ABC Adult School

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

Web/Graphic/Animated Media Design Advisory Meeting
Graphic Media Design
April 13, 2018
11:00 a.m. to 1:00 p.m.
Room E7

Committee Members Present:
Alvin Bowens, KABC TV/Disney Corp.
Jami Elliot, JR Elliot Enterprises
Luke Payne, Trinity Worldwide Reprographics
Tony Reyes, Tony Reyes Photography
Elizabeth Soto, Trinity Worldwide Reprographics
Hakim Tariq, Local Flavor
Ian Vloke-Wurth, Vloke-Wurth Photography

Committee Members Absent:
Ross Gile, Digical

In Attendance:
Dr. PaoLing Guo, **Principal;** Chuck Minear, **Assistant Principal;** Rachelle Schulz, **TOSA/Lead Instructor;** Caroline Fortuno, **Job Developer;** Melissa Van Aalsburg, **Secretary II**

Instructors: Nabawia ElSoudani, Kevin Muto, and Brady Poirier

Minute Items

Welcome
By Dr. PaoLing Guo
Later in the meeting, PaoLing Guo, thanked everyone for coming to today's advisory meeting. The input of our advisory committees are very important to helping us teach our students the best possible information. We have students ranging from 4 months to 97 years old. Last year we had approximately 10,000 unduplicated students, and so far this year we have over 6,000. Adult schools are currently funded through the AEBG block grant, and next year we are looking to get over for $4.7 million dollars. The CTEC program is funded under CTE Short Term. The state doesn't want students to day forever. In the state there are 71 consortia which include adult schools and community colleges. We are a member of the PAACE (Partnership for Adult Academic and Career Education) Consortium. Our goal is to help students get a job, get a better job, and industry certification. We have two types of students: career diploma and skill learners. We are also funded by Carl Perkins which allows us to purchase new equipment for our programs. We will be starting a dental assistant program in the near future. There is a need for dental assistants in our area. We will also be offering an integrated education training (IET) for our ESL students to learn English and get career training at the same time. We started this program for the Spring Semester. We also offer an Academics program which will allow for students to get a High School Diploma or a High School Equivalency Certificate (HSE). For the HSE we offer the GED, HiSET, and TASC tests which are all recognized by the state of California. We also offer Adults with Disabilities which is used to help students who need additional support. There is also K-12 Student Success which provides support to the parents of our school district. We host the annual Parent Leadership Conference (PLC) which is attendance by approximately 20,000 parents a year. We also offer Older Adults

Workforce Re-Entry for older adults looking for new part time job or a change in business. Our final area of learning for our community is Community Education. The Community Education department is a fee based program which includes painting classes, fitness classes, art classes, upholstery classes, and cooking classes.

Introductions and Meeting Overview
By Chuck Minear
We are reaching out to industry partners to see if what we are offering is relevant. Our goal is to have all of the classes up-to-date on what our industry partners need our students to know. We have a dual accreditation. Our first accreditation is by the Western Association of Schools and Colleges (WASC). WASC is a national accreditation, and they accredit every school in the western United States such as USC and UCLA. WASC accreditation focuses on the academics that a school offers. We also have the Council on Occupational Education (COE) accreditation which is an international accreditation. We sought out this accreditation to be able to offer our student financial aid. In order to maintain our COE accreditation we have to have two advisory meetings for every career program we offer. Today is our second advisory for the Web/Graphic/Animated Media Design programs.

Review Mission Statement
By Chuck Minear
"The mission statement of the ABC Adult School is to improve the quality of life by providing our diverse community with meaningful opportunities to fulfill career, educational, and personal goals through lifelong learning." This year we have approximately 15,000 duplicated students. We also have approximately 6,000 unduplicated students. We have two campuses where students can take classes. Our mission statement is related to the entire school. Currently, our oldest student is 97 years old, and our youngest student is 4 months. We currently have nine students that are older than 90 years old.

Alvin Bowens, KABC TV/Disney Corp., asked what the median age of our students are. Chuck responded that the median age is 46 years old.

Job Center Updates
By Caroline Fortuno
The job center is here to help our students with apprenticeships and job search help. We are looking into reviving our Join our Business (JOB) sessions which is when outside businesses come to campus and host a session on their business and the type of work they do. If you are interested in helping with giving out student's apprenticeship opportunities at your place of business or participating in one of our JOB sessions please let Caroline know. Caroline looks forward to working with all of our valued business partners in the future.

Review and Discuss Student Learning Outcomes
Instructional Delivery Methods
Instructional Supplies
By Rachelle Schulz
The only requirement for students to take our classes is they have to be at least 18 years or older. In order for our students to complete the program and receive a Career Technical Diploma the student must have a High School Diploma or Equivalency. We also require a minimum typing speed of 40 words per minute (wpm) with five or fewer errors. Some of our students have been complaining that the 40 wpm is too high, so we are looking into lowering the requirement for some of our career pathways.

For the Web Design program we are looking into teaching our students to use WordPress as that is what most companies are currently using to create a website. Kevin Muto, instructor, also added that Adobe is getting rid of its Muse software. Kevin also mentioned that we are looking into replacing the Animate class with either Photoshop or Illustrator.

Rachelle added that we are in need of industry referrals for where our students can get jobs once they complete the career diploma. Please let our job developer know if your company or any companies that you know of will accept our students for apprenticeships and/or jobs.

Job Placement Numbers
By Chuck Minear
Our school tracks three areas of student success. We track graduation rate, completion rate, and placement rate. Graduation rate is the number of students who graduate from ABC Adult School with a Career Technical Diploma, completion rate is the number of students who have taken enough classes to get a job in their field of study, and placement rate is the number of students who get a job once they completed their program. In order to maintain our accreditation we have to maintain a 60% completion rate and a 70% placement rate. Luke Payne, Trinity Worldwide Reprographics, asked about students taking classes recreationally and if it affects the numbers. Chuck responded that those students are in a separate area, and they won't count to the numbers. They job the students receive also must be within the field of study.

For our Graphic Media Design program we have a graduation rate of 29%, a completion rate of 86%, and a placement rate of 83%. For our Animated Media Design program we have a graduation rate of 0%, a completion rate of 100%, and a placement rate of 100%. For our Web Design program we have a graduation rate of 25%, a completion rate of 100%, and a placement rate of 75%.

When looking at the Animated Media Design program, we can see that there are not very many students in the program. The numbers are really good, but it is not very good that we don't have very many people in the program. We need to try and increase the numbers for this program.

Graphic Occupations Area of Focus
The scenario put forth to the group: "When we began this program we had 1 mac lab and a part time instructor, so we focused on traditional print media. While there are some jobs in this area, things have obviously changed in the past 10 years. We need to have a broader based program. We need to look into new media, ebooks, other delivery methods but we need to have your input as to where you see trends going. Talk to the teacher about what facilities and equipment is available."

Remember that adult school training should be:
1. Entry Level
2. Broad without being too broad
3. Adequate training to be placed in a job and/or
4. Preparing the student to further their education in a degree granting institution
5. Obtain appropriate entry level industry certification

Program Main Outcomes
Come up with six to ten main, realistic outcomes you think a student should have for a program that is 27 – 36 weeks long.

Luke Payne with Trinity Worldwide Reprographics recommends:
- Understanding CMYK vs RBG vs SPOT colors (design for print vs design for screen)
- Understanding Raster vs Vector artwork
- Understanding various file types and advantages of each file type (.pdf, .jpg, .png, .tiff, etc)
- Understanding print set up (crops, bleed, margins)
- Understanding software basics (Illustrator, Photoshop, InDesign)

Elizabeth Soto with Trinity Worldwide Reprographics recommends:

- Overall understanding of Graphic Media Design, basics of printing and customer and business relationships.

Program Class Titles
If you have to design a program from the beginning that consists of about eight courses, each course six to ten hours a week for nine weeks, what titles would they have and what order would you offer them.

Luke Payne with Trinity Worldwide Reprographics recommends:
- Designing for the web
- Designing for print
- Photoshop basics
- InDesign basics
- Digital problem solving
  - Using Photoshop, Illustrator, and InDesign in combination, working with problem files, fixing issues with artwork.

Elizabeth Soto with Trinity Worldwide Reprographics recommends:
- Fundamentals in properly setting the files to be print ready
  - Create a .pdf
  - Extend bleeds and crop marks
  - High resolution
- Basic banners, foam core poster boards productions set up

Program Equipment/Software/Resources
Is there any further equipment/software/resources you think we should plan into future budget allocations?

Luke Payne with Trinity Worldwide Reprographics recommends:
- Computers with Adobe software
- Access to printing equipment for demonstration and illustration

Elizabeth Soto with Trinity Worldwide Reprographics recommends:
- Creative suite Adobe student software

Community Contribution
Is there any way you or your company would be willing to help with any of the goals/courses above?

Elizabeth Soto with Trinity Worldwide Reprographics would like a tour of the ABC Adult School and to view the equipment we have for the Graphic Media Design program upon the approval of her General Manager and the companies owner.

Adjournment
Chuck thanked everyone for coming and contributing to today's Web/Graphic/Animated Media Design Advisory Meeting.

Transcribed by: Melissa Van Aalsburg

Signature: _____ Date: _____