



San Joaquin Delta College
Stockton CA 95207

June 2, 2015

To: Karri Hammerstrom, Chair, Central/Mother Lode Regional Consortium
From: Sharon Daegling, Curriculum Support Coordinator, San Joaquin Delta College
Subject: New CTE Program

San Joaquin Delta College is requesting approval by the Central/Mother Lode Regional Consortium for a new CTE program.

Included in this document please find the Narrative, Labor Market Information and Advisory Committee recommendations regarding the program listed below. Please email me at sdaegling@deltacollege.edu with any questions regarding the submission.

Thank you for your consideration.

| | |
|------------------------|--------------------------------------|
| Program Title: | Multimedia |
| Program Proposal Type: | Career Technical Education (CTE) |
| Program Award Type: | Certificate of Achievement |
| Discipline Group | Multimedia |
| Chair(s): | Melanie Marshall and Kirstyn Russell |
| BOT Approval Date: | May 5, 2015 |

cc: Salvador Vargas, Dean, CTE and Workforce Development
Melanie Marshall, Discipline Group Chair, Multimedia
Kirstyn Russell, Discipline Group Chair, Multimedia

NARRATIVE

Program Title: **Multimedia**, Certificate of Achievement

Item 1. Program Goals and Objectives

The goal of the Multimedia Certificate of Achievement is to prepare students for a job market that demands knowledge of all sides of media. Multimedia plays an important role in today's communications industry, as well as applications in Mass Communications. Designing and producing effective presentations and media products that combine Multimedia, Graphic Design, Mass Communication, Photography, Radio Television and Music. The Multimedia Program prepares students for professional practice upon completion, or to undertake advanced studies at the university level. It offers students professional hands-on instruction.

Over the last several years our Advisory Committee has shown a lot of support for a Multimedia Certificate and expressed that the certificate would help prepare students for jobs. This certificate would allow students greater options when applying for jobs.

Item 2. Catalog Description

Upon successful completion of the Multimedia Certificate of Achievement, the student will demonstrate skills, knowledge, and training necessary for entry-level employment in the specialty areas of the digital media industry; digital imaging, computer art, multimedia journalist, digital photographer, marketing advisor, newspaper videographer, page designer, audio engineer, web designer, and audio/video post-production. Students will work in a manner that mirrors industry standards. Students will leave with a professional portfolio that will help them pursue jobs in their field as well as higher education.

Program Learning Outcomes

Upon successful completion of this program, students will be able to use judgment to determine best course of action in reporting, as well as newsworthiness to effectively purvey information to the masses.

Upon successful completion of this program, a student will understand the ethical and legal involved in producing multimedia news content.

Upon successful completion of this program, students will be able to act as multimedia journalists, producing content across mediums.

Item 3. Program Requirements

Complete 31 units – Required Core

| | | |
|------------|--|---|
| GRART 001A | Digital Imaging | 2 |
| GRART 003A | Computer Art | 2 |
| MCOM 001 | Introduction to Mass Communication | 3 |
| MCOM 010 | Introduction to Multimedia | 3 |
| MCOM 011 | Newswriting | 3 |
| MUSIC 041 | Introduction to Media Arts, Music and Recording Technology | 3 |
| MUSIC 042A | Audio Recording Techniques | 3 |
| PHOTO 001A | Introduction to Photography | 3 |
| PHOTO 003A | Introduction to Digital Photography | 3 |
| RTV 011 | Fundamentals of Audio Production | 3 |
| RTV 021 | Fundamentals of Video Production | 3 |

Proposed Sequence

First Semester

| | | |
|------------|----------------------------|---|
| MCOM 10 | Introduction to Multimedia | 3 |
| GRART 001A | Digital Imaging | 2 |

Second Semester

| | | |
|------------|--|---|
| MCOM 1 | Intro to Mass Communication | 3 |
| PHOTO 001A | Photography | 3 |
| MUSIC 041 | Introduction to Media Arts, Music and Recording Technology | 3 |

Third Semester

| | | |
|------------|-------------------------------------|---|
| MCOM 11 | Newswriting | 3 |
| PHOTO 003A | Introduction to Digital Photography | 3 |
| RTV 021 | Fundamentals of Video Production | 3 |

Fourth Semester

| | | |
|------------|----------------------------------|---|
| GRART 003A | Computer Art | 2 |
| RTV 11 | Fundamentals of Audio Production | 3 |
| MUSIC 042A | Audio Recording Techniques | 3 |

Our Multimedia Advisory Committee recommended offering the Introduction to Multimedia course the first semester of the first year of study to set a foundation for students earning a Multimedia Certificate of Achievement. Subsequent semesters will introduce deeper study in each of the four course areas: Graphic Arts, Photography, Radio/Television and Mass Communication.

The committee also recommended varying the study each semester, so that one area is not focused on too heavily at any given time, allowing the student to become proficient in all concepts related to multimedia study. The sequence is proposed only. A student does not have to adhere to it exactly to complete the certificate.

Item 4: Master Planning

The Multimedia Certificate of Achievement is an essential addition to the current offerings at San Joaquin Delta College because it fills a void in the 2010 Master Plan to “launch new vocational and education programs that meet the challenges” in the field of information technology.

The certificate also meets the labor market needs of employers in the region, as it will be the only such training program in our service area focusing on multimedia as a whole.

The closest community college to Delta, Modesto Junior College, shuttered its similar media offerings in 2011. The shut down created a void in media training in the San Joaquin Valley, particularly for south San Joaquin County students – in Manteca, Tracy, Ripon, and Lathrop. The closest multimedia-based program of similar value for students is now in the San Francisco Bay Area.

In addition, University of the Pacific – the local four-year university – stopped offering a degree pertaining to journalism around the mid-decade point. The photography department at Pacific also ceased to offer a class in black and white photography, one of the essential building blocks of the practice. Pacific also doesn’t offer a fully developed radio/television program. With the addition of KWDC on campus, our radio students are broadcasting at a greater range than our neighbor right down the street. The one program Pacific has that’s similar in size and nature to Delta is the Graphic Arts program, which offers a BFA in the field.

Our biggest competitor in terms of student grab is the Los Rios Community College District, which has a multimedia news specialist program, which is similar, but focuses more on the journalism side of the profession. The socio-economic demographics of Stockton and surrounding communities, though, often prohibit a student from being able to travel to enroll in such a program.

Delta College’s Master Plan also identifies “Digital Media Technologies” as a strategic growth area. The 31 units comprising this certificate touch on all aspects of digital media and conveyance of information.

Our program would offer a comprehensive look at multimedia education, with lessons in film and digital photography, mass communication, journalistic writing, video and audio skills and beginning graphic arts. We’d also address ethical issues pertaining to copyright and fair use in curriculum.

The Master Plan projects a student body increase at Delta College from 2015 to 2020, which means more of our students will be entering the local workforce via training at Delta College.

Solid populations of our students go on to work immediately in their respective fields, so the Multimedia Certificate of Achievement would give them an advantage during a job application process. We identify students who have gone on to work in local media, including the Lodi News-Sentinel, KTXL, KCRA and Univision television stations, and KWIN, KSP, KJOY radio in Stockton. Our photography students are working for Sears or are self-employed as wedding photographers. Our Graphic Arts students are working in the community as well, many for themselves, but some for other companies.

Our Multimedia Advisory Committee, which includes many prospective industry employers from across San Joaquin County, is excited about the addition of the Multimedia Certificate of Achievement because it means we will be providing their future employees necessary skill.

Our advisory members have expressed interest in engaging with our multimedia students for internships, jobs, and other partnerships. We've already built partnerships through each of the four individual disciplines with employers in the community, but more can be established as our students learn the skills necessary to not only build multimedia content, but also train others.

Item 5. Enrollment and Completer Projections

(A) Enrollment Data

| Course | 2012-2013 | | | 2013-2014 | | |
|------------|-------------------------------------|------------------------|-----------------|-------------------------------------|------------------------|-----------------|
| | Completed Course (A, B, C, D, or P) | ENROLLED Including W's | Completion Rate | Completed Course (A, B, C, D, or P) | ENROLLED Including W's | Completion Rate |
| GRART 001A | 84 | 110 | 76.4% | 80 | 128 | 62.5% |
| GRART 001B | 39 | 44 | 88.6% | 36 | 45 | 80.0% |
| GRART 002A | 40 | 53 | 75.5% | 38 | 47 | 80.9% |
| GRART 002B | 25 | 27 | 92.6% | 19 | 21 | 90.5% |
| GRART 003A | 45 | 61 | 73.8% | 87 | 126 | 69.0% |
| GRART 003B | 20 | 24 | 83.3% | 29 | 32 | 90.6% |
| GRART 004A | 54 | 61 | 88.5% | 68 | 81 | 84.0% |
| GRART 004B | 6 | 9 | 66.7% | 6 | 7 | 85.7% |
| GRART 006A | 50 | 66 | 75.8% | 35 | 48 | 72.9% |
| GRART 006B | 23 | 27 | 85.2% | 11 | 12 | 91.7% |
| MCOM 001 | 158 | 195 | 81.0% | 133 | 166 | 80.1% |

| | | | | | | |
|--------------------|-------------|-------------|--------------|-------------|-------------|--------------|
| MCOM 002 | 37 | 39 | 94.9% | 30 | 32 | 93.8% |
| MCOM 011 | 16 | 20 | 80.0% | 14 | 15 | 93.3% |
| MCOM 012 | 19 | 20 | 95.0% | | | |
| MCOM 012A | | | | 5 | 8 | 62.5% |
| MCOM 012B | | | | 3 | 4 | 75.0% |
| MCOM 012C | | | | 5 | 5 | 100.0% |
| MCOM 012D | | | | 3 | 4 | 75.0% |
| PHOTO 001A | 119 | 155 | 76.8% | 110 | 150 | 73.3% |
| PHOTO 001B | 20 | 34 | 58.8% | 14 | 21 | 66.7% |
| PHOTO 003A | 30 | 34 | 88.2% | 27 | 29 | 93.1% |
| PHOTO 034 | 15 | 18 | 83.3% | 10 | 10 | 100.0% |
| RTV 001 | 67 | 78 | 85.9% | 66 | 83 | 79.5% |
| RTV 011 | 55 | 81 | 67.9% | 45 | 84 | 53.6% |
| RTV 012 | 32 | 38 | 84.2% | 25 | 29 | 86.2% |
| RTV 013 | 28 | 29 | 96.6% | 27 | 34 | 79.4% |
| RTV 021 | 82 | 98 | 83.7% | 65 | 85 | 76.5% |
| RTV 022 | 43 | 48 | 89.6% | 35 | 40 | 87.5% |
| RTV 023 | 39 | 41 | 95.1% | 34 | 44 | 77.3% |
| RTV 031 | 61 | 78 | 78.2% | 28 | 49 | 57.1% |
| RTV 050H | 1 | 1 | 100.0% | | | |
| RTV 098V | | | | 3 | 3 | 100.0% |
| Grand Total | 1208 | 1489 | 81.1% | 1091 | 1442 | 75.7% |

Projected Annual Completers: 10

Synopsis

The majority of courses in our current listings finish near or above 80 percent, particularly in the beginning level courses. Our finish rate dips below, to an average of 75.7%, in some of our larger courses. Instructors within our department believe our students would be very motivated to work on and complete a Multimedia Certificate of Achievement.

Since many of our students are already crossing over being disciplines, we've identified a strong interest and want for students to explore how the practices converge together.

We've noted that some of our classes currently have lower enrollment than desired. We believe that the introduction of the certificate will add enrollment and stabilize numbers in those courses.

Notes on missing out outlying data

MCOM 12, as a singular class, was discontinued beginning in the 2012-2013 school year due to new repeatability standards. The class is now conducted as four sections of newspaper production, 12A, 12B, 12C, and 12D, which are noted in the 2013-2014 numbers. The numbers for 2013-2014 reflect no enrollment in 2013-2014 for MCOM 12 because of this as well.

RTV 50H is a special studies class. It is offered on an as requested basis.

RTV 98V is a work experience course. It is offered on an as requested basis.

GRART001A and GRART003A likely experienced a sizable decrease in completers due to primary instructor leave in the 2013-14 school year.

We've noted, too, that some of the larger survey-type courses offered include data that show classes have larger numbers at the date of census. As projects get harder, students are more likely to drop after the census date in those larger, introductory classes. Our finisher rate in advanced courses is higher.

Item 6. Place of Program in Curriculum/Similar Programs

The Multimedia Certificate of Achievement brings together four discipline areas students are already exploring in parallel. The introduction of the Multimedia Certificate of Achievement brings together our four areas as an actual program.

It requires no changes to current curriculum, as the courses listed are already active. The newest course in the required series is MCOM 10, Introduction to Multimedia, which is slated to be offered for the first time in Summer 2015.

The certificate doesn't replace any current certificates, though some of the courses listed are applicable to other degree and certificate programs within each of the four disciplines represented.

At Delta no other programs are offered that are similar to the curriculum that will be converged for this course.

Item 7: Similar Programs at Other Colleges in Service Area

The program does not represent a duplication of other local programs. The closest program for students studying the multimedia field was at Modesto Junior College. Those programs were discontinued in 2011.

The Multimedia Certificate of Achievement will not impact any other colleges in the area as none offer this certificate.

Los Rios Community College District offers a similar certificate, but it is located outside of our service area. It is not likely our students would commute to Sacramento to attend courses of study in this area.

The Introduction to Multimedia course is most similar to a course at University of California, Berkeley's Graduate School of Journalism, with enrollment limited to graduate-level students as part of a "boot camp" for beginning students in the school.

Moreover, the four-year university in Stockton, University of the Pacific, does not have a dedicated multimedia program and offers only a communication degree, but not one that focuses on journalism or the other specific areas of interest our Multimedia Certificate of Achievement.

Labor Market Information/Analysis

Program Title: Multimedia Certificate of Achievement

The nature of the industry, as well as the fact this program will include training across multiple disciplines, allows for students earning a Multimedia Certificate of Achievement to pursue jobs across various industries in our area and adjacent county.

A total of 716 job openings were available across San Joaquin and Stanislaus counties for industries where students can use this particular skill set. The biggest industry served would be “Social and Community Service Managers.” (A complete data set from the State of California Employment Development Department, the EDD, is provided under the “Total Annual Openings for Multimedia-related Jobs” title further in this narrative.)

This industry would be greatly served because social media and Internet-driven campaigns have become the bread and butter of these professions, which include public relations individuals. Today’s Internet-driven society moves forward daily through web presence. The Multimedia Certificate of Achievement provides the skills to build and grow a business on the Internet through visual dynamics and storytelling.

A second industry our students can find work is in “Arts, Design, Entertainment, Sports, and Media Occupations.” The Stockton and Modesto areas in particular are experiencing a growth in this area, particularly sports media with the purchase of the Stockton Thunder by the American Hockey League and the maintenance of other local sports teams. Our department has had students interning with the Stockton Ports baseball team and the Thunder hockey team.

No singular industry set of data can encapsulate the reach the Multimedia Certificate of Achievement will have because it is applicable to a number of professions in the four core areas: graphic arts, mass communication, photography, and radio/television. However, the numbers provided from the Economic Development Department offer a positive snapshot for the future of our certificate earners.

Graphic Arts

Graphic Arts students will demonstrate skills, knowledge, and training for entry-level employment in the field of graphic design and layout. Job titles include: computer typesetter, paste-up artist, cartoonist, graphic layout and design, ad artist, computer artist, photo restoration, photo manipulation, and scanner operator.

The student will also demonstrate the ability to create graphic designs and documents using electronic desktop publishing software, create artwork using digital design software, design web pages, and design pre-press publications.

The job title “Graphic Designer” brought up more than 1,300 potential employers in San Joaquin County in a database search of the California Economic Development Department.

Mass Communication

Mass Communication students will demonstrate skills in writing, digital storytelling, photography, social media communication and basic coding. Job titles include: writer, author, reporter, correspondent, content producer, blogger, copy editor, publication designer and editor.

Conversations with local hiring editors are showing that students must be trained in the fundamentals, including clear, succinct presentation of information, but our students also need to be able to be multimedia journalists. The skills noted when students apply for internships, or upon their competition of internships is an ever-present want of video shooting and editing skills, audio capture and editing skills, basic photojournalism training and some knowledge of computer code.

There are 43 employers in our area listed as “Newspaper, Book and Directory Publishers” through the EDD which our students can seek employment from, in addition to 115 in “Advertising and Related Services” which essentially encompasses public relations-based firms.

Photography

Photography students demonstrate knowledge in shooting, developing, editing, color, exposure, proportion editing of both manual and digital photos. Job titles include: commercial photographer, photographic process workers (both digital and traditional), curator, teachers, pre-press technician, digital printer, photojournalist, photo assistant, and artist.

The labor market information indicates there needs to be an increased investment in technology and printers to give our student the necessary training for the job market, particularly as the market expands to include technology-based photography and instruction.

In San Joaquin County, the job title “photographers” brings up a listing of various industries through a search of EDD, the largest of which is “Other Professional & Technical Services.” That area alone includes 270 employers and accounts for 25.4 percent of the total employment population for California. The listed employers include private photographers and photo studios.

Radio/Television

Radio/Television students demonstrate knowledge in audio production, video production, broadcasting and live media dissemination. Job titles include: broadcast reporter, on-air talent, producer, editor and videographer.

Statistical information provided from state and county numbers show that between 2010 and 2010, Multimedia (Electronic Media) will see an increase in job opportunities.

San Joaquin County includes 33 employment destinations for “Radio and Television Broadcasting.” Those employers include radio stations, broadcast outlets and public relations entities among others. In addition, Stockton’s proximity to two major news markets – Sacramento and San Francisco – mean our students can live here and work in another locale, exponentially increasing the number of possible job prospects.

Total Annual Openings for Multimedia-related Jobs

| Area | Code | Occupation | Est Yr - Proj Yr | Total Annual Openings |
|--------------------|--------|--|------------------|-----------------------|
| San Joaquin County | 119151 | Social and Community Service Managers | 2010 - 2020 | 10 |
| San Joaquin County | 15179* | Information Security Analysts, Web Developers, and Computer | 2010 - 2020 | 6 |
| San Joaquin County | 210000 | Community and Social Service Occupations | 2010 - 2020 | 133 |
| San Joaquin County | 259011 | Audio-Visual and Multimedia Collections Specialists | 2010 - 2020 | 1 |
| San Joaquin County | 270000 | Arts, Design, Entertainment, Sports, and Media Occupations | 2010 - 2020 | 73 |
| San Joaquin County | 271000 | Art and Design Workers | 2010 - 2020 | 26 |
| San Joaquin County | 271011 | Art Directors | 2010 - 2020 | 3 |
| San Joaquin County | 271024 | Graphic Designers | 2010 - 2020 | 8 |
| San Joaquin County | 272042 | Musicians and Singers | 2010 - 2020 | 3 |
| San Joaquin County | 273000 | Media and Communication Workers | 2010 - 2020 | 24 |
| San Joaquin County | 273031 | Public Relations Specialists | 2010 - 2020 | 8 |
| San Joaquin County | 273041 | Editors | 2010 - 2020 | 1 |
| San Joaquin County | 274000 | Media and Communication Equipment Workers | 2010 - 2020 | 3 |
| San Joaquin County | 274021 | Photographers | 2010 - 2020 | 1 |
| San Joaquin County | 519151 | Photographic Process Workers and Processing Machine Operator | 2010 - 2020 | 3 |
| Stanislaus County | 119151 | Social and Community Service Managers | 2010 - 2020 | 8 |
| Stanislaus County | 15179* | Information Security Analysts, Web Developers, and Computer | 2010 - 2020 | 3 |
| Stanislaus County | 210000 | Community and Social Service Occupations | 2010 - 2020 | 188 |
| Stanislaus County | 270000 | Arts, Design, Entertainment, Sports, and Media Occupations | 2010 - 2020 | 90 |
| Stanislaus County | 271000 | Art and Design Workers | 2010 - 2020 | 21 |
| Stanislaus County | 271024 | Graphic Designers | 2010 - 2020 | 7 |
| Stanislaus County | 272042 | Musicians and Singers | 2010 - 2020 | 3 |
| Stanislaus County | 273000 | Media and Communication Workers | 2010 - 2020 | 18 |
| Stanislaus County | 273031 | Public Relations Specialists | 2010 - 2020 | 4 |
| Stanislaus County | 274000 | Media and Communication Equipment Workers | 2010 - 2020 | 10 |
| Stanislaus County | 274021 | Photographers | 2010 - 2020 | 6 |
| Stanislaus County | 519151 | Photographic Process Workers and Processing Machine Operator | 2010 - 2020 | 1 |
| | | | | 662 |

Resources

“Employers By Occupation.” *State of California Employment Development Department* . Web. 6 Nov. 2014. <http://bit.ly/1CKg9NG>

“Occupational Projections for Employment.” *State of California Economic Development Department*. Web. 30 Jan. 2015. <http://labormarketinfo.edd.ca.gov>

Multimedia

Advisory Committee Members 2014-2015

| | |
|-----------------------|---|
| Nate Aguila | Senior VP MemoryTech, Former Graphic Arts student |
| Adriana Brogger | Associate Adjunct in Mass Communication, Radio/Television |
| Danita Cook | Photography Adjunct, teaches at several colleges, photojournalist |
| Tara Cuslidge-Staiano | Associate Adjunct in Mass Communication, Newspaper Adviser |
| Melissa Deverell | Associate Adjunct in Radio/Television |
| Cyndi Green | Retired camera person, freelance video journalist |
| Rich Hanner | Editor, The Lodi News-Sentinel |
| Michael Langley | Editor, Tracy Press |
| Cera Macy | Associate Adjunct in Graphic Arts |
| Melanie Marshall | Graphic Arts Professor/Discipline Chair |
| Kevin Parrish | The Record, newspaper reporter |
| Craig Prosser | Retired newsman, 35 years with Channel 13 |
| Kirtsyn Russell | Photography Professor |
| Jacque Shinn | Associate Adjunct in Graphic Arts |
| William Story | Radio/Television Professor |
| Rod Villagomez | RTV Adjunct, Stockton Thunder emcee, former Ports emcee |
| MJ Wamhoff | Dean of Arts & Communication Division |
| Diana Alvarez | Three-semester Graphic Arts Student |
| Ryan Camero | RTV student, Placeholder Magazine |
| Misoon Ghareeb | RTV student |
| Danielle Gregory | Four-semester Graphic Arts Student |
| Kirsten Lawry | Third-year Graphic Arts Student |
| Louis Martinez | RTV student, teaches aftr school broadcast club at McNair HS, Comcast |
| Diane Murry | RTV student |

San Joaquin Delta College

Multimedia – (Graphic Arts) - Advisory Committee

The advisory board will be made up of mass media/multimedia professionals, college students, faculty, and other interested parties. The board will help inform Delta College Multimedia about current and projected industry trends, technology, equipment, software, etc.

April 9, 2014
5 p.m.
Shima 146

Agenda

Multimedia (Advisory Board Meeting)

College Mission Statement (BP 1201)

The mission of San Joaquin Delta College is to provide excellent post-secondary education that serves the needs of students, the College District and the community through continuing, transfer, career and technical education, and economic development. To achieve this objective, the faculty and staff are committed to providing comprehensive instructional programs, student services and public services that are high quality.

In fulfilling its mission, San Joaquin Delta College acts upon the following principles:

- Commitment to excellence requires effective collaboration, respect for cultural diversity, appreciation of historical perspective, open communication, high academic standards, a vital connection to the arts and cultures of the community, and competitive athletics.
- Student success and equity are founded on a well-coordinated and institutionally-integrated developmental education program.
- Educational resources are available to all students regardless of age, disability, gender, or ethnicity.
- Institutional renewal must include continuous improvement through new and revised curricula; the use of student learning outcomes to enhance student performance; new and effective technologies; and ongoing faculty and staff professional development.
- All aspects of the College encourage good citizenship, responsible leadership, ethical behavior, and the appreciation of lifelong learning.

Check In – Meeting Overview

- **Introductions (Describe expertise/program)**
- **Objectives of meeting**
- **Overview of CTE/Perkins Funding (Target Indicators/Core Indicators)**
- **Approval of previous meeting minutes**

I. Multimedia Program Update & Overview:

- **Short updates on individual programs**
- **Program review for 2013-14**
- **Perkins proposal**
- **Facilities & equipment needs**
- **Curriculum**

II. Multimedia Perkins (CTE) Proposal:

- **Hardware, software, & other needs (see attached page)**
- **Previous purchases (Uses in classrooms, student development)**

III. Curriculum, Degree & Certificate

- **Radio and Television Certificate of Achievement (32 units)**
- **RTV Video and RTV Audio Certificates of Achievement (18 units)**
- **AAT in Journalism**
- **Mass Communication Certificate of Achievement**
- **Multimedia Certificate of Achievement**

III. Entitlement Funding

- **Additional full-time RTV Instructor**
- **Radio Station Manager (background in fundraising)**
- **Radio Station Program Director (news background)**
- **Radio Station News Director**
- **Radio Station Engineer (on-call)**
- **Radio Station Secretary (Traffic, Continuity, Receptionist, Office Manager, etc.).**

IV. New Courses

- **Audio Editing: Focus on Multimedia and Radio Production**
- **Video Editing**
- **Introduction to Broadcast News**
- **Advanced Broadcast News**
- **Film Production**
- **Business Manager/PR**

V. New Business

- **Advisory Board for Each Discipline within Multimedia**
- **BA Degree**

San Joaquin Delta College

Multimedia Advisory Committee

April 9, 2014

Page 2

VI. Open Discussion with Industry Guests

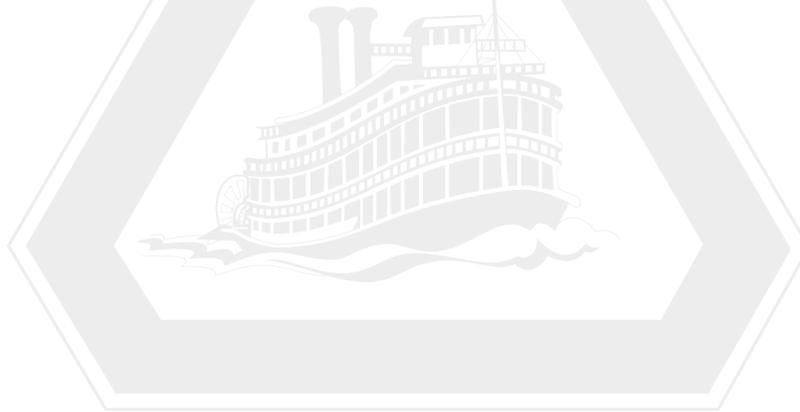
- State of the Industry
- Current needs of employers
- Trends to follow

VI. Summary/Conclusion

Working Goals:

- a. Develop criteria and communicate throughout the local mass media industry
- b. Reach out to the other members of the mass media community - local/at large
- c. Understand and recognize the dynamic connection between mass media students, mass media instructors, and the mass media industry.
- d. Manage a supportive working relationship between mass media students, instructors and industry.
- e. Develop fixed plans and goals for working together.
- f. Create and implement strategies to achieve fixed plans and goals.

Next Multimedia Advisory Committee Meeting – Fall 2014



Multimedia Advisory Meeting Notes – April 9, 2014

Melanie Marshall calls the meeting to order at 5:02 p.m.

Introductions

Melanie Marshall: Graphic Arts Professor/Discipline Chair

Jacquie Shinn: Adjunct, Graphic Design, designer, former teacher

Rod Villagomez: RTV Adjunct, Stockton Thunder emcee, former Ports em

Tara Cuslidge-Staiano: Mass Communication Adjunct

Craig Prosser: Retired experienced newsman, spent 35 years with Channel 13

Danita Cook: Photography Adjunct, teaches at several colleges, photojournalist

Diane Murry: RTV student

Carmen Slaughter: RTV student

Misoon Ghareeb: RTV student

Cera Macy: Graphic Arts Adjunct

Kirstyn Russell: Photography Professor

Louis Martinez: RTV student, teaches after school broadcast club at McNair High School , works for Comcast

Adriana Brogger – RTV Professor

Ryan Camero: RTV student, Placeholder Magazine

Nate Aguila: Graphic Arts graduate from Delta College

Kevin Parrish: Record newspaper reporter

Cyndi Green: Retired camera person, freelance video journalist



San Joaquin Delta College

Melanie: Explanation of why we are here, what the specific needs are for each discipline area, how we work to target specific populations, more specifically special and underserved populations.

We use what comes out of these meetings to figure out how to best serve our students, which varies from group to group.

As a collective group, we are working on curriculum changes within our discipline. Our hope is to build a Multimedia Certificate of Achievement. It's already in the works. A majority of the instructors present are working on it.

Adriana: Addresses the demographics of our population of students. Some of our students are going to transfer; some are looking to go straight into the workforce. Our students need to leave our programs with the skills to be able to gain entry-level employment.

RTV is specifically trying to prepare students with basic camera skills and basic editing. We'll be asking questions about what the industry leaders are doing, what you all are looking for to hire our students, even what software is being used out there.

“Our goal is basic training,” she said.