

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

**Thursday, December 9th, 2021 \* 5:30-7:00pm**

**Zoom Online (Audio/Video)**

**Members Present:** Erin Lynch (Co-Vice Chair), SHOP; Seth Bloombaum, PCC; Brian Ferdinand, SHOP;

**Member(s) Absent:** Jackie Wilushewski, MARQUAM,

**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; Tasaday Turner, Associate Director of 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 June 3rd, 2021 were presented for approval. As quorum was not present, the minutes were sent out electronically. As of January 7th, 2022, the minutes have been approved.*

**NEXT MEETING DATE**

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

**OFFICE OF INSTRUCTION ANNOUNCEMENTS**

Armetta Burney made the following announcements:

The college just hired a new Vice President of Instruction named Paul Wickline. A new Vice President of Student Affairs named Michelle Kruse has also been hired.

Starting winter term, the campus will be considered a fully vaccinated campus. Either you have a vaccination or been approved for an exemption. Since the start of the term, there have been 31 COVID cases, not transmitted on the campus.

**DMA CURRICULUM**

DMA Degree Revisions Due to ART Changes

*Remove ART 110 (ART deleting this course)*

Kristl Plinz spoke on the art department making changes to their curriculum map. Since they have updated their degree, the DMA degree needs to be updated per the art courses. They removed ART 110 is a creativity and concept course.

*ART 118 & ART 208 increase from 4 to 5 credits*

Due to the removal of ART 110, which is three credits, one credit will go to ART 118 and one credit will go to ART 208.

*DMA AAT degree change from 95 to 94 credits*

Due to the change, this will decrease the degree by one credit.

**DMA STUDENTS**

*DMA Enrollment*

Kristl gave a quick summary of the data for enrollment of the program. The program launched in 2019 with 71 students. In 2020 the student enrollment was at 106, and then COVID hit. At this point, there are 132 students enrolled. The students love the online learning. COVID has not impacted the program as much as others. More sections have been added.

Armetta Burney monitors enrollments consistently for all programs. The WPTE programs have lower enrollments than the STEM programs, but DMA has had consistent growth. She gave kudos to Kristl on her work with the program and securing amazing instructors.

*DMA 114: Professional Practices & Portfolio I*

Erin Lynch stated that the course went great. The pervious year was a very small class so there were only about 8-9 students. This year, he had 18 students. This course is very encouraging to him as a teacher because the students are so eager to learn and grow. He spent the first five weeks on a lot of soft skills that dealt with who the students are as a designer and what they have to give to the community, what their voice is, what is driving them, etc. These areas are invaluable to creativity. There was a lot of time spent on the student’s value and their ability to use the skills they are learning in the program to be able to physically enact change in society, whether it is a product, website, or policy. Erin spent a lot of time trying to broaden the student’s mindset. The second half of the course is spent as a system/machine. The machine that students can build and construct that will do everything from showing, promoting, managing, and getting them work. Erin talked a lot about having and updating a portfolio. He spoke on going out and finding work. He introduced them to job sites that are global. There were a lot of discussions on pricing. The feedback was very positive. The emphasis is less on correcting mistakes but focusing on personal services and what the student can offer the client different from anyone else. Erin posted all the classes online on YouTube.

Attendance and participating was very strong.

Erin had six or seven industry professionals come in: designers, videographers, etc. He shared a few of the insights from the students:

* Learned how to communicate with clients
* Learned how not to be afraid to share their work with other designers and clients
* Learned how to think about their personal brand
* Motivated to finally take the leap
* Self-examination was very beneficial
* Learned what it meant to be professional
* Understand what it means to have a voice
* Figured out more on who they are as a designer
* Understand more how to network
* Helped them to understand themselves as a creator
* More willing to try new things and step out of their comfort zone

A student emailed later that solidified the affect of this course and why it has been important to teach.

Kristl explained that Erin does this course the first year and then Tom carries them through in their portfolio course.

Erin explained what a great opportunity this course is especially because this is not offered at some four-year institutions (Art Institute).

**DMA EQUIPMENT & FACILITIES**

*Equipment*

* Department of Education Grant - $16,000 Canon C300 system
* Unit Funds - $12,000 Canon C300 video camera
* Perkins Round 1 Funds - $4,500 C300 system components
* The program currently has four C100’s and will have two C300 systems

This will help spread out the equipment in different rooms so that there are not such large teams.

*DMA/ART AA4 Facilities Remodel Update and Concern*

Because of COVID, the remodel was put on hold. The remodel never happened. AA4-117 piece was just completed. Next the two mac labs will be remodeled. At this point the facility manager has said the remodel is complete. She will keep the committee updated on hearing more about the finalization of the remodel.

**WRAP UP AND INDUSTRY UPDATES**

DMA will be highlighted in the promotional video for Creative & Communication Arts Pathway. Guided Pathways and Marketing contacted the program to be the main star of their video. Marketing shot Tom’s video class in action using B-roll. Their goal was to highlight the student’s pathway from high school to Clark to WSU Vancouver. A past graduate was interviewed as well as Tom. Dene Grigar from WSU Vancouver was also interviewed. Erin Lynch was also a part of the video from the industry.

Kristl asked the community members to reach out to anyone that might want to be a part of the advisory committee. The program is always looking for new members and insight.

The meeting adjourned at 6:16pm.

Prepared by SueAnn McWatters