

## 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 27, 2021	MEETING TIME: 10-11:30 AM	MEETING PLACE: Building 253E. Room 11
RECORDER: Industrial Tech		PREVIOUS MEETING: Graphics & Print – 10/30//2020

**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
	<b>Krista Kasper</b> Graphic Design Coordinator	AdventHealth
x	<b>Melinda Schmidt</b> Printing Services Supervisor	City of Killeen
	<b>Tino Figuerora</b> Print Shop Operator	KISD
	<b>Patrick Ray</b> Production Manager, Marketing & Advertising	Fort Hood MWR & Family
	<b>Duane Robinson</b> Graphic Design Teacher	KISD Career Center
	<b>Lan Carter</b> CCHS Graphic Design Teacher	CCISD
	<b>Mark Pignato</b> Service Technician/Owner	Color Mark
	<b>Bass Arguello</b> Color Specialist	CAD Supplies
x	<b>Sam Moore</b> Human Resource Coordinator	BHI Home Builder
x	<b>Peggy Rush</b> Xerox Account Executive	Xerox
	<b>Molly Lesley</b> Owner/Operator/Graphic Designer	Udderly Creative
	<b>Joaquin Martinez</b> Statewide System and Signs	Production Operator
x	<b>Leera Calaunan</b> Reprographics Manager	Central Texas College
x	<b>Barbara Merlo</b> Director, Marketing & Outreach	Central Texas College

**OTHERS PRESENT:**

<b>(P/OP)</b>	<b>Name and Title (List all members)</b>	<b>Business Affiliation</b>
	<b>Dr. Martina Ady</b> Deputy Chancellor US Campus Operations	Central Texas College
x	<b>Ms. Janice Anderson</b> Dean of Instruction	Central Texas College
	<b>Ms. Kerstin Brooks</b> Associate Dean of Instruction	Central Texas College
x	<b>Mr. William Kirshner</b> Department Chair, Industrial Technology	Central Texas College
	<b>Ms. Veronica Martin</b> Director, CATE Center Advising	Central Texas College
	<b>Mr. Rahsaan Dawson</b> Dean of Service Areas, Adult and Workforce Education	Central Texas College
x	<b>Ms. Keisha Holman</b> Director of Career Services	Central Texas College
x	<b>Mr. Bryan Oaks</b> 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.	
Old Business:	COVID 19 Impact and F2F/Online Blended Staff Update COVID 19 Impact on Industry Adobe Software Updates Classroom Added Idealliance Membership Student Accomplishments Perkins Grant Items Utilizing Career Services	Bobbi Waddle
New Business:	1. Welcome/Introduction: a. Bouncing back from COVID19	Bobbi Waddle All Members
	2. Staff Update	Bobbi Waddle All Members
	3. Perkins Equipment/Software: a. Laser Engraver b. Adobe Certification c. Certiport Authorization Center	Bobbi Waddle
	4. Classroom Needs: a. Desktop Computers for Certiport Testing Room	Bobbi Waddle
	5. Curriculum Updates: a. Xerox Digital Career Pathway Program Certificate of Completion b. IDEAlliance Color Management Professional Certifications c. Laser Engraver GRPH 1459 Vector Graphics for Production	Bobbi Waddle Industry Partners
	6. Career Services: a. Updates on Mock Interviews/Sample Job Postings	Bobbi Waddle Keisha Holman Bryan Oakes Industry Partners
	7. Industry Partners a. Internships i. Internal ii. External b. New Opportunities/Needs 8. KISD Partnership 9. CCISD Dual Credit	Industry Partners
	10. Student Accomplishments	Bobbi Waddle
Curriculum Decisions:	11. Adobe Print and Digital Publication Certification	All Members
Other:	12. Recommendations on Equipment/Curriculum/Certifications	Industry Partners

# MINUTES

Key Discussion Points	Discussion
Old Business:	
New Business:	<p>13. Welcome/Introduction:</p> <p>a. Bouncing back from COVID19</p> <p><b>Bobbi:</b> Thank you everybody for coming today, we'll go ahead and get started. So, we're beginning this meeting at 10:13 on Friday October 29, 2021. The graphics and printing advisory meeting. Did you guys have a chance to look over any of the minutes? Are there any corrections that anybody would like to make? No? Ok. If you don't have any corrections, then we'll move forward. Let's see who's here today so and I'll introduce everybody around. So, we have our career services here today. This is Keshia and Brian, round of applause, and then Melinda from the City of Killeen, she manages the print shop down there, and then Barbara Low or director of marketing here at CTC, and then Peggy Ross our Xerox representative is so helpful for me and Lyra,</p> <p><b>Barbara::</b> She looks just like the picture on the puppy</p> <p><b>Bobbi:</b> and then our new Department Chair William Kirshner, he's also the diesel instructor and then Ms. Jan Anderson the Dean of instruction</p> <p><b>Jan:</b> Outgoing Dean</p> <p><b>Bobbi:</b> Outgoing Dean, her last advisory for graphics and printing and then our reprographics manager Leera, who was an alumni of our program. Thank you everybody for coming. And then for the print shop side even though there separate but Leera also got to hire a new person for her side of the house and Yneen over there, I'm just gonna introduce you to everybody, but Yneen comes from a printing background as well and she's had how many 17</p> <p><b>Yneen:</b> 17 years</p> <p><b>Bobbi:</b> In Office Max</p> <p><b>Yneen:</b> A long time</p> <p><b>Bobbi:</b> Yeah, so she's jumped around to different office max locations around the country</p> <p><b>Yneen:</b> Yes</p> <p><b>Bobbi:</b> and she found her way to CTC. And this is her first week</p> <p><b>Bobbi:</b> So, we didn't scare her away. Ok so we got a lot of fun stuff to talk about today. So, we did out introductions,</p> <p><b>2. Staff Update</b></p> <p>Our staff update, we still have a full good staff on our side, I'm still the instructor, thank goodness. And I still have a full-time lab assistant, Luciano and our part time assistant Jose he does plan on maybe retiring in a year so I'm gonna be looking for someone to fill that position, it is a part time position but you know we have some good candidates that are good, qualified enough to qualify for that part time position. And we have a work study his name is Lee Calvin and he's also an intern (?4:09) shop, and he comes in on Tuesdays and Thursdays to work so he works with her during the day then he comes to me in the evenings then he works at olive garden on the weekends.</p>

?: oh my God

**Bobbi:** I know

?: Bless his heart

**Bobbi:** I know, and he asked if her could do the work study again; and I was like, if you want to, but he's been with us for about two years now, so he's really great.

### **3. Perkins Equipment/Software:**

#### **a. Laser Engraver**

#### **b. Adobe Certification**

#### **c. Certiport Authorization Center**

- b. **Bobbi:** So the most exciting thing that we get to talk about is our Perkins equipment, maybe just a recap from last year but also new stuff this year so last year we finally got to purchase our digital production printer from Xerox and it's in that room and we'll take a look at it after the meeting and it's been installed and the students have been using it, these actually our students printed these out on our Xerox Prime Link, and it folds it does brochures, staples hole punch booklets, all that good stuff. So slowly but surely the students are gonna start using all the different functions of the printer, And they're really excited to have it, because they always see the print shop with their xerox machines and then they go, are we ever gonna mess with those and I'm like yes but like later later later like on the internship side so now they actually get to use it throughout the whole program and then they'll get really familiar with it, and then they'll be more prepared when they go to other interns like well you know everyplace has its own production printer, but at least they'll have experience with the firing witch is the software that deals with the printer and then like learning how to clear jams and easy stuff like that, that are pretty typical for all printers.

#### **Laser Engraver**

So, but so this year we put in our Perkins request for a laser engraver and so for our department graphics and printing you know laser engraving is part of printing. Marketing items like tumblers, key chains, and USB flash drives and all that kind of stuff that's too small to put a sticker on or it doesn't look as well. We actually got a sand blasting cabinet, and our marketing department helped us because we were wanting to do promotional items right so sand blasting is a pretty cost saving way to do blasting on cups and flash drives, but it's very tedious work and time consuming and messy, but we have it over there, but we did start implementing it and the students loved it and so we realized we got to find a more efficient way that actually transitions into the work force, and we have had a lot of smaller companies in Killeen and Harker heights approach us about someone that knows how to do laser engraving, and we didn't, so we realized that that was a need that we needed to do, and so the Perkins Grant will help us purchase the laser engraver for this year so it in the works and then we'll be able to make marketing materials and then we'll be able to train them and send them out to the workforce, and there's a lot of shops around here, you know like trophy shops, award shops so that is definitely something that we need to get our students involved in. And then, building trades is also going to get a laser engraver so we kinda went hand in hand so it's taking a little time because we had to send it out for bid and they're gonna close the bid soon and then we'll

be able to actually get it in here, so hopefully by December, Spring I hope.

### **Adobe Certification**

And then the other great thing that we talked about last time is the importance of the Adobe certifications, so with the Perkins grant we also got approved to give and train the students and faculty and staff for Adobe certifications. So we will be able to start issuing those. And then so with that also comes with our testing ability as a center as a Certiport testing facility so we will actually be able to also use it with our Continuing ED program so we can charge a lab fee for people to use out testing center we could actually sell the licenses to the public because we'd be getting it at a reduced price so then we would be able to utilize that side of the testing center as well, but that's something to figure out later, but the most exciting thing is our student will be able to become Adobe certified. So the first certification that I wanna get them into is the Print and Digital Publication which is the InDesign certification which is for printing essentially so that ones the most important thing and I think with the high school students, the high school students come over already with their photoshop certification so I think it will benefit them also to get that extra certification that they don't already have. And the other cool thing about the certifications with adobe is that they kinda stack and if you get three certifications then it becomes like one master certification automatically. But before the high school students to come here they get their adobe certification and their illustrator certification then when they come to college, they can get their third and then it will turn into that master certification. Hey Sam come on in, this is Sam from BHR Home Builders take a seat we got kolaches donuts and coffee. So, we were just talking about our Adobe certification that we will be able to give to the students now that we're an authorized center so since it with Perkins we are also waiting on the budget to go through so hopefully it will be able to do that in December, at the latest Spring I would assume

**Barbara?:** I like the way that we get the money for the school year but we don't actually get to spend it until January

**Bobbi:** Dwayne Robinson IS our director over the C.A.T.E center we have a great relationship with him and a lot of his student come over here for after their done with the C.A.T.E center so I think it definitely will be a great thing for his student s over there

**Barbara:** they can even do it in the Summer, knock it out.

**Bobbi:** Yeah, and so with these certifications they last for three years so it's kind of more motivating I think for the high school kids to hurry up come to college get that third certification complete college and then use that certification into the work force. And then for us when we do our certifications if they have never had any they will still have enough time to finish college and then go into the work force with that certification before they have to renew it and they have to renew it every three years.

**?:** So is the certification separate or is it part of the curriculum

**Bobbi:** It will be part of the curriculum yeah I'll implement it and that's one of the things I want to get every ones opinion on is either after the first level one certificate and then or maybe in the internships or the portfolio classes, because there is three different certifications we can offer the print the photo manipulation and the illustrator one so I'm thinking that the InDesign one should be put into the level one certificate

because that's the one that the high school students would need to make that combo happen and then the other ones like the Photo Shop and the Illustrator can be used later on so like so if they needed to renew.

**Bobbi:** And in case anybody doesn't know InDesign is the text heavy graphic software like to layout programs, brochures, magazines, and newspapers that's what InDesign is used for. So that's why it's not as popular because it's not putting your face on a unicorn or anything crazy you know video games but it's important to our industry because when they go to send it to print it has to be correct, and it has to have the right margins and crop marks and all that good stuff so InDesign is what we use for that. So, the fun stuff they can do at the end.

#### **4. Classroom Needs:**

##### **a. Desktop Computers for Certiport Testing Room**

And then so our classroom needs we need desktop computers for the Certiport authorization center. We have a lab in here for the testing center but there might be an issue that I feel like I see is when your testing it has to be quiet and it has to be monitored so you know I'm not sure if that will be ok because we share it with the print shop, so if they're testing it would either have to be after working hours on Fridays so that way it's very quiet when they do their testing. But my other recommendation for us is we have room 7 across the hall that we acquired after our LRC was closed, our learning resource center closed down and they have a bunch of computers in there but all their computers are virtual, desktop computers and when we talk with our IT department, it won't work, they can't put Photo Shop, InDesign, Illustrator onto to network and have it run to these computers because that software's so heavy so they recommended that yeah

**Barbara:** But wait aren't they using Creative Cloud

?: Yea that's what I was gonna ask

**Bobbi:** Yeah, It's Creative Cloud But

**Barbara:** You don't have to install that do you?

**Bobbi:** Well so those computers Its networked like, he said that the amount of storage and ram and all that stuff to have like 10 computers running Cloud at the same time

**Barbara:** To much

**Bobbi:** Yeah too much and it would bog down the system, so the only other way to solve that is to switch those computers out with regular desktop computers, so that's where we would need the support of our administration to help us push that ticket to see if there is any you know other, because we have a lot of computers that get swapped out throughout the year you know maybe they'll allow us to use those computers and swap out with these network or these virtual computers.

**Barbara:** Will we be able to have non- students test and charge them for it?

**Bobbi:** Yes, yeah that's the plan I think with continuing EDs that the can use is it would be open to the public and they would be able to charge a lab fee and

**Barbara:** would we turn into a testing center because it seems like

**Bobbi:** Yea well they would have to have the computer with the software on it

**Barbara:** Yea I know

**Bobbi:** So, they would have to buy their own licenses for the creative cloud to use it so I think if we just kept it here, but you know that's where the public would be able to come test down here because we already have the licenses

**Barbara:** You just might need another person to do all that

**Bobbi:** yeah, yeah but we'll figure that part out. So that's really the only hurdle I see is the desk top computers being an issue or the virtual computers, but I think if we get strong support from you guys than we can help get IT to find some computers, we don't even need many maybe ten or eleven computers. So, and then after we do that then it will be good to go, we just put the software on the computers all the testing software will go on the computers, it will be a proctored exam. The closest **Certiport** testing center is in Austin and the charge, I think they charge \$60 for their lab fee just to go take the test and most of the public will have already purchased their own license to take the exam, but we would also be able to offer the license if they didn't have it so.

?: So Bobbi is, is there just regular computers that you need?

**Bobbi:** Yea regular computers with I think the minimum of 8 gigs of ram for their

**Barbara:** So we could probably get those through the Cares act still

**Bobbi:** Oh really? oh yeah.

**Barbara:** So that's a discussion that you and Bill need to have with IT.

**Bobbi:** Ok

**Barbara:** Cliff Gains

**Bobbi:** Ok

**Barbara:** And just say in the email you need them for this reason cause they're still ordering equipment off the Cares Act

**Bobbi:** oh, ok Yes! That would be perfect. So, we'll get with Cliff and keep our fingers crossed, yes. Yea their just regular computers they just need to have 8 gigs of ram and they should be fine. And then the other thing I wanted to mention was just over head projectors for that other room over there because its our over flow room we use it when there's like a full group of students in here then we send them in there if they need computers or places to sit so, I would like to have an overhead projector at some point in the future to you know show the students how to do something on the computer, not just have them come to my office and look at my tiny little screen or me go over there and sit down and help that one student and then ten minutes later that other student has the same question so I think having that over head projector and being able to show everybody at the same time when they have a question because you know some students don't like to ask questions right away or they don't want to bother you so I think having that display would be great in just helping the students see everything and then everybody can ask this questions all at once.

**Barbara:** So Bobbi one more thing, so same response, Cares Act might be able to take care of that

**Bobbi:** Ok

**Barbara:** But the other thing is also that the chancellors asked if there's any equipment that you need, he wants us to make a wish list, because Rudy then is going to look for grants that marry up with what you need:

**Bobbi:** Oh ok



**Barbara:** Like if there's an opportunity to order equipment off a particular grant then that will be .. you know we would have a chance to apply for a grant for that

**Bobbi:** Ok wonderful. So, the wish list would be sent to who do we send the wish list to

**Barbara:** Probably to Bill and then Bill will give it to me and then I'm gonna keep a folder that ill also share with Doctor Amy and Ruth and then since he's always looking for grants he'll try to marry up the wish list with grants that could.

?: Did you tell them about the grant, the last one we applied for?

**Barbara:** No not yet. We just got a grant that we applied for, kinda on the same.. sorry, it works so but just make a wish list, give it to Bill and he'll pass it to me.

**Bobbi:** Absolutely, ok great, I will. And can I pass the word along just in case because I know like the rest of our instructors, we just kinda, we use Perkins a lot and all that good stuff but its great to know we still have that covid 19 or covid the grants, extra grants besides Perkins.

**Barbara:** So is Perkins something you apply for every year?

**Bobbi:** Yes, well Perkins is something that's available hopefully every year and then whoever wants to apply for it for their department can apply and it's student related so everything, how's it affecting impacting the students and that's why you know we got our xerox machine to help them you know increase their job skills, the laser engraver, so we got a laser engraver, you weren't here for that but we'll finally be able to print marketing materials off of our laser engraver like tumblers, keychains and things like that.

**Barbara:** Perkins is career technical, their technical courses, the problem is like any grant, even when grants are free money, their not really free there's a whole lot of reporting and data that you have to do

**Bobbi:** Yea

**Barbara:** Perkins is pretty complicated to me, some of the other grants are easier

**Bobbi:** Yeah I agree, and that's, you know I think that is also like a barrier when we with other departments you know applying for the Perkins because there's so many hoops you have to jump through. So you know, I think the hardest one for me yet get was getting that digital production printer. That was a hard one, but you know its worth it you know in the end because the students are so happy that they have this production printer their so happy that they get wide format printers, they're so happy when they get to be able to get certified in Adobe you know its worth the trouble, it's just a lot of paperwork.

## 5. Curriculum Updates:

a. **Xerox Digital Career Pathway Program Certificate of Completion**

b. **IDEAlliance Color Management Professional Certifications  
Laser Engraver GRPH 1459 Vector Graphics for Production**

### **Xerox Digital Career Pathway Program Certificate of Completion**

Ok so the next one is our updates, the Xerox Digital Career Pathway Program so like I said earlier we started implementing it, we have it in our course GRPH 2309 Digital Prepress and so their practicing doing small jobs right now folding larger papers or stapling their learning how to

operate the fiery which is the front end software, they send jobs from the computer to the printer and you know the fiery is a very big thing across many production printers not just Xerox so even if they go someplace that doesn't have Xerox printers they'll be familiar with the fiery or something similar to fiery and then of course the, our intellectual solutions representative that gave us the Xerox curriculum he has also given us a certificate that we can give the students at the end of our program once they've done all the testing for it that they'll receive a certificate of completion from Xerox and intellectual solutions for the Digital Career Pathway Program. So, they'll be able to leave with another certificate, not from CTC. And he just designed it the other, a couple of weeks ago so he's sending me different drafts so that we know what it looks like. That's exciting to have the student have something else, not with just CTC but it has the Xerox logo on it and Intellectual Solutions that they have experience with this Xerox machine.

#### **IDEAlliance Color Management Professional Certifications**

And so the other one, our Idealliance certifications, we got our membership for that so our students have been doing those certifications in our internship and portfolio class and I would say we've been doing it maybe the last 4 months we been able to implement it and since then we have had 8 students, that have all taken their exams and all passed their exams, so we have 8 students that have successfully passed and have received their color management professional certification for digital print and I put the sample of the certificate in there, this is what the certificates look like and it has their name and its good for two years I believe and this essentially shows employers and other places that this student has the capability to run or understand the color management aspect of digital printing, which is really important in our field so you know being able to get the correct color for logos and different types of media, understanding how paper works, paper, printed paper or ink on paper looks different on linen then it does on plain paper so this shows them that they understand that color management side for digital printing. And then, so the 8 students passed with their digital print, we have 2 students that took the offset digital or offset certification and they passed and then we had 4 students take a fundamental certification which is a combination of like basic color management not just digital print it covers color management from like monitors to paper, monitors to different equipment so you know if you send a job from this monitor to that Cannon machine it will look different if you send it to this Mamaki, so the students understand how that color management works together.

#### **Laser Engraver GRPH 1459 Vector Graphics for Production**

And let's see, oh and so the last part is the laser engraver, so we're gonna introduce that one into the vector graphics class because all of the designs that their gonna use and create for the laser engraver are vectors in illustrator, Adobe Illustrator. So for them they'll get to use their artistic side on how to design something for like a cup or wood or glass or metal. But then they'll also know how to operate that machine and a lot of places you know they might already have templates for their laser engravings but as a student coming in with the knowledge knowing how to manipulate and create anything from scratch is gonna be much more valuable than just being able to use someone's template. So that's where we're gonna put this laser engraver and we'll also be able to help our marketing

department out and do different marketing items for the college like tumblers and flash drives and awards, things like that.

**Barbara:** the expensive things that we don't buy in bulk but sometimes we need to give to important people.

**Bobbi:** Onsie Twosies one time we did the flash drives for them and there you know there this big we use the sand blaster so where in there like picking out the little template with the stickers and then we sandblasted them and the little E would fly off somewhere so I was like we need like 30 flash drives and we can give you like 10 good ones ok and so with the laser engraver we can do perfect 10 ones on the first try no problem

**Barbara:** that was for Zack's by the way

**Bobbi:** Yeah they have to be perfect

## 6. Career Services:

### a. Updates on Mock Interviews/Sample Job Postings

**Bobbi:** and so our update for career services I'm gonna kinda let them talk about what they're offering me but also what we're going to do, we're going to implement or we already implemented we're implementing the mock interviews resumes for the students when they're in their portfolio or internship class and they're going to be able to do like a simulated job application they'll be able to apply for a job online and they created a form that looks just like a job application fill it out they'll send in their resume they'll get it critiqued they'll schedule an interview, they'll have an interview with three people that they've never met before so it'll be you know a very good experience for the students to do all that and then get critiqued on it so we can help them when they enter the field and one of the things I had mentioned to them that I didn't realize is you know I just assumed I guess most high school kids no how to approach an interview but I realize now that that's not the case and sometimes well for our program we get students from high school that goes straight from Career Center or Kate center to here and they don't take any other classes like academic classes or English or math or anything else this is the only class they take until later and sometimes they apply for jobs while they're here and they just they don't know how to fill out an application they don't know how to dress for the job interview so it was very surprising seeing I having some of the students asking questions before they do their interviews so I feel like we need to prepare them better even just entering into college we should just prepare them just in case and then that way they can have a chance to fix their interview skills and fix their resume and then make them more prepared and apply for real jobs because they have a college job board for CTC and so I would like all of our industry partners to sign up for that I don't know if you've already signed up for those or not but you know just so if you guys have jobs open in the field that you can upload them to our College Board and then our students will be able to apply and see all those as they pop up so you know when people are like hey I have this job it's great you tell me and I'll tell my students but I might forget so but if they have the College Board access and they all will have the access to that they can see when you list is those jobs so and then they'll be able to apply right away and they'll already have their resume and their portfolios ready in that job board website to apply for your job so I think it would be very good for you guys a very convenient to have you guys to funnel your jobs in there too you know so I'm going to head over to Keisha just for a second just to kind of explain

you know the benefits of the the interview panel and what kind of questions or how they change when you pick a certain job

**Keisha:** Oh ok cause I was gonna say, what she said, that was everything so yeah the whole goal of the project is to better prepare students so that when they go out into the real world that they are have a clear understanding of what the expectation is there are a lot of students who don't know what to expect in a interview they don't know how to prepare a lot of students feel like preparing for interview is figure out what outfit to wear important but it's only part of it and so we tried to incorporate behavioral questions as well as skills questions which Bobby was able to get some input from some industry partners so that we had were able to do that if any of you are interested in available in assisting us with those mock interview situations that would be amazing to have someone in the room who when we ask those skills questions can accurately evaluate the responses for those that would be awesome but ultimately we just want to have this student have that experience we try to make it as close to real as possible. I like to do this panel of three 'cause it's really gets the nerves up which is what we want we want them to be uncomfortable so because interviewing is not normal and that's not how conversations work where somebody is rapid firing questions at you and then you're trying to come up with responses so we want them to have that experience of being nervous and having to figure out how to overcome those nerves and articulate why they are the best candidate for the position and so once we complete the interview then we go back through each question and identify what they did well and what they could improve on provide suggestions and then we give them opportunity to ask any questions that they have about the interview process overall and so again with the goal of better preparing them to, to be successful in a real world interview.

**Bobbie:** Yes! So We're excited it's gonna be great and then you know of course our resumes are going to be a little bit more flashier than other resumes since there for graphic design that was one of the things that you know I was trying to communicate with them like OK I know that there's like you don't want a whole bunch of distracting elements but in our case we need things to look real pretty and nice but still professional we usually have color in our resumes like lots of bright colors so there will be a little bit different but I think it will be really great we're looking forward to seeing how the students improve along the way and if they get jobs you know what helped them, what do they think from our mock interviews and critiques how did that help them get the job.

## **7. Industry Partners**

### **a. Internships**

#### **i. Internal**

#### **ii. External**

### **b. New Opportunities/Needs**

## **8. KISD Partnership**

### **CCISD Dual Credit**

#### **Internships**

OK so I want to hear from the rest of you guys from the industry partners we're going to talk about our internships first so I just like a quick update on how our interns are doing we have three interns out in external internships and two internal we have one of the city of Killeen one at Fort Hood MWR and then one with Barbara Merlot and the marketing

department and then we have to interns here in the in the lab at which has been really helpful because our Leera has been without she's been by herself for like the last six months or so or four months or so and it's been a rough so the in terms of really helped you know Leera get a lot of stuff done and we thought that they would be the best fit to have them here in the shop. So updates who wants to go first? Melinda, She has Lee.

**Melinda:** I Have Lee he is doing well there are some aspects of printing that he does not like he, he is more of a design person that's what I think that his heart is in so actually having to do the tedious work of making something actually print the way that the designer intended it to is tedious and time consuming and I don't think that that's his favorite thing but we're working on it and I'm just always sure to tell him like we are the problem solvers like it comes to like the designer will never know that there is a problem because we're here to fix that we are here to look at it know that it's not printing properly or is not designed properly and fix it on the back end kind of thing so I mean for the most part he is tremendously helping us because even though we work for the city I have myself and just one other person that works underneath me and we every single piece of paper just like here everything that's put out by the city printed wise is done by us so that's every water bill every envelope every everything

**Bobbi:** Appreciate your water bills guys

**Melinda:** Appreciate your water bills and I'm trying it really really hard to make the inserts very pretty even if I'm just telling you that that you need to you know we're gonna need to charge more for your water that your having a boil but you know that's neither here nor there but he's doing ?: doesn't matter how pretty it is

**Melinda:** I know and of course working for the city you know I forget that I have that logo on and I go out to public places, like yesterday Im at my child's fall festival and like angry parents are coming at me like yelling at me like and I'm like ok well voice your concerns on Facebook and their like your being so political well ma'am that's what I'm supposed to do I just ma'am , if you really know what I did like you would not be yelling at me but you know

**Bobbi:** She just print the logos

**Melinda:** I just print the logos, I just printed the rate increase I was not the one who voted on it I'm not having anything to do with your water not being safe to consume like it's none of that. He is he's doing well we're going to get him there but the thing about it is is that he has learned that printing there are we tell him all the time there's there's tears in printing your machines are never going to work the way they're always intended to you just have to troubleshoot an go on and make the best of it and his favorite saying now that he learned from us his everything's fine because we say everything is fine when everything is not fine but he's dealing with it he's doing great he's a good sport his personality is is right there with us so it's actually a really good fit I was I was kind of scared just because I'm not conventional and I would I was a little bit scared but you know snacks coffee and water tend to like make everybody's day better so it's been a great

**Bobbi:** I don't think a lot of people in printing are conventional.

**Melinda:** You know what I think we're all just a little bit out there

**Bobbi:** You have to be a little bit unhinged to make things work

**Melinda:** I always tell him, I'm out in unicorn and rainbow land because you have to be doing what we do, you have to have that imagination when you do printing.

**Bobbi:** I think it's great that putting him in the internship it kind of helps him understand what his passion where his passion goes

**Melinda:** Oh yeah

**Bobbi:** you know 'cause he wasn't really sure when he did the internship you know did, he want to design or did he want to print and I think he's like well I just do printing 'cause seems easy enough right.

**Melinda:** Yeah that's what they all think I was like came in here and thought you were gonna hit file print and like everything was gonna go like it just done I was like and your learning like nothing is easy or he like its always so complicated yes, yes it is

**Bobbi:** that was one of the things I think Leera learned when she interned with Barb all the different opinions that your customers will have as a designer you know they want to change things they're like this is exactly how I want it and you do it and then they're like no I wanna to change it, and your like but this is what you told me to do

**Melinda:** yes

**Bobbi:** and they changed it anyway, so you know that I think helped her realize you know even though you did it the right way you still have to make adjustments even if you think it's gonna be perfect the first time so

**Barbara:** Never Perfect, never perfect.

**Barbara:** Speaking of never perfect the first time

**Bobbi:** Barb has an Annabelle

**Barbara:** Yes, I have Annabelle and I mean the best thing about Annabelle is she is super positive about everything I mean she's just excited to do something and she says she's refreshing and work around 'cause you know at this point I'm kind of like, here we go again with the graduation program. but but yeah she definitely one of the first problems that I encounter with interns is the first thing I say is, the logo has to be there it has to be visible you know and what's interesting is we have two graphics people and a lot of times the content that they get from the people requesting doesn't have all the information that is needed happens all the time so you know if they send it directly to them it might not get fixed but I think that you know I mean that Leera knows like I think I know I mean I give content and some suggestions but then when the product comes out then you see OK well we can tweak it this way so that's been happening a lot with Leera and I've sent her back to Bobbi to kind of work on some things and so I think and she's but she's been able to do the first job she did was stickers for our agriculture department because he wanted Cow tags with the CTC I don't know if anyone know what a cow tag is yes so he wanted to do like a full on cow tag and I'm like those are really expensive to print and this is for marketing so we're just gonna make stickers so it was a really simple job that really wasn't very simple I mean it it looked like it would be an then she's worked with us on something that she thought was fun because we just did an event last week that was fun so she worked on the Flyers and stuff for that and we work with Bobbi on the banner so she kind of saw multiple pieces for one event and then Fred and Donna kind of give her stuff too so she's had a lot of variety and what she's done and but I think yeah she is full on design you know I mean I don't think she I think she appreciates the printing but I don't think she wants to do that at all

**Bobbi:** and she is definitely very positive

**Barbara:** Oh my gosh

**Bobbi:** When I tell her like hey maybe you should you know make this bold and she's just like OK I could do that OK how about moving it up a little bit just like oh sure yeah

no problem and I'm like how about you add this thing at the bottom is just like OK I got it OK cool. Wow, she's so, she's so willing like I love it.

**Barbara:** She really is, and she'll like be I'm really excited to do this

**Bobbi:** yes, she's so thankful so

**Barbara:** She's super cute

**Bobbi:** I don't feel like you know some students are like, ahh OK they roll their eyes a little bit, but she doesn't

**Barbara:** like I don't remember what James

**Bobbi:** James Kirk yeah

**Barbara:** yeah, he was like the opposite personality he's kind of quiet not really very emotional about you know didn't talk much didn't say opinions just kind of

**Bobbi:** Yeah

**Barbara:** OK

**Bobbi:** but he was a fantastic designer yeah.

**Barbara:** but he was really really good yes, he was

**Bobbi:** yeah and with Annabelle I think her main thing is customer service that she always tells me she says I want to provide the best customer service so I think it's a good skill for her to have definitely we just need to hone in on her like interview skills and resume skills 'cause I know she's applied for a job in the past and you know what she was telling me she just talked really fast very fast and she's young too so she's still you know I don't know if it's that generation they just talk very fast but you know she's gotta slow down a little bit and collect her thoughts so we're going to help I think the career services part is really going to help Annabelle. Yea so thank you guys for your update for our interns that are here in the shop like I said they've been helping Leera but we've been having the print envelopes and do a lot of banners 'cause Leera's got a lot of banners and it's hard for her to step away from the front when she's gotta sit back here and print these large banners and assemble them and? Gromet them them so they've helped with banners we've also did some things for the college like the Epicly Geeky or Epicly Scary Eve we had last weekend or was this weekend yeah

**Barbara:** It seems like a month ago,

**Bobbi:** And the students love to be involved in that and then we have a designer utterly designs in Lampassas that she has been outsourcing her advertisements to our interns to help give them more marketing skills more advertising and helping her with her magazine out there so they really love doing that design work and it's different design work you know that's small town you know businesses that want their boutiques to look you know country and cute and then you know we have variety of other things like with Barb it's like professional this is college like branding has to be consistent and then with the city it's like very professional because this is like legalities and the logo so I think we have a good variety and of design and printing experience that the students get to have here the interns.

OK so let's see the next one oh we do have Whyte he's over the NWR Patrick couldn't be here today, his boss made a mistake but Whyatte is over at MW or Fort Hood MWR and he's been doing pretty good he is, I think he's real nervous I think he has nerves so it's kinda slowing him down but Patrick's been working with him trying to get him out of his shell and they've been put signage around Fort Hood they print out all the tickets and stuff for like what is it the BALORA nature in lights

**Barbara:** Oh that's probably why HE wouldn't let him leave

**Bobbi:** Nature and lights and all the all the Fort Hood events that they do so that's what they are over there and they print design all that. He's on the print shop side but he does get to see and experience the graphic designers next door and see what they get to work on for Fort Hood.

### **New Opportunities/Needs**

OK so question for me you guys what are you guys is there anything new like skills wise that you think that you guys are implementing at your jobs or anything that you think we could look into, I know Lee's been doing a lot of perforating

**Barbara:** Oh he loves perforating

**Bobbi:** perforating you know I don't know if you guys Sam, I know you guys use Photoshop over there if there's any other software that you think would be of interest

**Sam:** Well yeah you know early on you were speaking about In Design if they have that experience Products in InDesign that's something that we're looking for

**Bobbi:** and the what was the you guys do so Sam over there they do like drafting and floor plan or the housing house

**Sam:** Yeah so, we do lot of interior exterior renderings and 3D gaming graphics for the phone building like if you go to our web site a lot of that technology that we see there is the stuff we create so having that experience is helpful and a lot of it is client based, speaking to the builders on a regular basis through the projects that they work on

**Bobbi:** yeah so, the customer service really has to be top notch on your end

**Barbara:** I wonder how you can sneak in some animation

**Bobbi:** Yeah I've had a lot of questions about animation you know and that's a whole other dog bone yeah yeah

**Barbara:** 'cause if you just think about you know the way things are evolving I mean especially now everything is becoming digital yeah and you know PDF isn't always the best yeah but some of the capabilities that that you can do with Adobe make it interactive but I don't know if that's part of the certification there

**Bobbi:** Well we there is an animation certification but we would have to deep dive them into animation

**Barbara:** remember the stuff that you you figured out what you

**Bobbi:** No yeah

**Barbara:** so I think that that's a good start for them to see

**Bobbi:** InDesign has interactive elements like you know icons and buttons and fillable forms and animations and things like that that you can turn into mobile compatible like websites or small

**Barbara:** Microsite

**Bobbi:** So that would be something that we need to look into I know Adobe Max is right now they're doing their conference and they had mentioned social media 'cause you know social media is big and graphics for social media is needed and there's templates and stuff that they offer through Adobe for social media for like stories and Instagram things like that and even though it seems like fun or oh it's just kids on social media you know social media is what draws people to buy things and to go to people's websites so we actually had a work study that was here and she created a lot of tick tock animated videos in I think it was Adobe premiere or something like that and she would do those on her down time and we had someone approaches it was Isbell properties they needed someone to handle their social media and they needed so much to make Tic Tok's for their social media and I was like Oh my goodness we have someone that's so perfect for you she loves to make Tik Tok videos with animation and and things like that so they hired her over there it was an intern job so she got to be the intern over there for like four months to do their social media

**Barbara:** Well the thing about animation is you know there's there's there's a kind of a spectrum when you're talking about animation and when you get an animation for social it's I don't want to say it's simple stuff because it's still animation but it's not anything like a full length you know anything that's in World of Warcraft or you know on the games it's it's and I need to show you our campaign that we're doing 'cause it's new and completely different



**Bobbi:** OK

**Barbara:** and there's animation because you know in in the beginning was social you mainly we're just posting static photos and now that is not it like there

**Bobbi:** Yeah everything moves

**Barbara:** Yeah everything needs to move

**Bobbi:** Yeah, so Peggy do you guys have any Oh well you have a ton of products but we you know we have the Prime Link which is pretty new to Xerox is there any other areas around here that have a Prime Link or?

**Peggy:** yeah we've got some I'm trying to think, Central Texas Workforce Citcom, Temple Chamber so we're starting to put them around yeah just 'cause it's it's a kinda entry level in others obviously kind of starts at that model and goes yeah

**Peggy:** and goes to what Lerra has and beyond so you know what we thought would be a good model for your students to Start learning on 'cause it's kinda right at that beginning of the production capabilities and qualities and stuff.

**Bobbi:** Yeah and we I also like to know like who has what equipment because then we'll be able to lead that student to different job opportunities like at the Temple or the City of Temple Chambers of Temple, the Work Force so yeah, anything, suggest besides perforating

**Melinda:** That's really about it we don't get to you know we work for the city so we don't really get to do like really cool stuff but definitely he finishing is a big thing he didn't really know how any finishing besides what was in line with the printers but actually like having to take a product from the press and like having to do finishing of it and that was just like coil binding, perforating, folding stuff like that so just a little bit more but I mean it's easy enough it's just you know sometimes specially when you're doing press work you that's all it does like it's not, it's not a digital machine so

**Bobbi:** Yeah and we're definitely gonna amp up our bindery and finishing course because there's just so many areas of bindery like book binding and spiral binding whole punching it three hole punching in saddle stitching like it's not just with paper but also with like banners vinyl banners like putting them through the finishing stage with grommets and things like that and then with T shirt printing you know will cure the T shirts and all that good stuff so there's a lot of binary that we need to update in our curriculum for that

### **KISD Partnership**

OK so the next thing the last couple things we're going to talk about real quick is our partnerships so hopefully we had Nancy Patterson and Russell Porterfield come through last week to take a tour there from KISD and they're just looking for opportunities to bring their like CATE center students over into the industrial technology or all I guess any kind of career field that can

?: They're overflowing their their beyond capacity with their facilities so we were thrilled they wanted to come look at us

**Bobbi:** Yeah absolutely and you know I've tried to I definitely let them know you know we already have a really great relationship with the graphic design over the CATE center and his students already come over here when they're not most a lot of them do and before the pandemic happened we actually had some of their practicum students come over here to see how we can you know benefit them and they can get a taste of the college and giving some extra upper level experience and they were only here after two weeks and then the pandemic happened so I think Nancy and them we're very interested that we already kind of started it and I think she's really on board with bringing students over here with the practicum students the senior students so that would be something really great for us to have and they would probably be in the mornings or very midafternoons for their high school schedules that will adjust our program hours but will make it work and I think it'll be a benefit for everybody

?: Did she talk about interning here or did she talk about them actually earning credit

**Bobbi:** I think she said maybe the practicum students could earn credit or something

?: Yeah so probably think about doing the dual credit

**Bobbi:** yeah I think that yeah I think that would be fantastic and I really would love for them because like I said they get their they get their certifications at the high school so they would benefit so much from the dual credit and getting their certifications and coming here getting a third or making it it's like a super certification so I think it's a really good thing to dangle over the high school kids 'cause they'll get so much benefit out of it. So we'll hopefully we'll hear something from them maybe we'll get something KISD kids.

### **CCISD Dual Credit**

So CC ISD my boss Bill he had have been make out like a tentative schedule just to see I don't know if it's set in stone but you know possibly having the Copperas Cove ISD kids high school kids come over and get dual credit for the first part of our program because they don't even have a Career Center or CATE center over there at Copperas Cove so they would benefit using our facilities and our you know getting dual credit from us and it would be our first I have a print out of what our tentative schedule would look like the fall would be the first year students would take 1305 which is the intro class then in the Spring they would take the second course ARTC 1313 and then if we had the senior students the second year students in the fall they would take ARTC 1302 which is like a Photo Shop class and then in the Spring they would take ARTC 2313 which is a more advanced like digital publishing course so they would be using InDesign and Photoshop and the intro classes if they were to do dual credit classes

**Barbara:** What are they looking at like next academic year?

**Bobbi:** I'm not sure maybe you guys next academic year

**Kirshner:** She's referring to what you sent me and as reached out by the ISDs we call them overflow and the Cove and Cove academy what we're doing now their like as soon as we can get them in

**Barbara:** you know Cove doesn't pay for the classes and if they put that in the spring they can use a program like the cares act or whatever it is ?Our funding because dual credit students are eligible for those. It's not gonna last much past Spring

**Kirshner:** Cause I know like with Cove Academy like we have down there at construction trades now and diesel which we've never had it until just fall semester they there advisors reached out to our advisors and then next thing I know they're like can you accommodate and I'm like we're curriculum based so we're going to teach them the same way we do our adult students 80% research and they're like OK it's fine so I don't know the funding part our advisor their advisor next thing I know they're in class in you know we're instructing and teaching just like we would an adult student

?: Yea KISD pays for everything yeah pay for any any materials any textbooks

**Barbara:** Yea Cove does not, cove has got to pay for them selves Cove usually only allows them to do two classes at a time KISD they have a whole college load on top of a full high school load so it's, they function very differently and I have to tell you probably our biggest problem with KISD in the hands song classes like science labs is that with UIL you know federal law says they have they could be dismissed for you know away games and all of that and then with their training holidays and just the way their calendar runs against our calendar that's that's if they if they send students here that's something we need to address because they're going to miss hands on time and how how is that going to be made up

**Bobbi:** Yeah I think there definitely will be some challenges I think it's going to be really great

**Barbara:** Well it's an awesome thing

**Bobbi:** Yeah we've never had any high school dual credit or anything in our program since I've been here and I'm excited to to invite them

?: Are you going to be able to get an adjunct or something because you're not gonna be able to teach all those

**Bobbi:** We'll see

?: For 12 hours ?

**Bobbi:** Well I think we would change our program hours and it would be slightly adjusted to make everything work because we right now we're open till 8:00 PM and I think I have maybe two students that stay till 6:30 so

?: oh Yeah

**Bobbi:** yeah but you know and it's been like that not before the pandemic happened it's been like that for the last three or four years so I think it's enough evidence throughout the years that there's really not time needed till 8:00 PM 'cause and then a lot of them that even if they scheduled till 8:00 PM they'll come in the mornings anyway they just like the flexibility of being able to come in and do their hours

**Barbara:** Well the Dual credit students will have to be bussed here and

**Bobbi:** yeah, and they'd have to go

**Barbara:** and be bussed home

**Bobbi:** in the mornings

**Barbara:** so there there there's a rigid schedule for them

**Bobbi:** Yeah

**Barbara:** and then when they have early outs and all that kind of stuff it's a wonderful thing I hope they come here I mean I think it's just a great thing and it's well with our other programs but that hands-on part and then missing some class that they really have no control over I think sometimes KISD I mean they'll tell them your responsible for the work here it's a college course and your responsible for getting the class but sometimes they can't provide the buses and so then students have to come up with their own transportation and that's a little bit of an issue so there's some stuff to workout but it's still a great thing Bobbi and your gonna love it

**Bobbi:** Yeah Im looking forward to it so I hope they come if we build it they will come right, so we'll see.

?: last week taught me that last weekend

**Bobbi:** Yeah I know

?: Good Greif

**Bobbi:** Trick or treat

?: Who knew

### **Student Accomplishments**

**Bobbi:** So ok, and then the last bit, what time is it so student accomplishments what we got done this year I think we might have talked about this the last meeting the police vehicle decals but I couldn't remember so I put it in this time but our students did help put on the police vehicle campus police decals and the reflective and there's some samples back there on that cabinet those are like the bad samples but they got to do reflective vinyl and they had a lot of fun and they were excited to work with like community and the Police Department and a lot of some of them are retired military so they were really you know relatable with the officers you know telling stories and then helping them back you know giving back to the community and then we had our students designed I don't know if you know this Bar but they had designed and printed the campus parking permits that all the students faculty and staff get on their cars you know help save the college some money but give the students some real world experience so we design or they designed them and they printed up here they cut them down they boxed them up and gave them to the campus police yeah they're really excited so now they'll see their stickers around there like hey I made that sticker and then of course like

can I make a VIP sticker and I'm like no you can't stick to the number but it was also really great because we started introducing variable data printing and what that is if you know if you have a lot of say addresses instead of designing 200 pages with different addresses the computer you'll be able to do variable data printing by imputing those addresses like excel sheet and they will automatically populate as you print them so you don't have to create separate files so with this case you know instead of making they wanted 1000 student permits so instead of making 1000 files with individual numbers we made one file and then our variable data software filled in the 1000 numbers and populated our printer with all thousand stickers

?: is it still XM PIE or no

**Bobbi:** No we gotta it's called Flexi, Flexi Sign, Flexi Sign and Versa Works T variable data so at least for digital production printing we use InDesign 'cause it has it it doesn't have as much capabilities as XM PIE does but the fiery will also do variable data and so we haven't experimented with the fiery yet since it's so new for us but

?: we're gonna need to experiment with that so I quit having to do mail merch that is two thousand pages, money? It breaks my computer

**Bobbi:** Populating all that, so they had a lot of fun doing the campus permits and then we also have facilities that asked us to create some wayfinding signage for the campus because it's so beautiful but nobody knows where anything is sometimes cause just like the signage might be outdated or something but we they updated the map because we got all new building numbers here on campus and they're all kind of corresponding with each other so insert you know all the what 250 buildings are in the same spot the 230 build a 300 buildings are in the same spot so it's a little bit more easier 500 easier for people to find their way on campus so they had us print on vinyl a big campus map and I have a picture of it on the back of the pamphlets that I gave you, so the students printed it they laminated it and then they applied it to a metal sheet and then facilities posted it around campus there's several ones around campus and then we also did some open carry signage you know where you can't open carry we printed those and the students laminated and apply those to the middle signage and t now those are up and we just did some field signage so that people that go to are fields over by the gym has still reserve the time if they need it so the students did that signage so they've done a lot of signage around campus and there and they love that too 'cause then they'll drag by like yeah I made that sign and then our first time this year we got to finally award our scholarship we have a graphic printing scholarship now yaa and we named it the Joanne Maxon Leaders in Print

?: Joanne? I didn't know that

**Bobbi:** Yeah leaders in Print or Leaders in Graphics and print you know just to honor Joanne cause she's mentored us in some way or another and you know she's been at CTC for 40 years. This year we got to issue it to our first student Julia Ballard and she got \$450 and that and we try to aim this scholarship towards students that don't already have funding for classes because it's hard you know when you're self paying and you're single mom or single dad and so she got to benefit from the scholarship and it was \$450 so she was really excited and she was surprised that she got it she said that she wrote this really great report and you know she was worried but you know I told her who scholarships people just apply for the scholarships and you know people that are needing money just apply you'll be surprised and you'll be surprised you know how many people don't apply for scholarships.

**Barbara:** Hey Bobby that I just have a question 'cause I would love to see how this demographic has changed I think it's changed a lot

**Bobbi:** it has changed yes that's a good point

**Barbara** That's the how people are paying 'cause I think the majority used to be VA

**Bobbi:** yes, yes yeah for the demographics so the last few years preprint pre pandemic majority of our financial students financial was like 60, 60% VA and definitely since we've opened back up and the last year it is gone up for financial aid students have really really have trickled into this program and self-pay students so the numbers have definitely lowered on the VA benefits financially is really being used after the pandemic for sure and then some of it's a little bit of a mix of both of VA and financial aid but and then our self-pay students have been up to and you know I don't know if it's the pandemic or what but they they have been a lot of them are paying out of pocket now and well they'll apply for scholarships and grants and that's another good good push for the scholarships 'cause I'll see those students that are paying out of pocket and then tell them about all the grants and scholarships that they can apply for and then so the another one of the needs or things that real quick is the program so we've been trying to make sure that we get the students to apply for graduation so they can get their certificates of completion 'cause a lot of the students will get do all their classes and then December apply for graduation 'cause they don't know that they have to like get their degree conferred on paper they just think it's automatically issued to them when they're done with this the courses and they're not so I've been pushing really hard to make sure that as soon as the student completes a certain amount of that they apply for their degree. And then they you know apply for their second degree and they finished their level two so between me and the counselors we've been making sure that before we put someone on another degree plan, they finish this degree in they apply for graduation like a lot of our lower-level level 1 certificates like graphic design is a level one and press OPS is a level 1. and then we have level 2 which is everything that we offer. So, a lot of students will just jump to level 2 they don't even know that they are level 1 certificates that they could have applied for. So, they all apply for level 2 and then we have like 50 students with that degree and then there's like one student with a press OPS degree. So little did they know if they have the level 2 they definitely have the level 1 they just need to apply for it. So we're pushing that and making sure that works an encouraging our students to move on to their associate's degree which this statistic with the financial aid students I I would say that like 90% of these financial aid students are here to pursue their associate's degree so those degrees are gonna go up within the next year or so for sure because this group of students this group of students this round they are definitely here to get their associates degree.

**Barbara:** just for those of you that are not from CTC a lot of the VA students are and there's nothing wrong with taking classes for fun but the problem is the state now compensates us based on completions so when you have a program like graphics and printing and the majority of the students are VA students there's a lot of them that will never finish the degree probably maybe even most of them that will never finish it so you know the state of Texas is all about completions now so CTC has to focus on this and the fact that this has changed is good for your program and it's good for the college

**Bobbi:** Yeah Absolutely

**Barbara:** and it's actually good for the students too

**Bobbi:** Yeah, yeah and we definitely have a lot of younger high school kids now they're coming straight over you know and they're excited it's a new way of me learning how to teach these kids because they're special yeah

?: Just think about it like talking to me

Bobbi: Yeah Its just like, Yes sir?

Kirshner: I have a question the city of Killeen or temple or over there in your industry what does the students need to be employed there do they need a degree or be employed with a certificate or a heartbeat what?

**Sam:** a lot of initiative there's no degree required

**Barbara:** I think the certifications probably really help

**Sam:** They help

**Bobbi:** How about you Peggy? What do you, what's Xerox? Technicians or?

**Peggy:** I don't know as far as service technicians

Bobbi: Yeah or you know, just experience

**Peggy:** I was gonna say yeah, they just recently I guess had a opening for a technician and they just wanted experience so there wasn't a degree or there weren't any real stringent requirements I knew somebody didn't have experience I guess if they had a kind of technical sort of aptitude or you know or kind of technically skilled where they felt like they would be trainable and teachable then that would work also

**Bobbi:** Yeah, Yeah , What about you Melinda?

**Melinda:** Certificates and experience. What I found in this industry is that experience really goes above and beyond that's really it I mean I would want to see a certificate, but I also think that someone working 20 years on a press is going to, even though they have a certificate that's newly into it I'm definitely gonna go with somebody that has more experience underneath their belt doing what I do.

?: so we know that right now especially the community colleges are really taking a hit because people are thinking they'll bypass and go straight in the industry and so we did hear that there are some industries that are just taking any warm body where they used to require certification and that's sad we're trying to see how to tailor our curriculum to meet the needs of what students and employers both feel that they need 'cause it's gone through some alterations with the pandemic

**Bobbi:** and I would like to add a lot of us, a lot of us here is like the technical side operations and things like that but I think as far as the graphic design side as a designer that the degrees are definitely needed in the field because if you go to work and design for apple or something they're going to need you to have a bachelor's degree like preferred or minimum an I think there's a couple, like the city of temple just hired a graphic designer and that minimum was a bachelors preferred associates required just on the design side not on the skill side the operations that the experience and the willingness to learn is very big but i think on the design the graphic design side a degree is required I mean what do you think Barb you work with ad agencies and stuff

**Barbara:** Yeah, but that was so long ago I mean you know with design a certain level of training but with design it's all about portfolio

**Bobbi:** Yeah exactly

**Barbara:** So if you have somebody that doesn't have a degree in graphic design but has this amazing portfolio you're going to hire them over somebody that does so it's kind of similar to you know the work stuff but there are a lot of companies that hire entry level people and for them if you're gonna hire somebody entry level you want them to have a degree

Bobbi: Yea, Yeah well awesome yay I think oh the other last thing I was gonna say we did have a student that received the workforce reskilling grant it was Alyssa

Barbara: Alyssa

Bobbi: and she received that degree and it's pretty cool i don't know well i know you and Gwen we're thinking about coming back to school

**Melinda:** So we are, we actually are she so of course with the city in order for how were set up in order for me to re classify her, her job the way it was written and this was eons ago way before my time they have the job description written as I can pull any Joe schmo off of the street and within six weeks print them or teach them how to run an offset printer it's not really the case I know people just think it's just you know you hit file print but there's a lot of back to it as far as troubleshooting maintenance being able to read a schematic that's in Japanese for this particular machine kind of think so we are actually trying to go back and it's not even that it's just the kind of like I I am I acquired all my skills for a graphic design stuff like that just by learning doing You Tube because

I was in a retail world and people would come in and would be like oh you did this let me figure it out but that's my personality so I've gotten all my stuff just from you know either learning from somebody else or whatever and I'm like you know I probably should go back to school even though I'm in a very nice position and stuff like that but I kind of want to practice what I preach so I'm just like you know if I if they redo it, you know what I mean because I got my job based on experience because I've had so much time in printing and graphics and management but it would be really nice to come back and you know what I did this program it's a really great program it really will help and be like you'll get back in I'll be able to you know help you get the skills the experience that you need to go in anywhere else so I think that's why we're both kinda doing it and it's really what we love and being able to maybe help a student next to us and be like hey this is what we actually do and be like we're here right now but we run a entire production center in our normal job and I think it might just help them be a little bit more excited about like yeah this is really what I can do like once I get my certifications

**Bobbi:** Yeah they love seeing that connection so the reskilling grant is some of the requirements like you have to be out of school for a semester and then you have to be able to complete your program within a year so Alyssa was able to get that reskilling grant because she'll only had like two classes left I think and then she had been out of school for like a year or so so yeah take advantage of those grants

**Melinda:** Girl we are doing And I'm very proud of her she's actually had that stuff and I'm like OK I gotta get there 'cause I have a freshman in high school and he's actually so I actually just apply for him to CTC to do his stem in his dual credit so I'm like you know what we can do it together he's like mom you really wanna go back to school and I'm like yeah I was like I really do and I was like hey am I see you on campus any he's like just don't hug me kind of thing and I just think as a parent and as a it's really cool like I can't, I started college and you know life comes in the way just like everybody else I mean we are in a military town like you know it's not, I remember when when I went here and I was in my young 20s and I would have 40s and 50s and I would always be there and I'm like really proud of you and I'm like yeah and whatever the situation is you just I want to be that encouragement like yeah my mom started college she was this close and then life happened and she stopped but you know she got back in it she did yeah so I think it would be really cool maybe if we could graduate at the same time he's graduating with his high school and his associate's and me too so I think it would be something really awesome to do

?: well I mean there's so much money out there because all 3 subsequent you know the cares act and then the CRSSA and the ARP

?: American rescue plan

?: they're throwing money at us and it is restricted to use for student aid and we got \$11 million for this last go around that is not easy to spend at a Community College so there is a lot of money out there so do you know if you know anybody whether they want to do this program or another and they think money is an issue

**Bobbi:** Even drafting because I know you guys have drafters and their

?: and you can get more than one of those things you can get reskilling and the ARP and financial aid

**Jan:** you know the other part of this there's a lot of people like me that have retired with the pandemic I mean it forced a lot of not forced but people made up their minds you know OK in this update for 30 or 35 years whatever so play for me like for me I'm very interested in some kind of short term program to bring myself just a little extra income because you're not really sure I'm in that process now where I'm not really sure how far does your money go but it's always nice to have lots of options and you don't want anything that's gonna take a long time but on the other hand you would like to do a little

something I think that's the whole audience that's out there now that wasn't as big before the pandemic

**Barbara:** Well when she said the self-pay students increased I think that you know everybody's trying to figure out the dynamic of why people are not applying for jobs and I think it's it's that people had a minute and thought well I don't really wanna do that this is what I want to do

**Jan:** well and for me

**Barbara:** or they're still trying to figure it out

**Jan:** trying to figure out if I should teach or consult I really would kind of like to do something different that I've never done

**Bobbi:** something out of the education field yeah so

**Barbara:** greeter at Walmart

**Jan:** I'm thinking medical coding and you can do that online

**Bobbi:** yeah

**Jan:** but I'm thinking OK I know I can teach but I've done that for so long is there something different I would like to try you know graphics and printing or whatever out there that's a short course you know short program

**Bobbi:** absolutely

**Leera:** and I think the short course like offering the certificates in like a short amount of time would be great considering how fast the technology is moving like I just recently like figured out that oh you can print on top of the silver ink with the clear on top of it and then also just use gold impossible and then just run it through again and I'm just like I don't know it could do that I didn't know we could do it with that printer down there Barbara yeah we don't ever have time to design anything for it

**Leera:** and that's the thing me and Bobbi watch this webinar from Xerox just explaining it was this school in Spain and all their students they where all learning how to print on gold in went like CMYK in additional colors and they're bright I don't know if bobby still has samples but they're bright colors I was just like I wanna do that.

#### **Adobe Print and Digital Publication Certification**

**Bobbi:** Yay OK well I appreciate you guys I know we're a little over our time but on the last thing was just the Adobe print and the digital publication certification just recommendations if you think I should do kind of what I said earlier in the print publication certification and the level one certificate so that way the high school kids can come here and get it and combine it and give them more of an incentive to come college to college and finish that and then putting the rest of them in the level 2 certificate yeah so.

**Leera:** Yeah because usually whenever they already joined the program they already know a thing or two about Photoshop and all of that the problem is just In Design or that looks too intense like they don't wanna touch it

**Bobbi:** So raise a hand if you think I should put the print publication number one

**Barbara:** Yes and I think also for the other students to get it out of the way so they don't get so focused on stuff that the majority of them will never get a job doing which is just creating images manipulating images

**Bobbi:** Yeah exactly so any recommendations any other comments concerns curriculum questions

**Leera:** Maybe slightly like advertise a little bit more on like possibly like a recommendation on like training them for being social media managers something that I've noticed in the industry is that a lot of when, for example my friends she works in youth sports social media managing she has to make graphics she has to like be marketing what's our outreach on this community outreach she has to do it's essentially five jobs and it slammed into one but like you know she's also like announcing things on like Twitter Facebook



	<p><b>Bobbi:</b> social media</p> <p><b>Sam:</b> there's a lot of employers that are looking for people with the graphics and printing background they would like to have at least an introduction to marketing I don't know if that's something that you can tie in like a marketing class into the degree</p> <p><b>Bobbi:</b> Yeah I've considered I've considered that because I heard I found out we could alter that 5 academic classes we could exchange one of them for the marketing class and they would need that if they transfer to A&amp;M that would be</p> <p>?: you need to talk to me and to Angela maybe because there is a class that should be in the marketing curriculum that is not advertising yeah it's not in the market, the course exists but it's not in any degree plan</p> <p><b>Leera:</b> because I applied for it and there like where did you find us I was like I found it in the course catalog I had search for it because it wasn't in my degree plan at all it wasn't recommended</p> <p><b>Barbara:</b>that's strange isn't it</p> <p>?: yeah well Angela yes she and I were talking about it and I'm like this has to go in the marketing</p> <p><b>Bobbi:</b> yeah</p> <p>?: at least not necessarily at least I would put it in the certificate honestly because</p> <p><b>Leera:</b> because you have to specifically</p> <p>?: everybody when they think about marketing they think it's advertising and really marketing a marketing class is way broader then what most graphic students will do yeah it's needed and I can teach it. I actually have a masters degree in advertising well look at that that crazy stuff there yeah like I can't teach marketing well I could teach that I can't teach transferable marketing</p> <p>?: so it really would be under Angela yeah she's the marketing person</p> <p>?: yeah</p> <p><b>Bobbi:</b> She's the business yeah</p> <p>?: tell her the the</p> <p><b>Bobbi:</b> that would be so good, and it would transfer to A&amp;M absolutely</p> <p>?: well I mean it can be in the it can be in the marketing degree and if we</p> <p>?: depending on what's gonna go on with the communication journalism thing.</p> <p>?: we're trying to do two year teach out but the problem is I referred all the journalism students when we closed journalism they gotta be able to finish out because those degrees overlap but I think they can probably all finish it when they close that out but they're just having a hard time finding instructors qualified to teach it I know they approached you and one other person</p> <p>?: Journalism, most journalists don't get a masters degree so that's why it's hard</p>
Curriculum Decisions:	Add adobe cert to level I and II
Other:	

**Advisory Committee Required Functions**

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