

Digital Media, Commercial Photography, & Commercial Music
Advisory Meeting Minutes
Tuesday, May 10th 2022
3:00pm-4:30pm
Zoom

Attendees: Solange Schwalbe (DMA Part-Time Faculty/LTCC), Sara Hunter (AA to the Dean/LTCC), Brad Deeds (Dean of Workforce Development & Instruction/LTCC), Pat Leonard-Heffner (DMA/Photography Part-Time Faculty/LTCC), Mark Williams (Music Faculty/LTCC), Brandi Brown (Founder/Tahoe Production House), Bryan Yerian (Art Faculty/LTCC), Jamie Rhone (CTE Technician/LTCC), Melissa Liggett (CTE Technician/LTCC), Travis Steil (Visual and Performing Arts Chair/South Tahoe High School, DMA Part-Time Faculty/LTCC)

Program Updates/Annual Program Review:

- The Annual Program Review (APR) shows that the program has remained stable throughout the pandemic; dual enrollment data is included.
- The APR shows that there is even interest among males and females, with most students under 25 years old.
- 7 AA degrees & certificates in Art/New Media have been awarded over the last 3 years.
- Art/New Media has always had a strong online component, and student enrollment is increasing.
- There has been a recent drop in Hispanic students, and this could be due to a drop in communication and promotion during Covid-19; discussion of outreach efforts going forward.
- LTCC has obtained a Hispanic Serving Institutions (HSI) Grant, this can help support Dual Enrollment along with the IREPO \$1.4M Dual grant. The goal is to build a stronger connection between South Tahoe High School students and LTCC.
- One limitation LTCC is facing is the lack of DMA qualified instructors. Currently, Solange is LTCC's only part time faculty and she is only able to teach one DMA class per quarter due to unit load restrictions of 10.5 units/quarter (DMA courses have a faculty load of 6.0 units.)
- With a stronger alignment with Dual Enrollment, the DMA program could see even higher success rates. Goal is for students to be partially done with their degree by the time they graduate high school.
- The Dual Enrollment DMA program consistently has very high success rates (often 100%).

Industry Feedback:

- Brandi: Due to popular demand, they have been working on creating hybrid events, creating an enjoyable experience for both people in the room and those participating online. They are learning how to navigate and align new technology with existing technology. Brandi believes that there are multiple ways for a student to look at the field of DMA because of all the new ways to broadcast and communicate. A benefit to students would be to offer more industry internships and job shadowing- there needs to be a stronger relationship between all players. Continue to encourage students to do what they want in life, and to ask themselves how to get paid for doing what they love in life.
- Mark: Music Performance classes took a hit during Covid, with total FTES dropping from a consistent 34% to just 13%. Some classes were able to still run via Zoom, but class sizes were very small. The addition of concurrent non-credit classes has helped boost class size numbers.
- Bryan: There is a new art exhibit coming up in the Haldan Art Gallery at LTCC. They are accepting student art the week of May 16th and would love to include DMA student art. Their art can be displayed on a flat screen television in the gallery.

Perkins funding was discussed-meeting adjourned.