

Advisory Committee Meeting Minutes 11/5/2018

Call to order Time: 5:40 pm

Members in attendance: Michelle Keller, Tom Marple, Jason Lueder, Sean Thorenson, Carla Hixson, Tyler Huber, Holly Schaefer, Rhea Beto, John Nelson, Tim Meyer, Kristy Horner, Laura Henkleman, Dale Hoerauf, Lyle Krueger

Members absent: XXX

Nominations for chairperson. Thorenson nominated Tyler Huber. Huber accepted the nomination. Holly Schaefer motioned to nominate Huber, John Nelson seconded.

Approval of Minutes

Schaefer motioned to approve the minutes. Keller seconded.

Huber asked if there is any discussion

Motion passed

Old Business

BPS: Meyer said no old business

Enrollment for BPS: Meyer mentioned that Horner has 18 students in Block A, 15 in Block B, and 35 online across 18 different schools. Meyer has 13 + 20. He said Block C is hard to fill because it coincides with some lunch periods. He mentioned that the transition to Adobe CC update went ok. Thorenson asked to clarify that BPS has over 116 students within the program. Hoerauf said that it is really taking off. Krueger said that we are considering opening a full section of the class at Standing Rock.

Needs: Meyer indicated that the next equipment purchase will probably be lighting equipment for photography and then potentially a photo mosaic printer/exhibit set. He also said they are potentially looking to replace their regular printer.

Student organizations: Meyer had 2 students compete in the student organization last year due to the t-shirt design challenge and mentioned that both classes plan to do the same thing again this year.

BSC enrollment: Thorenson said that they are having a low-enrollment year this year. They started this year with 24 whereas full is 32. They will be going to career fairs coming up. They understand that enrollment numbers are often cyclical so they hope to rebound quickly.

Program information: Lueder said that when they do group critiques with the smaller group, it is a lot different. There is no ability to be anonymous. He said he has gotten tired of a couple of his assignments, and wants to revamp some of the projects. He said he will still have to teach them the same skills, just in a different way.

Department needs: Lueder stated that they have no department equipment needs. They are on year 3 or 4 of their Macs and have to keep them for 5 years. Marple said he thinks they are going to reconfigure the Adobe suite so that they have access to the Fontkit. Lueder, Thorenson, and Marple all stated that there have been some improvements with the newer versions of the Adobe software as well as some things that have been changed unnecessarily. He said that Adobe pulled the plug on Muse, so now he is going to have to go back to Dreamweaver.

Student organization: Thorenson said they had a record-breaking year last year with 21 members in their club. This year they have 6. Lueder mentioned that last year their club attempted to impeach the president. The drama has carried over and the sophomores are hesitant to join. The club has toured KFYP and KKBold and they have had a speaker come to give a presentation. They are looking to get a bigger speaker in from the outside as well.

BSC: No old business

Industry Feedback

Current industry workforce needs: Beto asked if everyone is at a full staff. Huber said he wishes they could hire more talent, but they don't have the budget right now. He said his job has changed to more of a jack-of-all-trades role. Schaefer said marketing through social media has changed the way she works.

Huber asked Keller how freelance is going. She said she is looking at targeting the clients she wants versus taking everything she can get. Keller said for the most part, the challenges have been running the business. Krueger mentioned that said he sits on a committee where conversation has involved a push to integrate that into education on a more widespread level. Dixon said that they had considered requiring an entrepreneurship component to their curriculum. Lueder and Marple said they try to integrate it into their curriculum and will continue to push that side of the business.

Huber mentioned that there is a lot of value in knowing how much to charge for your work as a professional working in the design business. Keller agreed and reiterated that knowing your value as a designer is extremely important.

Horner asked for input on potential for collaboration between businesses and our classes. Schaefer said Mann signs, McQuades, and print shops are important to visit. She said it's nice to see the items actually being made rather than just on the computers. United Printing, Image Printing, The Printers were other locations she mentioned. Schaefer suggested that reaching out to all sorts of businesses instead of just the regular print shops is a good idea to see the entire gamut of businesses that are involved in graphic design field. Henkelman asked if they

had any ideas for people for Career Fairs. Huber said he would be willing to come speak at our classes.

Henkelman asked about internship opportunities or job shadows. She has a student currently who is looking for some job shadows, but more of a structured in-depth internship. It would have to be about 75 hours. Huber said they had talked about potentially having an internship. Schaefer suggested that they contact churches and see if they need any help with layout. Beto also suggested non-profits such as AARC, United Way, etc.

New Business:

Thorenson said that budget has been an issue the last couple of years, and one of the changes that will be occurring is a cut in some of their marketing material. Hixson said that there are some options and that they can look into that.

Motion to adjourn: Schaefer

Seconded by Beto.

Adjourned at 7:18 pm