

Graphic Design and Communications Advisory Board Meeting

March 19, 2018

Members in attendance: Tyler Huber, Jamie Vetter, Holly Schaeffer, John Nelson, Bob Arso, Sean Thorenson, Jason Lueder, Tom Marple, Dale Hoerauf, Carla Hixson, Rhea Beto, Michelle Keller, Tim Meyer, Lance Geving, Kristy Horner, Laura Henkelman, Hailey Whitman

Members not in attendance:
Chad Haztenbuhler

Meeting called to order at 5:41 p.m. by board president Jamie Vetter.

The meeting started with introduction of members.

Old Business

Bismarck Public Schools

Meyer talked about having six laptop computers that can be checked out by students when they have an extended absence allowing them to get homework completed. He said that the addition of the equipment has helped several students.

Bismarck State College

BSC had no old business

New Business

Bismarck Public Schools

Meyer said that there will be 41 Digital Design students and 46 Photography students. All sections are full at this point. Horner said that she gained a couple additional students that have done well despite starting late. Meyer lost five total students because of scheduling and lagging work in core classes.

Hoerauf discussed the schedule and trying to find times when all schools will have time slots available at the same times. Online class time is also part of the schedule with the goal of having Meyer and Horner each teach mornings or afternoons respectively so that they are available to visit online students face-to-face.

Near Horizon Middle School a park is planned. Multiple classes will be involved; the graphic design students will help with creating signage for the area.

Meyer talked about standards based education and how it provides very quick feedback to the students. It's difficult as well because of the way that the math works in the grading system. Giving a zero in the standards based system doesn't change the student's grade the way it would with a normal points system. It seems to be most difficult for students on the highest end of the spectrum, those looking for a 4.0 and the students most interested in passing with the least effort possible.

Thorenson offered that he doesn't like the method based on his experience as a parent. Meyer said it's hard to decide what a four (the top score) is and what is needed to have a perfect skill.

Hoerauf described the academics versus a career ready practice, like job skills. Those skills involve things like showing up on time, being prepared for class and collaborating well.

Meyer talked more about his enrollment. He talked about having two students that have special needs and their difficulty catching up with the class. He has talked to one of the student's counselors about getting an aid in the classroom.

Horner said that one of her students has an aid occasionally, but struggles to stay on task and complete work. She said that a handful of students take most of her time. Some of her lower achieving students and her highest achieving students ask for the most help for opposite reasons.

Meyer said that teaching about deadlines is a constant concern. Some students are trying to get everything done early so they can spend the rest of their time doing what they like, others don't get started on time and don't pay attention to their own progress.

Besides the laptops, the high school program has added a photo printer. Their equipment needs are being met.

Student Organizations

Meyer talked about needing to get a stronger student organization going for next year. He said there were a couple students that signed up for Skills USA, but didn't get going with it soon enough.

Beto asked what they are doing to improve on that. Meyer said one problem is that the students want to know the reward for being involved instead of recognizing the value in learning. Meyer is talking with the Electronics Department on how to improve involvement. He said that none of the students are interested in going to the state competition at this point.

Horner said that Skills USA could be implemented in a couple different ways. She is already adding some of the pieces to her curriculum.

Lueder added that the Skills competitions in the graphic design area are not great. Many of the competitions include outdated components.

Beto suggested trying to get the students involved in doing some outside projects for the district instead of working through Skills USA – examples were a banner for baseball or a choir program.

Meyer added that they are considering a capstone class allowing a little more self directed work for advanced students and that projects like she mentioned could be part of it.

Bismarck State College

Thorenson talked about enrollment. The program has 19 freshmen currently, starting the semester with 24 and losing five throughout. The faculty haven't had as many opportunities to get in front of students and talk about the program. Enrollment trends are lower this year across campus; the college numbers may partially be a reflection of that.

In the fall semester there were changes in the Intro to Multimedia class moving to Muse and After Effects and the students enjoyed the After Effects portion especially. Thorenson is taking this into account as he plans the curriculum for next year.

On enrollments, Lueder talked about working with FBLA to judge their North Dakota competition and trying to use that to get in front of high school students. The BSC instructors are hoping to talk about graphic design at the statewide conference in 2019.

Thorenson talked about the dip of enrollments and the corresponding dip in the job market. He mentioned that a few years ago there were 14 part time openings. Lueder added that some of the changes in the job market are because several of the 14 part time jobs and internships became full time positions.

Horner said that after the BSC Showcase many of her students were talking about what different job options pay. She said that salary is important to students as well and graphic design doesn't pay that great.

Schaefer says that graphic design is becoming a little bit compartmentalized, many options including mass communications, videography, web design and etc.

Henkelman talked about giving career counseling and the fact that money is part of the motivation. Geving added that there are many opportunities available, but not all of them are in Bismarck. Henkelman and Schaefer talked about the idea that graphic design might be a bigger career option than parents realize, but most don't realize what a designer does. Thorenson said that we have to make people aware that everything has designed, design is everywhere.

Arso discussed how today's generation wants to start at a higher wage from the beginning, higher expectations.

Schaefer talked about keying into some of the bigger successes, or more likely the people that have moved and done something that appears more exciting.

Beto loves going to work and thinks that the students need to hear how much many designers enjoy their jobs compared to many people.

Horner talked about how taking Meyer's and Horner's classes can lead to a \$6,000 non-competitive scholarship. Lueder mentioned that it can also lead to articulation.

Vetter talked about the creative aspect and the many facets of that in the work place.

Department Needs

During the last meeting BSC faculty talked about purchasing a large format printer and the cost with it. Lueder talked about his call to Far From Normal in Fargo. The printer cost was about \$16,000, because of the cost the idea has been tabled. Beto mentioned that she can find much cheaper alternatives.

Lueder discussed problem with the iMac hinges and the potential repairs. The repairs were going to be \$300 each, that was prohibitive so it was decided to leave them as-is.

Student Organization

Thorenson talked about the high membership and matching high drama. There was a trip to Minneapolis planned, but that is not going to happen. There is a chance that the club may bring in an outside speaker. There are two meetings left after today and the turnout at today's meeting was poor.

Huber asked about the freshmen, wondering if they will do more with the club next year. Marple said that this year's group of freshmen is pretty dynamic, so there is a chance.

There was discussion about students needing an additional push. Hixson discussed a conference where the discussion centered around people entering adult life later and her own children talking about "adulthood."

AdFed – Marple applied for and received a grant to enter AdFed. This was a banner year and the department was part of winning 11 awards.

Industry Feedback

Curriculum enhancement

Geving opened by saying that he is able to get students ready to work in his area within about a week. Huber said that he needs a jack of all trades in his job including digital design, billboard design, print, etc. Geving asked Huber what he would want from someone as an employee, Huber said understanding the software and a creative mind, the ability to try some new things.

Vetter told about time at an ad agency. He said it was great to have a BSC graduate that had strong software knowledge so that they could learn more in depth things. He also talked about variable data in his current job.

Schaefer said that she wants people to know software, but most importantly be a self starter. She has interns that struggle with what to do next. She said that people need to try to move ahead on their own. She also complimented Thorenson on teaching quality digital design and less coding.

Beto talked about her employee – she needs people that can solve problems, working to find their own solutions, not expecting the solution to present itself.

New Business

Thorenson mentioned the Spring Show coming up April 30 – May 2 with a portfolio exhibition on May 2. He is looking for judges and mock interviewers.

Continuation of the Program

Geving made a motion, Beto seconded to continue the Bismarck Public Schools program.

Keller made a motion, Huber seconded the motion to continue the Bismarck State College program.

Vetter agreed to sign the continuation of the program forms.

Recommended Advisory Committee Appointments

Beto and Vetter both opted to continue their appointments to the committee.

Meeting adjourned at 7:05 p.m.