

**Career and Technical Education Academic Senate Joint Committee**

**November 4, 2014**

Academic Senate Office

HSS 261

1:00 – 2:15 p.m.

**Meeting Commenced:** 1:02pm

**In Attendance:** Eve Adler, Fariba Bolandhemat, Salvador Carrasco, Ruth Casillas, Jamie Cavanuagh, Fran Chandler, Stuart Cooley, Frank Dawson, Abbas Dehkoda, Chris Fria, Dan Hurley, Michelle King, Ford Lowcock,, Laura Manson, Laurie McQuay-Peninger, Jenny Merlick, Tricia Ramos, Harold Rogler, Saul Rubin, Perviz Sawoski, Howard Stahl, Joy Tucker.

**Review and Approval of Minutes:** October 28 – N/A

**Chairs Report:** A new administrator was added to the committee – Michelle King. The current list of voting members is as follows: Frank Dawson, Michelle King, Laurie McQuay-Peninger, Tricia Ramos, Fariba Bolandhemat, Salvador Carrasco, Clifton Dobbs, Chris Fria, Ford Lowcock, Laura Manson, Debbie Perret, Joy Tucker.

We'll be hearing proposals for the SB850 bachelor degree, interested parties will leave the room so the committee can discuss, and then a vote will take place to move one of the programs forward.

**Major Business Items**

*CTE Bachelor Degree Proposal Final Selection Criteria*

The criteria rubric was collaboratively composed by several administrators with several hours of input eventually being condensed to the draft handout which is subject to change by this committee. It was put together with was thought to be required in the SB850 law. The rubric is to be used to take notes when reviewing the SB850 proposals.

A motion to adopt the rubric tool was made by Laura Manson, second by Frank Dawson.

No oppositions. All CTE members present are in favor to use the rubric.

The certification of intent is due November 12, the formal letter of intent on November 24<sup>th</sup>, and the application on December 19<sup>th</sup>.

**CTE Bachelor Degree Proposals**

*Mobile App Development – Howard Stahl*

There are over eighty-four (84) billion downloads each year.

The curriculum will cover the business end of the mobile app space so students learn how to conduct market research as well as effectively distribute and promote their own

apps. The program will focus on design principles allowing students to build apps that cater to the strengths of different devices and teach the importance of creating an intuitive user experience.

More students in our area don't get an Associate degree but end up transferring which we've had a high success rate. In this industry an Associate degree and or Certificate of Achievement have no value. By offering a four (4) degree, the one hundred students we transfer per year would stay at Santa Monica College.

With the different colleges we are partnering with in the LA HITECH grant, the strongest Computer Science program is Santa Monica College with the highest completers. Our Advisory Board includes Amazon Web Services who have provided a letter of support for offering a bachelor in mobile app development. Our Advisory Board have committed to working with us to place our students in the industry with both internships and jobs that further develop the skills that would be taught by this program. Also, UCLA has approached us to have our students code their research and turn into an app allowing our students to build their portfolio.

Students who complete this degree may work in the following job titles: Application Developer, Computer Programmer, Mobile Application Developer, Software Developer, Lead Software Developer, Software Engineer, Software Project Manager, Software Tester, Web User Interface/Mobile Application Developer, Front-End Developer, and Senior Mobile Engineer.

#### *Interaction Design (IxD) – Jamie Cavanaugh*

Currently, a BA in Interaction Design is not being offered at a UC or CSU system but offered at the Art Center College of Design and California College of the Arts and through extension programs such as UCLA Extension and the University of California-Fullerton, Extended Education.

Interaction Design is more than designing; it's user-centered design for how we interact with objects and systems, and not confined to a mouse or a touch screen. It focuses on process, user experience design, visual design and behavior.

Some Careers in IxD include User Experience Designer, Interaction Designer, Mobile Designer, User Interface Designer, and Web Designer. There's an immediate need for students with skills in design, interaction design, prototyping, and coding.

The Graphic Design program focuses on project based courses where students learn the basics of UX design, responsive and mobile app design. Students completing our program with an associate degree or certificate of achievement aren't fully prepared for what the industry demands. Offering a four year degree will allow us to offer additional training and build on students existing skill sets.

The IxD bachelor degree would be comprised of core classes, electives, general education, and upper division courses approximately totaling 130 units.

In winter of 2016, the Design Technology department will be moving into the new building where there are several computer based classrooms, and a computer lab with over eighty (80) workstations. Possible resources need to provide a bachelor degree would be software and tangible micro controllers totaling approximately \$3,000.

Interaction Design is an emerging field where no institution is really providing training for. We are uniquely qualified because of the resources and faculty knowledge we have.

#### Discussion of presentations

Both proposed programs are modeled off of existing disciplines. It is suggested to think about which of the two programs has the best shot and can pave the way for other programs to be offered as a bachelor degree upon its success.

Those in favor of proceeding with the Mobile App Development program as the recommended CTE undergraduate program are Fariba Bolandhemat, Joy Tucker and Laurie McQuay-Peninger.

Those in favor of proceeding with the Interaction Design program as the recommended CTE undergraduate program are Salvador Carrasco, Chris Fria, Laura Manson, Frank Dawson, Ford Lowcock, Tricia Ramos, and Michelle King.

With the majority vote we will make our recommendation to Academic Affairs who will then give an update to Board of Trustees meeting tomorrow, and the program will be on Curriculum Senate agenda as well.

The Curriculum committee meets the first and third Wednesday of every month. Jenny Merlic will give an update on the CTE Committee's bachelor degree program recommendation. Chris Fria will send out an email regarding the next Full Senate meeting scheduled for November 18<sup>th</sup>.

**Adjourned:** 2:52pm

**Next Meeting:** CTE Committee - Tuesday, November 18