

Minutes
Applied Arts And Media Technologies Advisory Board Meeting
April 4th, 4:00pm
Center for New Media, Room 105

Present: Aubrey Rodgers, Mark DeYoung, Jeremy Strait, Matt Schuster,
Jamie Hunerjager, Heidi Parmelee, Kim Shaw, Amy Gill, Shannon Bronson,
Chris Kurtz, Brandon Rodriguez, Paul Vitantonio
Absent: Christopher Arnold, Kellen Deau, Vincenzo Iavicoli

1. Call to Order – 4:00 PM
2. Review Agenda
3. Program updates
 - 3.1. *Art New Media* is now *Applied Arts and Media Technologies*. The advisory board will be considering actions in all the programs in the AAMT program, graphic design, animation, game, art, multimedia, illustration, and web design.
 - 3.2. The program will be “graphic arts” instead of “graphic design” when dealing with the Perkins grants moving forward. This will encompass all our programs and should qualify for grants.
4. Perkins Core Performance Indicator - review of program level performance
 - 4.1. Based on the report, there is a drop in “Graphic Design.” With the pandemic caps lifted, there is hope this will improve enrollment. Classes will be offered at different times and then different variations to help students find the right class for their success.
 - 4.2. Multimedia/video and Animation/Game Art are increasing enrollment. There is a need for multiple sessions of those classes each semester. Lifting caps and offering classes in multiple variations to help students find the right class for them as well. This has made the need for additional adjuncts in the Animation/ Game Art and Multimedia/Video classes
5. Comprehensive Needs Assessment Input
 - 5.1. Satisfaction with student placements
AAMT 100 and AAMT120 are the foundation classes for all students to take. When students take this class they are set up for success in each of our programs. When students skip this class or take it out of order, they are far less likely to succeed.
 - 5.2. Satisfaction with skill level of graduates
Many of the students who graduate go through a capstone class. They are to create portfolio quality work to help them achieve acceptance into a 4-year college or to join the workforce. The May Art Hop showcases the final work of many of our graduates.
 - 5.3. Are there gaps in skills that our students present?
The gaps and skills of our students tend to deal with their critical thinking skills and understanding responsibility and time management. This is an ongoing issue that we as teachers and the students are working on correcting.

5.4 Are there gaps in the program?

Currently the programs are fairly strong and consistent with art and design school programs. This is the bar to set for our students in our curriculum. Snow days and unexpected technical issues effect some lessons.

5.5 Suggestions for improving student and graduate's success.

It was discussed that not all students learn the same way and to have a variety of different options for students to take classes would be the way to meet the students needs. AAMT has been working with the counselors to create schedules. Offering multiple sections at different times and different ways. Starting this fall, there are multiple sections that are being offered in different formats. However, there has to be a minimum that's meant for the class to run, but students will see that these classes are being offered and see opportunity and taking them.

6. New business and/or projects

All the AAMT programs will be offering certificate programs to work with early middle college students, hoping to entice more students to join the program.

7. Discuss new and emerging trends in the industry

A discussion about the use of AI in the industry was led by Brandon Rodriguez. The thought is that at this time AI is a tool and will not be taking over artist jobs but artist need to know how to use the tools wisely.

8. Timelines for recommended action plans

AAMT certificate programs are going through course and curriculum this coming fall and hopefully will be ready by 2025 web design is also having an additional class be added to strengthen that program with the same date.

9. Updates from around the college

Advisory board is it was invited to the advisory board celebration at the Culinary Allied Health Campus for updates from the college after this meeting.

10. Next meeting date, October 15th, 2024 4:00pm, CNM 105

11. Adjournment- 4:45