

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

**Web/Graphic/Video Advisory Meeting**

**Web Design**

November 1, 2019

11:00 a.m. to 1:00 p.m.

Room B

**Committee Members Present:**

Alvin Bowens, KABC/Disney Corp  
Jami Elliot, JR Elliott Inc  
Ross Gile, Digical  
Neil Hirsch, On the Mark Advertising  
Bashir Matin, City of Hawaiian Gardens  
Tony Reyes, Jammin Classics  
Nirali Thakkar, Women in Films

**Committee Members Absent:**

Gloria Garcia, Trophies by Leon  
Gordon Kurowski, CalArts School of Film/Video  
Nick Tanaka, On the Mark Advertising

**In Attendance:**

Dr. PaoLing Guo, **Principal**; Chuck Minear, **Assistant Principal**; Nancy Amara, **Assistant Principal**; Travis Crow, **Assistant Principal**; Rachelle Schulz, **TOSA/Lead Instructor**; Ty Holloway, **Job Development Specialist**; Melissa Van Aalsburg, **Secretary II**

**Instructors:** Nabawia ElSoudani, Kevin Muto, Brady Poirier

**Students:** John Forgy, Web Design; Willilam Thomason, Graphic Design; Sunhee Hong, Video Production

**Minute Items**

**Welcome**

**By Dr. PaoLing Guo**

Chuck opened the advisory meeting by thanking everyone for attending today's advisory. We appreciate your time.

PaoLing thanked everyone for coming, and she appreciates everyone's consistent help. The ABC Adult School ranked number five in the state, and in the 2018-2019 school year, we increased our enrollment by 232 students for a total of 10,454 students. We are moving towards number four in the state. We made some minor changes for this school year. The goal for our students is to complete our programs within 1 year. We also offer a lot of classes for skilled learners, who wish to improve their skills and knowledge. We started receiving financial aid in May 2018. As a result, we still have kept our costs low because we want our students to be able to afford our school while still using some financial aid money to help with other educational needs they may have. This year we have had a large increase in financial aid students. In terms of our enrollment five percent are brand new students, and we had a twelve percent increase in enrollment. Statewide there has been a decrease in enrollment, but the ABC Adult School has seen an increase. We need your help to keep our programs up to industry standards, so we can continue to see an increase of enrollment.

**Introductions and Meeting Overview**  
**Review Mission Statement**  
**Review and Discuss Student Learning Outcomes**  
**Financial Aid**

**By Nancy Amara**

The ABC Adult School revises our mission statement every six years, when we renew our WASC accreditation. "The Mission of the ABC Adult School is to improve the quality of life by providing our diverse community meaningful opportunities to fulfill career, educational, and personal goals through lifelong learning." Our school provides lifelong learning to all students because we have students as young as four months in our Parent Education classes and as old as their 90s in our Community Education classes.

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 is becoming a game changer. We do not offer our student loans because we don't want them to go into debt. We offer our students the PELL grant that doesn't have to be paid back. For us to offer financial aid to our students we are required to have a Council on Occupational accreditation (COE), and as a result we have to have 2 advisories every year for our 12 programs.

**Minutes of Previous Advisory**  
**Program of Study Outline**  
**By Chuck Minear**

Each of our pathways are made up of individual classes. We used to give outlines for every class, but that was a waste of paper. This year we created a program outline which covers what a student is expected to learn in each program. It also gives students a brief description of what every class will offer as well. All of our programs are approximately 1 year. Please review our program outlines to determine if our courses meet our program objectives and are our objectives appropriate. What would we need to bring our program to the next level?

We have finally gotten the approval to rename our Animated Media Design program to Video Media Design.

**We Design Program Content**

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

1. Requirements for Admission
2. Course Outlines
3. Program Length
4. Program Objectives
5. Competency Tests
6. Method of Evaluation

**Requirements for Admission**

Are the admission requirements appropriate for the program? Do you suggest any changes?

**Program Length and Content**

Is the amount of time sufficient for an entry level position? Are the topics/classes and depth appropriate for the program? Any Suggestions?

**Program Objectives**

Are the objectives shared sufficient and relevant? Should there be other objectives or are any of the current ones outdated or irrelevant?

**Competency Tests**

What tests are used in the programs? Are they sufficient? Any Suggestions?

**Instructional Materials**

What type of instructional materials does the instructor use? Is it appropriate? Any recommendations?

**Equipment**

What type of equipment is available to students? What is needed? Are there any gaps?

**Methods of Evaluation**

How are students evaluated in the program? Is this sufficient? What type of portfolio, if any, should students have when they finish the program and look for a job? Is industry certification needed or preferred?

**Instructional Delivery Modes**

How is the subject matter taught? Is one method better than another in this type of program? Any Suggestions?

**Any Other Comments, Suggestions, Recommendations?**

**Adjournment**

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

Transcribed by: Melissa Van Aalsburg

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