

**WEB DESIGN & DEVELOPMENT ADVISORY COMMITTEE - Meeting Minutes**

**Tuesday November 7, 2017 \* 6:00—8:00 p.m.**

**PUB 258C**

**Members Present:** Aaron Johnson, Committee Chair, Aerotek; Christine Watson, Formations Design Group, Gus Torres, US Digital

**Members Absent:** Troy Uyan, Clark County; Bryan Helfrich, Formos

**Clark College:** Kristl Plinz, Professor/Computer Graphics/Web Department Head; Robert Hughes, Professor/CTEC Department Head; Bruce Elgort, Instructor; Fellene Gaylord, Instructor; Cathy Sherick, Assoc. Dir. Instructional Planning & Innovation; Nichola Farron, Program Specialist - Advisory Committees

Committee Chair Aaron Johnson called the meeting to order at 6.06pm and introductions were made, including new Committee member Gus Torres.

Minutes of the Previous Meeting

*The minutes of June 6 2017 were presented: a motion to approve was made by Aaron, and seconded by Christine: the motion passed.*

Next Meeting Date

The committee will next meet on Tuesday, May 15 2017 at 6.00pm

Office of Instruction Announcements

Cathy Sherick made the following announcements:

Welcome back to 2017-18 we are excited to be rolling up our sleeves and delving in to the second year of work of our **Academic plan.**

The new **“Areas of Study”** have been adopted and approved these will provide the framework for organizing the different degree paths for students. The link is [here](http://www.clark.edu/academics/programs/index.php)

Advisory Committees will begin to see how they fit in to the implementation work of **Pathways**. The goal is to improve rates of completion, transfer and attainment of jobs. The American Association of Community Colleges (ASCC) has developed a model that articulates the implementation process. Advisory members are encouraged to review the model for understanding.

Academic plan Goal 6: *Infuse the study of* ***Power, Privilege and Inequity*** *throughout the curriculum.* Last year advisory members asked why this was happening at Clark. To answer that question, we have been working with the Office of Diversity and Equity to put together some basic information that can help frame the issue for further discussion. Watch for it on meeting agendas.

The new **McClaskey Culinary Institute (MCI)** is open and teaching students this term! The link to information about the program is [here](http://www.clark.edu/academics/programs/culinary/). We are looking forward to being able to provide our advisory members with menu items from the cuisine and baking programs.

Clark continues to see enrollment declines, which may have budget impacts. We do not anticipate further program cuts at this time, but cannot rule out the possibility of changes in the future should this trend continue. Your help in letting community members know about the great programs at Clark is appreciated!

As programs are taught out, we have terrific Advisory volunteers we hate to lose. Often we need to infuse current committees with new members, and sometimes new programs are developed that will need new advisory committees. We are working this year on the development of a **Master Advisory Committee** that will help us with three tasks.

1. Visiting current committees to talk to members and get an idea of how things are working.
2. Planning and hosting annual Advisory event.
3. Reporting to the Board of Trustees every year on the great work of Advisory Committees.

Let us know if you are interested by contacting Nic. You can be on two committees, or if you want to step away from your current committee work that is fine too.

We also wanted to thank everyone who was able to attend the **annual recognition** event held on July 13 at the new STEM building. We had beautiful weather, many cold beverages and a great time. We look forward to planning the event next year with our new Master Advisory Committees.

We will be undertaking an updated Ethics training at the spring advisory meetings.

The annual Clark College Career fair will be held in April. Advisory Committee members will be provided additional information from the career center in upcoming meetings

The committee then discussed ongoing recruitment, which will continue throughout the academic year.

Program Enrollment

Bob outlined that there are 16 additional students in the program, putting numbers at a new high. There are increasing numbers of students interested in investigating coding, and the work of the Guided Pathways initiative will assist with that.

Bob continued by noting that the introduction of the CTEC 112 class has meant that students are not needing an additional algebra class which is helping with retention.

Cathy then asked if there had been any developments in terms of conversations with local high schools to facilitate articulation agreements. Bob noted that the attempt to articulate the HTML had been challenging and would not be repeated. However, an articulation with Evergreen for one of the programming classes has been devised. There is an Evergreen instructor who will be working on some of the foundational programming to help establish a pipeline.

Curriculum Development Changes

Bob displayed the current outline, with proposed changes that are designed to give higher prominence to the programming classes, which now have a pre-requisite.

* CTEC 112 and CTEC 121 are degree requirements and serve as pre-requisites for JavaScript, and PHP; this component has been identified for revision.
* PTCS 110 is listed as a math general education requirement, but other 100 level class can be utilized.

Bob introduced a proposal that would remove the CTEC 121 Introduction to Programming to make room for other programming classes. In reviewing the current degree structure, the Department has identified that the program is set up without programming at the forefront. There has been a consensus that 1st year students need to encounter programming early on in the degree, in conjunction with the Web classes, in order to firmly establish and make certain of their interest and capabilities in the field.

Bruce noted that the math component is the hardest part of the 112 class.

Aaron noted that the change would result in a reduction of professional development credits from 12 to 3. Bob outlined that the availability of placements is an issue, as is the expectations of the public for a student on a 2-year degree. However, they wanted to retain some option for students to explore this. Bruce also added that the 10 week window for placements is a short time for students to be able to create something and then continue with maintenance.

The issue of placements, expectations of students undertaking them, and options for internships will be discussed at a future meeting.

*Aaron made a motion to support:*

* *the removal of CTEC 121 from computational skills, leaving PCTS 110 as the requirement*
* *the removal of CGT214, CTEC199 and CGT240*
* *the addition of the option for CTEC 265 or CTEC 199*

*This was seconded by Gus and passed unanimously.*

Curriculum Map and Program Development

Kristl shared that she did not receive funding support for a detailed exploration of degree construction and pathways over the summer. However, she has reviewed the current map structure with the Dean. Attention has been given to common courses shared by computer graphics and art. Currently, students attempt to fulfill the crossover courses and then receive multiple degrees which confuses funding sources. The 2 certificates currently in place are popular, with many students opting to complete a general AA with a parallel web certificate.

She continued that Creative Media has been identified as a potential new degree, as most employers in this field look for a 4- year degree. One option could be to integrate with the Associate of Fine Arts transfer degree (there are currently 2 on campus).

Kristl continued that the for-profit Art Institute has recently been purchased by a non-profit which may help the price point decrease so that students have increased option for transfer.

The committee agreed that a Bachelor’s degree is likely to continue being the main requirement for industry. They also discussed local comparable programs, for example at PCC, Mount Hood and Clackamas Community Colleges.

Bruce also noted that a number of students in the program are looking at working independently so would not necessarily need a 4-year degree.

Kristl also spoke to local institutions wanting to maintain more informal arrangements for student transfer as opposed to articulation agreements.

Cathy and Kristl will meet following the meeting to discuss the potential for developing a 4-year degree at Clark in line with recent SWOT analysis etc.

The meeting adjourned at 7.16pm.

Prepared by Nichola Farron