



Arts, Media & Entertainment – Design, Visual & Media Arts Industry Sector Employer Advisory Meeting
Minutes of October 29, 2015

Introduction: Ms. Garcia called the meeting to order at 12:05 pm and thanked everyone for attending. Personal introductions were made with the following present:

Voting Members:

Aaron Popejoy	Creative Director/Operations Manager, Conveyor Group
Arturo Bojorquez	Editor, Adelante Valle/Writer, Imperial Valley Press
Charla Teeters	Executive Director, Imperial County Film Commission
Jorge Barrientos	Freelance Graphic Designer

Non-Voting Members:

Fernanda Mass	Counselor, Imperial High School
Joe Apodaca	Principal, Imperial High School
Alex Jaime	Teacher, Calexico High School
Brad Thorp	Theater Director, Southwest High School
Deidre DuBose	Teacher, Southwest High School
Jonathan Archer	Teacher, Brawley Union High School
Kathy Tharp	Teacher, Imperial High School
Lupe Garcia	Program Assistant, Imperial Valley ROP
Roman Flores	Guidance Technician, Imperial Valley ROP

Purpose of the meeting: Ms. Garcia announced that the purpose of the meeting was for industries to give their input on career relevant courses in this particular industry sector as well as acquire business partners' input regarding the state of their line of work as it could relate to updates on curriculum, materials and other possible changes in their field.

Minutes Review and Approval: The group reviewed the minutes of the previous meeting held December 4, 2014. A motion was made by Mr. Popejoy, seconded by Ms. Teeters, to approve the minutes of the fall 2014 meeting as presented. The motion carried unanimously.

Review of Industry Sector & Pathway Analysis - Pathway Course Preview/Discussion: Ms. Garcia reviewed pathways and articulation information with Imperial Valley College and local high schools. Ms. Dubose announced the changes in course offerings at Southwest High School and suggested that students take graphic design class before animation. Mr. Jaime announced the Calexico HS offerings noting that graphic design classes are having issues finding computer labs to use. Mr. Jaime they ordered four more Apple computers in addition to the older six computers in stock. Ms. Tharp announced Imperial offerings, noting that she would like to have a third tier of graphics classes for students to have more experience in InDesign software. Mr. Archer announced offerings at Brawley including obtaining CC Suite (Adobe Premier, After Effects, DreamWeaver, Flash, etc.) software which students may in the near future be able to log-into at home in order to improve on homework assignments and LightRoom software. Mr. Archer stated that the Graphics II offering at Brawley needs to become an official course since it is comprised of advanced Graphics I students. Mr. Thorp explained the offerings available at Southwest and is in attendance for students to be able to create light design and set backdrops for theater sets. Southwest would also like to create a video production class.

Business/Industry Sector Synopsis and practical information that may inform curriculum choices: Mr. Popejoy announced that PhotoShop software is not as important in the industry now as it was about 10 years ago since photos do not need to be manipulated very much if they were taken correctly. Per Mr. Popejoy, today PhotoShop is not really used much in his day-to-day work within the industry and he uses Apple's Aperture and LightRoom software much more often. Mr. Popejoy announced that students need to learn not how to use PhotoShop but when and why. Mr. Popejoy said video content is now very widespread within the industry and it is therefore important that there be an emphasis on video production and motion graphics editing. Mr. Popejoy mentioned software such as using video editing software or After Effects, Flixel and others. Per Mr. Popejoy, LightRoom is also the only regularly used industry tool for graphics and photo manipulation. In addition, Adobe Suite continues to be the standard for other types of work in media. Mr. Popejoy also said

that the melding of all media disciplines is essential for students to be able to work in the industry and it has been this way for quite a while. Mr. Archer concurred that LightRoom is much more user-friendly than PhotoShop. Mr. Archer also announced that there is a special payment program for public education where schools can pay for software and licensing by paying per faculty member and get the entire CC Suite (Adobe Premier, After Effects, DreamWeaver, Flash, etc.) for approximately \$3,000 per year. Per Mr. Archer, this method is much cheaper than the prices Adobe charges schools for Creative Cloud (approximately \$30,000 per year). Mr. Thorp concurred that annual software fees are much too expensive for schools to afford via regular means. Mr. Barrientos said that he has used CorelDraw for projects such as silkscreen prints (for t-shirts). Mr. Bojorquez announced that currently in print media he uses programs such as Quark for page design, Falcon for text editing/revisions and basic PhotoShop for news photo editing. Discussion also continued regarding showcase opportunities for students including Imperial High School's art show, the IVROP Showcase & Recognition Ceremony and the Imperial Valley Film Festival. Ms. Teeters encouraged teachers to encourage their film-maker students to enter their projects into the local film festivals (IV Film Commission and Imperial County of Office of Education). Ms. Teeters also talked about having teacher assignments be results-oriented such as the marketing aspects of "why" and "who is the audience" that these class projects/assignments are being made for i.e. movie poster projects. Ms. Teeters said that there are some "new media" pieces of software that would be good for students to get experience with handling.

Competency / Assessment discussions: Ms. Garcia presented sample course competencies/certificates for desktop publishing and graphic design classes. Teachers determine whether a student is eligible to receive a certificate at the end of the course. The decision includes student grades, projects, etc.

Articulation: Ms. Garcia presented documentation of the articulated coursework between Imperial Valley high schools and Imperial Valley College from years 2012 to 2015 and Credit by Exam testing results for the 2014-2015 school year which also articulated to IVC. Ms. Garcia stated that high school juniors may also take the Credit by Exam testing. Mr. Archer praised IVC for their help with students during the articulation process and he has seen that positive impact the articulation numbers of his classes. Mr. Jaime said his video classes are in the process of articulation.

Motion to Continue CTE Industry Sector / Pathway(s): Ms. Teeters motioned to continue the CTE Industry Sector/Pathway, seconded by Mr. Popejoy. The motion carried unanimously.

IV Career Readiness Certificate and the American College Testing (ACT) program's National Career Readiness Certificate (NCRC): Ms. Garcia explained what the IVCR certificate and ACT's NCRC is to those present and highlighted the importance it may have for students as having a nationally recognized certificate lends credibility to the students' abilities. Ms. Garcia explained about the KeyTrain program and that it is currently the Guidance Technician's priority to get CTE students to complete the pre-tests. Ms. Garcia also explained the levels of Bronze, Silver, Gold and Platinum which the NCRC awards students based on their test scores. Ms. Garcia explained that the IV Career Readiness Certificate is in addition to the ACT National Career Readiness Certificate. Ms. Garcia stated that the IVCR is available to students but it is a work in progress in that – in addition to the NCRC/KeyTrain components – it takes time to complete and is very rigorous. Ms. Garcia announced that Guidance Technicians are working towards completing both of these certificates with students valley-wide. Ms. Garcia also encouraged teachers to get their students to apply for IVROP scholarships and participation in student organizations. Ms. Tharp said that she had 13 students who are part of her student organization in the previous school year, 10 of which competed in SkillsUSA competitions last year, 6 of whom went to the California state competitions. Ms. Tharp explained more about Imperial's experiences with the SkillsUSA competitions and that Imperial will also compete again this year. Ms. Tharp said that only students who are currently enrolled in CTE classes may compete. Ms. Garcia said that IVROP supports CTE student organizations via stipends. Ms. Garcia stated the IVROP Community Foundation awarded 10 scholarships to student organizations last year, but the amount increased to 15 this year.

Upcoming CTE Events: Ms. Garcia announced the following events: IVROP Showcase and Recognition Ceremony scheduled for April 19, 2016. Ms. Tharp and Mr. Apodaca announced the Imperial High School Art Show is scheduled for May 19, 2016.

Adjournment / Next Annual Meeting: Meeting was adjourned by Ms. Garcia at 1:05 pm.