

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

Web/Graphic/Video Advisory Meeting
Graphic Media Design
April 12, 2019
11:00 a.m. to 1:00 p.m.
Room E7

Committee Members Present:

Alvin Bowens, KABC/Disney Corp.
Ross Gile, Digical
Luis Lopez, Sony Pictures
Dave McCormac, Printing Industries
Terolyn Phinsee, Zip and Go Assist
Tony Reyes, Jammin Classics
Ian Vloke-Wurth, Ian Vloke-Wurth Photography

Committee Members Absent:

Gloria Garcia, Trophies By Leon
Maria Rodriguez, Trophies By Leon
Nirali Thakkar, NOCCCD
Jennifer Varenchik, Native Music

In Attendance:

Paoling Guo, **Principal**; Chuck Minear, **Assistant Principal**; Rachele Schulz, **TOSA/Lead Instructor**; Caroline Fortuno, **Job Developer**; Jessica Vasquez, **Secretary**:

Instructors: Nabawia ElSoudani, Kevin Muto, Brady Poirier, Shelley Richey

Minute Items

Welcome

By Chuck Minear

Chuck welcomed everyone to today's advisory meeting. Chuck is the Assistant Principal in charge of our Career Technical Education classes at our Cuesta Campus. We have eleven different career pathways and each pathway needs to hold two advisories every year. We value our advisory committees because you all help us determine the best curriculum for our students. We want all students to come out of our program with an understanding to obtain an entry level position in their respective fields. The newest thing our school has to offer is financial aid. We were recently approved to offer our students PELL Grants.

Chuck thanked everyone for their time and commitment to attending our advisory. Your input today is very important to our school growth. We will look at all the suggestions given to us during the meeting, and discuss what we can do to implement your suggestions. The ABC Adult School is a member of the PAACE Consortium. Last year our consortium received \$13 million in funding, and of that money, the ABC Adult School received \$8.4 million dollars. Our school is the 5th largest in the state, and the largest in our consortium. Last year we had over 10,000 students, and this year we are looking to have even more students. We want our school to continue to grow because we know

we are needed by the community. In May, we received the approval to offer our students the PELL Grant. We are working very hard to process all of the students who applied as quickly as possible. If the student qualifies, they will not only have enough money to cover their tuition, but they will have extra money to spend on educational related expenses.

Introductions and Meeting Overview

Mission Statement

By Chuck Minear

The ABC Adult School is dual accredited by the Western Association of Schools and Colleges (WASC) and the Council on Occupational Education (COE). We are a school, but our school is also a business, so we have a mission statement. We revise the mission statement every time we renew our accreditation. We recently revised it a couple of years ago by changes some of the words around. The current mission statement of the ABC Adult School is as follows: "The Mission 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 has been our mission statement for the last nine years. We have a variety of programs that we offer with student ages ranging between 4 months old to 95 years old. Our school offers Career Technical Education, Academics, Community Education, Parent Education, Adults with Disabilities, and English as a Second Language.

The Student Learning Outcomes for the ABC Adult School are: "Self-directed lifelong learners who: acquire knowledge and skills appropriate to their stage of life, set and achieve career, educational and/or personal goals, and seek continuing career training and/or educational opportunities. Effective communicators who: demonstrate appropriate listening, speaking, reading, writing, creative, and/or computational skills, apply communication skills to professional, technical and other real-life situations, and enhance and improve their ability to understand and be understood by others. Critical thinkers and problem-solvers who: exercise their powers of judgment, perception, and inference, assess and fulfill their own needs by finding appropriate resources, apply knowledge to professional, technical and other real-life situations."

Financial Aid

Review of Previous Advisory Committee Minutes

By Chuck Minear

The ABC Adult School came into existence because there was a need in our community to offer career related classes. As the needs of the community continued to grow, our Career Technical Education program grew as well. We currently offer eleven different career programs to our students. Our COE accreditation wants our advisory committees to look over our programs of study to ensure we are giving the best training possible. Previously, we would hand out course outlines, but with the recent implementation of financial aid, we are moving towards creating program outlines.

We have made two major changes during the past year based on the advisory's recommendations. First we built a new video production facility. In our video production facility we have professional cameras along with a video switcher that includes live production. The facility also has 35 iMac computers with the full adobe suite installed. We will soon be hiring a full-time status instructor for our Animated Media Design program. The second change we are making is an intro to web design class. This class will focus on WordPress. The web design profession has moved towards Content Management Systems (CMS) over Dreamweaver and CSS. Our goal is to teach our students 50% CMS and 50% CSS. Right now we are at about one third CSS, CMS, and JavaScript.

Chuck asked for motions to approve the minutes. For Media Design Alvin Bowens, KABC/Disney Corp., motioned to accept the minutes and Tony Reyes, Jammin Classics, seconded. For Graphic Media Design Ian Vloke, Wurth, motioned to accept the minutes and Dave McCormac, Printing Industries, seconded. For Web Design Terolyn Phinsee, Zip and Go Assist, motioned to accept the minutes and Ross Gile, Digical, seconded.

The folders we handed out include how to apply for financial aid. It is four easy steps. Students will have to apply online using our school code (042270). Once we receive the application, we send an email asking for the necessary documents the student needs to turn in. We use a third party, the Boston Educational Network (BEN) to process all of our applications and determine the aid amount. We only offer our students the PELL Grant. We do not offer student loans. We think that education is important and valuable, but we do not want our students to go into debt just to attend our school. The PELL Grant is need based and the maximum award amount changes every year depending on the types of students who applied the previous year.

Animated Media Design Program Content

There are two areas that we need to look at for our program content. We need to determine if we successfully achieve all two of these areas:

Completion and Placement Numbers

Suggestions

In our small groups for each program, we will discuss these two topics.

Completion and Placement Numbers

Comments, questions or suggestions you have about our completion and placement numbers?

Dave McCormac, PIASC; suggests for us to make sure our classes being offered are on target, especially since most people applying for production jobs cannot read a ruler or work with fractions... Labeling and packaging has a big growth area, and their industries would definitely need more trained students, since there are more jobs than people.

Ian Vloke-Wurth, Vloke-Wurth Photography; There needs to be very aggressive recruitment and hands on retention/accountability, and we need to enhance the quality of students.

Suggestions

Any questions, comments, answers and suggestions during the discussion at your table?

Dave McCormac, PIASC; we should use something like "The Best Kept Secret," to get more people interested in a career with Printing.

Ian Vloke-Wurth, Vloke-Wurth Photography; said "Graphic Media Design" is confusing!

Any Other Comments, Suggestions, Recommendations?

Ian Vloke-Wurth, Vloke-Wurth Photography; This school should be put on Youtube ASAP!

Adjournment

Chuck thanked everyone for coming and contributing to today's Animated Advisory Meeting.

Transcribed by: Jessica Vasquez

Signature: _____ Date: _____