

Graphics and Printing Advisory Committee Meeting

CHAIRPERSON: Krista Kasper, Graphic Design Coordinator, Advent Health System HOST: Bobbi Waddle, Instructor, Graphics and Printing Technology		
MEETING DATE: October 30, 2020	MEETING TIME: 10-11:30 AM	MEETING PLACE: Virtual Webex
RECORDER: Paola Rivera, Workstudy, Industrial Tech		PREVIOUS MEETING: Graphics & Print – 11/01/2019

MEMBERS: (P=PRESENT) Add nonmembers present to bottom of table with heading “Others Present” (OP=)

(P/OP)	Name and Title (List all members)	Business Affiliation
X	Krista Kasper Graphic Design Coordinator	Advent Health System
X	Melinda Schmidt Printing Services Supervisor	City of Killeen
X	Tino Figuerora Print Shop Operator	KISD
	Patrick Ray Production Manager, Marketing & Advertising	Ft. Hood MWR & Family
X	Duane Robinson Graphic Design Teacher	KISD Career Center
	Lan Carter CCHS Graphic Design Teacher	CCISD
	Deirdre Kirk Revitalization Planner - Planning & Development	City of Killeen
	Mark Pignato Service Technician/Owner	Color Mark
	Bass Arguello Color Specialist	CAD Supplies
	Sam Moore Human Resource Coordinator	BHI Home Builder
X	Peggy Rush Xerox Account Executive	Xerox
X	Janice Hayslip Account Manager	Ricoh
X	Callie El-Halabi Commercial & Industrial Printing	Ricoh
X	Molly Lesley Owner/Operator/Graphic Designer	Udderly Creative

X	Joaquin Martinez Statewide System and Signs	Production Operator
X	Chad Sappenfield Reprographics Manager	Central Texas College
X	Barbara Merlo Director, Marketing & Outreach	Central Texas College
OTHERS PRESENT:		
(P/OP)	Name and Title (List all members)	Business Affiliation
	Dr. Martina Ady Deputy Chancellor US Campus Operations	Central Texas College
	Ms. Janice Anderson Dean of Instruction	Central Texas College
X	Ms. Kerstin Brooks Associate Dean of Instruction	Central Texas College
X	Ronnie Turner Department Chair, Industrial Technology	Central Texas College
X	Ms. Veronica Martin Director, CATE Center Advising	Central Texas College
	Ms. Teresa Chavez Director, Continuing Education	Central Texas College
X	Ms. Keisha Holman Director of Career Services	Central Texas College
X	Mr. Bryan Oaks Career Services	Central Texas College

AGENDA

Agenda Item	Action, Discussion, Information	Responsibility
Approve Minutes from Last Meeting	Meeting call to order. Discussion and/or approve.	Krista Kasper
Old Business:	Wide-format installation classroom needs Screen printing course implemented Equipment Needed Student Awards Staff Blended or online certificate SGIA Membership	Bobbi Waddle
New Business:	1. COVID 19 Impact and F2F/Online Blended 2. Staff Update	Bobbi Waddle
	3. COVID 19 Impact on Industry	Industry Partners
	4. Adobe Software Updates 5. Classroom Added 6. Idealliance Membership 7. Student Accomplishments	Bobbi Waddle Industry Partners
	8. Perkins Grant Approved 1. Xerox Digital Career Pathway Program	Bobbi Waddle Peggy Rush
	9. Perkins Grant Approved 2. Digital Production Printer Bid – Closes Nov. 6	Bobbi Waddle Industry Partners
	10. Utilizing Career Services	Bobbi Waddle Keisha Holman Bryan Oakes Industry Partners
	11. Identifying local business/industry leaders who will provide student with external learning experiences, employment and placement opportunities.	Industry Partners
Curriculum Decisions:	12. Idealliance Certifications Color Management Professional© Fundamentals, Offset Print and Digital Print. Print Planning & Estimating?	All Members
Other:	13. Recommendations on Equipment/Curriculum/Certifications	Industry Partners

MINUTES

Key Discussion Points	Discussion
Old Business:	Meeting Called to order at 10 am by Krista Kasper. Reviewed past minutes with no changes or discussion.
New Business:	<ol style="list-style-type: none">1. COVID 19 Impact and F2F/Online Blended2. Staff Update3. COVID 19 Impact on Industry <p>Bobbi: It has definitely impacted a lot of people around the country and the world and it has definitely impacted us at etc. When we were in the spring of 2020, we had about 85 students but as soon as it hit a lot of students got hit or family members got sick, a lot of things happened that affected our student population. Our student count now is 45 students. Dropped by half. Started an online method. 40% of the work online before they came the class. Then at the end of the class they could come in and do their hands on work. The students really enjoyed it. They enjoyed having that flexibility. The Lab used to be come and go, but now its limited and we have to sit and clean up every chair and every table and every piece of equipment. Now it is limited to only ten students can come in during any given time slot. We have three different time slots now. We have a morning time (10 am – 1pm), an afternoon time (2pm – 5pm) and then an evening time slot from (5:30pm – 8pm). I think everything is going to stay the same throughout the school year where the students do their online work first and then their hands. We’re still fully staffed. We have Jose Villanueva who is our part time lab assistant. He does our offset press and screen printing. Luciano Reyna, full time lab assistant. We also have a new work study, her name is Lola. Our employees did have some downtime when COVID hit. Print added as an essential workplace.</p> <p>Bobbi brings up the idea of talking about how everyone was affected in their workplaces during COVID.</p> <p>Krista: I feel like I’m in a bit of bubble since I’m in healthcare. What my work changed from kind of from a lot of events and a lot of promotions. To a shift of how we can give people information about COVID and Testing. It switched from print to a heavy online. At the same time for staff internally, to create multiple avenues of communication. From a printing standpoint we really shifted away from print. Early on printed copies were pulled for risk of being infected. We were mostly printing posters, and laminate things since they had to be wiped. It switched from come to these events to stay home and if you’re sick this is what we need to do.</p> <p>Bobbi: I think a lot of people felt the hit when it came to printing. I think Chad could talk a bit about that.</p> <p>Chad: He goes on to agree with Bobbi’s statement, including that they took a bad hit. Everything shifted online, there were no students on campus so there was no need to hand anything</p>

out. So the things we did incorporate and worked with the marketing team to print signage and heavy duty print stuff for the outdoors.

Tino: It was slow. I didn't go to work for over a month. Then I got a call for the graduation program. And I was able to pull that off because I had never put my own art work together or anything.

Bobbi proceeds to agree and talk about Tino who's been in the printing business for a long time.

Joaquin: I have a small company called Miro Design & signs. It is a portable graphics shop. Business was good till covid happened so I had to shut down everything. I was making things out of my trailer but when it happened I had to completely stop everything. Luckily this business in Austin called Statewide Systems and Signs needed a print guy since they had bought a whole new printer and a brand new set up. {tech difficulties with Duane who was going to speak next.} Bobbi proceeds to ask if anyone else wants to talk. }

Callie: She proceeds to talk about how from a manufacturer's perspective, they had to make the same shifts that everyone else had been talking about. If anyone has been to print united in the past, wide format was a big thing. But COVID really accelerated that shift dramatically. A lot of our customers were saying they needed to switch to wide format in order to survive.

Bobbi: yes absolutely. I 100% agree. When it hit us over here, how do we get the floor signs down, what do we put on the outside of the doors. Our marketing team had to shift all of our campus outreach.

Barbara: We already did a lot of online classes, but the biggest thing like Chad said is signage. We have students wandering around campus and they needed to know what to do in order to enter the building. Chad came up with this idea of a take one flyer, that stated the buildings were locked to students but there were ways to make appointments and how to speak to the people without coming inside. We opened up a little bit but everything is still done by appointment. Our enrollment is down by quite a bit. I think it will be until the uncertainty goes away. I feel really bad about the virtual learning with their kid while having to work from home.

Bobbi: It's definitely a shift, and a lot of parents are figuring out they aren't teachers.

Barbara: Well I think the interesting thing is how much this impacts how we do business from here on out. Our younger students are way more comfortable having online things, compared to our traditional older students. Real time virtual classes is something we've created that won't be going away. Social media traffic has gone through the roof. A lot of people are going through our Instagram and Facebook pages in order to get information which is a lot of graphic work but not so much print.

Dean Brooks: Just to confirm our SVL and our SVX, that is our concurrent synchronous enrollment. The students are taking online but the professors are also online at the same time. A lot of students like that better.

Bobbi: In our classes we are using Blackboard and there's the Collaborate option where I can be available to the students all day long as if they just dropped into the office. I'll have my session open until 10am – 8 pm. That way if a student is working from home, they can just pop in and ask, and I can share my screen and show my face and they can show me their screen and we can work through it without them needing to come on campus. A lot of times our students enjoy having one of us readily available for help. And then of course having the lab times now, is very appreciated by the students.

4. Adobe Software Updates

Bobbi: So all of our software has currently been updated to 2020. We currently teach Adobe in design, Photoshop and illustrator as well as bridge and acrobat. And there are some newer things coming out.

Duane: We're doing some things with Spark, we use it a lot for class. Students used it for a bit but we mostly work on building their portfolio but there are definitely a lot of opportunities for it.

Bobbi: When COVID hit a lot of people were mentioning Spark, but I think our collaborate site works well for communication with students.

Duane: it's really nice and its good for quick notes to send to students. Its nice for that and is very quick. We're focusing on illustrator, Photoshop and InDesign. When opportunity presents itself we'll incorporate {Spark}.

5. Classroom Added

Bobbi: Previously our lab has sort of been this giant open floor plan of equipment such as our offset presses, bindery equipment and printers. We've shared our space with the campus print shop. It's very noisy but we were finally able to acquire a new classroom across the hall. It used to be the resource center but since no students are coming on campus anymore, our learning resource lab sort of went away. So now the students will be able to use that classroom as a space to go and work on their projects and take their exams. Some students don't have computers so it's better for them. Some students will bring in their laptops and will get to go in there and work without machine noise. We'll also be able to have a testing area. I already reached out to adobe to create a testing area.

Krista: What are the options for students to work mobile with Adobe software?

Bobbi: When COVID started Adobe gave students free software until august. So the students had to go back to buying

the license or using the license here. I think it's a good price because its only \$20 a month with a student email. They get every single thing adobe has to offer for only \$20 a month. Yeah it was rough at first because the students don't have access to the program which is mostly our financial aid students. But when COVID hit Adobe was incredibly helpful even when we opened back up. CTC has been able to help a little with some of the hardships that have been endured during COVID. We received CARES Act funding to helps students impacted by COVID19 if they were enrolled during Spring. Bobbi then asks about the scholarship.

Dean Brooks: Well just real quickly. Students can go ahead and apply if they have special circumstances. They can go ahead and go to the foundation or to the microform and apply for that as well. There are resources for students.

6. Idealliance Membership

Bobbi: So this year we got an IDEAlliance membership. Idealliance is this national group certification for color management professionals. So we purchased the membership for higher education. So what it does is it helps us give our students more capabilities with more certification enhances their basic skills with color management, design and printing. It includes a lot of resources but it offers the best certification to all of our students for no extra cost, and it is also available to our employees as well. They can have certifications when they leave with their associate's degree. A lot of students told me what they would like to see more training on or what they would learn more of. This certification the color management talks about implementation in a production management. Good for digital press operators, offset, room supervisors and technicians. The ones I'm looking at certifying are digital Print, and offset certification. So before they were really great with computers and design and using the equipment but they're not 100% on estimating for cost and inventory. So I think these certifications will help them achieve those skills. This will teach more for offset, digital and bindery costs. Wide format and what it needs.

Veronica: Is there a specific time where they apply for this?

Bobbi: yes currently for the digital print it'll be for lvl 2, and print planning will be lvl 2, and we have a lvl 1 for offset printing. But there is such a broad range of printing. Some sales, design, machines, and equipment. As well as running the machines and offset or wide format.

Chad: so what does that master printer consist of?

Bobbi: the master program is all of the CMP certifications. So if you want to be master certified in everything student will have to pay for the Master. But the school can provide all sub certifications.

Chad: Will your students have the opportunity to become master certified?

Bobbi: the students will have that opportunity. They'll need to work in how to fit these others one. They will have the opportunity however but they'd have to pay for it out of pocket.

Chad: So no cost estimate on that?

Bobbi: for the members 419 and nonmembers 519. They might be able to apply under a membership since they are a student.

Dean Brookes: So the master includes these other ones?

Bobbi: yes the master includes these others ones, [Proceeds to show off the 6 on the screen]. And the print planning estimate is separate but these 6 are the ones we want to look at. But the print planning and estimating will cover 3 different sections of printing. But that is our new membership so we are really excited to start this up. Chad and Jake have told me before that we should focus on the planning and inventory since, as alumni, they feel maybe missed a lot of learning opportunities here that weren't covered.

Chad: In my opinion, some things could have been improved was the estimating. Just newly walking in, not knowing how to tell someone how much it costs and how to estimate you'd need on hand to accommodate jobs that were coming in. It was a tedious process to figure out but I got there. Yet having it in the class would have helped out.

Bobbi: yeah I agree that that part needs to be enhanced and these certs will get us on track.

7. Student Accomplishments

Bobbi: We had a lot of great things go on at the beginning of the year before COVID hit. Simcox won the historic city of Killeen downtown banner design. We had a lot of students help us with our epically geeky expo. A lot of students helped us host an artist dojo online. Some alumni got jobs and promotions. Chad got a promotion, Jake Martinez got employed by statewide system and signs, timothy Jones is employed by American trigger puller apparel. And he had just got done with his first Cert of completion. We had a couple of students, doing their own entrepreneurship, opening up their own businesses. Then we had James Kirk successfully completed his internship with the marketing department and Antonio Rios finished his internship on campus during the transition. Samantha Michaels did logo designing for a food truck downtown called Rey Rey's Kitchen.

8. Perkins Grant Approved

Xerox Digital Career Pathway Program

Bobbi: So what this means for us is that curriculum will be purchased to help our students get on track with the digital print world. So we are purchasing the program mentioned above. So this is curriculum that XEROX created that will help our students get ready from pre-production to post production.

This will allow us for more career satisfaction. It'll help our students learn costing, math and measurement and the operations part. It contains 34 units [which Bobbi proceeds to list]. So this will allow our program to align with our graphics communication competency and allow it to become PrintEd certified. PrintEd is an accreditation program that grants that your program meets all the criteria for a printing professional. It would allow some great credentials. We're partnering with our campus print shop, allowing us to use their Xerox equipment. So we are waiting now for the purchase of the curriculum so instructor and lab assistants can be trained. Hopefully, we can implement during the spring semester. A lot of that is going on in our workforce, with a lot of retirements. So there is a new workforce that is emerging and we want to train and get them ready for it. [She then proceeds to talk about the numbers for the industry]. We are in the process of getting it all acquired. [She then showcases the things that will be covered]

9. Perkins Grant Approved

Digital Production Printer Bid – Closes Nov. 6

Bobbi: we have only ever had offset printers. Offset isn't going away but the job market, I feel, is kind of leaning towards digital or it already is digital. And the jobs we want our students to be prepared are mostly going to be in the digital print world.

Tino: well I know it's getting harder to find people to work offset presses and stuff. It's almost a dying industry.

Melinda: working for the city for over a year but coming from a retail background, and I want to say that the world is becoming more digital. Offset is cheaper but it's just going to get harder and harder to teach it. Bobbi asks Melinda for more about her job experience and she proceeds to state that when she joined it was completely digital. Learning that and then learning how to be a manager was a bit challenging.

Everything was digital. There was no offset printing. It's definitely a learning curve coming from a digital world.

Chad: I've noticed that we've cut down from offset and the only thing we really run are envelopes and we've kind of gotten away from them.

Bobbi: yeah I think the digital pathway is good for our program and good for the high school students and traditional and nontraditional students. We have a lot of military, nonmilitary, some straight from high school, some working and single parents/ Some are even taking GED while taking this class, so the opportunities would increase having a digital place. We have wide format, screen orienting, offset. We even have different brands of offset, and wide format. Having all these different equipment and brands is really going to enhance their success in the industry.

Chad: this program you're using is definitely introducing them to software they've never seen. Working on the digital presses is different than using adobe and its different. It's also going to showcase that colors don't look the same during real printing. It helps troubleshoot and color correction. that's something we pride here. Our attention to detail and such.

10. Utilizing Career Services

Bobbi: we're going to start implementing them more into our programs, that'll give major benefits for our program. Most importantly mock interviews. Such as coming up with interview questions or you as supervisors figuring out what you would like to see.

Keisha: When we do the mock interview as close to a real interview as possible. We set up a time, and ask them to come dressed as if it were real. And we ask them questions, and take notes. And then at the end we go back and tell them what they did well and improved in regards to how they answered the question. Any information that you are all able to provide, we would love to hear that so we can better prepare our students.

Bobbi: at the end of this meeting, I'll send out a survey so you guys can send me the highlights of questions of things you want to know or want them to have. Its exciting because a lot of the time they get jobs before or after their lvl 2 ct and I want to be able to prepare them well....We might even be able to utilize career services before the end of their program. If we have the prep work ready we can send them in and get them work. It would be good to have that readily available.

Keisha: both the nursing and office tech department include it as an assignment.

Bobbi: the career services also has job postings that students can apply for. So if any of you have positions please contact me or the career service. Do they upload those to a portal or how does that work?

Keisha: yes we have an excellent online job board and I will post our email in the chat and if they reach out to us they can get information on how to register for that.

11. Identifying local business/industry leaders who will provide student with external learning experiences, employment and placement opportunities.

Bobbi: We have partnerships already available. Because of COVID, I've reached out to some of you on how to keep our students safe but still get what they need. Melinda we're good, and Tino we've reached out to you for internships. Are you still down for that?

Tino: yeah. Right now KISD is sending me special ed kids to work with for about an hour. Its okay but it can be a bit challenging.

	<p>Bobbi: In the past we've had partnerships with Duane hoping to get his kids into transitioning into a college atmosphere. Duane agrees. Bobbi states on how they can get that to work again. And then Jake Martinez was saying that he has external opportunities.</p> <p>Joaquin: { audio issues }.....Cut vinyl, measure stuff. I'm going to offer some mechanic areas. I provide all the print stuff so students will just need to help apply graphics.</p> <p>Bobbi: a lot of students love the hands on stuff. And we also have the internship in Chad's area. Also with Barb. What is your opinion on internships with the marketing department?</p> <p>Barb: Yes, we are available for an intern. We're trying to not all be here at the same time. So our schedules will be alternated to stay within safety protocols.</p> <p>Bobbi: with our internships we have them set for commercial art, graphics design, and hands on production. We can kind of cater on how to do both.</p> <p>Barb: We could do a lot of it remotely. It just does require they have the software to do it.</p>
Curriculum Decisions:	<p><u>12. Idealliance Certifications</u></p> <p>Color Management Professional© Fundamentals, Offset Print and Digital Print. Print Planning & Estimating?</p> <p>Barbara: how will this would work in?</p> <p>Bobbi: It would just be added to the curriculum for the bindery and finishing class. Since that kind of goes hand and hand.</p> <p>Bobbi asks who agrees, and everyone agrees to the addition of the certification.</p>
Other:	<p><u>13. Recommendations on Equipment/Curriculum/Certifications</u></p> <p>Joaquin: Implementing some flexi and Roland Versa Works</p> <p>Tino: A print cost estimator. To price jobs and pre pricing and post pricing and bindery stuff. I do know they have programs for that.</p> <p>Duane: Agrees, the Roland VersaWorks offers help with cost estimating</p> <p>Bobbi does a final call for recommendations.</p> <p>Meeting ends at 11:30 a.m. Meeting tentative April 9th still TBD.</p>

CHAIRPERSON SIGNATURE (or designee): <i>Krista M. Kayser</i>	DATE: Nov 12, 2020	NEXT MEETING: Meeting tentative April 9 th still TBD.
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Advisory Committee Meeting Graphics Fall 2020 minutes

Final Audit Report

2020-11-12

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