



**Photography
Advisory Committee Minutes
January 30, 2015
11:30AM-2:00PM
Bldg. 13, Room 2465**

Industry Representatives

Mt. SAC Faculty and Staff

X	Bob Wilde , <i>Samy's Camera</i>		Danny Lupercio , <i>Samy's Camera/Rental Dept.</i>		Dr. Sue Long , <i>Dean of Arts</i>
X	Hiroshi Clark , <i>Hiroshi Clark Photography</i>	x	Liliana Ortega , <i>Mt. SAC student</i>	x	Don Sciore , <i>Interim Associate Dean, Arts</i>
	Gary Colby , <i>Professor, University of La Verne</i>	x	Crystal Ramirez , <i>ACCD Student, Mt. SAC</i>	x	Laurie Hartman , <i>Co-Chair CEA Dept.,</i>
X	Christopher Grinnell , <i>Northview High School</i>	x	Steve Schenck , <i>Shenck & Schenck</i>	x	Jason Perez , <i>Professor of Photography</i>
	Agatha Ibranossian , <i>Jay and Ani Photography</i>	x	Joey Skibel , <i>Joey Skibel Photography</i>	X	Randy Smith , <i>Photography Lab Technician</i>
	Jeffrey Jones , <i>Jeffrey Jones Photography</i>	x	Mike Tarronas , <i>CSUF student, Mt. SAC Alumni</i>		
X	Eric Joseph , <i>Freestyle Photographic Supplies</i>	x	Dorothy Wallace , <i>Dorothy Wallace Photography</i>		
X	David Lopez , <i>ACCD Student, Mt. SAC Alumni</i>		Greg Zajack , <i>Zajack Photography</i>		

11:30-noon lunch and beverages. Noon-2:00 discussion.

		Updates/Discussion	Outcome/Action Needed
1	<u>Welcome and Introductions</u>	Purpose of Advisory <ul style="list-style-type: none"> ▪ Assist departments and college in evaluating effectiveness of program and prep of graduates ▪ Recommend changes to curriculum, facilities, and equipment ▪ Assist the program in identifying work experience opportunities ▪ Advise the program of industry changes and trends General Update and State of the College- Don Sciore, Arts Division	



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2	<p><u>Status of Advisory Recommendations from Previous Meeting (see handout)</u></p>	<p>The following recommendations from the previous year's Advisory Committee Meeting were detailed on the handout and briefly discussed in the meeting:</p> <p>Perkins Equipment Purchases:</p> <ul style="list-style-type: none">• Notified the advisory group on equipment purchases through 2014 Perkins. <p>Accomplishments:</p> <ul style="list-style-type: none">• Completion of all Perkins activities• Guest lectures and class field trips to industry vendors.• High school outreach. Hosted juried exhibition with several local high schools.• Collaboration between programs. Working with Journalism and the Graphic Design department to create an e-zine.• Program Growth, We have secured additional LHE/FTE's allotment to offer several more sections of our courses. <p><i>The committee expressed their approval.</i></p>	
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	Item	Updates/Discussion	Outcome
3	<p><u>Current Issues:</u></p> <p>a). Personnel changes: i. Adjunct retirements and hires</p> <p>b). Curriculum changes:</p> <p>i. New Certificate Proposal: Video for Photographers</p>	<p>a). <u>Personnel changes:</u></p> <ul style="list-style-type: none"> • One adjunct instructor (Jesse Mezquita) retired at the end of Fall 2014. We anticipate at least one additional retirement at the end of Spring 2015. • We hired three new adjunct instructors: Greg Rager taught Phot 12 Alternatives in Fall 2014. Louis Felix and Chris Benoe will begin teaching this Spring. <p>b). <u>Curriculum changes:</u></p> <ul style="list-style-type: none"> • The new “Level I” and “Level II” Certificates were introduced in the catalog this year. We have been informing students of the new certificates as well as changes to the existing AS degree. • The new course Video for Photographers (Phot 26) has been added to our AS degree and Level II Certificate. We hope to offer the course during the 2015-2016 academic year. <p><u>New Certificate Proposal:</u></p> <ul style="list-style-type: none"> • Proposal for a Video for Photographers certificate; This Certificate integrates photography and video capture, editing and output techniques. It is designed to prepare students for employment as a photographer and videographer. The certificate will cover DSLR camera use, composition, storytelling, lighting, combining photographs and video, still and video image editing and output for a total of 25.0 units. • Committee advice: <i>The convergence of still and video is becoming a part of the job scope for industry photographers, and it is important for students to have some knowledge in video techniques for the future.</i> • Committee advice: <i>The equipment needed to support the “Video for Photographer class.</i> <p><i>Committee approved the Video for Photographers certificate.</i></p>	<p>3.b) i: The Photography faculty will submit the new Certificate, <i>Video for Photographers</i>, for approval.</p>



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<p>c). Accountability:</p> <ul style="list-style-type: none"> i. Transfer ii. Employment iii. Completions (IN-REACH) 	<p><u>Accountability:</u></p> <ul style="list-style-type: none"> • Transfer Connections, We continue to assist our students with transferring into four-year institutions. Jason Perez took students from his Phot 28 (Portfolio) class to Art Center College of Design to have their portfolios reviewed by faculty member Steve La Voie and Department Chair Dennis Keely. Laurie Hartman is working with Gary Colby of University of La Verne on ways to streamline the process for our students to transfer to ULV. • I.E.P, Full-time faculty members continue to advise students and develop Individual Education Plans. Certificate and Degree completions have increased dramatically. • Due to financial aid concerns, we have not seen an immediate increase in “completions”. Even though many students have already completed the required courses for the new Level One Certificate, they risk losing financial aid if they file for a “completion” (such as the Level I Certificate) before they finish all of their studies (i.e. Level II Certificate or A.S. Degree). For this reason, students are waiting until they are completely finished here at Mt. SAC before they file for any certificate. We expect to see the results of our new Levels Certificates next year. 	<p>3.c) i: The Photography faculty will continue their efforts to secure pathways for our students to transfer to 4-year institutions.</p> <p>3.c) iii: The Photography faculty will continue their efforts increase completions by advising students and creating Individual Education Plans.</p>
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		03 - 04	04 - 05	05 - 06	06 - 07	07 - 08	08 - 09	09 - 10	10 - 11	11 - 12	12 - 13	13- 14		
Program Completion Rates 2002-2014 http://datamart.cccco.edu/Outcomes/Program_Awards.aspx	Certificates		1		4	1	7	1	13	10	21	8		
	Degrees	2	4	3		1	4	2	2	5	14	8		
	Total	2	5	3	4	2	11	3	15	15	35	16		
4	<u>Future Initiatives</u> a). Increase students entering the program: i. High School Outreach ii. High School Articulation iii. H.S. Darkroom experience iv. H.S. Student Show, Spring b). Support current students with completions (in-Reach): i. Orientations (in-class) ii. Individual Education Plans iii. MAP iv. Connections with partner programs (curriculum) c). Increase Transfer d). Work experience and job placement	The Committee discussed in-reach, outreach, and the lack of course repeatability and it's impact on our students and program.										4.a) i-iv: The photography faculty will continue their efforts to increase students entering the program via High School Outreach, Articulation, Darkroom Experience and the H.S. Student Photography Exhibition in Spring. 4. b) i-iv: The photography faculty will continue their efforts to support student completions via in-class orientations, Individual Education Plans, MAP orientations and collaboration with our partner programs.		



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<p>5</p>	<p><u>Documentation of Program Needs</u> a). Perkins Activities: I. Focus on Industry with guest speakers, business course, work experience. II. Lab School – experiential learning with collaboration with partner programs III. Link Secondary and Post Secondary: HS Articulation agreements IV. Rigorous Academics: Focus on Basic Skills, SLO's V. Address needs of Special Populations VI. Maintain Advisory Contact VII. Purchase and implement current technology</p> <p>b). Perkins Funding Requests: I. Equipment: 12' Mathews Silk with frame Hotshoe Shotgun mics Inkjet Printers Print Viewers DSLR Cameras Lenses Arri Continuous Lights Lee Filters High Speed SD Cards Video rigs jibs,dollies,finders Monitors MSE stands with arms MSE scrims, flags light control Grip (Sandbags, Apple boxes, clamps, flags, cutters) II. Conferences III. Guest Speakers IV. Personnel & student workers V. Software Vi. Marketing and Promotion Vii. Professional Development</p>	<ul style="list-style-type: none">• Committee reviews: The Perkins funding request and discussed the equipment needs for the program and other funding requests; marketing, guest speakers, software, and professional development. <p>Committee approved the Perkins funding request.</p>	<p>5. a) i-vii. The Photography Faculty will continue with these Perkins activities</p> <p>5. b) i-vii. The Photography faculty will submit these items for Perkins funding.</p>
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Item		Update/Discussion			Outcome
6	<u>Mandatory Curriculum Review-</u> a). Requisite Review Every two years. Review of course Pre-requisites, Co-requisites, and Advisories.	Course Title	Current Pre-requisite (PR), Co-requisite (CR), Advisory (A)	Appropriate Requisite	Advisory Comments or recommendations:
		PHOT 9 Digital Image Editing for Photographers	PHOT 10 Basic Dig/Film (CR)		
		PHOT 15 History of Photography	Eligibility for ENGL 68		
		PHOT 16 Fashion Photography	PHOT 11 Intermediate (PR)		
		PHOT 17 Photocommunication	PHOT 10 Basic Dig/Film (PR)		
		PHOT 19 Digital Color Management	PHOT 10 Basic Dig/Film (PR) AND PHOT 9 Digital Image Editing (PR) OR ARTC 100 Graphic Design I (PR)		
		PHOT 21 Exploring Color	PHOT 20 Color (PR)		
		PHOT 24 Advanced Digital Image Editing for Photographers	PHOT 10 Basic Dig/Film (PR) AND PHOT 9 Digital Image Editing (PR) OR GRAP 10 Photoshop Imagery (PR) OR ARTC 100 Graphic Design I (PR)		
		Phot 99 Special Topics	PHOT 10 AND APPROVAL BY INSTRUCTOR (PR)		
	b). 4-Year Review of Course Content	Course Title	4 Year Review Y/N	Modification Y/N	Advisory comments or recommendations
Phot 98 Work Experience		Yes	No	6. a-b): <i>Committee approves all mandatory curriculum review material. (see above)</i>	



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7 .	<u>Discussion Items:</u> a). Digital Darkroom b). Digital Camera Backs c). Video equipment and software d). Job Market Trends e). Professional Development f). Standardizing Phot 10, 11 h). Emerging Trends	<ul style="list-style-type: none"> • Committee discussion: The need for digital camera back technology and that our digital cameras are outdated and will need to be upgraded in the near future, the current trends in DSLR video and equipment, and what is needed to have a digital darkroom for inkjet printing. The committee also recommended that faculty attends trade shows, discussion panels and workshops. Some of the recommendations were WPPI, SPE, Palm Springs Photo Festival, Lynda.com, and Photo LA. 	
8 .	<i>2:00 Adjournment</i>		