

**DIGITAL MEDIA ARTS ADVISORY COMMITTEE - Meeting Minutes**

**Thursday, June 3rd, 2021 \* 5:30-7:00pm**

**Zoom Online (Audio/Video)**

**Members Present:** Erin Lynch (Co-Vice Chair), SHOP; Seth Bloombaum, PCC; Jackie Wilushewski, MARQUAM,

**Members Absent:** Brian Ferdinand, SHOP

**Guest(s):** Nikki Dunsire, University of Oregon

**Clark College:** Kristl Plinz, Digital Media Arts Department Head; Tom Olsen, Professor; Bruce Elgort, Web Development; Armetta Burney, Interim Dean of WPTE and STEM; Hal Abrams, Foundation; Wende Fisher, Advising; SueAnn McWatters, Program Specialist - Advisory Committees

Kristl Plinz called the meeting to order at 5:31pm and introductions were made.

**MINUTES OF THE PREVIOUS MEETING**

*The minutes of December 10th, 2020 were presented for approval. Erin Lynch motioned to approve; Seth Bloombaum seconded and was unanimously approved.*

**NEXT MEETING DATE**

The committee will next meet on **Thursday, December 9th, 2021 at 5:30pm.**

**ELECTIONS FOR CHAIR AND VICE CHAIR**

Erin Lynch/Brian Ferdinand volunteered to be committee chair.

**Seth Bloombaum motioned to elect Erin Lynch as chair of the DMA Advisory Committee. Jackie Wilushewski seconded and was unanimously approved.**

**OFFICE OF INSTRUCTION ANNOUNCEMENTS**

Armetta Burney made the following announcements:

Due to COVID 19, the college has been instructing college online and have received permission for some classes to be in hybrid modalities. We are planning for our fall return to campus. This is very exciting. The college surveyed approximately 7,100 students to find out their preference in terms of instructional modality. About 1,400 students responded. About 37% of students want to come back face to face. About 27% stated that they wanted some combination of online and face to face. About 21% indicated that they were interested in staying completely online. Many of the CTE programs including Automotive have decided that they will be returning 100% face to face in the fall. There will be about 1,876 class sections offered in the fall. About 600 (33%) of those classes will be offered in a face to face or hybrid modality.

The college commencement ceremony is on June 17th, 2021.

We have finally received legislative approved funding to move forward with our Advanced Manufacturing Center that will be located in Ridgefield. The hope is to break ground as early as late fall or winter.

There has been a shift in the administrative instructional leadership. Dr. Sachi Horback is no longer with the college. Dr. Genevieve Howard is serving as the interim Vice President. There are many interim positions right now. The job announcement for the new Vice President of Instruction will be posted in the fall.

The college has received a significant amount of funding from the federal government as it relates to the American Rescue Plan. Of that funding, 50% of that will go to support our institution and the other 50% will support students with financial aid grants. We want to make sure we eliminate all barriers that would prohibit our students from attending school

The college has been going through a budget process that anticipated between a 5-8% cut. Right now, it’s more likely a 5% cut. Each unit has had to identify potential budget cuts from their areas. All of the areas have now presented their proposals and are now in the hands of the budget committee who will be doing further analysis. The good news is that none of the instructional programs have been impacted.

**INDUSTRY INSIGHTS AND OPPORTUNITIES**

*Clark College Foundation – Hal Abrams*

Hal Abrams explained that being a part of the foundation does include raising money, however their first priority is to be connectors. Their goal is to find members in the community that care about Clark’s students, specifically in this scenario, DMA students. This includes needs involving Digital Media Arts and experience that they would like to share with the college. He asked the members on what the college can do for them as employers. One of the most common feedback they receive from employers is about the soft skills; understanding and knowing the needs of the business. One solution is to give them that hands on experience; internships, job shadowing, coming to a class, career panel, etc. This will hopefully strengthen the student’s training so that they will become stronger candidates. Jackie Wilushewski spoke on the Portland Emerging Leaders Program. They connect members from the technology and digital media industries with more diverse backgrounds. It’s about a year-long mentorship program. She suggested partnering with Clark to develop a program similar to PEL. Kristl Plinz spoke about a couple students that she connected to PEL. It took them a few months, but they did end up getting jobs with the program’s support. There are many companies that want to be involved.

*Career Launch Opportunity – Armetta Burney*

Governor Inslee launched an initiative a couple years ago called Career Connect Washington. The goal is to make sure that colleges are connecting its students to employers through paid work internship opportunities. There are three phases:

1. Career Explorer (middle school)
2. Career Prep (high school)
3. Career Launch (post-secondary institutions)

Career Launch is a great opportunity to connect students from the classroom to real world experiences. The overall goal is really to increase student’s exposure and participation in CTE programs. It is all about industry partnerships. The benefits of having employment experience while still in school are exponential. It enhances readiness, competitiveness and employability.

It is a very easy process for any organization to partner with Clark College. The criteria includes:

* Employer worksite (or work from home)
* Paid work experience (the program is flexible for how much time a student is needed)
* Position aligned to student’s program of study
* Supervision/mentorship
* Compliance with employer’s existing legal regulations

If employers are interested in this opportunity, they will need to follow these steps:

1. Schedule a meeting with Clark staff
2. Complete the Career Launch Endorsement
3. Hire current students

This opens the door for Clark College to apply for a grant funding opportunity. This includes purchasing additional equipment, to expand faculty/staff, etc. The funding is specific for the program. Some of the programs that are already Career Launch endorsed are:

* Mechatronics
* Both automotive programs
* Engineering
* Professional Baking
* Surveying
* Cuisine (in process)
* Welding (in process)
* Network Technology (in process)
* Cybersecurity (in process)
* Computer Technology (in process)

Jackie Wilushewski requested a link to be able to send to her employer.

*University of Oregon Reality Lab – Nikki Dunsire*

Nikki Dunsire spoke on immersive technologies. She first started as a web developer and did a lot of her graduate work in mathematics and programming for 3D applications. She then worked as a 3D Technical Director for a visual effects and 3D animation studio doing animation for B2B organizations. This included hi-tech firms, game development, independent film producers, etc. Her main role was HOW to implement it all. She then started teaching at the Art Institute for 11 years. Recently, her background has been heavily in game development and developing for immersive technology (augmented and virtual reality). She is currently at University of Oregon working and building an incredible space for immersive technology. It is a multi-disciplinary teaching and research facility that is dedicated to exploring immersive media as an ethical tool for commination. She handles the interworking of the immersive lab, all of the technology needs, as well as teach all of the immersive content building classes.

In 2015-2016, she was a part of the academic research grant team with Oregon Story Board and Clackamas Community College for the HoloLens grant in building treat-based education using augmented reality. The HoloLens was not yet out. They were the first to use it. They ended up building an augmented curriculum for the automotive department for CCC.

Immersive technology is moving at a fast pace. The questions become what do we do with that and what voices do we bring to the table? She asked the committee what they would like to know. How can she be of service to the industry members as it relates to providing information and being a resource? She highly advised expanding into this realm.

Kristl explained that she wanted to get the committee thinking around the direction of the DMA program and getting ready to move or pivot in the right direction. The job market and the skillsets are constantly changing.

Tom Olsen agreed that current students have asked about this type of technology. Nikki offered to open up the facility to the students and give them access to experience all aspects. They are also getting a Vurtuix treadmill.

The platform is currently a Masters/PhD program.

**DMA EQUIPMENT AND FACILITIES**

*Video Equipment*

Kristl Plinz stated that the program was able to receive $13,500-$14,000 more in funding for continually building the audio/video/lighting equipment. They now have four of the higher end video cameras to be shared among classes of 20.

*Equipment, Accessories and Carts*

The program spent the whole department budget ($7,000) on whatever was needed (mics, headphones, SD disks, backup batteries, carts, etc.).

*DMA/ART AA4 Facility’s Remodel*

Previously, Kristl had shown the committee a layout of the vision for an upcoming remodel for the DMA/ART facilities. It was supposed to be in December 2020, however due to COVID, it was postponed. Recently, they were able to start a small remodel to redo the sink and the wet area. For fall, ART, CTEC and DMA will continue in mostly remote (zoom teaching). The students are very satisfied with what the program has been able to provide. The hope is that the area will be remodeled by late summer.

**DMA NEW COURSES, FACULTY AND STUDENT WORK**

*Exceptional Faculty*

KJ Murr and Eryn Rieple are two new adjunct faculty. Both are new to teaching but have done a phenomenal job.

*Tom Olsen – Year 1 Tenure Track*

He just finished his first year at Clark as a tenure track. It is a lot of administrative paperwork and documentation. Kristl Plinz explained that part of his role is mentorship and has already started working on projects to help the students. Big congratulations to Tom.

*DMA 202 Hybrid*

Video and Sound Production II Course: Further study in digital video and sound production. Students develop advanced proficiency to plan, produce and publish videos that tell a compelling story, provide informative or educational value and/or encourage a call to action.

Students actually got to break into groups and do a short film or PSA. There were 4 weeks of hybrid learning. Students got lab time with camera, audio production, and lighting. Then they had two weeks for final project shooting. They learned how to work with the new Canon C100 cameras and how to use a boom mic as well as how to do 3-point lighting.

*DMA 214 Professional Practices and Portfolio*

Professional Practices & Portfolio II: Continuation of professional practices and portfolio assessment. Students learn about business considerations for freelancing or contract work, job search and employment strategies, and best practices for self-promotion and portfolio presentation.

He worked with 10 students that are close to graduating. They set an incredibly high bar. There was a very diverse group of interests that they were trying to pursue. This included video and film, working with storyboarding and cartooning, twitch, etc. There were a series of exercises that included developing a resume, working on LinkedIn, setting up a fiver, all will lead up to their final presentation. He had some fantastic speakers that talked about their journey into the world of Digital Media Arts.

* Joe Hill (videographer)
* Emily Wagner (web designer)
* Andrew Dixon (former copywriter)
* Lindsey Shuman (career advisor)
* Jenna Hill (graphic designer)
* Erin Lynch (business owner)

*DMA 215 Professional Studio Experience*

Professional Studio Experience: Students gain practice experience working as freelancers or on collaborative teams to produce digital media solutions for real-world clients, such as community or campus organizations and non-profit work. Students seek out client projects, present and pitch ideas, write proposals, communicate with clients, facilitate the production process, and evaluate quality and user feedback.

They spent the past year doing real world projects. There were two projects that included creating a logo for MESA and STEM as well as two videos for ESD 112.

The logo projects included one where they had to create a STEM logo for a middle/high school summer camp. The unit liked one of the logos so much that they have now asked the student to create a business card and a flyer for the next summer. Another was a logo for a new mentorship program for MESA. There has not been a final decision for which logo will be used, but it is happening soon.

One was for Silicon Forest and the other is for a construction company called CSG who builds all the public schools in the La Center area. For the first project, all of the students were given interview footage, branding, responsibilities for the organization, B-roll, GoPro footage, etc. They had to put together a five minute video to help inspire and peak interest of middle and high school students on the world of what manufacturing is. They are currently working on the second project. Each student made a video, which were screened and reviewed. They chose the top 4 videos that were sent to ESD 112 and then they picked the one they liked best. Silicon Forest also has the video playing in the lobby of their headquarters.

**WRAP UP AND INDUSTRY UPDATES**

*State of the Industry*

Erin Lynch stated that things are going okay. This topic was tabled to another time.

*DMA Advisory Member Referrals (Motion Graphics/Animation, Web Design, Digital Marketing, etc)*

Kristl asked for any referrals that would be a good fit on this advisory committee. We really need a motion graphics/animation member, a web design member, and/or a digital marketing member. She mentioned Jason Lance who is a web designer as a potential member. Please send any leads to Kristl Plinz or SueAnn McWatters.

The meeting adjourned at 7:09pm.

Prepared by SueAnn McWatters