Advisory Committee Meeting Record Template

CHAIRPERSON: Melinda Schmidt, Printing Services Supervisor, Printing Services Supervisor		
MEETING DATE: October 27, 2023	MEETING TIME: 11:00 AM – 12:00 PM	MEETING PLACE: Building 253E. Room 11
RECORDER: Bobbi Waddle		PREVIOUS MEETING: 11/30/2022

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	Email Address and Phone Number
	Melinda Schmidt Printing Services Supervisor	City of Killeen	
P	**Rueben Rodriguez** Graphic Designer, Printing Services	KISD	
P	**Valerie Payson** Owner	VP Printing	valeriepayson@coveprinting.com (254) 681-5862
	Duane Robinson Graphic Design Teacher	KISD Career Center	
P	**Melissa Rosales** Owner/Operator	Air & Armor Awards	
	Mark Pignato Service Technician/Owner	Color Mark	
P	**Jeff Raver** Color Specialist	Ricoh	Jeffrey.raver@ricoh-usa.com (512) 202-4363
P	**Gavin Tweeten** Account Manager	Ricoh	Gavin.tweeten@ricoh-usa.com (469) 371-3635
P	**Peggy Rush** Account Executive	Xerox	peggy@documentsolutionshq.com (254) 939-3065
	Molly Lesley Owner/Operator/Graphic Designer	Udderly Creative	
	Andrew Mohr Production Operator	American Trigger Pullers Apparel	
P	**Leera Calaunan** Reprographics Manager	Central Texas College	Leera.calaunan@ctcd.edu (254) 526-1156
	Steve Stone Director	LAB Resources	steve@lab-resources.net (214) 927-7621
P	**John "JD" Stovall** Director of Production, Specialty Products	Ubeo	

OTHERS PRESENT:		
(P/OP)	**Name and Title (List all members)**	**Business Affiliation**
	Dr. Tina Ady Vice Chancellor - Instruction and Workforce Initiatives	Central Texas College
	Dr. Melanie Baak Dean of Career & Technical Instruction	Central Texas College
OP	**Ms. Veronica Martin** Associate Dean of Career & Technical Instruction	Central Texas College
OP	**Mr. William Kirshner** Department Chair, Industrial Technology	Central Texas College
	Ms. Linda McCottrell Director, CATE Center Advising	Central Texas College
	Mr. William Jones Director of Career Services	Central Texas College
	Ms. Lesley McGough Coordinator, Instructional Program Support Services	Central Texas College
	Ms. Jinette Campbell Director, Instructional Program Support Services	Central Texas College

AGENDA

Agenda Item	Action, Discussion, Information	Responsibility
Call Meeting to Order	Meeting was called to order at 11:00 am	B. Waddle
Approve Minutes from Last Meeting	Tabled	B. Waddle
Introduction of members and guests	Members verbally announced their names	B. Waddle
Old Business:	There was no old business discussed	B. Waddle

New Business:	Program Updates:
	
	• Programs
	    o Graphic Design
	    o Printing Operations
	• Enrollments Trends
	• Curriculum
	• Facilities/Equipment
	• Internships/Work-based learning
	• Marketing & Recruitment
		Luciano Reyna

	Student Activities: • Achievements • Projects/Initiatives	B. Waddle
	Certifications • Adobe Certifications • IDEAlliance Certifications • Legislative Changes	B. Waddle Industry Partners All Members
	Industry Updates • Labor Market/Workplace Trends • Certifications required or preferred • Emerging Technological Needs	Industry Partners
Curriculum Decisions	Additions/Deletions/Recommendations	Industry Partners

MINUTES

Key Discussion Points	Discussion
Old Business:	

New Business:
Program Updates
• Programs
   o Graphic Design
   o Printing Operations
• Enrollments Trends
• Curriculum
• Facilities/Equipment
• Internships/Work-based learning
• Marketing & Recruitment
	Current Advisory Board President absent. B. Waddle discusses the following:
	Programs
	Our total program enrollment from October, 2022 to 2023 is 95 unique students. At any given time, we have about 60 to 65 students at a time. The most popular one that we have is the graphic design certificate level one. And that's usually where everybody starts is the design certificate. So they're just learning software in this certificate. And then the press ops and the level two certificate is where they start learning the equipment, running the machines and going from start to finish from design to operation.
	
	Enrollment
	Veteran benefits is 39%. Self-pay was 17%. Financial aid was 51% for the enrollment side, the applied science was 17%. The level two degree was 28%. The level one press ops was 8% and the graphic design level one was 42%.
	
	Curriculum
	Currently no degree or course changes. Career Center Teacher wants to know if CTC can offer dual-credit for year three or senior Graphic Arts students.
	
	Facilities/Equipment – spatial limitations. Considering moving around equipment and reducing the press operations equipment. Current Hamada press has been discontinued and can no longer get parts. Will free up some space in the lab if it is removed from the lab.
	
	Internships – Intern at City of Killeen Printing Services and paid intern at Impress with Inks and Threads on Fort Hood.
	
	Marketing – social media and new program video to be updated in Fall 2023. Still have Joann Maxon "Leaders in Graphic Arts and Printing" Scholarship. Award to two students this year.

Student Activities • Achievements • Projects/Initiatives	B. Waddle references booklet handout with program visuals. Students worked on Planetarium window wrap and participated in the AUSA t-shirt and poster contest. So this year our student, Fernando Ramirez, was picked for the winner of the indoor car show t-shirt design. AUSA Committee loved all designs and will use one t-shirt designer per year for the next three years. As for the Planetarium wrap, the students designed the wrap and then they also installed the wrap. Mr. Luciano went over with the students to help install. L. Reyna - We went over the procedure of applying the wrap to the glass and different techniques and how to do that and work

	efficient to them instead of trying to instill my way do it to them. They all come up with own unique way of doing things. it probably took about two or three days for it completely. So we had about six students working on it total in different sections. The biggest thing that we're going to be working on for the rest of the year into next year will be the Eclipse 2024 event that's going to happen here in central Texas. Students designed the logo for the event and will be printing hundreds of shirts to be sold by the Planetarium.
Certifications • Adobe Certifications • IDEAlliance Certifications • Legislative Changes	No changes. Currently offering Adobe Professional Certifications and Color Management Professional (CMP) Certifications. Adobe certs are Photoshop, InDesign and Illustrator. CMP are Fundamentals, Digital Print and Offset. L. Reyna - We have a student club now, a graphics and printing club. They participated with the haunted house that was on campus this past Friday and Saturday. They did a really great job. The students decorated, designed Halloween posters and held a contest (posters displayed during meeting). Student Club wants to do some tours so hopefully our advisory members can maybe help give us ideas and places that we can go see. They want to look at places that they can work, look at industry locations and see how it all comes together. Legislative Changes – House Bill 8 V. Martin - So our previous funding model was based on enrollment and now the funding model has changed due to legislation for House Bill 8. So the model has gone from enrollment based to performance based. And so we're looking at some of our programs and processes and how we're doing things and trying to enhance our program so that students are earning more industry-based certifications. And so they earned quite a few industry certifications through the graphics program. And so if you guys need students to be certified in particular areas, you definitely want to let Bobbi know so that she can develop and design and redesign curriculum based on what the industry needs are. And so because of that, as we have students complete those certifications, we get specific funding for those particular industry certifications. So be mindful of that and think about input that you can get and that she can enhance her programs based on what you guys need.
Industry Updates • Labor Market/Workplace Trends • Certifications required or preferred • Emerging Technological Needs	JD - I oversee the large production division for UBEO. We're the largest independent dealer in the country at the moment. We actually carry all of the five major manufacturers. So we're the largest Ricoh dealer in the country, largest Xerox dealer in the country now, second largest Konica Minolta dealer. We're the largest HP wide format dealer. So you can kind of see where that trend's going. I handle all of our high-end cut sheet program and anything specialty printing. We're looking at growing into the high-end cut sheet, inkjet beyond that. And then obviously one of the things that I'll share here is one of the fastest growing pieces in our industry right now is labels and packaging. We are dealing with a lot of pharmaceutical companies, small nutrition companies that have their own products trying to get labels. Obviously the independent small batch brewers are a big deal doing their bottling, canning, things like that. So getting into what's considered to be short run

label is becoming extremely profitable. And then long and short run packaging and when people think about packaging, they think about large packaging. If you go into a vape store, every bottle of the liquid they use is in a box. Every time you go to the grocery store and get a medicine for your kid or your child, it's in a box. Every time you order something off of Amazon, it's in a box. So you can think of, I mean in a matter of seconds, 50 things that come in a box, I'm in the print business and this committee's about putting people in a place where they can produce print and that's a huge deal and it's not going to stop growing. So those are two of the fastest growing markets that I've seen in the last four years, And it has continued to grow significantly in the last 18 months. And the ability to do more and more of some of that stuff on the cut sheet products. It's big because these people will need two different types of operation. They'll still need their standard printing, but if they can run cut sheet labels on top of that, they can kill two birds with one stone. It all depends on the application. The last thing, is we are seeing from an operator perspective, so from a placement perspective, operators that need to understand color more effectively and also be able to understand pre-press more effectively. So having a design-to-print background is important. Having fiery background is even more important. And then being able to know the difference between RGB, CMYK, Gracol being able to talk G7 platform, things like that. Those certifications are going to be huge for somebody coming out of your program. So maybe possibly looking into partnering with IDEAlliance or someone like that to get G7 type program started here would be, you'd be the first of anybody I know that's doing it.

To be an operator. It's two totally different things. However, if you have a good understanding of design, then when you're in a pre-press stage, then you have a better understanding of what the colored mix needs to be or what the designer was trying to accomplish. Because there's 17 different ways to print. You have wide format, which is inkjet, you have your standard toner base and you have dry ink solution, which also lays the ink on paper very differently. There's all these different techniques and every manufacturer wants to have their own niche is how they do it. So from an operator perspective, being able to understand how to manipulate the fiery and or the front end of the equipment to do what it needs to do to create the desired effects is very important. Now to add to that, there is probably, 50 at least free software's that are available that you can download with Fiery. I'll use Freeform creates a great example. Freeform create is something that is free to download and is huge when you're wanting to do things like variable data or other things straight from the fiery as far as pulling in information and making it work together. The point is that if you're going to send an effective operator out of this class and out of here with a certification, they need to have certifications that actually matter. And here's the difference. The difference is if I was to get a person, a student come out of here that is G7 certified, a Fiery expert or at least a fiery certified, doesn't even have to be a fiery expert, fiery certified and on the path are already to G7

certified, not even a G7 expert, they immediately could make 70k plus thousand dollars a year. That's double the average of what a normal operator would make just with those two certifications, which are really quite frankly not that expensive. So just looking into a couple of things to add to the overall curriculum would make a night and day difference in what the students can make when they walk out.

We always want to figure out more and more ways to help students and to get more people certified, bring that into the industry because quite frankly, the equipment that's coming out is more and more sophisticated as it comes. The end consumer is more knowledgeable than they've ever been. Now you also have graphic designer on the flip side of this, they don't necessarily need to be G7, but if they understand G7 and can create inside of a platform for a company that is required to print G7 quality work. So shops, for instance, that have to print for Coca-Cola have to be G7 certified and rated a 100% across the board or they don't get the work a union shop. So anybody that prints for a Democrat or a Republican union shop has to be a G7 rated shop, meaning every piece of equipment in their building has to be G7 and they have to have a G7 expert on staff. It's a lot of work. It's millions and millions of dollars of work. So if you have those certifications, your value goes through the roof very, very fast. The reason I bring it up here is because your student ratio mix you can facilitate it. It's not so many that you can't get it done is my point.

V. Martin - About how many people or operators are you guys meeting in the industry annually?

JD - We placed 15 operators between February and June. We will see another round in probably December. And I would say that in the last 18 months I've had shops across the country total somewhere in the 50 to 75 range of necessary qualified operators.

V. Martin – G7 qualified?

JD - No, just standard qualified operators. If you had G7 certified person, I've seen a couple of dozen of those opportunities, A different level of opportunity talking about someone who now can be a color analyst, which is a very different role. So it depends on what they're wanting.

P. Rush - I would say CYMK+ is becoming very relevant in the industry. "Plus" being your gold, silver, white, clear fluorescence. We're seeing more and more vendors go that route or brands go that route. And more Xerox models with that capability. And inside that also maybe teaching some of your students how to design for those specialty colors. We find that it is more complicated to learn and our customers are having a hard time with the understanding the design concepts.

JD - So I'll say two things. One, I was the first designated expert on that product over there from Xerox before it launched. So CMYK plus has been kind of my world for, I don't know, eight years. So we are just now after six years of really being in the market of really having that capability, Ricoh being first to the table, then Xerox bringing out its capabilities. In the last I'd say 24 months, we have seen a huge uptick in people starting to pay attention. Now, I will tell you in the last 12 months, people are not just paying attention, they're requesting it. Whereas five years ago we were, oh, people are going to want this all day long. Well, they wanted it until they saw the price tag on it. Now it's become more relevant. It's become the only way to get people's attention. It's a hundred percent based upon what that particular shop needs. But when you're talking about exactly what Peggy's saying, she's exactly right. The CMYK plus initiative has grown exponentially in the last 12 months. The problem has been forever, I don't care what manufacturer it is, is that two things. One, designers don't know exactly, they know how to design for it, but they don't. They know how to do it, but they haven't been told that this is how you set up your layers to actually accommodate what you're trying to do because the machines aren't recognizing the layers as they're being put down. They want to see an entire image. So there's some design techniques that have to be taken into consideration when you do that. Number two is no one's trained the people that have those devices.

B. Waddle - I think that'll be something easy for us to implement. We already do spot colors with our Roland and Mimaki with cut lines, and with the laser engraver. We have different layers for different cuts. So we'll definitely be adding that. We can do that.

JD explains ColorLogic software for specialty color. Can be operated for multiple machines and brands. Can teach an offset operator to design for CMYK+ and vice versa.

JD - Offset it's not going to go away. Let's be very clear about that. It's not going to go away. It's going to become less, but it's not going anywhere. So the ability to still need to learn how to design for it and operator, yes and no, need some training on that, but I'll be honest, you're not, the offsets that they're going to stay around are not the ones that'll fit in this building.

J. Raver - I had a couple of the same things that JD and Peggy said, but as far as statistics and stuff, offset is relatively flat to maybe less than a percent growth in the next about four or five years. And digital is trending towards roughly 6% growth. So you're seeing shorter and shorter runs. I agree with JD, COVID was great for digital customers that were printing large production runs, just didn't do them anymore. It became much more targeted, much more specific. And to stand out ties into the other point he was making about embellishments. We're seeing more and more people interested in highlight color, spot color, a lot more brand awareness trying to hit and maintain those brands consistently get a lot more requests for raised print. The metallic golds and silvers I think are

impacting the folks. That's the traditional foil part of the market. I mean there's a larger percentage of that work that can be done digitally without having to go to a second manual step and it's a lot less expensive. A lot of specialty substrates are coming out in the market all the time. Just recently, a trend I've been seeing in my wide format customers, has been customized wallpaper, if you will, and low tag vinyl on the walls. I'll give you an example. Department of Transportation uses their wide format to customize the wallpaper for each of their regional offices. And it's easy to change. I'm getting a lot more push for automation. And that's based on some of the workforce challenges, which is what folks are addressing with what you offer here. It's harder and harder for customers to find people, whether its commercial printers or implants. So the additional certifications are important and kind of tie into that. It's not just in one specific area. Most of my customers are, whether they're doing cut sheet color, whether they're doing traditional offset, whether they're doing wide format. It's not just one anymore. A lot of the commercial printers are starting to add sign and graphics equipment. The sign and graphics folks are starting to add cut sheet coloring to compete. And that's just increasing the need for people who are cross-trained and able to do more. And it's not just the design part, it's the people who are physically running the machines who are finishing it, and also some of the people who hope to grow into being CSRs or bigger shop owners of their own. And the other, as far as automation and software goes, the web-to-print solutions, nobody's just interested in a web-to-print solution anymore because they're hard to implement by yourself. So a lot more customization and custom programming. And it's about half of our portfolio is not hardware, it's consulting services, design services, working with customers to help them assess their current state of business and how to grow and be more profitable. And the last one I had is we're going to continue to see ongoing push towards more and more inkjet, away from digital toner devices. I think right now some of the challenges inkjet have are substrates. A lot of the B2B size inkjets are just killing the half size offset market. It's easy to, with the run lengths coming down and the quality of the cut sheet, inkjet now on a half size press, you can cost justify a new machine, maintenance on a new machine, training on a new machine, just on what's already in-house in static work.

Gavin – I have one thought to add, last year when we talked together, we're talking about needing help and here we are just one year later and it's changed from, we still need help, but we want the expert. We are not just looking for somebody to be here, we're looking for somebody that can help us with everything and I think that's what we all need to take away today. They're looking for someone that can handle any type of machine that's in that shop.

L. Calaunan – Troubleshooting. We're doing more direct mail, being able to fix things from having it separate, for example, variable data. I would say being able to do it on the designer side, but also

as well as the press operator side. It is possible with fiery in compose. And then also being able to identify printing problems before it's even printed and relaying that to the customer.

R. Rodriguez - Yeah, much the same. I think now in KISD, teachers and administrators are starting to use Canva. Which is not made for production work, so customers think they can design in Canva and it is print-ready. Fixing files from customers to make them print-ready takes a lot of my time. So I think its simple things like that. And then also it's just short rounds of prints. Mostly they're looking at really custom stuff. We've been doing a bunch of stickers, decals for the trucks, for the school districts, and then also now we're just experimenting with stuff to put on the actual floors.

L. Calaunan - And I would also add onto that, that I've had to learn a lot of new material. I think I've learned about 20 different materials to print on from papers to, I would say more stuff on a wide format that I've had to quickly learn. They want it on that specific material.

V. Payson – Clients want the fastest turnaround. That's been a huge problem because it's instant. People want things now. It's just been trying to get them through and processed and with a good quality product. That's another thing. Good quality products take time. And so if you need it quick, it's not going to be exactly what you're thinking that it's going to be. That's starting from the design to working with them on colors and things like that. Materials usually it's what we have in stock, so you have to take this because you wanted that kind of situations. But yeah, that's pretty much what we're seeing.

M. Rosales - So we do everything from embroidery to laser engraving. Our biggest customer is Fort Cavasos. We do probably 95% of military awards and they range everything from embroidery to laser engraving, and custom wood. We have Epilogues, we do have a Roland in the shop. We have four embroidery machines. We do a lot of apparel decorating. The customer, I want it now. I see that every day. I needed it yesterday. Rudy does a lot of our design on Corel Draw our software program. We've been in the business two years. We're fairly new to the industry. We've not have a background, so it's been a lot of just learning and help from Bobbi and even Luciano. So it's been great to learn and actually just interested in the whole industry itself. I know the color is always an issue with us with the RGB and CMYK conversion.

B. Waddle - Are you guys seeing a lot of specific material requested when you're lasering maybe more wood or more acrylic or it's just a little bit of everything?

M. Rosales - Everything. We have a lot of our corporate awards, like the city or the school district. They like a lot of the acrylics, a lot of glass pieces and then more metal engravings being requested, which is requiring different material or different laser material. I think you see a lot more folks that are coming out with fiber lasers,

and then if you look at marketplace, a lot of 'em are being sold because of the software or where they're getting from. There's a lot more requests for cutting metal, whether it's labeling serial number or just the decorator pieces.

S. Stone - We see a lot of 3D printers and it amazes me how many different industries this technology is impacting. We have printers that print aircraft, grade aluminum, carbon fiber, chocolate, nylon resin. It's really a rabbit hole you can go down as far as applications. One of the most recent systems I put in was over in Temple at Baylor Scott and White, they're spending a fortune on training these interns on how to do sutures. So we put a 3D printer in there where they're printing resin to now train these guys, and it took their cost from about $75 a kit down to about 30 cents a kit. As far as graphic design goes, that's an area where I've worked with other customers. I work primarily with educators, but we do, it's probably 80/20 commercial, but we're primarily focused in that area. And the areas of graphic design we've worked in have been where programs had some animation or they're printing characters of some sort, visual elements, and those types of things. We've done some work with UT, A&M, Texas Tech, and they're all starting to incorporate 3D printing into those visual element areas. [handout] This reinforces those artistic elements, visual representation, and these types of things. One of the companies we work with are form labs and they've really become an industry standard. One that builds an incredible system. Ford uses it, Tesla uses it, SpaceX uses it. A lot of companies use it for product development and it's a laser driven system. One of the things that have made them such an industry standard is they have about 80 material on staff. So they have become really a leader in what you can do with the printer in the way of what you can print. So they've got material starting at engineering, draft resin all the way up to ceramics and glass infused nylon and more. So that system [handout], for less than $10,000, you can have a commercial grade system. They've probably sold a half a million of these in the United States. A lot of industry uses them, and if you go down to UT they probably have 50 of these in their lab and it amazes me. I go in and talk to the guy that runs that and you've got architectural students coming in, marketing students coming in. He was telling me anthropology students coming in. It's impacting so many different groups. Graphic design students were coming in. He came out and did a presentation for, we host the symposiums for K 12 teachers and professors. And Roger, he was one of the guys that came out and talked and showed a lot of the projects and it was really just amazing at how many different programs. It's in a makerspace, but the entire campus can come in and use it. It's really cool. So form labs, really, if you're looking for something that's going to be used in industry that students are probably going to see, that is extremely easy to use. They've really got their software dialed in, so you import a file and they've got a one click print that just sets everything up for you. It's just rock solid. I've got tons of people I can network you all with to do Q&A or deeper dives, whatever you want. Like I say, Roger's down the road at UT, I can always network you with him. We've got

	a European system, it's called Z Morph. And their parent company, just pioneered a printing living tissue, which is crazy where that's going to go. But this is a very low end system. It is PLA FDM melts plastic. Basically that's the process. This is SLS, which is stereolithographic printing where you have a liquid in a laser cures one layer at a time. PLA heats the material and it goes through this type of process. What's interesting with this system is its modular. You can 3D print, laser and CNC machine. So now I can carve, which is subtractive product development, or I can put the 3D printing head on there, which additive manufacturing, subtractive is manufacturing. And it also has about an eight watt laser that you can do some laser engraving. Nothing like you're going to do with the boss, but it gives students exposure to three very relevant production processes in design. It's a growing area. 3D printing is the future. I go to some of these form labs will have these meetings and they have these futurists that come in and talk and it's just amazing where they think this industry will go. They believe in five years that the store that we think of won't exist. You'll have say, if I want a bike, I'll buy a print file, go to a print farm, and five days later I've got a bike come back. It's really interesting, their vision for where, who knows? It's interesting. I think you guys are tracking in the right direction because I think the future, you'll see this congruency of this technology coming into graphic design.
Curriculum Decisions Additions/Deletions/Recommendations	Recommendations Equipment - 3D Printing, Labels, Packaging, Flatbed Design - CMYK+ Dual Credit- pathway from Career Center to CTC Graphics and Printing Program.

CHAIRPERSON SIGNATURE (or designee): *Bobbi Waddle*	DATE: 10/31/2023	NEXT MEETING: TBD

Advisory Committee Required Functions

GIPWE Required Functions	How/when did the Committee address this function? At this meeting or a prior meeting? Please add to "ACTION ITEMS" below if necessary to show that this function is or will be addressed.
Evaluating the goals and objectives of the program curriculum	
Establishing workplace competencies for the program occupation(s)	
Suggesting program revisions as needed	
Evaluating the adequacy of existing college facilities and equipment	
Advising college personnel on the selection and acquisition of new equipment	
Identifying local business/industry leaders who will provide students with external learning experiences, employment, and placement opportunities	
Assisting in promoting and publicizing the program to the community and to business and industry	
Representing the needs of students from special populations	

Action Items

Description	Assigned To	Progress	Completion Date

The transcript is a summary of a meeting of the Graphics and Printing Advisory Board. The attendees introduce themselves and discuss various topics related to the graphics and printing industry. They talk about the programs offered by Central Texas College, the enrollment and funding of the programs, the

lab facilities, internships, student activities, certifications, industry updates, and the impact of COVID-19 on the industry. They also discuss trends in printing technology, such as CMYK plus printing, spot colors, and the growth of 3D printing. The attendees share their experiences and challenges in their respective fields and discuss the need for skilled operators and designers in the industry. The meeting concludes with a discussion on the future of the industry and the importance of staying updated with new technologies and certifications.