

St. Petersburg College Digital Media Fall Advisory Committee Meeting Minutes

Date: September 24, 2015

Time and Location: 10:10am, Room 310/Production Studio, Seminole campus

I. Introductions

- a. Committee Introductions: Barbara Hubbard, Interim Program Coordinator, HUM/FA/DIG, Jonathan Steele, Dean of Humanities /Fine Arts.
- b. Attendees: Jack Conely, Larry Jopek, Esteban Valdez, Sandra Decarlo, Jonathon Steele, Paul Sorice, Jonathan Sullivan, Delynda Keefe, Ragan Brown, Laurie Tenzer, John Muehl.
- c. Approval of previous meeting minutes.
- d. Opening remarks from Jonathan Steele and Barbara Hubbard.

II. Program Updates and Announcements (cross ref with agenda).

- a. Barbara Hubbard gave Digital Arts update including curriculum updates and industry certification of ACA for Photoshop and Premiere Pro; Talk about student readiness and tools for accomplishing portfolio and workforce skills prompted dialog among members including our newest member Mr. Valdez.
- b. Changes to the Curriculum:
 - New A.S. courses for spring 2016:**
 - DIG 2131 Digital Art and Design
 - ENT 2612 Creativity and Innovation in a Business Environment
 - New Certificates for spring 2016:**
 - Digital Media Multimedia Foundations 15 credits
 - Digital Media Multimedia Presentation 17 credits
- c. Dean Steele updated the Board on the Bachelor program. The college is moving ahead on the BAS AET after a momentary State of Florida “pause” earlier this spring. SPC intends to pursue the BAS AET with coursework and program design to the State by January 2016 with a possible roll-out date of fall 2016.
- d. Program enrollments updated by Sandra Decarlo: 289 declared A.S. Degree students. Graphic Design and Video Production with the larger of the sub-plan enrollments; followed by Game Foundations, and Web Design. Less than 20 students enrolled in certificate programs within the degree, since many of the Digital Certificates are ineligible for financial aid.
- e. Wave Club and SEMmy’s student involvement updated by Prof. Keefe. Delynda indicated recruitment efforts for the WAVE Club remains

challenging since many of our students are busy, non-traditional populations with little free time for extracurricular activities.

SEmmys are April 19th 2016, and entries are due toward the first part of March. Our speaker is Dave Cross.

- f. Hardware/software updates presented by Jonathan Sullivan. We have moved all Digital Arts labs into the UP building, thereby grouping many of our classrooms and studios together.
- g. John Muehl hosted the Advisory Board members on a tour of the new 4K digital production studio.

III. New Business/Board Resolutions:

- a. Digital Arts Equipment List was discussed and members voted for funding unanimous vote.
- b. Discussion about investigating program subscription to Lynda.com for all faculty and Digital Media students to help with e-learning and software updates since traditional books are not keeping pace with Adobe software changes. Members voted unanimously to pursue Lynda.com as an alternative to texts.
- c. Board approved new courses and curriculum for spring 2016.
- d. Unanimous vote to elect Paul Sorice as Board Chair. He was approved for a 1-year term.

IV. Board Comments:

- a. Questions regarding 4 year curriculum; members expressed willingness to help formulate 4 year curriculum with program faculty.
- b. Advisory members expressed a willingness to participate in developing content for ENT 2612 in a two week workshop class format.

V. Open Discussion (All members)

Adobe Flash viability/Animation industry skills-Esteban Valdez

Internships-Larry Jopek and Jack Conely.

Updates to video studio-John Muehl.

Adobe non-support of printed texts/licensing- Ragan Brown, Laurie

Tenzer, John Muehl,

Delynda Keefe.

VII. Next meeting date: **March 25th 9:30-11:30 @ Seminole campus**

Meeting adjourned: 12:00 pm

Minutes recorded by Barbara Hubbard

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