

College of San Mateo
Digital Media Program

Advisory Committee Meeting
(Focused Discussion on the Portfolio)
Building 10, Room 160
Thursday, October 23, 2014
6-8 PM

Welcome and Introductions

- Attendance: **Sam Sanchez** (DGME Faculty), **Ed Seubert** (DGME Faculty), **Diana Bennett** (DGME Faculty), **Michelle Brown** (DGME Faculty), **Nico van Dongen** (DGME Faculty), **Jonathon Luskin** (Flying Moose Pictures), **Mark Leialoha** (Flying Moose Pictures), Jacques Haitkin (City View Media, Inc.), **Marilyn Lawrence** (KCSM Consultant), **Adam Chin** (Pork Belly Films), **Katherine Russell** (KR Productions), **Kevin Henson** (Dean, Creative Arts & Social Science Division).

Topics Discussed/Points of Interest

- Our Industry Advisory Committee meeting in Fall 2014 emphasized the importance of the student portfolio pieces, work/internship experience, and soft skills in hiring decisions.
- Continue to emphasize conceptual thinking along with, not in place of, production (software) skills. Students should expect to be lifelong learners--Expect change. Technology should not drive creativity.
- A good portfolio, industry members told us, is one which includes excellent work rather than one that includes every assignment completed by a student. Our advisors emphasized that every class should emphasize creating a piece for the student's portfolio. Hiring decisions are not made exclusively on the basis of the portfolio or degrees—it is the whole package of skills and what the person can offer, including ideas and creativity.
- Help develop "soft" skills; the practicum or internship class is our best bet for meeting that expectation. In fact, our advisors expressed a wish for us to create, as much as possible, an immersive work /internship experience. Inviting more industry guest speakers to class can assist in giving students a real world view of the media workplace and expectations.
- Need an internship class or some way to grant internship credit which appears on student transcripts.
- Faculty could proactively reach out to local production companies to create internship opportunities for students - need some way to connect students who need internships with employers who need interns. One suggestion was to create an internship webpage as part of the DGME website.
- Need for professional practice: resumes, cover letters, demo, portfolio, social skills, interview skills, critical thinking and problem-solving

- Suggested lessons/course in using social media for marketing and distribution. Perhaps a dedicated social media course.
- The advisory committee liked the TMC and how it offers film courses alongside broadcast
- Importance of live, directed multi-camera production training (for sports, concerts, corporate events, news, broadcasts, etc). Multi-cam offers critical collaborative team experiences. Entry level jobs are likely to be on multi-cam production crews.
- Further marketing of program
- Students need to be adaptable to given working situations.
- We should emphasize the thought process: thought > idea > shot list > film.
- Specific software titles are not critical.
- Internships are important.
- Communication skills (written, oral, personal).
- Students should be able to write cover letters.
- Call for a social media course. How Likes and Shares work.
- Call for a self-marketing course that includes pitching, social media, and self-promotion.
- Make instructional program incremental but accountable. (see <http://screenwritingu.com/> for model).
- Make the Practicum course required. Include mentoring and internship.
- Teach pre-visualization in video classes.
- Discussed SB-850 4 year BA through a community college.
- There is considerable work available for live event multi-camera work.
- Film crews are mission oriented with a given hierarchy.