

Imperial Valley Regional Occupational Program  
**Arts Media & Entertainment Pathway Advisory Meeting**  
Minutes of December 4, 2014

Introduction of members and guest: Mr. Villamor called the meeting to order at 12:11 pm and thanked everyone for attending. Self-introductions were made with the following present:

**Voting Members:**

- Aaron Popejoy, Creative Director, Conveyor Group
- Richard Salas, Media Technician, IC Office of Education
- Samantha Salas, Owner, Palomas Interior Design
- Vicki Garcia, Manager, Imperial Printers
- Irma Avelar, Counselor, Central Union High School
- Melissa Lopez, Web Director, Conveyor Group
- Steven Thomas, Lead Graphics Design, Conveyor Group
- Joe Apodaca, Principal, Imperial High School
- Olga Ortega, Counselor, Central Union High School
- Francisco Roman, Counselor, Southwest High School
- Simon Canalez, Principal, Brawley High School

**Non-Voting Members:**

- Kathleen Tharp, Teacher, Imperial High School
- Jonathan Archer, Brawley Union High School
- Gina Hanna, Teacher, San Pasqual High School
- Phil Villamor, Director of Education, Imperial Valley ROP
- Crystal Cortez Valenzuela, Guidance Technician, Imperial Valley ROP

**Purpose of the meeting:** Mr. Villamor announced that the purpose of the meeting was for industries to give their input on career relevant courses. Also, to get business partners input and updates on curriculum and materials and possible changes in software.

**Review of minutes:** Mr. Villamor announced that the meeting will be moving pass last meeting's notes since they go too far back, April 10, 2013.

**Industry Update:** Ms. Salas announced that this industry is difficult and students should be versatile. Mr. Villamor mentioned that, though he was skipping ahead, the certificate was meant to help students in those skills. Mr. Popejoy stated that when hiring he looks for diversity and not just expert in one thing; he mentioned that those who have narrow focuses they have limited opportunities.

**Course Analysis:**

- a) **Business/Industry Synopsis:** Mrs. Lopez stated that many who become graphic designers are “all creativity and no strategic.” They need a balance of both. Furthermore, many graphic designers don’t realize that they are not going to be designing what they like they have to create what they are being asked to do and their writing has to be strong. Mr. Popejoy mentioned that many interns change their minds once they work here {Conveyor Group} because they realize it is not what they expected and he wished that more High School students would do internships before they spend their money at college. Mr. Apodoca mentioned that students should have more internships to realize that jobs aren’t always as what they are projected to be in television.
- b) **Competency Discussion:** Mr. Villamor stated we are preparing students to be competent in these areas and that we should push students to be diverse and have a true burning interest for graphic design. Mr. Archer mentioned that curriculum is not covering a lot of soft skills. Mr. Canalez mentioned that everything is integrated between cross curriculum and rigor by nature. Mr. Popejoy added that half of students think that a graphic design class is fun and teachers should make an effort to push them out of class or push them to the limit (to see if they are truly interested in graphic design.) Students need to learn how and why something works not just what works. Mrs. Lopez mentioned that this is an industry that is constantly changing. Mr. Salas added that listening to Pod-Cast he learns that there is always something new and in regards to graphic design sometimes creativity gets put on the bottom of the list. During the first Film Festival he organized students realized that there is more to film than just recording; sound, composition, copyrights, etc. Mrs. Lopez mentioned that similar to writing a paper one needs to give credit to their source and have permission to use it.
- c) **Articulation/Certification Information:** Mr. Villamor mentioned that students in graphic design course get transferable credits to college. Mr. Archer stated that all 165 students are getting 3 college credits for free and are already registered (for IVC) before they graduate. However, he added that the requirements to receive the credits are too easy and not vigorous enough. Mrs. Lopez shared that during her studies students would get an actual client and present as a team. Mr. Popejoy added that involving public speaking as part of the curriculum might be helpful for them. Mr. Archer stated that he tried to implement on his top students but he found that articulation final was not vigorous enough.

**Motion to approve the course information:** A motion was made by Mr. Popejoy and seconded by Mrs. Garcia to continue. The motion was passed unanimously.

**CTE Career Readiness Certificate:** Mr. Villamor explained the certificate that will cover an employability unit (academic and interpersonal) that will be attainable through the school of the students Valley wide. Mr. Villamor continued by stating that Edwin Obergefell, IVROP's superintendant and the Chamber of Commerce support the certificate for a marking push. Mr. Popejoy stated that it was bothersome to have someone with a "B in introduction to computers" and hoped to change the working. Mrs. Salas added that stating proficient in "work environment computer skills" would be preferable.

**Motion to change certificate language:** A motion was made by Mr. Salas and seconded by Mrs. Lopez to change language on Career Readiness Certificate. The motion was passed unanimously.

IVROP/CTE Pathway Events: Mr. Villamor announced the following ROP events:

- a) CTE Forum – tentative February 2015
- b) IVROP Showcase and Recognition Ceremony – March 24, 2015
- c) IVROPCF Dancing with the Stars Gala – May 1, 2015

Review for next year annual meeting: Announced that we will meet once a year with individual pathways.

Adjournment: Mr. Phil adjourned the meeting at 1:30 p.m.