Date of Meeting:	12/10/2021

Members Present: Bryan Bowhall, Tasha Brown, Zora Carrier, Jack Conely, Ed Gonzalez, Barbara Hubbard, Bryan Voliton, Kevin Echemendia, Ken Hannon, Eddie Ocasio, Pepito Valdes

Members Excused:

Others present: 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. Spring 2021 meeting minutes were approved by the committee.

Previous Minutes Approved:
Motion by: Jack Conley
Second by: Zora Carrier
Approved by quorum

Program Updates:
1. Current Student Count by Program is;
    a. Digital Graphic Design - 126
    b. Digital Video Production - 72
    c. Video Game Foundations - 16
    d. Digital Media Production UX - 16
    e. Digital Photography – 13
    f. Total - 243
2. Current Certificate Counts 2019
    a. Digital Graphic Design - 2
    b. Digital Media Multimedia Foundations - 7
    c. Digital Media Multimedia UX Certificate - 0
    d. Digital Video Production – 6
    e. Total – 15
3. Course Delivery
    a. Spring 2022 Semester Started January 10, 2022
    b. Summer 2021 Semester Starts May 16
    c. Fall 2021 Starts August 15???
    d. Seeking balance between course delivery about 50/50% online/onground
    e. *Will adjust according to COVID 19 situation if need be.

Photography Certificate Update (Barton Gilmore)
The photography certificate is designed to equip students with the essentials and basic skill sets to succeed in the photographic industry.
PGY 2800C Digital Photography 3 credits - F2F and Online Modality options
PGY 2404C Intermediate Photography 3 credits
DIG 2115C Digital Imaging 3 credits

PGY 2750C Introduction to Video production 3 credits
PGY 2201C Photography Studio Lighting 3 credits
PGY 2215C Professional Studio Portraiture 4 credits
PGY 2470C Themes for Photographers 3 credits - F2F and Online Modality options (Internships available)

Finished Business:

1. Subplan and Certificate Downsizing Approved! Took effect beginning Fall 2021
   Reduced to 2 AS Subplans Graphic Design and Digital Video
2. Teach out in progress - Video subplans Game Foundations, Digital Media Production UX, Digital Photography Teach out in Progress - Digital Media Multimedia UX Certificate
   Teachouts expected to be completed by Spring 2023
3. Program Leadership
   Program Director II Hired – Dr. John Muehl
   Full Time Faculty Hired - Krishna Sadasivam
4. Four Year Program – In Waiting Mode, Hopeful for good news Spring 2022!!!!
5. Student Success – Christina Souders DM A.S. Graduates Tomorrow. Starting new job Jan 10 Suncoast Credit Union as Graphic Production Specialist! Important for how State of Florida reports job placement as W2 jobs. State has not yet grasped the 1099 work force for reporting.
6. General Education Change: State of Florida now requires 3 Credits of Science. To maintain program course continuity, will replace Speech with Earth Science Speech oriented exercises will be amalgamated into DIG courses to ensure that speech requirements are met.

New Business:

1. Program Growth – Course Development/Quality
   a. DIG2131 Digital Art and Design (Completed)
   b. DIG 2200 Introduction to Digital Media (Completed)
   c. DIG2302 Introduction to 3D (Completed)
   d. DIG 2410 Basic Scripting for Videos (Completed)
   e. Ed Gonzalez (QM Developing Faculty) explained the process of QM course design at SPC to the committee. Process improves clarity, consistency, and competency of courses regardless of delivery method.
2. SPC Advisory Committee Summit Outcomes
   a. Advisory Committee Involvement Top 3 Ideas
   b. Recruitment, Connections, Involvement, Personal Networking, Marketing Push
   c. More Meetings Than Twice a Year, Remote Meetings, Recordings Available
   d. Assignments for Members to Bring Back to Meetings, More Productive, More Hands On
   e. Upcoming Opportunities
      i. FAMA Awards Show Tuesday April 12th 7:00PM
      ii. BAS Curriculum Guidance Spring 2022???
      iii. Dr. Muehl will be reaching out to committee for guidance and participation in Spring 2022
3. Program Outreach
   a. WEDU aired 3 more SPC student produced segments on Arts Plus (Thank you Jack Conley and Farah Vickery) You may view them at
      https://www.wedu.org/shows/artsplus
      Living Color Aired 7/1
      Calm in Painting - Aired 7/15
      Owls Nest – Aired 8/5

A Moment in Time – Slated to air 01/16/2022
b. Two Stories Media Scholarship and Internships (Thank you Kevin Echemendia)

Subcommittee Reports: N/A

Student Update: N/A

Career Outreach Specialist:
1. Outreach Events – Theresa Afify
   a. The SEC has reported that SPC actually contributed $1.2 billion to the economy in Pinellas county based on the impact of SPC operations, students and alumni.
   b. You all, should have received an email recently for the Advisory Committee awards ceremony, May 20 from 7am to 9am. It will start with a breakfast on the Seminole campus in the Conference Center from seven to eight and then the award ceremony will be from from eight to nine. There is also a virtual option, so if you aren't able to attend in person, there will be that option as well.
   c. To showcase some information about our students here SPC 73% are part time and 72% actually attend, while working. Almost 50% of our students are over the age of 25 with 38% being minorities 31% having children and 70% of our students receive financial aid.
   d. Career Services had an orientation for DM students at the end of July going over the programs for the students to know and be successful as they go through, stressing the importance of meeting with their academic advisor, going to the different events, and networking as well as meeting with career services with a resume and the importance of their internship towards the end of the Program.
   e. Throughout the Semester career services hosted a boot camp series of similar information just going over resumes, Linkedin, and mock interviews getting students ready for the workforce and preparation, and also for the career fairs that we've had hosted including a face to face career fair. In conjunction with Career Source Pinellas, we also hosted a face to face career fair, which was a STEAM career fair, so it focused on the science, technology engineering arts and math. The employers that were there were hiring for those positions in that industry and then also we had a virtual career fair we had partnered with analysis urban league. We had almost 25 employers attend so it was great to see the Community coming together to hire some of our students. You all have heard me say this several times, if you know anybody that's hiring please encourage them to post their internship or employment opportunities on higher SPC Titians, if you want to refer them to me please do so, I can definitely get them hooked up to be able to post on there as well.
   f. Between the last meeting and this meeting we actually lost one of our Members to recruitment services, Jacob Wortok who was our employment and internship coordinator was promoted to the role of Director of recruitment services back in June and in the interim I have been helping with internships so for the fall and the spring semester, I have also been working with the students in that area.

Industry Updates & Discussion:
Open Discussion: Tasha Brown
    1. Bryan Voliton: (Concept and Idea Generation)
        a. From spending some time with the with the students after they've come from class and because so many of them do have full time or part time jobs and families and such, I see

there's a little deficit on concept and idea generation and things of that nature, and it leaves me wondering, is there time for that inside the schedule or inside of class getting ideas approved in class before they move forward, or some way for them to build confidence around the idea that they have before they start to move forward. I see a lot of students that don't know if the idea that they have is actually going to work towards the project that they're producing so there's usually a question that I am usually left with.

b. Ed Gonzalez: One of the things I always do is ask students to submit assignments early so I can give them feedback to make sure they are on the right track. Some students totally get it, and some just don't get it at first. I find, though that their course load is so heavy and their work and personal lives often leave them not knowing whether they're coming or going.

c. Dr. Hubbard: It's definitely been happening over the COVID semesters which just seems to be one big blur and it's a national problem, as well as a local problem and it happens to deal with student readiness and the mental efficacy of living the lives we're living now in this in this very unpredictable time. So we're seeing this type of unpreparedness throughout all of the College in many of the disciplines and what we're finding is going forward in the spring semester we are building in time actual time in between some of the academic classes, which all of our students, regardless of age or as have to take. In the old days, which was you know just an hour ago, students would load up on four classes and put them in the most convenient times for themselves. We have found out from looking at data and statistics that this may be convenient, but it's not student success driven. So barreling through those four classes in the most convenient time so that they can get back to their families or go to work has produced probably failures in one or more classes. So, while it's not easy to tell students that yes, school should be convenient, but it also has to be meaningful. We are building into all of the academic classes, the English, the science, the humanities, a 40 to 45 minute time gap between taking those classes. While we had a little pushback, we're going to start to collect data over the spring semester, to find out if that 45 minutesgives them a little time to stop and talk with their tutor or maybe have a coffee with other students or colleagues and mull over some of these ideas, whether it's in digital media or in English or in mathematics and basically force students to take the time to be more successful. Statistically, we will look at that very carefully and see if that 45 minutes in between class will help our students. We feel it will, but we will keep you updated on that.

d. Bryan Voliton: What you're saying is definitely answering the question because I see a lot there's alot students that come in and for whatever the circumstances are, it's the last minute and I really can't help them from a Tutoring perspective because it's too late. What I found myself able to help them with is how to get prepared for the next time or how just to be able to cultivate that thinking and planning into their course work.

e. Kevin Echemendia - I like the time component, just for the record it's something that everyone needs more of, and I agree it's very hard to find. Here I am running out of time today and I jumped on the meeting about 20 minutes late so I'm guilty of it, too. We all are, I think. My question, though, is in terms of practical experience in terms of gear and knowledge, what are the biggest issues that you all see with students in the classroom? Are they're not able to get out in the field and shoot and Edit, or are your resources low? And then in that same vein, is their workload in terms of practical components, you know editing something, shooting something, writing scripts? I'm still very new in terms of being involved with the College, but I'm just kind of curious what pitfalls, or what issues you guys are currently seeing that maybe we can help with?

f. John Muehl - That's a really good question as far as video is concerned, we are in very good shape, as far as having enough equipment for our students to use. Many of them have their own equipment, we always tell them to bring it in, so we can look at it before we let them use it in class. Equipment wise Perkins Grant has been very generous to us and also the Federal Cares act has allowed us to really stock up our equipment in the video area. We have great computers on campus for the students to use during class. If they want to come in, we have our Tutoring area where students can come in and work with tutor directly. As far as their time goes, we try to give them ample time in the classes, typically a full week to finish a project. It also depends on the class. For instance in Advanced Videograpy, students have the whole semester to come up with an idea, script, storyboard, shoot, edit and finish a video segment for the WEDU Arts Plus program. So it depends on the course and it depends on the level of the course as to how we handle that.

g. Kevin Echemendia – That makes sense. I just wanted to make sure if there are additional elements that are needed for the students, were just made aware of it. I know we might not all be able to help you purchase gear monetarily or time wise, but if there is a direct need just, just let us know and you know might be surprised what we can facilitate.

h. John Muehl – Thank you Kevin, that helps. We're up to an hour now, does anybody have any last comments.

i. Barbara Hubbard - I just want to thank all of you for the selfless service that you give to this advisory board committee, we couldn't do with without you. I appreciate all of your input, those of you who are taking our students and molding them into the designers and the creative force of tomorrow. I'd like to just thank you all, and to wish you all happy holidays and we'll see you next year.

j. Tasha Brown - Thank you, everybody as Barbara has well stated, for your support, the ideas and the conversation. It is a healthy dialogue to help us and make our program better, so thank you. That being said, everyone go have lunch, enjoy the rest of your day, have a happy holiday season, and stay safe. Thank you for joining us again today, bye bye!

k. John Muehl: Thank you all very much.

Meeting Adjourned 1:02PM.

Program Needs: N/A

Adjournment: Meeting adjourned at 1:02PM EST.

| John M. Muehl | **Secretary** |