Comm Studies, and Journalism at LAMC.

- Introduction of all attendees (name, title, affiliation, and role).

## CTEs and Labor Market Information (10 minutes)

- Introduction of Career Technical Education (CTE) programs for non-academics by Karen Crozer, Curtis Stage, and Vilma Bernal.
- Review of labor market information (LMI) and core indicator data.

## Curriculum: Initial Structure (10 minutes)

- Presentation of the proposed Social Media Strategist Certificate by Karen Crozer.
- Overview of course offerings, including:
  - Core Topics: Social media strategy, content creation, digital marketing, SEO, and communication.
  - Skills Covered: Social media management, engagement strategies, analytics, and branding.
  - Initial proposed certificate (7 classes, 21 units):

Course	Title	Units
COMM 109	Social Media Strategies	3
COMM 122	Intercultural Communication	3
COMM 190	Communication and New Media	3
ENGLISH 109	Writing for Social Media	3
JOURNAL 043	Principles of Public Relations	3
MARKET 021	Principles of Marketing	3
MEDIA ART 117	Introduction to Social Media	3

## Discussion of Any Proposed Changes (20 minutes):

### Employment Readiness:

The Committee recommended that classes cover design tools such as Canva and CapCut. Laura Rodriguez mentioned that as a social media professional, it is good to know design basics so you can “speak the language” with designers you are working with.

Curtis Stage shared that MULTIMEDIA 100: Introduction to Multimedia Computer Applications covers foundational design knowledge and digital tool awareness. The Committee decided to add this course to the certificate.

The Committee also suggested covering analytics in the certificate. Anthony Melleka advised providing training on back-end SEO writing and shifting mentions of blog-focused content to broader digital storytelling. Curtis Stage shared that SEO and analytics will be covered in MEDIA ART 117: Introduction to Social Media.

The Committee also had suggestions for additions to some classes’ Course Outlines of Record. Since ENGLISH 109 and COMM 109 are new to the District, Karen Crozer explained

that their Course Outlines of Record can still be updated. Laura Rodriguez suggested adding information about legality/ethics (such as IP, copyright, etc.) and basic AI usage to both classes. Anthony Melleka added that good artificial intelligence prompt writing is important. Laura also mentioned that the tool CapCut would be good to introduce in COMM 109. Karen Crozer agreed to make these updates to the ENGLISH 109 and COMM 109 Course Outlines of Record.

The committee briefly discussed whether COMM 122: Intercultural Communication was necessary for the certificate. Jinah Kim shared that either Intercultural Communication or Interpersonal Communication would give students a good overview of systems. Tommy Tung, Alex Lang, and others noted that coursework in intercultural communication would be useful in their current job positions. The committee decided to keep COMM 122 in the certificate.

There was a short discussion of whether ENGLISH 109 should include tailoring to specific platforms, which exists in the current Course Outline. Melody Mooney, Tommy Tung, and Alex Lang all spoke in favor of tailoring writing to the platform used, so this element will be maintained.

### CSUN Transferability Concerns:

- CSUN Comm Chair Jinah Kim shared that none of the certificate classes would transfer for the CSUN Comm Studies major. However, she stated that COMM 122 will transfer to CSUN in the future and that this certificate would give students a strong foundation to major in Comm, Journalism, Business, or Marketing at CSUN.
- Marla Uliana noted that while transferability is good to look at, the most important element of a CTE certificate like this is preparing students for the work force.

### Core Course Adjustments:

Based on the feedback, the Committee decided to add MULTIMEDIA 100: Introduction to Multimedia Computer Applications as a required class to the certificate.

Based on Committee feedback, Karen Crozer will update ENGLISH 109 and COMM 109 Course Outlines to include mentions of artificial intelligence and legality/ethics. She will also mention CapCut as a potential tool in the COMM 109 Course Outline.

## Finalized Curriculum for Social Media Advisory CTE Certificate of Achievement

### New Required Core (8 courses, 24 units):

Course	Title	Units
COMM 109	Social Media Strategies	3
COMM 122	Intercultural Communication	3

COMM 190	Communication and New Media	3
ENGLISH 109	Writing for Social Media	3
JOURNAL 043	Principles of Public Relations	3
MARKET 021	Principles of Marketing	3
MEDIA ART 117	Introduction to Social Media	3
MULTIMEDIA 100	Introduction to Multimedia Computer Applications	3

## Conclusion:

- The committee reached a consensus that these modifications would best prepare students for employment opportunities in social media.

**Meeting Adjourned: 5:00 PM**