

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

Web Occupations Advisory Board
February 20, 2015
11:00 a.m. to 1:00 p.m. Room E7

Committee Members Present:

Mike Davis – MED - Owner, Graphic Designer
Melinda Kimsey - Gateway Guardian – Publisher

Committee Members Absent:

Ernesto Zamudio - Blue Arts Digital - Web/Graphic Designer

In Attendance: Dr. Pao-Ling Guo, **Principal**; Chuck Minear, **Assistant Principal**; Mary Pinedo, **Job Developer**; Rachelle Schulz, **TOSA/Lead Instructor**; Natalie Sanchez, **Secretary**; Todd Tabon, **Apprentice Coordinator**

Teachers: Nina Ablovatskaya, Eugene Avila, Nabawia Olivera, Brady Poirier

Students: Joan Karnoeski, Rudi Murga, George Dy

Agenda Items

Welcome

By: Dr. Pao-Ling Guo

Dr. Guo welcomed and thanked everyone for attending this meeting. She informed all in attendance that adult education has been facing challenges for the last seven years with budget cuts. On January 9th the governor proposed that 500 million dollars be directed to fund adult education, this amount will be split amongst all adult schools in California. The states would like for us to focus on five key items.

- Short term job training (CTE Courses)
- Mastering the language (ESL courses)
- Basic Education (GED, High School Diploma)
- Helping students with disabilities
- Grow apprenticeship program

She expressed to everyone how important their input is in regards to improving our programs at ABC Adult School.

Introductions and Meeting Overview

By: Chuck Minear

Chuck Minear used this time to have all staff and industry professionals introduce themselves to the group, he asked that the students introduce themselves at a later time. Then he went on to inform the group of ABC Adult School's continuing COE (Council on Occupational Education) process. ABC Adult School is in the process of being accredited from the Council on Occupation Education. In May a team from COE will visit and evaluate our adult school. If ABC Adult School passes then

we will be fully accredited from COE. WASC and COE have joined together to make this process easier, only one report and one visit will be required every six years for evaluation. A requirement that COE has is that several advisory board meetings need to be held throughout the school year. This meeting is the Graphic Occupations advisory meeting, were ABC Adult School receives feedback from industry professionals in regards to three of our career paths.

Melinda Kimsey, Publisher for Gateway Guardian began a motion to approve the minutes as written from the previous year. Mike Davis, Owner/Graphic Designer of MED Design seconded the motion; all Committee Members were in agreement, minutes were approved as written.

Job Developer Services

By: Mary Pinedo

Mary informed the room of the events that are offered in the job center. She explained the series of workshops that she conducted to help students prepare for finding employment. These workshops will be offered again beginning in February 2015. She briefly reviewed the different topics that are covered, such as; resume and cover letter review, completing job applications, presentation and interviewing skills. Also informing the group about our monthly job day which consists of a workshop presented from an industry leader. This workshop is designed for students to hear from an industry representative about their application process. Lastly, Mary informed the group of the upcoming Career Fair and Open House that ABC Adult School will be hosting on March 6th. Invitations have been sent out to various companies with many of them already confirmed.

Student Introductions

Students used this time to share their experiences at ABC Adult School. Students shared the courses and programs they are currently working in and shared how much they have enjoyed coming to school here. One student commented that she loved the program and has referred several new students to the school.

Instructors also used this time to comment on the work they are doing in their classrooms.

Nina commented that more working students are enrolled now than before. Graphic Occupations industry wants more well-rounded students that have knowledge of all systems. Being a specialist in one specific area is no longer the goal.

Nabby informed the group of what her students are currently completing in her courses. She also informed all about the upcoming film festival at the Cabrillo Lane campus.

Graphic Occupations Career Paths

By Rachelle Schulz

Rachelle reviewed the structure of the course outlines to the group. Informing them that now the outlines include state standards. The instructors selected the standards that best matched what was being taught and included them into their course outlines. A question was asked on the amount of time that is wasted on reviewing standards. Rachelle had to explain that those standards are integrated into existing lessons or projects, and are not an additional lesson that wastes time.

Rachelle went on to inform the group that Graphic Occupations Design has been split into three different career paths in order for a student to complete the program within the year. She then proposed the following questions to the group. Is it important to have an Introduction to Web Design course before selected a career path? Do we need to reintroduce Java Script? Should we offer Final Cut Pro?

Melinda from Gateway Guardian spoke about the changing need that she sees when working on the paper. She sees that there is a shift from paper prints to computer based sites. She suggests that ABC Adult School adopt the QR codes to integrate them into the newspaper. This will be a more convenient way to showcase work and events. By scanning the code readers will be able to upload information directly to their electronic devices. Melinda feels that QR codes are becoming more popular and will be a great addition to the school.

Mike, MED Design commented that QR codes have less of a demand because of smart phones. He feels that QR codes are only useful for printed advertisements.

Progress on Previous Recommendations

By: Chuck Minear

Chuck reviewed the positive changes that have been made since the previous Graphic Occupations advisory meeting.

- Sixty-two new tablets for teachers to use in the classrooms.
- Music and Audio engineering - this is still in the talks, trying to find a place to integrate it into a career path.
- Animated Design – Currently Photoshop is required and considered an entry level course to make students successful. As of right now our career path is maxed out in the total number of hours allowed. If a new course is added, then a different course will need to be removed.
- Orientations - Trying to give more student orientations throughout the school year. This will help provide students with the correct information they need to enroll in a career path.
- Art course – It was suggested that students be required to take a course to learn the basic techniques of art principals and design rules. Industry members feel that some students know the concepts of creating an ad but are missing the artistic eye to make it look acceptable to the public.
- Prerequisite course – More comments were made about having an Intro course that students can take before entering the career path.
 - An instructor commented that an Intro class would not reach the minimum requirement for enrollment. Some of our student base is just here to learn as a hobby, ABC Adult School doesn't have the student base to run an Intro course.
- Student Portfolios – Industry members and instructors believe that all students should graduate with a portfolio showcasing all their work. A comment was made that these portfolios should be electronic versus paper samples.

Labor Market Discussion

By: Chuck Minear

Before discussion broke out Chuck wanted to show all in attendance the Labor Market information for Los Angeles County. Showing the breakdown of the current employment opportunities available to students who graduate from our career paths.

Melinda from Gateway Guardian commented that people with a B.A. are more desirable because they represent a high level of commitment. She believes that those people are more likely to commit to the company that employs them.

Students have realized that there is a need to have a wide range of knowledge over all the web graphic programs. They feel that employers want a well-rounded employee that can produce work on all systems versus a specialist on only one program.

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

Web Design

Keyboarding

Computer Essentials A or B

HTML5 Part I

HTML5 Part II

Dreamweaver Part I

Dreamweaver Part II

Flash Part I

Flash Part II

Photoshop Part I

Program Objectives

Web Design: Join the exciting world of Web Design! The Web Design Program is geared to prepare students to use the professional industry software package (Adobe Suite) to be able to create interactive web sites, animation for the web, publish and maintain websites, and optimize websites to be able to promote and advertise products and services online. Students can start their own business and freelance, also they can find jobs as a Junior Web Designer. This program also prepares students to pass the Adobe Industry Certification and become an ACA (Adobe Certified Associate).

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.

All in attendance approved and accepted the Graphic Occupations curriculum for our Web Design program. All Committee Members were in favor of the curriculum.

Adjournment

Chuck ended the meeting by thanking everyone for attending.

Transcribed by: Natalie C. Sanchez

Signature: _____ Date: _____