



MASS COMMUNICATIONS ADVISORY BOARD MINUTES

April 1, 2019 / 4:00 pm / 2411A

LPC Mission Statement

Las Positas College is an inclusive learning-centered institution providing educational opportunities and support for completion of students' transfer, degree, basic skills, career-technical, and retraining goals.

LPC Planning Priorities

- ❖ Establish regular and ongoing processes to implement best practices to meet ACCJC standards.
- ❖ Provide necessary institutional support for curriculum development and maintenance.
- ❖ Expand tutoring services to meet demand & support student success in Basic Skills, CTE, and Transfer courses.
- ❖ Coordinate resources to address professional development needs of faculty, classified professionals, and administrators in support of educational master plan goals.

Mass Communications Advisory Board

Members

Trish Bell/Radio Personality
Jeff Bennett/Consultant
Sarah Holtzclaw/TriValley OneStop
Melissa Korber/Las Positas College
Les Mahler/Journalist
Stuart McElderry/Las Positas College
Marcus Thompson/Las Positas College
Melissa Trench-Stevens/TV30
Gina Channel-Allen/Pleasanton Weekly
Alejandro Galindo/Las Positas College
Christina Vargas/Student - LPC
Guisselle Nunez/District Office
Brianna Guillery/Student - SFSU
Chris Meyer/Tri-Valley ROP, Dublin HS
Deanna Horvarth/Las Positas College
Peter Kuo/Las Positas College

Members Present (non-voting):

Vicki Shipman

1. Welcome and Introductions

Melissa Korber called the meeting to order at 4:05 pm

Members present: Chris Meyer (TriValley ROP); Christina Vargas (LPC Student); Emily Forschen (LPC Student Editor); Jeff Bennett (Consultant); Melissa Korber (LPC Faculty); Stuart McElderry (LPC Dean); Alejandro Galindo (LPC) via phone.

2. Approval of Prior Meeting Minutes

MSC: Chris Meyer/Stuart McElderry

Approved: Unanimous

Abstention: Jeff Bennett

3. Industry Update

Industry not present at this meeting.

Discussion: how to recruit more industry.

Chris - Easiest way: recruit back the alumni (Note: Challenge - Those students seem to move out of the area). Tactics: cold calling, visiting private schools. One strategy could be to combine with TVROP advisory board (combine during AY 19/20?).

Alejandro - Many students have started their own business / are experts - professionals in the field. Learn from alumni, e.g., how to start your career

Chris - Students that are self-employed -- he has a student that does streaming Twitch, she is doing phenomenal (Per Alejandro, Radio program offers Twitch).

All - To increase interest and attendance by industry, offer call-in option.

Trish - Is resigning from this AB; moved to Capitola.

New Technology

Sarah - Video Technology, Video Streaming -- what is offered at LPC?

Melissa K. - LPC is offering an Intro to Media Reporting class

- The enrollment is low; need more marketing effort

Sarah - Does LPC offer advertising classes?

- Approach that opportunity with the Business Dean

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4. Faculty Report

Enrollments

Handout (copy from Melissa)

Fall: had low enrollments, which were the same campus-wide.

Spring: lecture class not offered, which impacted the enrollment numbers.

Stuart

- Strategic enrollment needs -- long-term return in investment; need to have ongoing Intro classes as those are the pipeline classes

- Why not have newspaper reporters remote in for AB meetings? Explore other options.

Jeff - Hard part would be logistics if reporter became non-responsive.

Melissa - Years ago, we had a student in Australia that wrote a column for *The Express*; unique students.

Curriculum

Guided Pathways - Melissa developed the GP for the Transfer. She will work on the certificate and degree.

Melissa K. - Presented Radio Comms Certificate (see handout) -- increased units to 18; now students can receive the certificate and the units are transcribed, added Advanced Radio Production; required Core is Public Relations.

Sarah - why is MSCM Intro to public relations required, whereas Intro to Mass Communications is not?

- Melissa - It is more related to Public Relations versus Mass Communications

Alejandro - Encourage investment in the program; need to hire an FT

Christina - H.S. outreach media day: 200 students in attendance; key note speakers; student contests; wrote articles; social media contest; started press pass speaker series (1/month). Needs help recruiting high school students. Did streaming event and had over 500 views -- popular! Choose another speaker this spring...

Melissa K. - Planning to do Press Pass again next year (1/year), and Press Pass speaker series on monthly basis.

5. Recommendations from the Advisory Board

- Approve (unanimous approval) of the Certificate for Achievement in Radio Communications
- Look into a new name & a Streamer Certificate
 - Sarah/Jeff offered this advice
 - Chris - In developing this Cert, why not integrate disciplines from Business, MSCM, & Video?
- Send out an industry survey in the near future
- Look into Zoom/call-in capabilities for future AB meetings

6. Next Regular Meeting - TBD