ABC Adult School
12254 Cuesta Drive, Cerritos, CA 90703
(562) 229-7960

Graphic Media Design Advisory Meeting
October 20, 2023
11:00 a.m. to 1:00 p.m.
Cuesta, Room H7

Committee Members Present:
Jami Elliot, JR Elliot Inc.
Alvin Bowens, East Face Broadcast Production
Ross Gile, DigiCal Web Design

Committee Members Absent:
Pedro Benitez, Wonder Wrap
Gloria Garcia, Trophies by Leon
Jerry Warner, Promo Guy

In Attendance:
Nancy Amara, **Principal;** Kathy Evans, **Assistant Principal/Dean;** Jose Torices, **Assistant Principal;** Georgia Grissom, **TOSA/Lead Instructor;** Melissa Van Aalsburg, Financial Aid Coordinator; Nivin Ibrahim,**Secretary II**

Teachers: Brady Poirier, Kevin Muto

Minute Items

Welcome
By Kathy Evans
I want to welcome everyone and thank you for the Graphic Media Advisory meeting; Nancy is giving a tour to one of the district board members.

Introduction and Meeting Overview

Review of Mission Statement
The purpose of the advisory is to ensure that our programs are adequately preparing students to enter the industry. We need the input of the professional community to verify that our students are prepared and to make changes to curriculum if necessary to meet the industry needs. It also gives us the opportunity to understand the current trends and upcoming changes. I would like each member of the panel to introduce himself or herself. Please tell us your name and the name of your company or business.

The Mission of ABC Adult School is to provide quality education to our diverse community with meaningful opportunities for success in career, academic, and personal goals.

We participated in a combined WASC (Western Association of Schools and Colleges) and COE (Council on Occupational Education) visit in 2021. WASC looked at all other programs outside of career technical education; COE evaluated all CTE programs and all processes that are involved in those. There were some findings from the COE visit, which will be addressed, most of which involve paperwork and not program structure, instruction or content. We cleared the findings in December of 2022.

COE allows us to offer Financial Aid which is an essential component for most students; we had a visit last year and they cover 350 different points; we had 39 findings which we had it reduced to 4 findings and eventually no findings. The findings were all data collections.

The Student Learning Outcomes for the ABC Adult School are: "Self-directed lifelong learners who: acquire knowledge and skills appropriate to their stage of life, set and achieve career, educational and/or personal goals, and seek continuing career training and/or educational opportunities. Effective communicators who: demonstrate appropriate listening, speaking, reading, writing, creative, and/or computational skills, apply communication skills to professional, technical and other real-life situations, and enhance and improve their ability to understand and be understood by others. Critical thinkers and problem-solvers who: exercise their powers of judgment, perception, and inference, assess and fulfill their own needs by finding appropriate resources, apply knowledge to professional, technical and other real-life situations."

Motion to accept minutes from last meeting.
Please take a moment to review the minutes from the last advisory. We will need to have a motion and a second motion to approve the meeting notes. Can someone make the fist motion? Ross Gile made the first motion.
Can some second the motion? Alvin made the second motion; the minutes have now been approved.

Changes
Due to low enrollment we have sunset the Video production program. Should we have interested in the future, we can establish the pathway.

Completion/Placement/Licensure Plan:
To maintain our COE accreditation, we must maintain a 60% completion rate and 70% placement rate. If we do not, which will place our program in a review (which requires us to report why and what actions we are implementing to correct completion and placement). We have one year in which to get our numbers back up to the benchmarks set by COE.
For the reporting year 2022 (enrollment for 2021), we had a 25% completion rate and 100% placement. The complete number was below benchmark due to low enrollment. Placement was high due to few completers. Some reasons for this were that students were taking longer to complete due to covid closures (we had students who had left during covid and returned later, which increased our carry over numbers). With covid restrictions removed, we have seen an
influx of new students who have been in person 100% of the time.
We are always looking for ideas/suggestions to attract more students?
How do we keep them?
Where are the jobs for them to go to?
Who are we competing with for students (are they looking at online options, or are they learning on their own, or gaining entry level employment and learning on the job?

Alvin suggested incorporating Video production skills since he learned video skill at the ABC Adult school years age; he suggested beef up/condense classes, night and online classes and advertise more.

Brady stated that he teaches graphics design in social media but not as production.

Ross added it needed to be a package (video and social media) like Tik Tak which the go to social media for so many companies; you Tube shorts, Facebook reels; offering social media creation and excursion class
Brady suggested teaching premiere or after effect.
Ross advised that companies will hire in house social media marketing coordinators that will keep it active with updated posts; also the average person will use the personal phone for shooting video, editing and posting but it's not that high of quality as you use a special lens camera.
Alvin suggested offering a phone production class.
Brady encourage students to use their personal phone at the beginning of the class to shoot and edit pictures then he introduce them to using cameras

Financial Aid:
We still offer financial aid for the program as the hours still fall within Financial aid requirements.

Review/Discuss Program of Study
By Kathy Evans
The committee took time to review the program in its entirety and discussed the following topics: Requirements for Admission, Program Length and Content, Program Objectives, Competency Tests, Instructional Materials, Equipment, Methods of Evaluation, and Instructional Delivery Modes.

Admission Requirements: Are they appropriate and are there any suggestions? (18 years and must have a HSD/HSE)

The committee agrees that the program objectives are sufficient and relevant.
Ross asked if we accept a 16 years old who graduated with a High School Diploma.

Program Length and Content: Is the amount of time sufficient for an entry level position? Are the topics/classes appropriate for the program and any suggestions?
Kathy explains the program is 776 hours which is 6 hours a day for 9 weeks per quarter.
Alvin thinks that the program is long hours for the working professional; he suggested night or and online classes.
Ross suggested taking InDesign I and InDesign 2 class out but Brady and Jami disagreed.
Georgia and Nancy commented that night classes numbers have been declining since 2018 in this area and the surrounding areas but it's thriving in the LA unified district.
Brady would like to add more hours to the program because older students tend not to retain information and not practice as needed.

Program Objectives: Are the objectives sufficient and relevant to the program? Should there be other objectives or are any current ones outdated or irrelevant?
Brady teaches how to create packages, photoshop, pamphlets, illustrator and printing labels in the industry.
Kevin teaches the fundamentals of design in InDesign I and creates pamphlets in InDesign II.
Ross suggested creating a student portfolio with all the labels, pamphlets and packages he/she created.
Jami asked why we include Keyboarding; Kathy advised that it can be removed.
Brady suggested teaching computer knowledge classes like Computer Essentials for Mac.
Alvin suggested we have an Adobe lab which we do offer.

Competency Tests: What tests are used in the program? Are they sufficient and any suggestions?
These include paper based projects and portfolio assessments.
Brady has projects to assess students and reviews to meet all requirements.
Kevin also has the same procedures plus a keyboard shortcut quizzes.

The committee agrees that the program objectives are sufficient and relevant.

Instructional Materials: *What type of materials does the instructor use? Is it appropriate and any recommendations?*
These include videos , books, computers and software.
Brady shows You Tube Videos.
Kevin lectures and shows Videos.
The committee agrees that the program objectives are sufficient and relevant.

Equipment: *What type of equipment is available to students? What is needed and are there any gaps?*
Mac Computers but not enough memory rams; Ross advised to have at least 32 GB; Nancy suggested adding this to the order list.
Cameras, Brady orders still motion pictures cameras.
Lighting for shooting pictures.
Ross suggestd to have students do real life projects.
Brady suggested using a website like GraphBerry to produce mockups for free.
The committee agrees that the program objectives are sufficient and relevant.

Methods of Evaluation: *How are students evaluated in the program? Is this sufficient? What type of portfolio, if any, should students have when they finish the program and look for a job? Is industry certification needed or preferred?*
Students are evaluated during the course of class and at the end of each class..
Students can sit for Adobe Certification exams if they wish.

The committee agrees that the program objectives are sufficient and relevant.

Instructional Delivery Modes: *How is the subject matter taught? Is one method better than another in the program and any suggestions? Lecture, demonstration, videos.*
Brady, lecture; refresher the day before; plays videos and let the students work through a project on their own.
Kevin does similar to Brady; plays YouTube videos, tutorials and projects.
FireFly AI is a threat in Photoshop; it's good but still needs some work per Brady.

The committee agrees that the program objectives are sufficient and relevant.

Other:
Jami liked the program and the pricing and asked how come it's advertised throughout Orange County; her son might be interested.
Jose advised that is the next step to advertise on buses, billboards.
Nancy thought advertising in Orange County is a good idea.

Adjournment
Kathy thanked everyone for coming and contributing to today's Graphic Media Design Advisory Meeting.

Transcribed by: Nivin Ibrahim

Signature: _____ Date: _____