



DMA -MINUTES
Thursday, May 23, 2024, at 6:00 PM.
Zoom

Members Present: Brian Ferdinand, Jackie Wilushewski

Members Absent: Eric Armstrong, JJ Vazquez, Jack Perez, Dene Grigar

Guests Present: Chris Garwood, Tiffany Lounsbury, Mike Harrison

Clark College: Tom Olsen, Theo Koupelis, Kristl Plinz, Elizabeth Flores, Erin Lynch, Diane Hernandez-Olortiga, Bruce Elgort, Niira Krupnick, Sean Redwood, Kenneth Murr, Brenden Thwing

The meeting began at 6:01 PM.

NEXT MEETING DATE

The committee will next on October 2nd, 2024, at 6:00 PM.

MINUTES OF THE PREVIOUS MEETING

The committee could not approve the minutes from 12-7-2024 since there was not a quorum.

COLLEGE UPDATES

Theo discussed the College's search for a Vice President of Instruction, and they are currently conducting interviews.

Theo discussed that the college has seen an increase in enrollments.

DEPARTMENT UPDATES

Tom welcomed new adjunct professors in the program.

Tom highlighted that the program purchased new equipment.

Tom announced that the program has officially launched its Instagram page, a great opportunity to promote the program. The Communications and Marketing Department and program students have partnered to design and execute the social media page.

Tom discussed the production space collaboration and how many of the rooms offer various production opportunities for the students. Tom and others will work to evaluate the space to see how it will be utilized.

Tom announced that Courses 214 and 215 students will complete two real-world projects requested by the Cuisine and Veterans Center of Excellence Department.

Tom noted that the students are working on shooting a project for each department, and the final cuts and edits will be available in the next couple of weeks.

CTE PROGRAM SHOWCASE

Tom shared a recent event called the Career and Technical Education Program Showcase, which included over twenty high schools visiting the Clark College Campus.

Over 30 high school students had the chance to participate in two workshops and tour the workshops and classrooms.

Tom observed that many high school students have exposure to various tech platforms and are proficient in software, providing insight into students' tech and media proficiency.

DIGITAL MEDIA ART GRADUATES

Tom greeted three recent graduates to discuss their program experience, reflections, and feedback. Chris Garwood, a soon-to-be program graduate, presented a recent project and provided feedback on the program. Chris suggested dedicating more time to working with cameras and offering different skill levels.

Tiffany Lounsbury, a soon-to-be graduate of the program, shared her experience with the program. She expressed gratitude and highlighted her favorite courses.

Tiffany also discussed the different paths students can take within the program, such as fine arts or technical tracks, and inquired about the availability of two parallel tracks.

Mike Harrison, a soon-to-be graduate of the program, shared his career background and his successes within the program.

Mike recommended making the program four-year or expanding on courses to go more in-depth.

DEPARTMENT MERGER UPDATES.

Kristl discussed the DMA, Graphic Design, and Fine Arts unit merger. The interim Vice President of Instruction recommended the potential merging of units. However, this merger is on hold due to a lack of meetings between all units and communications.

Kristl recommends the program to invite stakeholders together to discuss the updates.

Theo discussed the latest attempt to fracture, splitting WPTE and STEM. The new Vice President of Instruction will decide if they want to merge or keep them separate.

DMA INDUSTRY RESEARCH AND TRENDS

Kristl discussed recent findings regarding the industry's future direction and student opportunities. Kristl discussed the change from the first program known as Computer Graphics Technology to Web Design and Multimedia.

Kristl noted the acceleration in revisions for the program is about every five years.

Kristl discussed the Web and Graphic Design Programs, their evolution, and how they all shared a cluster of courses.

Kristl discussed the foundations that improve the program, such as student interest and industry needs.

Kristl shared research on student interests and discussed the creator economy.

Kristl discussed how students enter the program, the success of enrollment, areas of change, and the program's outcomes.

Kristl shared a recent study and discussed sources of income, promotion revenue, and the potential of selling work online or offline.

Kristl emphasized the importance of students developing professional practices and soft skills.

Kristl suggested exploring ways to give students an advantage with a two-year degree.

Kristl suggested teaching students to engage in design thinking and utilize their own artistic skills.

Additionally, she emphasized the significance of data analytics in marketing.

AI

Kristl discussed exponential changes with AI and other technologies, including the program's pivots over the years, and displayed the state of changes.

Kristl recommended having a member from Aquent join the committee.

Kristl shared the emerging roles from Aquent in design, operations, and engineering. AI immersive is impacting our industry.

Kristl shared AI opportunities for students and showcased various AI job positions and titles that students can market.

Kristl discussed design thinking and AI-enabled programs. She displayed media technologies and how they integrate content and functionality. She highlighted larger media programs and what we have seen throughout the years.

RETIREMENT CELEBRATION

Kristl Plinz's retirement party is scheduled for June 12th, 2024, from 5:00 pm to 7:00 pm in AA4 Room 204. Please RSVP by June 7th, 2024.

ACTION ITEM

The committee, faculty lead, and advisory coordinator will work to establish a work plan and review the bylaws at the fall meeting.

The meeting adjourned at 7:50 PM.

Prepared by Elizabeth Flores