



Career Education (CE) Committee

Tuesday, March 21, 2023

Zoom/Hybrid CMD 216

1:00PM-2:40pm

In Attendance (Zoom): AJ Adelman, Tracey Beidleman, Ruth Casillas, Andria Denmon, Lynn Dickinson, Mario Franco, Amanda Garcia, Jazmin Guzman, Corinne Haynes, Gary Huff, Jenny Landa, Ann Marie Leahy, Dana Nasser, Hannah Nelson, Kim O’Cain, Debbie Perret, Perviz Sawoski, Redelia Shaw, Howard Stahl, Joshua Thomas, Nicola Vruwink.

In Person Attendance: Ashanti Blaize, Sheila Cordova, Drew Davis, David Hall, Maria Leon-Vazquez, Steven Sedky.

Call to Order: 1:02pm

Public Comments: N/A

Approval of Minutes: N/A

Reports:

Chair: Steven Sedky

Today March 21st - is the first day of the deliberation and Friday March 24th will be the 2nd day of deliberation. Congratulations to Dr. Denmon for her hard work in receiving a 1-million-dollar grant from the Keck Foundation for Biotechnology. Congratulations to Howard Stahl for his hard work with the Cloud Computing Bachelor's degree application which was submitted to the Chancelors Office in January 2023.

Vice Chair: Patricia Ramos

It’s great to be back as Vice Chair. Sasha King is now in a new role in Academic Affairs which will complement Academic Affairs and our programs. We have to work together especially for your funding requests – having that relationship with Sasha and Academic Affairs is important. The Cloud Computing Bachelor degree program will not only impact SMC but the region and the state. Congratulations to both Andrian and Howard on their efforts in moving SMC forward.

Working with a skeletal team in Workforce has impacted how much we have been able to be involved in some of the local projects. We’re working with the region on regional projects to bring back funding to our CE programs who are eligible. The more we're able to participate at the regional level the more.

Information Items:

Perkins/SWP Application Presentations



Architecture

Our IAB has concerns with job placement, employers fulfilling their DEI (Diversity, Equity, Inclusivity) responsibilities and finding designers who can act as community engagement design consultants. We would like to have some of our students attend the annual National Organization of Minority Architects conference and student design competition. The Student Design Competition will give students the opportunity to take a design project from start to finish while addressing Diversity, Equity, Inclusivity and Justice principles throughout the entire design process. This NOMAS conference will be held in person with many professionals within the industry, and several opportunities for our students to network with said professionals. Additionally, our student show will bring invited local professionals within the industry to see student work and allow students to network with local professionals. The department is requesting a total of \$16,443.

Interior Arch

Student engagement, retention, and industry connections are the top concerns as we emerge from the pandemic. We developed online content prior to Covid and this is an ongoing effort. We are integrating content and activities to be more engaging and see a need to keep some online for a more diverse population. The focus as we return to live meetings is to reengage industry for student networking. This was lacking during the pandemic and hard to re-establish as we return. The advisory board talked at length about the emerging skills (both online and in person) and the need for 'real world' applications with industry partners. We are working on an event to connect industry and our students. This aspect of CE programming was interrupted during the pandemic and needs to be reestablished. This industry outreach will be both on campus events and social media marketing. Marketing to industry and prospective students to provide a better pipeline and introduce our students and their skills to local - and distant - industry. The department is requesting a total of \$9,413.

Graphic Design

The pandemic has caused a disconnect within the industry - many resources and connections were lost as we were not able to meet in person for over 2 years. Online was a solution and many students still want this option for their busy lives. Students need to be a part of real-world situations and to see the connection of actions of design on society. This initiative is aimed at informing industry of our program and the skills the students have and need to develop. We will leverage these connections for advisory boards but also for events to have students and industry meet and work together. The Marketing campaign will provide information on the program and the industry/student events. The campaign will direct industry and students to program information and a website on the events which will also be archived for later viewing and reaching more industry. The website will direct industry to the Portfolio initiative being developed also. The department is requesting a total of \$13,668.

Journalism

Audience engagement has been a recurring theme during our program's advisory board meetings. Ensuring that our students have the skills to understand audience analytics and translate that data into comprehensive content plans has become a major focus of our program. Our board also recommends ensuring our journalism students learn how to produce a multitude of content across various platforms from social media, platform specific content and video/audio content to photojournalism



photostories/audio slide shows and written content with supporting infographics rooted in data journalism. To ensure we are preparing our students for what's next in the journalism industry, especially in the audience engagement vertical and digital content creation area, we need to give our students access to the most cutting edge and industry standard equipment and provide ways for our journalism students to collaborate with our media production students. In addition, sending students to journalism conferences provides necessary exposure to both professional journalists and fellow student journalists. At these conferences, our students are able to share content strategy and find out what new equipment is emerging to help them produce quality and award-winning content. Our goal is to always prepare our students for where the industry will be ten years from now instead of just teaching them how the industry currently operates. The department is requesting a total amount of \$36,270.

DSPS

On an annual basis we try to consult with our advisory board members, as well as experts in related fields, to help determine what equipment will best meet our students' needs. The purchase of the Otter.ai license (20) will allow students to have a text transcript, as well as an audio recording, to supplement their lecture notes. The purchase of the Glean license (50) will allow student to have a true note-taking application that enables users to interface with their notes differently than Otter. The purchase of a one-year license for the Abbyy FineReader PDF Standard for Windows. This software allows us to turn documents (paper or electronic) into a digitized PDF format. This offers students accessible material that can be used along with other assistive technology. This software is used by our Alternate Media Specialist to reformat documents according to student accommodation. The purchase of 15 headphones with no mic (Mackie MC-100), and 10 headphones with a mic (Hi-Fi USB-C), will update our lab equipment so students have access to audio/video files and dictation software while using computers in our lab. The purchase of a one-year subscription to Virtual Reading Coach is a program to measure and teach decoding, fluency, and comprehension skills to students with reading disorders. The purchase of the second year of the 3-year Kurzweil 3000 subscription (+1700) assists many of our students who access their textbooks digitally while having the text read aloud. Kurzweil 3000 is our number one application used by our students to access their class materials. The department is requesting a total of \$17,273.

Applied Photography

Two issues that our Advisory Committees have brought forth again and again are the need for us to teach the integration of photo and video, and the need to more thoroughly train students in Capture One software. These skills are required for students to obtain the highest paying jobs in the industry. We are working hard to ensure we continue to update our program according to the guidance of our Advisory Committee and in response to observed market demands. The two mirrorless cameras and lenses being requested will help prepare us for our new Video for Photographers courses and certificate program. While we continue to be a DSLR-based program, our Advisory Committees have emphasized that it is essential to branch out into the use of mirrorless cameras for the implementation of video. The integration of basic video into the jobs of photographers has been an ongoing trend for many years, and a need that we are eager to meet. We are also planning to purchase a color grading panel to provide students with more hands-on experience with high end color correcting, and iPads in order to use the new Capture One app in the lighting studios. These are both tools that students should be comfortable



using when they complete our new Digital Technician and Retouching certificates. Our program has been working very hard over the past five to six years to make our program as close to zero-cost as possible. We strive to ensure that all students have equal access to the best education and training with the most cutting-edge facilities, so that they are fully trained for the highest paying jobs in photography. *The department is requesting a total of \$30,798.*

SST/RRM

Our IAB stresses the issues of equity and employability of STP graduates and SST-certificated students and continues developing skills that reflect the needs of the sustainability industry. will be used to attract new students into the RRM/SST programs and equip them with the skills needed for entry-level employment in the growing field of sustainable technologies and systems. Also, the funds will foster collaborations between SMC departments and programs (e.g., Business, Engineering, SMC Sustainability Center, Organic Learning Garden) to promote innovation, entrepreneurship, and the production of sustainability- related products, services and systems. Additionally, the grant will fund programs such as the globally recognized USGBC TRUE Advisor accreditation, enabling students to access a global network of professionals who are dedicated to honing their skills and expanding their knowledge to secure in-demand jobs and to give graduates more professional creditability. The faculty will organize and meet with the Advisory Board annually and reach out to Board members for advice on course development and changes in trends, legislation of changing environmental laws and job market demand and trends. The department is requesting a total of \$120,021.

Film Production

Virtual Production. This is the leading-edge approach to film production, specifically the use of what is called Stagecraft, a high, e.g., 20 foot tall, 270-degree around wall, on which images of environment can be projected. Also, in the traditional mode, teaching with the exact equipment students will find on set, whenever possible. And to continue to integrate all aspects of filming in our classes, using professional tools and techniques as the foundation of an effective CE learning experience. We continue to add to our compliment of professional grade equipment (lenses, Venice camera package) and upgrade our lesson plans to employ these tools during hands-on lab work. As we add equipment, we create a distinct level of education - beginning, intermediary and advanced. This supports our constant goal of having the most students engaged, hands-on, with industry level equipment, at any moment. With the supporting equipment for our Sony Venice camera, we can create truly advanced classes in camera and cinematography. Our students will have a camera and supporting equipment that is found on professional sets and locations. Additionally, the tools of traditional film labor will enable students to be even more prepared to film our on-location, academic film projects, making the experiences closer to professional work, giving students the chance to understand what is expected to be a member of a film crew and make a living at filmmaking. The department is requesting a total of \$46,124.

Cosmetology

According to the advisory board, the cosmetology program, at SMC provides an enriching environment for students to learn a trade in the beauty industry. The goals of the department are to be in-compliance with the State Board of Cosmetology, provide an experiential learning environment while preparing the students not only for the State Board exam but acceptance into the job market for an entry level



position. It is imperative for students to be exposed to industry standard equipment and an environment conducive to learning to achieve a positive trend in employment, retention and completion rates. By updating the spaces with the new Smart Classroom, sound system, facial devices, timeclocks, and wig dryers we are fostering students' engagement and therefore success. The department is exploring every avenue to reduce equity gaps and increase enrollment and retention. The department is requesting a total of \$119,245.

Adjournment: 2:43pm