

COMMERCIAL ART
Occupational Advisory Committee
Tuesday, September 24, 2019
Location- Commercial Art Room 6:00 PM

MINUTES

I. Call to order

II. Roll Call

The following were present: Nicole, Trisha, Macy, Beth, Max, Katrina, Brianna (sub for Jenna)

The following were not in attendance: Fred, Irene, Jenna

III. Approved minutes from April 4th Meeting

Katrina motioned & Max seconded – all approved

IV. Unfinished Business

V. New Business

- a) Discussed 19-20's Plan of Work with the following details:
 1. **3D Printer** - Nicole is set to visit LCTI/Upper Bucks to investigate their fabricator & speak with their instructor. Lower Bucks also has 2 fabricators in different sizes. They are different models but still would be able to see consumables and usage. We are looking to ensure it's easily maintained. COA has approval for purchase already through program review. It was discussed that with the opening of the robotics program, there may be a share of equipment? Either way, it would be a benefit to the students as well as the school wherever it is kept/maintained.
 2. **Studio Lighting** – Current photo tracks still not functional. Reported last fall & paperwork with regard to both the safety & function issues were documented. There were challenges with getting it ordered. New tracks were received this summer however at time of install, it was found there were end caps missing. We believe they have since been ordered & install should happen soon. We will verify parts are in and that we have a plan of action to install them.

3. **Pulley System** - Safety issue fixed but current system still not fixing the issue. Still problematic, need to investigate mechanical or electronic backdrop system
4. **Enrollment** – We reviewed September’s enrollment, numbers from open house & registration cards, that were received. Numbers are lower than some previous years but there is a normal high & low dependent upon number of seniors’ vs juniors. Bigger senior class means smaller first year class & there is typically some drops from returning students. Nicole does have numbers from previous years tracked. Beth asked about the new programs & expanding – will other programs grow or overall number stay the same but impact current shops. Larson explained as we add capacity of school up higher, schools have been asking for us to take more and we hope that they will still send the same amount to other current programs.

Beth felt that our current program name does not represent accurately who/what we are. Working in the field the longest, she has never applied for or advertised for a ‘commercial artist.’ This is a 70’s old term that really needs to be reviewed & updated – though the team felt our career objectives and curriculum are strong and well reflects the POS, the name is counterproductive to the high standards expected in our grads. There was a large discussion & questions asked to Larson of how we go about doing a name change. Discussion ended with it as urgently needed to better reflect the class for recruitment. Nicole will look into the current names of similar programs in our regional & across PA. Some ideas that were quickly brainstormed were: 'visual communications', 'visual media', 'digital arts/media', 'Digital Design and Illustration’. Lastly the group felt our individual team needs to be aware of branding and our image and icon. OAC’s local decision as to what the program is called in-house; name, reason for change, then goes to the cabinet, then EAC then approved, then all materials for next year. This needs to be approved by COA OAC’s second meeting so all advertising can be changed before made and printed.

5. **ELO’s** - COA has multiple ELO’s with school presenters/. We have investigated visits separate from senior’s industry visits and want to visit museum and Tyler, Jan/Feb. We can visit Tyler, for package or restaurant show and visit museum in same day. Originally, we thought to only seniors, but with numbers maybe take everyone?
Beth explained her Careers in Art Workshop Thursday 11/14 at 7pm at Plymouth White Marsh High School. This would be info session to see what

you can do with art, targeted to high school age students and their parents. Beth will send us the details so Nicole can share with the class & offer points to attend.

VI.

6. **Digital Portfolios** – For National Portfolio Day current seniors will proceed with printed presentation books. The plan is to concentrate on print now, but digital later for all students in Spring with Wix or PDF's. We will investigate how to best save/transfer to be viewed on iPad, tablet etc.
- b) Curriculum- Program of Study
COA OAC has review and discuss the Pennsylvania Department of Education required Program of Study as presented. Formally approved with local additions.
- c) Equipment Purchases: 2019-2020
The instructor will review the approved major equipment purchases for this school year. - No new equipment purchases for this year outside the program review.
It was also discussed about the new Smart board that was installed, but unfortunately it is too small to see programs, software, & dialogue boxes as needed. It was reported that we are working through a plan to fix the issue. COA will be getting a large anti-glare white board and a projector installed in the month of October. Our student rep also shared about the new computers in advanced lab working well but printers seem to be an issue. COA is up for new printers in the cycle & IT has possible new printers and new company to try out. We will look at resolution, color durability & consumables. We don't need something super high end for students to toss out prints at end of day. Think about one mid-level and one higher end to print 'final'
- d) EASTERN Educator in the Workplace
Discussed the new EASTERN Educator in the Workplace event and how it will enhance opportunities for students and the OAC. -Nicole going to Kirkland printing, hoping to see 3-D printer at Upper Bucks or LCTI as well as Life Celebrations Inc. She hopes to also start a dialogue with & visit MCCC about articulation.
- e) Expanded Learning Opportunities
Scheduled Onsite ELO's
 - PCAD 10/4

- Full Sail University 10/8
- Tyler date 10/15
- University of the Arts 11/6
- Moore 10/23?
- Academy of Media Productions date in November
- Penn State Abington/Penn Tech hoping to schedule

Scheduled Off-site ELO's

- Tyler's Restaurant Show & Philadelphia Art Museum confirming date in late November/December
- Seniors' Individual Student ELO's for Industry Visit/Shadowing Day
 - Various days as scheduled during 3rd quarter

Updated Member Contact Information – Katrina did not get original email nor did Trisha get the minutes and agenda. Current student, Jenna Cervone also did not get the email as the old student's information still in email.

Also talked about getting a product/commercial photographer

- g) Foundation Requests – showed the list of events and talked about them, need to make improvements to the flyers that are given out for each event, make them for posting on social media. Copies handed out are not current for our audience

- h) Facility Inspection:

COA OAC did the inspection on the given form. Beth's sheet reflecting group consensus & has been submitted.

VII. Dates of Meetings for 2019-2020

Tuesday, January 28, 2020 at 6:00 PM – changed to Monday 1/27 at 6pm

Tuesday, April 28, 2020 at 6:00 PM

VIII. Important Dates for 2019-2020

- **OAC Chairpersons Meetings**
 Wednesday, October 23, 2019 7:00 pm
 Wednesday, May 6, 2020 7:00 pm
- **Advisory Appreciation Brunch- On-Site**
 Sunday, March 1, 2020 11:00 am-12:30

SNOW DATE- Sunday, March 8, 2020

- **Open House- On-Site**
Sunday, March 1, 2020, 1:00 pm-3:30 pm
SNOW DATE- Sunday, March 8, 2020
- **Awards Night- Location UMHS Auditorium**
Wednesday, May 27, 2020, 7:00 pm

IX. Adjournment