Graphic Communications—Design and Production
Advisory Committee Meeting
Wednesday, Nov. 18, 2010—3p.m.-5:30 p.m.
SCC C-165

MINUTES

1. Graphics Instructor Gale Bigbee opened the meeting at 3:05 p.m. with introductions.
   **Introductions**—Tiffany Draper, Blue Hue; Brian Maciej, Lime Valley Advertising; Anne McMullen, Alumni and Freelance Designer; Chad Strauss, The Occasions Group; Randy Kroenke, Corporate Graphics Commercial; Kris Kathmann, Concept and Design; Ted Johnson, Minnesota State University, Mankato; Chris Tordsen, Imagine Print Solutions; Gary Siera, J-C Press; Dr. Suzanne Nordblom, Neil Nurre, Kevin McLaughlin, Gale Bigbee, Elaine Wolf, and DeeAnn Petersen from South Central College.

2. The May meeting minutes were presented. Anne McMullen moved for approval. Brian seconded. Approved.

3. **FY11 Budget and Equipment Update**
   Neil gave a report on the new Canon Printer. It’s now working well but we had some problems to begin with. He reported that the service contract was working well also. He said he liked the idea that he is no longer responsible for maintenance and repair and the company’s response time has been good.

   Neil asked the group’s advice on what to do with the Indigo digital press. The company wants another $6000 to repair the power supply and asked the committee for feedback. Gale expressed her wish to start using it for variable data printing. Chris Tordsen said he’s got a top-notch person in charge of their Indigos and suggested that maybe they could help. Brian Maciej asked about it’s educational value vs. its production value. The feedback was that we should spend the money to try to fix it if the money is in the budget.

   Gale reported that there is money in the budget to get 220 electricity to the new dryer in screen printing. Kevin reported on the new Macintosh’s in his lab and expressed his desire for a proprietary lab. Suzanne said she was working on it. Gale reported on some problems in one lab with CS4 vs. CS5.

4. **Job Placement for Graduates**
   Gale reported on job announcements that she’s had since April. All of the job announcements she has received have been production jobs. Chris Tordsen of Imagine Print Solutions reported he had filled four positions in two months and felt digital press experience would be invaluable to a graduate. Chad Strauss of The Occasions Group has hired two designers and six e-commerce positions. He now has production positions open. Brian Maciej has hired an e-commerce position to strengthen his on-line business. This person is more of a coordinator than a graphics person. Kris Kathman of Concept and Design said they are outsourcing their web page programming. Discussion occurred on a niche position vs. a multi-tasking person. There were many pros and cons on the talents needed. Kevin McLaughlin reported on stock photography and some other changes that are taking place in the industry.

5. **Enrollment**
   Gale Bigbee reported that there are over 60 students currently enrolled in the Graphics Program. In the second year, three are production and 21 are design. The numbers aren’t in yet for the first year but it looks like there are 24 in design and 12-16 in production. Several are stragglers or undecided.
6. **Advisory Committee Structure**
Gale presented the revised bylaws and asked if we could finalize the structure of the Advisory Committee. Brian Maciej agreed to be the chair and Chris Tordsen agreed to be the other vice-chair. The rest of the structure was approved by the membership.

7. **Program Structure**
Gale Bigbee announced to the group that Neil Nurre had received his layoff notice and that restructuring may be needed once again. Dean Suzanne Nordblom explained why the layoff was issued in accordance with the union contract. She said she hoped the numbers would improve and that she could rescind the layoff. Numbers of students were discussed and Suzanne expressed puzzlement at how the recent merger is playing out. Many are puzzled that there are over 60 students and a teacher is being laid off. An explanation of the design side vs. production side was discussed at great length. Design students DeeAnn Peterson and Elaine Wolf were questioned about their exposure to the production side of the program. After lengthy discussion, Neil asked the committee what should be done immediately or in the near future about the structure of the program. Nearly everyone agreed that the program should be again re-structured. Most felt that the three teachers involved had different and unique talents as well as some overlap of other talents. Most agreed that if all students were given the unique knowledge/talents of all three teachers, they would be well-rounded and highly employable. The students were again consulted and said they would like to have more production knowledge especially in the areas of imposition, color and computer-to-plate. They also stated they’d enjoy more screen printing and didn’t mind doing some offset press. They would be especially excited about a digital press.

Randy Kroenke said he’d like to see more mechanically inclined people nurtured into the program. He feels there are too many service technicians being called when it’s unnecessary.

Neil then thanked the members for their input and asked that we organize via the Internet (Facebook, Skype, etc.) He also requested that Suzanne help them with a leadership role in restructuring. Suzanne agreed. Gale will set up a communications device of some kind and we’ll start reporting electronically. Suzanne, Gale, Neil, Kevin, Brian, and Chris will meet shortly to layout the new program structure and we’ll present it electronically to the committee and some selected students.

8. **Adjourn at 5:20 p.m.**