



Web Design & Development Advisory Committee
MEETING MINUTES
Monday, May 4, 2014
6:00—8:00 p.m.
Joan Stout Hall, Room 242

Members Present: Aaron Johnson, Committee Chair, Jama Software; Bryan Helfrich, Formos; Eric Preisz, GG Interactive; Matt Cole, Ambient; Nathan Kostrba, The Columbian

Members Absent: Sarah Byars, Committee Vice Chair, Vitamin Talent; Bruce Wilson, Formations Design Group

Clark College: Robert Hughes, Professor/CTEC Department Head; Kristl Plinz, Computer Graphics Technology Department Head; Instructors Christopher Martin and Bruce Elgort; Genevieve Howard, Dean of W/CTE; Cathy Sherick, Associate Dir. Of Instructional Planning & Innovation; John Maduta, Advising Divisional Mgr.-Professional Tech Programs; Andreana DiGiorgio, Committee Coordinator

Aaron Johnson called the meeting to order at 6:05 pm. Bruce Elgort introduced Clark graduate Troy Uyan who is 20 years old and was recently hired by Clark County as a web designer. Troy spoke later in the meeting.

Next, the committee voted unanimously to approve the October 27, 2014 meeting minutes as written.

Office of Instruction Updates

O.O.I. Associate Director Cathy Sherick made some announcements.

- **Advisory Breakfast March 18th** Speaker, Scott Bailey, Economist and Clark Faculty spoke about the regional economic outlook. Looking forward to Advisory Members joining us for the 2016 Advisory recognition event, during spring term. Cathy asked what people thought of the event, and if they might share any specific recommendations for next year? Overall this committee liked the event.
- **Upcoming Advisory Training** for advisory chairs and vice chairs on the Advisory Committees' responsibilities, processes and schedules. Slated for the week of September 14th, 2015, it will be on the Clark main campus. The inter-active event will be from 5:30 to 8:30 p.m. and will include dinner. If there are any items that committee members would like to see included in the training, contact Cathy at csherick@clark.edu.
- **Advisory web page** will be the primary location for all information regarding the committees. Office of Instruction will be posting articles of interest, economic studies and other information. Members are encouraged to send links and information of interest to post on the site too.
- **Clark College Strategic Plan 2015-2020** was adopted in March of 2015. The organizational management process was used to set priorities, focus energy and resources, strengthen operations and ensure that stakeholders are working toward common goals. The plan will be the over-arching document linking academic, enrollment, retention and other future plans for the college. Please visit the main Clark College web site to read the plan.
- **Clark College Academic Plan is in the works!** The academic plan process is under way at Clark with faculty and staff gathering ideas and building consensus. Under construction over the coming months it is anticipated to be adopted in the fall of 2015.

Director/Division Chair Report

Enrollment. Bob reported that there are 24 enrolled with 71 students in the pipeline for a total of 95 students currently involved in Web Development Design and Development-related programs

High School Web & Programming Initiative. CTEC delivered three courses for the iTech Preparatory School at WSU-V during the 2014-15 year: CTEC 122, HTML Fundamentals in fall, CTEC 121, Intro to Programming & Problem Solving in winter; and CTEC 126, Java Script in fall. Bruce reported it was a success. He had students aged 13 to 75 years of age. Six high school students successfully completed all three courses. Bruce gave a report on his experience with the challenges of teaching different ages and the complexity and workload involved in delivering these classes in this setting.

Web Design & Development Curriculum delivery 2015-16. Bob said this year enrollment numbers were very low so did not stage two courses: CTEC 228, API & Advanced Integration (fall 2015-Hybrid) and CTEC 260, WordPress II (winter 2016-Hybrid). Qualified students earned their credits in these classes through Special Projects.

Bob said next year they will have the first group of non-Math 095prerequisite students for the CTEC 121 Introduction to Programming and Problem Solving class. A new course was developed and approved this year, PTCS 110, Professional Technical Computational Skills that will serve as a computational general education requirement for AAT degrees. This is course intended for students enrolled in career & technical education programs. It includes topics from algebra, geometry, statistics, inductive reasoning and trigonometry with an emphasis on applications and measurement.

Work Plan

Facilities & Equipment Update

- A purchase of computer chairs with FEES account was made. Lab chairs were \$460 each for a total of \$23K. Any leftovers will go into the other lab.
- Lynda.com classroom “pilot” course (CGT 103). The Linda.com library has a big bank of lectures that can be used to build classes based on tutorials available. The cost is \$30 per student, per quarter. May have to charge a student fee down the road.
- CTEC tablets. Has ordered three 11 inch and three 8 inch tablets that will be used in the Web Development classes. These were purchased through the equipment budget and funding provided by the unit Dean.

Curriculum Update

Web Design & Development AAT changes. Bob reported on the CTEC department’s developing courses based on MTAs (Microsoft Technology Associate) Certificates. They are considered lower end certificates but are structured to lead to more substantial certifications. Microsoft has a relationship with a vendor that makes these exams affordable and accessible to serve as a foundation for classroom delivery. Students enrolled in CTEC MTA-related classes can earn MTAs as a part of the class. In the past, students had to take the initiative and pay for their certificates. We can now offer these exams here at Clark College. Over 300 students have earned their MTAs. Bob expanded upon pros and cons of this arrangement.

- Bob handed out a proposal for modifications to the Web Development AAT degree that would include an option for a five credit course CTEC 134, Microsoft MTA Database Fundamentals with students being able to choose one of two web media classes that are currently both required for the degree-- CGT 104, Web Multimedia Content I or CGT 201, Web Video Production towards the degree. Bob said he’d like to get this into the 2016-2017 catalog so a discussion and possible vote would be appreciated. The degree would then have a total of 91 credits. *A motion was made to accept the changes to the Web Development Associate in Applied Technology as outlined by Bob. The motion was seconded and unanimously approved by the committee.*

Bob also noted that after the meeting he would be heading to Seattle to attend the annual Center of Excellence meeting where common course numbering for applied technology courses will be addressed. This numbering will make it much easier for students to bring previously taken courses to another college and have the course easily accepted towards their degree.

Industry & Real World Learning

Bob asked WDD AAT graduate Troy Uyan to explain his new position as a web developer for Clark County. He said his job encompasses all aspects of web design and development including user analysis, as well as both front end and some back end development. He began as a Running Start student looking towards a graphics design degree. Midway through he decided to change his program to the WDD AAT degree. He discovered the opportunity for an internship at Clark County and later applied for a full time position and was subsequently hired. Bob asked what helped him acquire the position. He said he was very well prepared for front-end development, building framework from a mock up, etc. He said knowing UX was helpful. Troy suggested that more stress on presentation and knowing how the whole picture and how all elements tie together could be useful to the WDD curriculum. He works on a six person team that utilizes the Drupal environment. The Clark County website is getting an entire overhaul this summer

Marketing & Recruitment

- Vancouver School District has some articulation agreement with Clark College CGT classes where high school students can earn Clark college credit for successfully passing courses equivalent to our courses in Photoshop and Illustrator. Kristl reported she is working with Clark Office of Instruction and Vancouver Schools to expand upon existing agreements.

New Business

Budget update. Dean Genevieve Howard spoke about the budget cuts. She said they don't know yet how much we will get from the legislature/state. However, Clark is being proactive. They are looking at program eliminations and reductions. She said we are currently as lean as we can go. The college is looking at each program, certificate and degrees, and departments. Part of the conversation will be based upon how each program supports the community? She said by fall there will be information coming out about where the cuts will be. There needs to be a \$3M budget cut. Any changes the college makes will not going to happen till winter. The academic master plan is driving this process and will impact the cuts. She'd like to see Academic Master Plan a standing item on this Advisory's work plan.

Internships and classroom client work. Kristl handed out information about scholarship funds, internships, and a sheet for the members to fill out giving her some ideas for industry contacts for coop/internships. At a future meeting, Kristl would like to brainstorm how to start a scholarship fund. Next, she asked the members to forward her any ideas regarding industry contacts, internships, field trips, etc. Kristl then showed some student projects.

The remainder of the meeting was spent discussing industry, jobs, applicants, experience and hiring information.

Next Meeting Date

The committee agreed to meet again October 19, 2015 at 6:00 p.m.

The meeting was adjourned at 7:26 p.m.