

**DIGITAL GRAPHICS DESIGN
ADVISORY COMMITTEE MEETING MINUTES
November 1, 2017**

PRESENT:

Carie Camacho, LCC, Division Chair
Dawn Egan, LHS
Brandy Gonzales, LCC, Fine Arts Faculty
Kim Keith, Alliance for Workforce Development
James Kleckner, LCC, Graphics Design Faculty
Ted Kranz, Supreme Graphics
Nick McBride, Lasco Screen Printing
Sharon McBride, Lasco Screen Printing
Fran Oberg, LCC, Executive Assistant Academic Services
Corey O'Brien, Freelance Graphic Designer
Alison Somerville, LCC Counseling
Tammy Swayze, Customer Talk

CALL TO ORDER:

James Kleckner called the meeting order at 5:30. Introductions were made and James gave an overview of the agenda.

APPROVAL OF MINUTES:

The minutes of the April 26, 2017 meeting were reviewed and approved by consensus.

REVIEW PROGRAM CHANGES:

- Alison went over the new Associates Degree for Transfer. There is a lengthy process to get approval from the state and implement the degree. It is up to the CSU to determine if lower division course work is appropriate and acceptable for transfer. Once the CSU makes that determination, then the degree gets forwarded to the Chancellors Office for approval. Our request has been sitting at the CSU with no movement for almost a year. Alison has not any luck trying to move the process along.
- An update to an Introduction to Digital Arts class is in the works.

EQUIPMENT:

- The Surface Studios have been installed.
- Adobe software has been updated to the newest release.
- Autodesk and Windows 10 need to be updated. Requests have been sent to IT.
- Unity 3D has been approved but needs to be installed. It is free software approved by Unity.
- The 3D printer is here and is waiting to be installed. Requests have been sent to IT. Concerns were raised about the slow response times by IT. James can't offer the 3D class until the printer is installed.
- 18 digital SLR cameras have been received.

HOW TO INCREASE ENROLLMENT:

- James has been visiting schools. He gives information about the program and brings the Surface Studio to let kids play on it.
- CTE College day was canceled in the spring. It will now be offered every other year, alternating with Discover Lassen that is scheduled in February 2018.
- Career Day at Diamond View School was canceled.
- The new LCC website should be up by mid-November.
- We currently do not have a strong online presence in Search Engine Optimization (SEO). LCC has a new Outreach Coordinator and this issue will be brought to her.
- Adam Runyan is working on updating our marketing videos. A new CTE commercial for Graphic Design will be made soon.
- Dawn Egan raised concerns about the difficulty Lassen High School has working with Lassen College in regards to 2+2 classes. Butte and Shasta make it very easy. LHS students get credit at Butte automatically. It would be motivating to LHS students if they're getting LCC credit. Dawn will work with Alison to get students the credits they've earned. LHS students can use Dawn's classes as Gen Ed credits if they don't go into Graphic Design. Now that Dawn knows where to find class information and how the process works, she can sell it to her students better.
- If students knew what jobs were available and where they could go after graduation, it might be an incentive. James would like to do field trips to local businesses. Give kids a chance have input, to make something and take something home. Something visual they'll remember.
- LCC takes students to tour UNR, Chico State and UC Davis. If LHS kids are taking LCC classes they can go. Dawn said they've found that when LHS has done tours to a college, enrollment increases to that school.
- Dawn can bring her seniors on Friday, get hands on demonstration in James' class, show them how to apply and get them enrolled in LCC.
- Frustration voiced about IT holding the program back and impacting enrollment. Would like to have designated sites for student input and work with pages and links on the LCC website. Can't get approval for access from IT. The structure of the program has changed and the technical stuff is holding us back. The website should be the number one priority. It is the first impression students have of our school. Is there a way to get administrator support to solve problem?
- Business owners volunteered to come and be guest speakers and possibly do specific projects. A project on vinyl wrap was suggested.
- A comment was made that the classrooms needed to be updated to make them more inviting and comfortable.
- Use students' work as a marketing tool. What do students produce? Print it out & put it around campus, town & on website.
- Corey is doing a class at Long Valley and invited James and Brandy to come talk to his students & possibly bring college students, too.
- Parent Education needs to happen. The community doesn't know what's here at LCC. Get parents on campus.
- One business owner commented on a survey taken outside of Safeway recently. Apparently, of the 270 respondents, only 6 knew there was a college in Susanville. The college as a whole needs to get more involved and make their presence known in the community. Booths at Uptown events, be present at Chamber of Commerce events, go to Rotary and other local club

meetings, sponsor a spot at the Festival of Lights at the Fairgrounds, have students design something and donate it for the Rotary auction, etc. The community needs a better perception of the college to get people to enroll.

- LCC has 5000 shopping bags to advertise CTE programs and will be handing them out at various events.
- James asked everyone to keep sending him ideas for outreach.

ADJOURNMENT

There being no further business, the meeting was adjourned at 7:10pm.