Graphic Communications Advisory Committee Meeting

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<th>Meeting Date:</th>
<th>South Central College</th>
<th>Next Meeting:</th>
<th>South Central College</th>
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**Key Outcomes & Tasks**

1. Committee unanimously approves SCC’s Graphic Communications 72-credit AAS waiver.
2. Members voiced concern over the Multimedia Technology program and what potentially could happen to the GC program since a majority of technical credits come from the GC program.

**Agenda Items:**

1. Introductions
2. Review of last meeting’s minutes
3. AAS degree option 72-credit waiver support and approval
4. Enrollment numbers
5. GC curriculum update
6. Multimedia Program
7. Equipment and Budget
8. Recruitment and Placement

**Q & A**

**Handouts Provided:**

- Agenda
- Previous minutes

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**Meeting Minutes:**

<table>
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<tr>
<th>Agenda Item</th>
<th>Minutes</th>
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<tr>
<td>Introductions</td>
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<td>Approve meeting minutes</td>
<td>Meeting minutes were unanimously approved.</td>
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| AAS 72-credit waiver      | The process and history of the 72-credit legislation down to 60-credits was explained to the committee. An integral part of this process is to include current student representation at the advisory meeting so students have a voice in this process. Mallorie Malenke was introduced as the GC student representative. Her appointment to this committee was approved by the SCC Student Senate. The legislation to reduce AS and AAS degree offerings to 60 credits was a student-driven initiative at the legislature.  
An email from committee member Chris Tordsen, SCC Advisory Member and GC Alumni, was read to those in attendance: *Sorry I cannot attend today’s meeting but as you all know sometimes...* |

MINUTES — FEBRUARY 7, 2013
the demand of our jobs must take priority. 
Even though I am not at the meeting today I would like to go on record as being against the reduction of credits in this program from 72 to 60 credits. The last few years we have all worked very hard to combine the Design and Graphics Production Departments into one solid unit. Many things had to be left out of both programs in order to find the best combination; to reduce it more would be detrimental to the current program. When I am looking to hire someone I am looking for the qualifications that we put into this program. I judge all candidates using the same criteria and the students that come from SCC have a legitimate leg up on the competition due to all they experience they get completing this course. I also believe that the 72 credits give the program a higher level of respectability when student transfer to other institutions. 
Thank you for your time and feel free to contact me if you have any questions.

Kris Kathman agreed with Chris Tordsen’s position - Chris T. covered the sentiment of all members in attendance at the meeting.

Brian Maciej moved and Kris Davis seconded to support the Graphic Communications AAS degree offering to remain at 72 credits. Unanimously approved.

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<th>Enrollment Numbers</th>
<th>Fall 2012 start - 22 Freshman - 13 sophomore; started with 23 freshmen in fall and only 1 student did not return Spring 2013 semester.</th>
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<td>Merged Curriculum Update</td>
<td>Kevin’s been really impressed with students carrying out the projects through to a finished product. Students still have the opportunities to do internships and special problems. One of Brian Maciej concerns is to continue to allow these special opportunities. Brian Stark mentioned that more and more cross-training and collaboration is happening at BStark with his employees.</td>
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| Multimedia Technology Program          | Wes talked about the Multimedia program and the development of this program over the last 1-1/2 years. Internally this program has been approved and will be forwarded up to MnSCU for approval. 

Kris Kathman asked about employment opportunities for MM. Wes explained the stats over 5 years - 8% growth; up to 10 years - 10-12% growth. The MM advisory group felt employers are going to want these MM skill sets. Pixel Farm mentioned growth will be steady but not exponential - lots of out of state work. 

This program is made to transfer to a 4-year program - 50% technical/
50% liberal arts. Kevin explained our graphics courses that are core to MM may have a second section but would be the same curriculum we are already teaching - nothing specialized to MM.

Brian Maciej explained the amount of work to get the GC program to where it is and doesn’t want to see it compromised because of the MM program. Brian also voiced his concern about the possibility of this looking like the specialization of design and production - students wanted design and not production which forced GC to merge even more. Is this going to happen with MM and GC where more students will want MM instead of GC? Now we are compromising the GC program.

Kevin and Gale mentioned we have voiced this same concern to SCC administration from the get-go of this MM project. Brian mentioned the history of the GC merger. A lot of different scenarios were discussed. This is a major concern for the Advisory members.

Kris Davis stated the reality on job placement and selling the MM program needs to be stressed with students. Companies need to be contacted to give students the reality of the job potential and the wages that match this. Aggressively pursue partners where they will get the job. Cross-training is so important in these areas for student learning.

| Equipment and Budget | Gale gave an update on the eliminated and retired press equipment. The former offset and digital press area is now being utilized by the screen printing press and dryer. Kevin and Gale will be looking at another large format printer before the Print Showcase at Dunwoody on Thurs., Feb. 21, 2013.

The budget for supplies (outside of computer hardware and software) is about $21,500. This amount is being requested for FY14 as well. Advisory members were informed of the tuition differential such as the portfolio class with outputting 20-25 feet of paper on the large format printer. |
|----------------------|---|
| Recruitment and Placement | Print Days coming up for hands-on days - Friday, March 1 and Thursday, April 18 - Major Day on campus.

We currently don’t have official Placement numbers but what we do know placement has been quite slow. The students that went the production track are all employed. Students are eventually getting jobs, it’s just taking longer.

Brian Majiec has found that graduates are not as opposed to part-time work as they used to since they may not need that immediate health |
Announcements

Kevin and Gale gave an overview of the Learning Zone project that started Spring Semester off during the first week. Mallorie was offered a paid internship with Learning Zone as a result of this project.

Q & A

Advisory Committee Members in Attendance:

Chad Strauss, The Occasions Group, CBStrauss@TheOccasionsGroup.com
Sara Joyal, Corporate Graphics Commercial, SAjoyal@corpgraph.com
Randy Kroenke, Corporate Graphics Commercial, rpkroenke@corpgraph.com (507) 344-5551
Brian Maciej, Lime Valley Advertising, bjmaciej@limevalley.com
Kris Kathman, Concept and Design, kris@conceptanddesign.com (507) 232-3462
Brian Stark, BStark, brian@bstark.com
Kris Davis, Printing Industry Midwest, kdavis@pimn.org (651) 789-5508
Mallorie Malenka, SCC GC student, mallorie.malenka@my.southcentral.edu
Kevin McLaughlin, SCC GC Faculty, kevin.mclaughlin@southcentral.edu (507) 389-7281
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