Design & Creative Media
Tuesday, April 12th, 2022 @ 8:00 a.m.
Location: M 126
Agenda

1.   8:00 a.m. Call to Order

2. Visitors and Staff to be Heard (James Patterson on CWE)

3. Reactions to Career Survey

4. Fine Art Fridays and Curriculum updates

5. [Size, Scope, Quality Document Review](#). (please review this document before the meeting if possible)

6. Ideas for Portfolio - Wix

7. Portfolio reviewers - online and in person 5/20-5/26 & 5/31-6/2

8. CCV Dual Enrollment & Fast Forward updates

9. Future Agenda Items

10. 9:00 a.m. Adjourn

Meeting minutes

Attendance: Eileen Sinopoli CTE instructor, Deanna Vaida CTE instructor, Emmy Charron CTE counselor, Dana Lee CCV, Sean Clute NVU, Michelle Hobbs Freelance Designer, Lane press, Tracey Brown Freelance Designer, Christian Demares Graphic Designer from VTang
(Follow up conversations with Samatha Spurr Designer at Four Seasons Sotheby, Robin Perlah Champlain College and Barclay Tucker NVU)

Slowly ramping back up CWE (Jamie could not be present to speak)
Co op has been more successful than CWE/Job Shadow experiences this year for 2nd year.

139 designs update!

Fine Art Fridays was a smashing success! Dana wanted to know: preparing students for life drawing courses as a second semester option?

Portfolio reviews: 13 students submitting portfolio. Ready on May 20th, back by following Thursday May 26th. Re-implementing presentation portion of the portfolio. Digital portfolio up on a screen: no physical handouts
      Shawn, Dana, Michelle, and maybe Tracey for reviewing online portfolio.
      Barclay also verified via email, Sam verified via phone converstion
      Industry partners in other states?

In person presentation- May 31st-June 2nd
      Dana, Emmy and Michelle can be present at one day of portfolios. Melinda, one
      of the last two days. Christian from VTANG will come in one of those days as well.
      Shawn is a maybe. Sam verified one day via phone.

      Behance and Portfoliobox not available this year: we are going to do Wix for portfolio
      this year

Tier 2 Credential Discussion- Adobe creative suite certification has not been heard of by some of the advisory board. Those who do know it agree it would have to be our entire curriculum and of no real value in the industry.
We need to work with cluster group to draft a letter to the state fighting for Portfolio, or other option that doesn't define curriculum.
Portfolio is counting for tier 1 - Eileen to follow up on.
Tier 2 needs a replacement
Shawn especially says that creative suite is not viable
Tracey suggests: presentation skills certification/interview skills which could build off of portfolio.
Employability certifications. **Wix certification**? [Coursera](#) certification of some kind? AIGA has a digital marketing certificate, but…there are 8 courses that need to be taken. OSHA 30 is a tier 2 (not beneficial for design). Lynda/LinkedIn Learning course. Samatha Spurr brought up Skillshare in a follow up phone call.

Job shadow: could professional conference or event count as a WBL experience?
Not meeting WBL experience- industry tours are not good enough, Job Shadow needed.
Problem is that many designers work from home and not a suitable experience for students.

Design schools requires Slideroom – but if we do that as a portfolio, it has to be managed at the state level
Melinda says 18 has more opportunities at Lane Press– which makes spring prime time for CWE experiences

Dual enrollment/fast forward updates: If we focus on Portfolio in the fall, then college offerings become more difficult to offer and plan around. How solve?
The courses that are really important could come second year (Drawing I, II,). Spring engagement comes through presentation skills

Recruitment challenges: find that HOOK. How do we make the wrapping good. What we are doing is good: we need slicker marketing. How to sell the atmosphere? How to put credit to what we are doing already? What does the 'life' of DCM look like…

Closing remarks- Will follow up with those who were unable to make it.
Summer work: DCm students go to Lane Press a lot.