

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

Web/Graphic/Video Advisory Meeting
February 28, 2020
11:00 a.m. to 1:00 p.m.
Room E-7

Committee Members Present:

Alvin Bowens, KABC/Disney Corp
Jami Elliot, JR Elliott Inc
Ross Gile, Digical
Tony Reyes, Jammin Classics
Ivan Gonzalez, IG1 Communications
Steven Ives, Norwalk Printing
Sara Quinonez, Marqui Realty
Daryl David, ABCUSD
Nick Tanaka, On the Mark Advertising

Committee Members Absent:

In Attendance:

Dr. PaoLing Guo, **Principal**; Chuck Minear, **Assistant Principal**; Nancy Amara, **Assistant Principal**; Travis Crow, **Assistant Principal**; Rachele Schulz, **TOSA/Lead Instructor**; Melissa Van Aalsburg, **Secretary II**; Jessica Vasquez, **Secretary I**

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

Minute Items

Welcome

By Dr. PaoLing Guo

Paoling thanked everyone for coming to today's advisory meeting. We know your time is precious, and we appreciate you coming in to meet with us today. Our school is gaining enrollment, and we are looking into updating our programs. We value your feedback, and we will use your suggestions. We work to put all the resources we receive back into our classrooms, so our students can have the most recent and relevant programs and software.

Introductions and Meeting Overview

By Nancy Amara

We have been recently approved to complete a dual accreditation next year with the Western Association of Schools and Colleges (WASC) and the Council on Occupational Education (COE). Our goal as a Career Technical Education Department is to provide short-term training and to get our students jobs. We want to do our best to prepare our students to receive an entry level job in the chosen career program by preparing the students with the programs and software relevant to the job they are seeking.

Minutes of Previous Advisory

By Chuck Minear

The minutes were reviewed by the group. Ross Gile, Digical, motioned to approve the minutes and Alvin Bowens, KABC/Disney Corp seconded the motion.

Job Center Update
Recruiting Practices and Apprenticeship
Job Placement

By Chuck Minear

Ty Holloway, our Career Development Specialist, is currently out of the office on maternity leave. We have a job center that helps our students with resumes and job interviews. The one problem we hear that most new employees are lacking is interpersonal skills. We are working with our students to help build these skills by making it part of the curriculum. For example, our Pharmacy Technician program has a mock pharmacy where they practice their customer service skills, and our IT Technician program has a computer repair shop. Within the year they are in our school, we not only want to prepare them for what will be required on the job, but also to have the soft skills necessary to be successful in every aspect of their career.

Web-Graphic-Video Career Programs Update

Financial Aid Update

COE and Perkins Update

Labor Market and Program Review

- **Graphic Design**
- **Video Production**
- **Web Design**

By Chuck Minear

Our financial aid program is starting to grow. It took seven to eight years to get the program started. We had to obtain the Council on Occupational Education (COE) accreditation, and we had to apply for approval with the Department of Education. We are growing slowly but consistently. Because our programs are low cost, most students receive money to help with other educational related expenses. We only offer our students the Pell Grant. Our school has a philosophical standpoint to not offer our students loans because our programs are such a low cost, we don't want students leaving us with any debt. Students are able to take classes individually for their own enrichment, or they can take the classes in the career program and receive a Career Technical Diploma. For the purposes of today's meeting, we will only be discussing students who agree to complete the full career program. In order to maintain our accreditation we are required to have 60% of our students complete the program and 70% to get a job.

Every year we review our Perkins Core Indicators which tells us if the students are progressing in their programs. The main point of review is the capstone classes that students take. A capstone course is a course that only relates to that one career program. For example, Computer Essentials is taken by everyone regardless of career program, so we wouldn't consider that class to be a capstone; whereas, Medical Office and Billing Specialist is only taken by students that are taking the Medical Office program. We also look at the non-traditional students taking the program. For example, women are more likely to take the Medical Assistant program and men are more likely to take the IT Technician program. A non-traditional student would be a male taking Medical Assistant and a female taking IT Technician. Patty Bucho, Long Beach City College, asked about how we collect this information. When we collect job information from our students, we send out surveys, postcards, catch them before they leave, speak with their instructors, or view any social media information they may have posted about getting jobs.

For our programs we track the graduation, completion, and placement rates for all of our students. The most important of the three are the completion and placement rates. In order to maintain our COE accreditation, we must maintain a 60% completion rate. If we don't maintain a 60% completion rate for two consecutive years, we will automatically lose our accreditation for our entire CTEC program. Completion is when a student takes enough classes in a program to get a job. If a student stops attending and doesn't get a job, they are considered dropped. Graduation is a student who completes all of the classes necessary in their program or career pathway. Placement is a student who gets a job, goes into military service or onto higher education. Our Graphic Media Design pathway has a graduation rate of 50%, a completion rate of 100%, and a placement rate of 75%. Our Video Media Design

pathway has a graduation rate of 75%, a completion rate of 100%, and a placement rate of 100%. Our Web Design pathway has a graduation rate of 33%, a completion rate of 33%, and a placement rate of 0%.

The median wages according to the California Occupational Guides for LA County. The median wage for the Video Media Design in LA County is \$39.71 an hour. The median wage for a Graphic Designers in California is \$27.79.

Any Other Comments, Suggestions, Recommendations?

Daryl David, ABCUSD, recommends establishing relationships with different production companies who will allow the students to complete some projects for them. He also recommends upgrading the production computers with NEWTEK products. This is currently the industry standard for live video production.

Ivan Gonzalez, IG1 Communications, recommends changing the name of the school. The name of our school doesn't promote career training. When he thinks of Adult School he thinks of a place to learn English or completing their High School Diploma. Ivan would recommend changing the name using the words: academy, technical, career, institute. Two recommendations he gives is ABC Technical Institute or ABC Careers.

Ross Gile, Digical, mentioned we should teach less HTML and more WordPress because many companies use that platform (WordPress). He also, said that we should concentrate more on "CSS" (cascading style sheets) for the web. He was very happy that we listened to his advice to teach WordPress. Kevin added that he needs to edit description of the "HTML/ E-Commerce" class to include using Search Engine Optimization (SEO) which is very important for constructing a web site. Lastly, Ross said that we don't need much HTML coding because Adobe Dreamweaver automatically creates the HTML code.

Adjournment

Chuck thanked everyone for coming and contributing to today's Web-Graphic-Video Occupations Advisory Meeting.

Transcribed by: Melissa Van Aalsburg

Signature: _____ Date: _____