



PHOTOGRAPHY ADVISORY BOARD MINUTES

Wednesday, February 8, 2017, Room 703

DRAFT MINUTES

A. Welcome and Introductions

Meeting was called to order at 5:00 by Deanna Horvath

Members present:

Deanna Horvath, Las Positas College

Deb Bailey, Granada High School

Jeff Bennett

Khalid, former Las Positas College Student

John Miller, photographer

Lucciana Caselli, Las Positas College

Bijan Yashar, Las Positas College

Jason Anaya, Las Positas College, Cal State East Bay, Anaya Photography

Sarah Holtzclaw, Tri-Valley One Stop

Jean O'Neil-Opipari, Las Positas College

Not in attendance:

B. Approval of May, 2016 Minutes

John Miller moves to approve the minutes of May, 2016

Luciana Caselli seconds the motion.

The motion carries unanimously.

C. College Report to the Board – Deanna Horvath

- The Spring enrollment is 157 students
- Photo 37 was cut due to lack of enrollment
 - Want to increase enrollment; may target high school students
- Photo 99 (Photographic Topics) has been cut
- Moved into the renovated 700 building, mostly okay, but for a few leaks
 - Can see all the students in every room
- Working on the Fall, 2017 schedule
 - May offer a 3 unit Photoshop/Lighting class in the fall to replace Photo 72 (Mass Comm. 72).
 - Need to update the units; may be tricky

- The current certification offered for skill building; want to get a Certificate of Achievement approved The AA in Photography encourages internship.
- **Deb Bailey** moves to approve a Certificate of Achievement (21 units)
 - **Sarah Holtzclaw** seconds the motion.
 - Motion passes unanimously
- **Discussion: John Miller**, Help students to explore transfer opportunities, target schools for Majors Fair and reach out to marketing departments
 - **Kahlid** , the internship class at school he attended had the students finding their own internships; as an Advisory member would like a better understanding of how classes are developed
 - Can attract more students if they know what careers are available, concepts and presentation and business practices. Maybe develop a program around this.
 - **John Miller**: Reach out to other departments at the college to fulfill their photo needs (events, Majors Fairs, play, performance)
 - Reach out to artist in the community to photograph their work for portfolios, websites
 - **Deb Bailey**: cross list classes with art to help with holes; portfolio building (over 6 weeks)
 - **Jason Anaya**: Crosslist VComm/Photo
 - VComm made wine label and photo photographed the wine bottles
 - Know how to market individual photographer (business)
 - **Deanna Horvath**: Offer workshop with Theater (headshots); learn to sell with photography (eBay); would like students to inform faculty when they win an award or attend a conference (LPC does not reimburse for these activities)
 - **John Miller**: Art school no longer requires slides, digital usually okay.
 - **Khalid**: Client wants to know that photographer has skills, knows terminology. May help to have a certificate for minimal skills/knowledge.
 - **Jason Anaya**, Business class will probably be available Spring, 2018
 - Both **Jeff and Luciana Caselli** have guest speakers visit their classrooms.

D. Special Projects

- **Deanna Horvath** would like a work based learning specialist to come speak to her classes about the CCN; Updating website with Tim Druley-compiling student gallery (need student permission); working with Eric Barron from VComm to create a logo/identity package (April, 2017); The photography program has a Facebook page and a BlogSpot (for film festival); no Instagram or Twitter accounts; looking into Hootsuite (<https://hootsuite.com/>) to manage social media accounts (up to 3 accounts), can cue up posts to release over time. Would like to create a professional promo video, talking to Jason about developing video. Maria Villarreal has started the Camera Club; looking for entries for the Celebrate Women! 2017 (flyer)

E. News and Events

- Student Camera Club has a show 2/13 to 3/1

- **Deb Bailey:** Have Camera Club go to Career Day at GHS on February 22, 10 to 1 at Granada High School
- Celebrate Women exhibition for International Women's Month runs March 1-31, with Panel on 3/7 at 2:00 and awards on 3/16 at 6:00
- Spring Photography Exhibition, April-May
- Majors Fair, April 19, 10:00 to 2:00, Building 4000
- **Jason Anaya:** Film Maker Challenge, April 21-23, open to high school students; workshops, shoot, edit, final product due 4:00 Sunday, length of film- 5 minutes
- Career Exploration Open House, May 3, 4:00

F. Next Advisory Meeting

- Early September at 5:00

Photography Advisory Board Minutes, February 7 2017 submitted by Jean O'Neil-Opipari, Work Based Learning Specialist on February 15, 2017