

**WEB DESIGN & DEVELOPMENT ADVISORY COMMITTEE**

**Meeting Minutes**

**Tuesday June 6, 2017 \* 6:00—8:00 p.m.**

**Joan Stout Hall, Room 116**

**Members Present:** Aaron Johnson, Committee Chair, Aerotek; Troy Uyan, Clark County; Bryan Helfrich, Formos; Christine Watson, Formations Design Group

**Members Absent:** Bruce Wilson, Formations Design Group

**Clark College:** Kristl Plinz, Professor/Computer Graphics/Web Department Head; Robert Hughes, Professor/CTEC Department Head; Bruce Elgort, Instructor; Scott Clemans, Career Services; Nichola Farron, Secretary Senior - Advisory Committees

Committee vice chair Troy Uyan called the meeting to order at 6.01pm and introductions were made: the Chair arrived shortly after.

Minutes of the Previous Meeting

*The minutes of November 3 2016 were presented. Following a request for two minor typographical corrections from Christine, Aaron made a motion to approve. This was seconded by Troy and passed by the committee.*

Next Meeting Date

The Committee will meet again on Tuesday November 7 2017 at 6.00pm

Office of Instruction Announcements

Nichola made the following announcements:

Clark College will hold graduation at the Sunlight Supply Amphitheater on Thursday June 22 at 7:00 p.m. It is a great way to celebrate the work of the committees. There is always a need for volunteers at the event, if you are interested please let us know.

July 13, 2017 – Evening event to recognize our committees and the terrific volunteers that come to meetings two times a year to support students. Watch for additional details to arrive via email.

Updates

Enrollment - Bob outlined that there are 106 students, with seven new additions in in web development, but a loss of four in web and graphic design. Overall, the program is maintaining consistency in enrollment numbers.

CTEC 112 Launch – Bruce outlined that the course uses programming concepts such as JavaScript, which poses challenges in comparison with Python, for example. Unlike the Python class, this does not require the same level of math abilities and as such, Bruce was pleased to report that there was no attrition.

The course uses the same textbook as the University of Washington but has a different approach to help students succeed. There is a hope that next spring there will also be the option to offer C# in conjunction with the MTA software development class.

Student Presentation

Students Jen and Heather gave the committee a presentation on the website they had been asked to create for the Historic Covington House – [www.covingtonhouse.org](http://www.covingtonhouse.org). Managed by the Ladies of Vancouver, the non-profit did not have a web or social media presence before connecting with the students.

The students demonstrated the new webpage that represented a rebranding for the house utilizing some of the non-profit’s pre-existing existing designs, e.g. a graphic from their letterhead. The students spoke about how they had come to appreciate the impact of their work: with low membership and poor outreach, the Ladies of Vancouver had been at risk of losing their status. The website, and a Facebook page the students developed, helped to demonstrate the viability of the group.

The students have agreed to continue to help the group, have provided instructions for updating and will be able to include the project as part of their portfolio.

Instructor Chris Martin explained that the class had five outreach projects underway, and shared with the committee the page being developed for Fire District 6. These sites represent a good opportunity for students to engage in teamwork and collaboration, and utilize different skills and competencies.

The committee thanked the students for sharing their work and outlining the project.

Committee Administration

* Kristl has some potential leads for recruiting members that she will be following over summer: she invited committee members to pass any suggestions on to her for other possible new members.
* The committee will revisit the quorum figure during the fall meeting
* Elections for Chair will also be due at the next meeting

Directions for WDD program – Brainstorming Conversation

Kristl outlined the current program structure for the two one-year certificates that can be combined for the Web & Graphic Design AAT. At present, the graphic design certificate can feed into the Art department for their transfer degree. In addition, one year of web design is shared with the CTEC program (about 8 classes).

However, the Art department have intimated that they want to separate out their components. In addition, Kristl has been assessing the viable transfers for the certificate and degrees into four-year colleges etc.

As such, she asked the committee members for their input regarding a proposed list of entry-level skills sets that could be marked as job-readiness subjects. This included areas such as video production, motion design, web design, motion design etc. In addition, she highlighted potential components for a pathway to a Bachelor’s degree, for example at WSU, including digital publishing, games studies and design and social media work.

Kristl noted that the issue with establishing any program was the ability to source good teaching staff and adjuncts as the experts received higher wages working in the related industry; attracting them to teaching would be difficult. There are also continuing issues of potential budget reductions and funding restrictions. In addition, selecting and condensing the best courses within a 2-year course structure could be an issue.

Christine spoke to the fact that her company had recently utilized a number of freelancers to do social media and video production, with future projects requiring animation skills.

Troy noted that, barring development, web design is most desired skill set, as companies always want social presence and the concurrent production of marketing materials. He continued that Animation is a big field to cover in 2 years, so he would be cautious about including it.

Kristl also spoke about programs being offered by other local community colleges to ensure that Clark develops something unique, but which also gave students to option to transfer to four-year programs. She stressed that the Department is keen to avoid offering too many ‘intro’ classes as this results in students never progressing in a particular area.

The committee agreed that the most important thing was to establish a program that provided students with the ability to adapt to work place demands. There was a consensus that project management skills are essential, keeping to a budget for example, and replicate the work place demands students can expect. Also, communication skills are increasingly important in terms of working with clients etc., as well as infographics, writing and editing skills

Kristl outlined that she will continue to look into potential program developments over the summer and invited the committee to provide any ideas or feedback they may have. Bryan also suggested that Kristl connect with some of the larger tech companies to ask them what their minimum qualifications for entry are for graphic design and other areas.

Aaron adjourned the meeting at 7.43pm.

Prepared by Nichola Farron