



Journalism & Media Studies Advisory Board Meeting Minutes

4/18/2024 | 4:00 PM | Zoom

Meeting Minutes

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.

Journalism & Media Studies Advisory Board Members

Jeffery Bennett
Brandon Byrne*
Justin Gomes
Kalama Hines*
Deanna Horvath
Don Johnston
Melissa Korber*
Lilibeth Mata Juarez*
Amy Mattern
Vicki Shipman
Trevin Smith*
Marcus Thompson

- 1. Call to Order**
- 2. Welcome and Introductions**
- 3. Review and Approval of Agenda**
 - Brandon Byrne/Kalama Hines
- 4. Review and Approval of Minutes**
 - Trevin Smith/Kalama Hines
- 5. Industry Updates**
 - **Hiring Needs**
 - Full-time jobs are going away, part-time jobs and contract work is becoming more prevalent and along with that so are internships.
 - **Skills in Demand**
 - Being able to read code and being able to narrate.
 - Video editing, photography, live feeds etc.
 - Adobe Suite; After Effects, Premiere
 - **Emerging Trends/Technologies**
 - People are being laid off from full-time jobs, then those same jobs are being re-listed as contract jobs, so the employers don't have to pay for insurance or 401Ks etc.
 - This is the beginning of the collapse of the industry.
 - Old media (such as newspapers and magazines) is collapsing, and new media (such as social media and podcasts) is what is becoming more popular.
 - Video Journalism is becoming more of a thing now with print journalism fading out.
- 6. Faculty Report**
 - **Program Update**
 - Enrollments
 - Enrollments are strong; We will be bringing back our JAMS 2 - Intro to Media and JAMS 1 - Intro to Mass Communications courses that we had to cut during the pandemic.
 - Completions
 - We had 11 graduates last year!
 - **Program Development/Opportunities**
 - Las Positas is in the process of developing a new building, and it's going to be called the STEAM building which is STEM plus Arts, and Journalism got included with Arts. With this new building the Journalism program will have a conference room that will double as a recording studio and a podcast studio.
- 7. Other Business**
 - All 3 of our publications, Havik, Naked, and The Express won ACP awards.
 - We will be hosting a Journalism CTE Summer Camp this summer; June 24-27, 2024.
- 8. Adjournment** at 4:40 p.m.
- 9. Next Regular Meeting:** Thursday, October 24, 2024 at 4:00 PM