

**COMMERCIAL ART**  
**Occupational Advisory Committee**  
**Monday, January 27, 2020**  
**Location- Commercial Art Theory Room 6:00 PM**

**MINUTES**

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**I. Call to order**

**II. Roll Call**

- a. Present: Nicole, Trisha, Beth, Katrina, Carmina, Jenna & Bri

Not Present: Macy & Max

**III. Approval of minutes from last meeting**

- a. Carmina made a motion to accept minutes from last meeting & Katrina 2<sup>nd</sup>.

**IV. Unfinished Business**

- a. Possible Name Change – Nicole shared the research she investigated since the last meeting in September. (see attached) Summary from last meeting was shared & the brainstormed names discussed. None of the OAC is looking to change the structure of the program, it's current career objectives or the high level of curriculum. The Commercial Art name needs to change to be appealing and recruit the appropriate students. The name needs to be reflective of our career objectives and what the class entails. We hope to recruit students that draw, interest in computer design and photography. We want to better market and appeal to the correct student group.  
After a detailed discussion, Beth formally made a motion made to change the name to 'Design, Photography and Illustration,' Carmina seconded, and unanimous vote from all present.
- b. Careers in Art Workshop – Beth gave an overview of how the November workshop went. It was hosted at Plymouth White Marsh HS and was a huge success! 165 people signed up through Event Bright though she was not exactly sure how many were there that evening. She was pleased to report approximately 70% brought parents and was surprised to see how many middle school/younger students turned out for the event. The evening consisted of approximately 10 12-minute breakout sessions & they are already talking about doing it again. We will watch for more details.
- c. Summer Fun – While discussing Open House, enrollment and recruitment, the discussion came up about Summer Fun. The OAC had questions about Summer

Fun not running this summer due to our construction projects. They had asked if we could use a new location. Carmina had recommended using the Temple Ambler location & had some other suggestions.

## V. New Business

- a) Chairpersons Meeting – Beth talked about name change for networking and helped that class. Meeting talked about robotics and that enrollment numbers are up for school. There was also expressed concern on our numbers.
- b) Student Certifications - Must complete adobe cert before grad, hoping to get seniors done before 3<sup>rd</sup> marking period, more of an update later, not seen in industry but see's the importance in it, need to keep an eye on the grant to do the tutorials (limit or timeline?), need to check on the length of time for retest. Code Academy mentioned by Fred, has badges? Micro tasks for badges. Make kids pay in the beginning of the year and can take whenever, some 1<sup>st</sup> years have paid for it but really need to ask them to buy it now so when they are ready it's all paid for and ready to go. Possibly having students pay for their certificates at beginning of year with letters that welcome them & details their costs.
- c) Open House - Nicole and Trisha do main presentation, student helpers around the rooms, have a recent grad to show projects but any changes?? Need to maybe ask grades and ages of the attendees to change how to address – poll crowd to better adjust presentation since last year they all only seemed interested in Summer Fun. it was a very young crowd. Spoke about process during tours and how to maybe bring that into open house. Info cards need to be collected by student helpers. Brought up about summer fun, moving locations, bussing somewhere else? Ambler campus? Will pass along to Amy and Joe. Look at timing of mailers for summer fun and open house.
- d) Awards - Read through to see if anyone wants to sponsor or add. Professionalism not \$180—100 total, OAC service same amount. Nicole takes that award and buys supplies from Blick or other suppliers to give them more than amount. Said check can be given but usually buys supplies instead. Katrina mentioned Lyft for commercial, helping creatives, check out and get contact. Anyone can sponsor and can be for any amount.
- e) OAC Membership – Reviewed & student rep says 2022 but should be 2020.
- f) NOCTI – Beth & OAC picked Thurs 23<sup>rd</sup> for performance date. Allie Bittner(designer) contacted & would like to judge for NOCTI & get involved with our OAC if possible. Beth & Meghan can train & add to our judges' team. Nicole will share the date with Allie to see if she is able to make it.
- g) Annual Report – Reviewed the new Annual Report & discussed why Full Color

- h) Expanding Learning Opportunities (ELO) – Planning dates to go to Tyler for packing show in February but having a challenge to secure a date that will work during the exhibit period. All OAC thinks students would benefit greatly from the packaging show. Tyler Instagram @tylergaid for details. Restaurant identity show, the biggest one of the year. Already have list of schools that come and Seniors project.

**I. Dates of Meetings for 2019-2020**

Tuesday, April 28, 2020 at 6:00 pm in the Commercial Art Theory Room

**II. Important Dates for 2019-2020**

- **OAC Chairpersons Meeting**  
Wednesday, May 6, 2020 7:00 pm
- **Advisory Appreciation Brunch- On-Site**  
Sunday, March 1, 2020 11:00-12:30 pm  
SNOW DATE- Sunday, March 8, 2020 11:00-12:30 pm
- **Open House- On-Site**  
Sunday, March 1, 2020 1:00-3:30 pm  
SNOW DATE- Sunday, March 8, 2020 1:00-3:30 pm
- **Awards Night-** Location UMHS Auditorium  
Wednesday, May 27, 2020 7:00 pm

**III. Adjournment**