



Mass Communications Advisory Board MINUTES

November 21, 2019 | 4:30 PM | LPC 2411A

LPC Mission Statement

Las Positas College is an inclusive, learning-centered, equity-focused environment that offers educational opportunities and support for completion of students' transfer, degree, and career-technical goals while promoting lifelong learning.

LPC Planning Priorities

- ❖ Implement the integration of all ACCJC standards throughout campus structure and processes.
- ❖ Establish a knowledge base and an appreciation for equity; create a sense of urgency about moving toward equity; institutionalize equity in decision-making, assessment, and accountability; and build capacity to resolve inequities.
- ❖ Increase student success and completion through change in college practices and processes: coordinating needed academic support, removing barriers, and supporting focused professional development across the campus.
- ❖ Coordinate resources and provide professional development for effective online instruction and remote delivery of student support services and college processes to advance equitable student outcomes.

Mass Communications Advisory Board

Members:

Jeff Bennett/Consultant
Gina Channel-Allen/Pleasanton Weekly
Brianna Guillory/Student - SFSU
Sarah Holtzclaw/TriValley Career Center
Deanna Horvath/Las Positas College
Melissa Korber/Las Positas College
Peter Kuo/Las Positas College
Chris Meyer/Tri-Valley ROP, Dublin HS
Mony Nop/Realtor (Mony Nop RE / Compass),
NPO founder (RYL, TVNPA), social media guru
Tess Owen/Omni Social Media
Marcus Thompson/Las Positas College
Melissa Tench-Stevens/TV30
Christina Vargas/LPC alumna

Non-Voting Members:

Amy Mattern/Las Positas College
Elizabeth McWhorter/Las Positas College
Vicki Shipman/Las Positas College

1. Call to Order

Melissa Korber called the meeting to order at 4:38 pm.

Present: Brandon Byrne (LPC student), Sarah Holtzclaw (Tri Valley Career Center), Deanna Horvath (LPC), Melissa Korber (LPC), Elizabeth McWhorter (LPC), Mony Nop (M. Nop Real Estate Team, RYL Founder, social media guru)

2. Review and Approval of Minutes

Carrying Minutes Approval over to next meeting (given the lack of quorum).

3. LPC Reports

- Welcome to Liz McWhorter, new Outreach Specialist for A&H CTE
- Proposed Program Name Change
 - o Melissa's proposal: "Journalism and Media Studies" (San Diego State has this same name)
 - *Want a recommendation from the AB on this.*
 - o Came about because Melissa has had several students in her classes mention they want to be journalists, but they sign up as Comms majors
 - Communications Studies enrollment up, Mass Comm declining
 - o Transfer: Most 4-yr. programs have "Journalism" in major/prog. title
 - o Way for us to grow. Clearly mass comm. More current name.
 - o There could be crossover with LPC's Graphic Design & Digital Media program too (maybe InDesign or Digital Design class)
 - o Steps:
 - Melissa discussed this in her Program Review.
 - AB Vote by Email (no quorum at 11/21/19 meeting)
 - Melissa then writes a Memo to submit to Dean
 - Then she presents it to the Curriculum Committee
- Other updates:
 - o Radio Las Positas currently on hiatus
 - Used to be a huge program
 - Problems having someone PT to teach it
 - Labor market growth slow too
 - Maybe do a radio club!
 - Melissa developing an archive system to save students' work
 - Rebranding with podcast slant
 - o BIG: *Express* student being named Pacemaker (ACP)!

- Enrollments
 - o Enrollments are down (See Melissa's "Headcount & Enrollment")
- Curriculum
 - o Melissa's refined it. More focused on production & lower units.
- Future Career/Professionals Panel
 - o KKIU folks?
 - Mony has contacts; maybe Jessica Aguirre (local)
- Press Pass Symposium
 - o Held a successful event in Fall 2018
 - o Audience: High school students
 - o Will do another one in 2020 (Spring?)

4. Industry Updates

New Tech

- Adobe Spark; Premiere Now

Mony's perspective

- We're leaning towards the AI world.
- What's being perfected out there?
- Everything online now
 - o IG - where are they going?
 - Hitting IPOs within the next 1-2 years
 - Look at Altamont Beerworks' IG page – Nice content, lots of followers!
 - o FB - has 2.4Bish members now; Google has 100M people using Google Pay
 - Facebook Ads – incorporate in a class?
 - o How should we look at security / how does media play a role?
 - o Look at a cause (See How Great Leaders Inspire Action)
- Who are PR firms & what are they doing?
- Recruitment: Who are our Top 10 to target?
- Mony invited us/our students to speak to his business group
 - o "Here's what we've learned"
 - o Could do Q&A's

All: Do you cover Streaming?

- Melissa: Offered within another class
- Future Ideas:
 - o Create a Podcast Network
 - o Podcast/Streaming Class
 - o Podcasting/streaming SmartShop WS (Marcus?)

5. Adjournment: Melissa Korber adjourned the meeting at 6:12 pm.

6. Next Regular Meeting: TBD. (Note: Special Vote by Email in Spring '20.)