

College of San Mateo  
Digital Media Program

Advisory Committee Meeting  
(Focused Discussion on the Portfolio)  
Building 10, Room 160  
May 1<sup>st</sup>, 2013  
3:30-4:30 PM

Welcome and Introductions

- Attendance: **Nico van Dongen (Founder, PortfolioPilots)**, **Patti Appel** (DGME Faculty), **Claudia Steenberg** (DGME Faculty); **Kevin Henson** (Dean, Creative Arts & Social Science Division).

Topics Discussed

Our Industry Advisory Committee meeting in Fall 2012 emphasized the importance of the student portfolio in hiring decisions. 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. In fact, our advisors expressed a wish for us to create, as much as possible, an immersive work environment.

As a focused follow-up to the full Fall Advisory Committee meeting, we invited a guest to discuss portfolio and portfolio critique with a subset of the DGME faculty (focused on graphic design, but in the end much of what we discussed is applicable to other tracks within DGME).

As in our previous conversation, our guest Nico van Dongen, emphasized the importance of e-portfolios as well as physical portfolios. Students must have a web presence for their portfolios. One concrete and easily implemented suggestion was to have all students create a professional LinkedIn account and to mount their portfolio using the tools in LinkedIn or a link to one of several other (free) portfolio hosting sites. We also discussed creating a LinkedIn "group" for CSM Digital Media students. As LinkedIn has grown in technical and art fields, a presence here has become as important as having a well-crafted resume.

Currently, the final critique in portfolio occurs within the portfolio class time and is attended by registered students and available faculty. One idea is to work to expand this to be more of a public show for the students, inviting friends, family, and potential employers to view the final portfolios. Producing such an event is time consuming, but may have unintended promotional benefits for the program.