



MINUTES
DIGITAL MEDIA/PHOTOGRAPHY ADVISORY COMMITTEE
04/23/2021 - ZOOM

Date of Meeting: 04/23/2021

Members Present: Bryan Bowhall, Tasha Brown, Zora Carrier, Jack Conely, Barton Gilmore, Ed Gonzalez, Barbara Hubbard, Bryan Voliton, Melvin Young,

Members Excused:

Others present: Marilyn Brown, Jacob Wortock, Theresa Afify

Call to order: Meeting Started at 12:00PM Tasha Brown Advisory Committee Chair opened the meeting with call to order and a welcome message. Fall 2020 Meeting minutes. Fall 2020 meeting minutes were approved by the committee.

Previous Minutes Approved:

Motion by: Jack Conley

Second by: Bryan Voliton

Approved by quorum

Unfinished Business:

1. The BAS in Digital Media Graphic Design and Digital Video application is being finished up to be submitted May 2021.
2. The Digital Media Academic Chair and Full Time Faculty positions are on hold until further notice due to COVID 19 pandemic.
3. Currently there are two full time faculty: Dr. Muehl (Acting Academic Chair) and Ragan Brown.
4. When hiring freeze is lifted we will be looking to hire two additional FTF and may ask Advisory Committee members to participate in hiring committees.

Program Updates:

1. The Unduplicated Student Count 2018 – 360, 2019 – 358, and so far in 2020 – 2012 320.
2. Current Student Count by Program is;
 - a. Digital Graphic Design - 91
 - b. Digital Video Production - 61
 - c. Video Game Foundations - 28
 - d. Digital Media Production UX - 32
 - e. Digital Photography – 25
3. Current Certificate Counts 2019
 - a. Digital Graphic Design - 2
 - b. Digital Media Multimedia Foundations - 6
 - c. Digital Media Multimedia UX Certificate - 0
 - d. Digital Video Production – 15
4. SPRING 2021 Semester started January 11, 2021 All courses are being delivered remotely.
5. Summer 2021 Semester will start May 17, 2021 All courses will be delivered remotely.
6. Fall 2021 Semester will start August 16, 2021. Many classes will return to campus. About half of the classes will be held on campus and half remotely.
7. Photography Update Barton Gilmore: The Photography AS subplan is being phased out due to

low enrollment. The Photography certificate has been updated and to an 18 credit program and is financial aid eligible. PGY2800 and PGY2407C have online options. All other courses will be taught on campus.

8. Digital Media AS Subplan and certificate downsizing plan has been approved by the VPAA and curriculum. There are now two AS subplans, Digital Graphic Design and Digital Video Production effective Fall 2021. There are three certificates, Digital Media Foundations, Digital Graphic Design and Digital Video Production also effective Fall 2021.

Subcommittee Reports: N/A

Student Update: N/A

Career Outreach Specialist:

1. Outreach Events – Theresa Afify
 - a. This past spring, the College actually reduced the number of college wide events so we did see a drop in some of the offerings that we do. One of the things that we wanted to make sure, because we are always available on campus for students to drop in but also offer some virtual drop ins.
 - b. Twice a month During February, March and April we hosted a career drop in for students that wanted to come in and talk about resumes and career exploration. We let students know we are there for them and that we could set up an appointment afterwards. We will carry this practice forward into the summer and likely during the fall as well.
 - c. We hosted an event called blank pages, the art of collaboration. We had five panelists attend, we had someone from gallery 909 fairgrounds visit SPC Clearwater. This helped students understand the importance of collaborating not just with creatives but with people who are not creative themselves and how to interact with them. Digital Media had partnered with MIRA to host that event.
 - d. Career services hosted a wide array of events throughout the semester. There were events for personal branding, resume writing, mock interviews, and LinkedIn social media. The social media manager from SPC spoke directly to students.
 - e. This summer and usually every summer, we are hosting a virtual career connections training. It's an all hands on deck kind of thing we do have recruiters, all of the career outreach specialists, and faculty.
 - f. I always just want to put a plug into your ear is, if you have any job openings if or if you know of any companies that are looking to hire, refer them to SPC tie ins, this is where students do go to look for internships, volunteer opportunities, a events, and job opportunities.
2. Employment and Internships - Jacob Wortock
 - a. SPC is always looking for new and exciting and innovative ways to partner with the industry. Not only you who are here today, but people that you know that are connected in the industry that may want to work with SPC students. We're always trying to infuse this as much as we can into the curriculum and into outside activities as well, like the informational nights and the networking opportunities. It doesn't have to be an internship or a job, it could just be in parting wisdom by sharing stories and sharing experiences.
 - b. Bryan Voliton back in the fall you mentioned just how critical it is to be working with these students and coaching them along the way, so their expectations of what the world of work looks like after they finish their degree is so critical. We would like to be working directly with them sooner before they graduate. When industry professionals come and share stories with students it can spark them to say hey you know what, this is probably

something I should be working on now and starting to develop. With the internal team, the professor's and you guys really are the catalyst.

- c. Give them a wake up and say well okay yeah you're studying you're doing great you're learning all these things, but we really need to start be focusing on developing those interpersonal skills, communication skills, networking, professionalism, etc.
- d. We're going to schedule a lot of virtual job fairs this year. We're definitely looking at hybrid models going into the fall semester and to open more networking opportunities on campus
- e. The fall as well, but we still are going to be offering those online options, I think, as well, I think there's definitely room to have both of those things.
- f. Please me or Teresa know if you have hiring opportunities, internships or freelance projects that you're working on or know of anybody who is. We're always looking for those types of things. The best place to post these opportunities in on hire SPC. Please go to hire SPC to post jobs, events, and informational updates to streamline communication to students as much as possible.
- g. If you're looking for ways of connecting and partnering with SPC, please feel free to reach out to me or Theresa by phone or email. We'd love to love to chat with you guys outside of these meetings and see how we can kind of partner more throughout the year.

New Business: John Muehl

1. Digital Media BAS program update
 - a. We are moving closer to final submission of BAS Digital Media Degree with submission in May 2021 and hopeful approval in the Fall 2021.
 - b. The BAS course pathways for both the Digital Graphic Design and the Digital video subplans were presented to the committee. After a short discussion, the committee was asked for a consensus on the curriculum.
 - c. All members approved, no dissents.
2. Digital Media Online: Currently in QM Development Process
 - a. DIG1004C Exploration of Media Tools (Moved Back 2022)
 - b. DIG2131 Digital Art and Design (In progress)
 - c. DIG 2200 Introduction to Digital Media (In progress)
 - d. DIG2302 Introduction to 3D (In progress)
 - e. DIG 2410 Basic Scripting for Videos (In Progress)
 - f. DIG2251 Sound for Media (Fall 2021)
 - g. DIG2100 Web Design 1 (Fall 2021)
3. Digital Media Fully Online Option Proposal (Approved by VPAA)
 - a. Students who select "fully online" must agree to purchase or own acceptable computer, enroll in Adobe Creative Cloud, and verify having sufficient Internet access.
 - b. Students who select Digital Video subplan must purchase a camera kit.
 - c. Offer every section of Digital Media courses online or Live Online. Offer additional sections on campus for locals. Local students will end up taking some online classes.
 - d. For selected specialty courses such as Studio Production, Offer Saturday half day Seminars two or three times a semester (Open to all Digital Media students).
 - e. Also offer weekend Special Subject seminars like lighting, green screen, UI/UX etc. (also open to all Digital Media students).

The Digital Media Fully Online Option Proposal was presented to the committee. After a short discussion, the committee was asked for a consensus on the curriculum.
 - f. All members approved, no dissents.

Industry Updates & Discussion:

Open Discussion: Tasha Brown

Tasha Brown: Yes, so we're now at the industry updates in our open discussions, this is the time for our partners to tell us more about what's going on within their world the industry anything we need to be made aware of, as we teach our students, so the floor is open for comment and dialogue.

Bryan Voliton: I think it's cool what you guys have put together for the BAS program and the online option. Everything looks as though it's going to be super beneficial for a lot of the students. I was in a meeting today and we were talking about marketing and social media and finding people for those things and It made me really think about how there are a lot of smaller businesses, smaller companies that have the same needs as big companies and they don't really know where to find people, so it was good to be reminded that SPC is there and a lot of what I saw in the BAS program makes me feel really encouraged to start sending people that direction, because it looks like they will be taken care of by the students because what they'll be learning in this program feels more cohesive.

John Muehl: Thank you, Brian that's what we're shooting for.

Jack Conely: I'd like to back up what Bryan said, I think you guys have done a terrific job. And I love to be reminded, even though it has been such a longtime relationship, but that just this just this semester, WEDU aired three Arts Plus segments. Those students are providing use those segments and we put them into the program but we're paying others to do that work. Months in months out across the years we've been doing this' placing the students in real world examples that potentially they could be paid for in the future and as soon as they graduate, they could come and to the workforce and get paid. I'd be happy to share a letter on WEDU letterhead that that reinforces that we've been doing it for over 10 years now and it's just terrific. Just to remind the rest of the group here that Arts Plus is what WEDU calls our weekly arts magazine program. We produce a local segment and then in these three cases, the students at SPC produced the segments, we combine them with three other segments that are from a collaborative of stations working together so it could be Chicago, Denver, Houston, New York whatever. There's no guarantee, but over the years we contribute the SPC segments to a common pot that about three dozen of these stations across the U.S. contribute to. There have been quite a few of the SPC student produced that have been included as part of a similar magazine program in Denver or in Houston etc. It is a real resume building real world experience. Thank you and I am excited about the four-year degree program that's just been a long, long, long time coming.

Zora Carrier: I wanted to just continue, I wasn't sure if the programs are somehow are concluded with a capstone project. I am working at Florida museum or for the graphic arts and just to give us an example we did have a group of students from USF who worked on a capstone project for of our market research and communication research and actually just hired one of the students that worked with us on this communication project and the this young man is graduating in May, and we are looking forward to include him as a part of our team, and he will work on our communications. So I was wondering if we can put let's say group of five or six students on a graphic design capstone project for a company. The first thing is its enormous experience working with a real-world client but the second thing is that's where the employer can see the students working and see their work at the exceed their level of knowledge and reliability. And can decide to hire them because they're already in touch for a whole semester, so I think this is something that other schools are using exactly for that purpose. And I would definitely welcome a group of students from SPC. We do have a history of having interns, but I think working on the capstone project is a better platform for the students to show what they know and how ready, they are. So I just thought that we can consider that, and if we do, then I definitely think that the

museum can accommodate this kind of student work.

John Muehl: Zora, excellent question and, yes, the associates degrees and the bachelor's degree all have capstone courses in video and graphic design and as a matter of fact, the Advanced Videography class that does the segments for WEDU Arts Plus is their capstone course. We would love to do that and I'll get your number, and we can talk. Absolutely, you have my email and we can definitely work on that and I'll be happy to make myself available for the capstone.

John Muehl: I'll be in touch quickly.

Zora: Thank you.

Melvin Young (Student Representative): I'm really excited about this program going forward. I can't wait to just watch it grow and be part of it.

John Muehl: Thanks Melvin. Melvin is one of our students who's always around practicing and learning, Every time I'm on campus he's there.

Melvin Young: I just try to use utilize all that awesome equipment that is afforded to us.

Barbara Hubbard: If I might, I'd just like to thank all of you for being our partners for all these years. Jack and Tasha, you guys are our bedrock foundation, and I think going forward with all of you helping to educate the folks in Tallahassee that will be looking at our application. What they're concentrating on our students finding jobs. We need to reinforce the understanding that our students will be prosperous, not only in the Florida market or in a small mom and pop organization, but that the entire world is their job market, so I would ask that if you can help us influence and to help legislators understand what it is that we do. With COVID we had a little bit of a challenge, but a lot of us continue to work, and I think if we can hone in on that, we can probably convince those who would give us the gold Star and let us continue training a new workforce will be well served by our BSA program. Thank you all for all the support that you always give us.

John Muehl: Thank you all for coming We appreciate you being here and got through 24 slides and 45 minutes, so looking good. I'll be contacting probably in November to plan for the next meeting in December. I'll turn it back over to Tasha.

Tasha Brown Committee Chair: I have nothing more so if there's nothing more from anyone else on our committee, can we have a motion to adjourn the meeting.

Bryan Voliton: I make a motion to adjourn the meeting.

Tasha Brown: Thank you and may we have a second.

Zora Carrier: Second.

Tasha Brown: Thank you everyone for attending. I hope you all have a great weekend and, as always, thank you for your commitment to the St. Petersburg college and our advisory board.

Meeting Adjourned 12:47PM.

Program Needs: N/A

Adjournment: Meeting adjourned at 1:00PM EST.

John M. Muehl

Secretary