

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

**Thursday, December 10th, 2021 \* 5:30-7:00pm**

**Zoom Online (Audio/Video)**

**Members Present:** Chris Martin (Committee Chair), Chris Martin Studios; Erin Lynch (Co-Vice Chair), SHOP; Seth Bloombaum, MeetingWire; Brian Ferdinand (Co-Vice Chair), SHOP; Jackie Wilushewski, MARQUAM

**Clark College:** Kristl Plinz, Digital Media Arts Department Head; Fellene Gaylord, Instructor; Tom Olsen, Instructor; Bruce Elgort, Web Development; April Cannon, Advising; SueAnn McWatters, Program Specialist - Advisory Committees

Kristl Plinz called the meeting to order at 5:37pm and introductions were made.

**MINUTES OF THE PREVIOUS MEETING**

*The minutes of June 16th, 2020 were sent out electronically for approval. Brian Ferdinand motioned to approve. Jackie Wilushewski seconded and was unanimously approved.*

**NEXT MEETING DATE**

The committee will next meet on **Thursday, June 3rd, 2021 at 5:30pm.**

**OFFICE OF INSTRUCTION ANNOUNCEMENTS**

SueAnn McWatters made the following announcements:

The college is still going through a massive budget deficit. There will be another $2.2 million cut. There will be a budget process on what the college will have to remove or limit.

The college will be staying remote through the rest of the school year, less a few programs that require on campus labs and learning. When spring quarter approaches, the college will determine what summer and fall 2021 will look like.

**WELCOME TOM OLSEN**

Tom Olsen is the new DMA tenure-track instructor. He went to graduate school at Chapman University where he received his Master’s in Film and TV. He has taught at a variety of colleges, including PCC, PSU, Art Institute and Warner Pacific. Prior to joining Clark, he was the Multimedia Production Specialist at a private University. Outside of the educational world, he has participated in several documentaries, and has been working on a particular documentary about a cold case murder that is almost finished.

Next quarter he will be teaching two Photoshop courses; DMA 101 and DMA 201. He’s looking forward to teaching an in-person production course in the future.

**DMA PROGRAM & STUDENT WORK**

*Enrollment Data and Trends*

Kristl Plinz spoke on the enrollment numbers for Fall 2019, when the new program launched and had about 71 students. Most students decided to switch from the old degree (Web/Graphic Design) to the new Digital Media Arts degree. A year later in Fall 2020, enrollment increased to 106 students. Without formal recruitment or marketing, students are continuing to show a lot of interest in the program. Even with COVID, the program has been able to maintain a strong enrollment. In Winter 2021, all courses are already fully enrolled, except for advanced motion graphics. Among CTE Depts in our Unit, the high-tech programs CTEC, NTEC and DMA are doing very well with enrollments over 100.

*COVID Shift to Remote/Online*

Digital Media Arts had already developed web-enhanced Canvas courses to supplement our face-to-face instruction. Most of the faculty already had experience working within Canvas when the pivot to remote/online learning occurred. DMA teachers facilitate live Zoom sessions twice a week, which allows the students and faculty to interact and create a positive classroom or Zoom community. Our approach has been very successful, and evaluations show that students are satisfied with our teaching during Covid. Having tech-savvy students and support from Clark and Adobe, the DMA program has been able to maintain a high-quality learning experience.

There was no face-to-face in Spring 2020 so had our DMA 202 Video class came up with a creative solution to teach half the class online in Spring, and then finish in Summer with some hands-on learning. There was a week of in-person equipment training at Clark where all COVID protocols were practiced. And the class finished strong with teams of students performing safe production shoots on site in Portland, OR and no COVID incidents occurred.

*DMA 102 DREAMers Designs*

Kristl Plinz shared the DREAMers submission designs:

<https://drive.google.com/file/d/1svtY62pKaFrxUdKH4JEndQ9-VpYuEViI/view>

BUILD (Broadening Understanding, Intercultural Leadership and Development) is a group that focuses on intercultural competency and equitable leadership. Teams of faculty/staff go through 9-month training program guided by the Office of Diversity and Equity and Inclusion. A BUILD team of faculty came up with the idea to create a sticker to support the Dreamers or the undocumented students on our campus. This sticker would be displayed on Zoom or on a faculty/staff office to indicate safe spaces, similar to the stick design for Penguin Pride. If an undocumented student needed help or support, they would be able to make that connection.

The clients were four faculty members, the DREAMers and the Office of Diversity. The goal was to represent safety, connection, trust, acceptance, etc. via the visual of the design. The students learned quickly the difference between designing for the client and their needs vs. their own artwork. It was a steep learning curve, but students learned how to interview clients, pitch their ideas, receive client feedback, and design quality solutions for the DREAMers.

The clients liked multiple colors, multiple butterflies (migration and community), and a monarch butterfly (symbol for the DREAMers). They recently announced the winners. Several groups across campus voted and three were chosen. The foundation gave the winner $500 towards tuition or the bookstore. Second and third place were given $75 at the bookstore.

*DMA 114 Assessment of Students*

Erin Lynch taught our DMA 114 Professional Practices & Portfolio I course, which is a class taken by students who have completed their first year of the DMA degree. They spend the first half of the term talking about values, their voice, who they are as a designer, why they need to think beyond the basics of design, etc. He talks a lot about how design is almost like being given the gift of sight; seeing a problem and knowing how to fix it on a strategic level. There is a lot of discussion and students are guided through many self-awareness and research exercises to gain a sense of who they are and job/industry opportunities. The students then come out with a series of values that they have identified about themselves. They’ve had to do some more critical thinking and some basic theoretical writing based off assigned readings, research and listening to industry guest speakers. The second half of the term focuses on building a self-promotion strategy, portfolio of work and developing a professional presence on social media accounts.

He also requires student to get an Upwork and a Fivver account, which are community or crowd-sourced freelance design sites. We do want to keep a standard as designers, but at the same time, it’s an income and a way to support themselves, gain experience and add client-work to their portfolios. With the situation that we’re in due to COVID, it’s important to remember and understand that some students are in tough situations.

He had about 7-8 speakers last term with most of them being male. For this term, he had another 8 speakers, but most were female.

The feedback that Erin received at the end of the course has been very encouraging. He only had seven students this past term, but it was a wonderful and intimate experience. When asked what the most important thing they learned, the students responded it was learning to think about themselves as more than a frontline worker as well as not be afraid to move forward to take the chances and risks that they want to.

The committee spoke and discussed the importance of this course. All members were very happy to hear and see the product of this course and the work Erin Lynch has brought to the student’s professional identity and career plans.

**EQUIPMENT & FACILITIES**

*Video Camera (Canon EOS C100)*

They purchased and received a new $3000 camera. Recently, Kristl Plinz requested a $1000 lens for the camera. If there is more money available, they will ask for a third camera.

*DMA Remodel*

The AA4 facility was supposed to be remodeled in December 2020 (these are the shared facilities with the ART department). However, due to COVID, all construction schedules have been postponed. It has been a little of a blessing in disguise as we have more time to reevaluate potential lab layouts and design.

**INDUSTRY AND JOB MARKET INSIGHTS**

The Advisory Boards members were asked to share insights and how business is during Covid. Jackie Wilushewski has noticed she has gotten more clients specifically around elderly care: a lot of healthcare analytics and business intelligence. She also spoke about her company’s partnership that brings in a variety of companies to interact and meet those possibly interested in coming into the field or working at their particular organization. Due to COVID this year, they made it completely virtual and it was a huge success.

Erin Lynch spoke on having an anomaly year. They have exceeded their financial goals significantly. The amount of work they have had has been staggering. With many businesses and people switching remotely has changed their perspectives being on the web. They have already booked out at least half to their goal. They are looking to hire a new senior developer. It has allowed them to hire on a few new contractors.

Seth Bloombaum has been trying to track the health of video production industry in the region. It is doing better now, but not up to where it was pre-COVID. Virtual production has obviously become more popular. What can we do differently? What can we do that we haven’t done before? How do we keep it relevant?

The meeting adjourned at 6:41pm.

Prepared by SueAnn McWatters