

**ABC Adult School**  
12254 Cuesta Drive, Cerritos, CA 90703  
(562) 926-6734

Graphic Media Design Occupational Advisory Board Meeting  
11:00 a.m. to 1:00 p.m. Room E7  
June 5, 2015

**Committee Members Present:**

Jami Elliott - Vice President, J R Elliott Enterprises  
Rene' Olea - President, Olea Kiosks  
Irma Macias - Sales Manager, Trinity Worldwide Reprographics

**Committee Members Absent:**

Larry Caballero - Gateway Guardian – Freelance Reporter  
Kevin Hatanaka - Lab Holding, LLC – Graphic Design Director

**In Attendance:**

Dr Pao-Ling Guo, **Principal**; Chuck Minear, **Assistant Principal**; Rachelle Schulz, **Lead Instructor/TOSA**; Mary Pinedo, **Program Coordinator/Job Developer**; Natalie Sanchez, **Secretary**; Eugene Avila, **Instructor**; Nabawia Olivera, **Instructor**; Brady Poirier, **Instructor**

**Students:**

George Dy, Joan Karnowski

## Agenda

### Welcome

**By: Dr. Pao-Ling Guo**

Dr. Guo welcomed everyone and thanked them for attending this advisory meeting. She informed all in attendance that we are currently accredited by WASC (Western Association of Schools and Colleges), also we just finished a visit from a COE (Council on Occupational Education) team this school year. We are focusing on our community's educational needs. We want to connect the education we are teaching with the current needs of the industry. She encourages industry professionals to continue to connect with our school and our job center to better support our students.

### Introductions & Meeting Overview

**By: Chuck Minear**

Chuck opened the meeting by thanking everyone for attending. He stated that the industry representatives present are considered our committee members and are important for us continuing our accreditation. We need the input from committee members to verify that the standards ABC Adult School is teaching is the current industry standard. We want your input on what you think about us, any and all suggestions are welcome. ABC Adult School is composed of educators; therefore we need the input of industry professionals to make sure we are on track. Chuck informed all in attendance that the meeting will focus on Graphic Media Design. All in attendance were given the opportunity to introduce themselves, stating which industry they were representing. Teachers

and students also used time to introduce themselves to the group, stating which role they play at ABC Adult School.

## **Review of Previous Advisory Committee Minutes**

### **By Chuck Minear**

Chuck reviewed the minutes from the previous advisory committee meeting, which was held earlier this school year. He once again explained that our ten career paths are broken down into subgroups, which meet at least twice a year. He explained that one of our basic goals in the CTEC department is to give our students the opportunity to find employment at an entry level position within their field of study.

Irma Macias, Sales Manager of Trinity Worldwide Reprographics started a motion to accept the minutes from the previous advisory as written. Jami Elliott, Vice President of J R Elliott Enterprises seconded the motion. All Committee Members were in approval, minutes were approved as written.

## **Job Center Update**

### **By: Mary Pinedo**

Mary explained her job titles here at ABC Adult School. She informed everyone how she works with agency students by counseling them into the correct courses to complete vocational diplomas. She also informed the group about the Career fair that ABC Adult School hosts once a year in March. This is a wonderful opportunity for our students to interact with local companies and submit resumes. She also offers workshops, in order to help prepare students that are applying for jobs. One of her main focuses is to help students connect with possible job opportunities, and becoming employed.

## **Graphic Media Design Career Path**

### **By: Rachelle Schulz**

Department goal is to have a student leave with a vocational diploma and an industry certification; giving them enough skills to get an entry level job or the ability to freelance. Each career path has prerequisites that students need, starting with keyboarding and basic computer essentials. If a student wishes to test out of a prerequisite course, they will need to pass with a 70% or higher and the certificate will say by examination. The core courses are necessary for students to take and complete.

## **Progress on Previous Recommendations**

### **By: Chuck Minear**

Chuck informed all in attendance of the new changes that are currently underway at ABC Adult School. Most companies are looking for candidates with industry certifications. Our school is focusing on individual courses, each course is taught to industry standards preparing students to take industry certifications. This year we have been working hard on our apprenticeship program. Students have been sent to work in the industry to gain more experience. Our school is also creating a new MAC lab with 25 new MAC computers. The current MAC computers will be moved to a different room and will be used to teach MAC basics. A new 3D printer has also been purchased for our AutoCAD class. This will help the students create 3D models of their designs.

## **Labor Market and Program Overview**

### **By Chuck Minear**

Chuck reviewed the current job labor market with the committee members and discussed the hour

rates for potential job opportunities within the Graphic Media Design industry.

The committee agreed that the fees charged are appropriate for potential level of earnings.

## **Program Review**

*The following areas of each program were discussed. Comments and suggestions are noted below.*

### Admission Requirements

As long as a student is 18 years of age they are able to enroll in the program. A High School Diploma or GED equivalent is required before the program is completed.

### Program Content

#### **Graphic Media Design**

Keyboarding

Computer Essentials A or B

Photoshop Part I

Photoshop Part II

Illustrator Part I

Illustrator Part II

InDesign Part I

InDesign Part II

Digital Photography

### Program Objectives

**Graphic Media Design:** The Program objective of the Graphic Media Design is to give students an understanding of the printing industry fundamentals, and to train students to create professional publications for advertising and marketing products or service. Students are trained to become a successful Design Technician, Graphic Designer, or Desktop Publisher. The training includes creating newsletters, publications, fliers, design logos, brand products and services. This program also trains them to earn an industry certification.

### Competency Tests

Currently instructors are using Certiport/Microsoft and Adobe practice test to evaluate student's skill level.

### Instructional Materials

The committee agreed that using the Adobe Suite of software was the most appropriate universal way to teach the concepts.

Equipment

### Method of Evaluation

Students must complete all projects, quizzes, assignments and pass a final exam.

### Completion proficiency

Currently students are able to take Industry Certifications from Microsoft and Adobe.

### Delivery Method

The committee liked the use of Macintosh and Windows based computers. They commented on students having exposure to both operating systems.

## **Suggestions**

### **By Committee Members**

- The photography classes that are being offered at ABC Adult School are too basic; possibly offer more advanced photography courses.
- Offer a class that combines the process of designing graphics and also teaches how to program the apps or computers with the designs the student just created.
- The hours should be arranged so that a working professional can take courses as well. Maybe offer evening classes. In the past evening classes were offered but enrollment was too low and had to cancel.
- How can we get the word out to take evening classes? Adult school has bad branding. Adult school gives the impression that it's for people that didn't finish high school.
- Use YouTube videos to promote the current Adult School.
- The mailer is too busy! Maybe make different ones for CTEC department. Have an advertisement that points to the website versus having all the classes on one flyer. Advertise how great the class is and how great the teachers are versus how cheap they are.
- The prices are great but such a low cost can cause people to wonder why it's so cheap and think the education they will receive will not be up to industry standards. Maybe not print the prices are on the mailers. Only put prices on the website.
- Use the word "creative" in the way we advertise. Highlight the positive of the industry certifications. Advertise the mac lab so students know what we offer.
- Create a student contest to come up with better flyers/mailers. Possibly offer school credit or a voucher for the winner.
- Send a newsletter that showcases all the success stories of students that attend adult school.
- Teach soft skills within the classes we are offering. Some students graduate with a vocational diploma but still lack basic communication skills and office etiquette.

Motion: Rene' Olea, President of Olea Kiosks started a motion to approve our career paths as outlined. Irma Macias, Sales Manager of Trinity Worldwide Reprographics seconded the motion; all Committee Members were in approval of the career paths as outlined. Motion was passed.

**Adjournment**  
**By Chuck Minear**

Chuck thanked everyone for attending this advisory meeting. He asked for each Industry Committee Member to sign and fill out an Employer Verification Form for their industry.

Transcribed by: Natalie C. Sanchez

Signature: \_\_\_\_\_ Date: \_\_\_\_\_