



Napa Valley College  
Digital Design Graphics Technology  
Program Coordinator: Gary Strommen  
Program Advisory Committee Meeting Agenda

Meeting Date: 11/5/2014

Location: 3901

Date Agenda Posted: 10/22/2014

Time: 5:45pm

Meeting Minutes:

1. Introductions (5:45pm): Gary Strommen, Jim Kisiel, Ben Quesada, Alan Skinner, Steve Cuddy were in attendance.
2. Meeting Minutes Approval: Meeting Minutes from 4/7/2014 approved.
3. Autodesk / Gilmore Global Authorized Training Center Compliance Status:
  - a. ACI Status (Current)
  - b. Certified Professional Examinations (Current)
  - c. ACC Status (Decide to continue or let go) – To maintain the ACC status, the ATC must have 50 people annually come and take the Certified Professional examinations offered by Autodesk. Autodesk is currently offering 4 discounted examination days (normal cost of exam is \$150, discounted to \$35). These discounted exams do not count towards our 50 goal. This will be much more work for our department than the benefits it will provide and it is optional. When Autodesk contacts us regarding our numbers, we will probably opt out of the ACC status and take our examinations at the next local ACC center located in Walnut Creek.
4. Enrollment / Marketing Updates:
  - a. VTEA Marketing Funding – We were granted VTEA money for marketing purposes but we are limited on the when we can utilize the funding. We need it to market for Fall courses but we only received the funding as of late October 2014 and it will need to be spent by March 2015. This is not ideal as we need the funding over summer. Suggestion to pay ahead to companies like Napa Valley Register to hold the funds for use over summer. Lisa Gibbs for campus marketing (she has no funding). Beth Pratt can also be a resource to email blast local industries on our behalf. Verify that Jolie Sinclair and Oscar De Haro currently still have our promotional brochures. Contact and meet with NVC counselors once a year (probably over late spring) for awareness of DDGT program. Suggestion as to how to have the students help promote the program. Students have been eager to help promote the program in the past by creating social media websites on our behalf as well as work on assignments geared to promoting the program.
  - b. Fee Based courses – Contact similar departments around the general area (College of the Redwoods) and see how they are promoting their program and how their enrollments are looking. Several fee based courses have successfully ran but the lab fees associated to those classes collected by Upper Valley Campus have still not been retrieved – we need to continue contacting UVC to resolve this issue for past classes as well as future classes.

5. Curriculum Updates:
  - a. Status Update on Architectural Drafting and Design Certificate (In Process) – Waiting on Board of Trustees for their approval.
  - b. Status Update on Combining DDGT 230/231 (Not Possible) – Due to HR and Medical Requirement limitations on part time faculty.
  - c. Certified Professional exams for students (Current) – Certified Professional exams have been made available to students optionally and students are taking advantage of the current discounted rate of the exam (currently \$35 vs. the normal \$150). Several students have passed.
  - d. Online Video Lectures (Added as of Fall 2014 to department website) – This has been implemented into the program as of Fall 2014 with great success. Students appreciate the ability to review missed materials as well as refresh on other materials already covered. We discussed the future implementation of setting the videos to become password protected to help prevent any liability issues of streaming this content to the general public.
6. Course Offerings:
  - a. Current Fee-Based Courses Status – We had one successful evening course in AutoCAD Fundamentals while the Inventor and Revit Fundamental courses were cancelled due to low enrollment. On a positive note, we only missed successful enrollment by about 3 students per class as opposed to the usual 7 or so. Increased awareness in the program by contacting local industry should help increase future enrollment.
  - b. Spring Fee-Based Course Offerings – Three courses have been added to Spring (Inventor Fundamentals, AutoCAD Fundamentals and AutoCAD Advanced). All courses will be offered by Gary Strommen only because other instructors are getting tired of being asked to instruct on a class that is consistently being cancelled due to low enrollment.
  - c. Summer Fee-Based Course Offerings – Considering Offering AutoCAD Fundamentals and Advanced as evening certificate courses. The idea of running a 6 week semester DDGT 110 course over summer was kicked around but decided that it would not be worth pursuing as we need the majority of summer session to reset all 60+ computers in the DDGT labs to the latest release of the Autodesk software as required for our ATC status.
7. DDGT Program objectives that have been accomplished in the current / previous semester:
  - a. Incorporation of Certified Professional Certification for students (Completed)
  - b. Combining a DDGT 230 / 231 course at the same time (Not Possible) – Pursuit of this will be abandoned at this time which is unfortunate for the instructors as well as the students.
  - c. Increased Enrollment (Better than last year but could still be improved) – Jim and Gary will take it upon themselves to personally contact local industry and local high schools to promote the program in attempts to increase awareness and enrollment.
  - d. Addition of new “DDGT Commercial” created by students for outreach around campus (Completed and posted on department website and is being played around campus). – Suggestion to contact Doris Gentry who is in charge of the Napa Valley College television



channel 27 for local Napa Community Awareness to possibly air our “commercial” or a condensed version thereof on their programming. Additional suggestion to create a radio audio advertisement for our program that might be able to be played on the NVC radio channel that has just become available. NVC used to have a grant writer employed that would write grants on your behalf, might be worth pursuing for marketing funding.

- e. Addition of Video Lectures on department website – completed with future password protection planned on being incorporated.
  - f. Implementation of a student contact list for job opportunities and other communications –has been created and is currently in implementation with increased student job requests from local industry (roughly 10-12 requests since August 2014). Interesting note: few students are actually taking interest in the job opportunities for unknown reasons. Something to research why?
8. DDGT Program objectives for the upcoming academic semester:
- a. Increase awareness of the program through local outreach to local businesses and high schools with the goal to increase enrollment. This will consist of the DDGT Technician and the Program Coordinator personally contacting local businesses and high schools to discuss the program. Steve recommended contacting the Architects Exchange as a resource.
  - b. Creation of a student survey to graduates of the program to find out if they are working and what their status is. Alan suggested that data might already be collected by other departments on campus (possibly through Robyn Wornall). This data would probably be generalized and might be a year or two out of date as they are always catching up with the newest year but this could still be a resource for us.
  - c. Creation of a survey to local businesses to find out their needs to better guide the program. – This will be a great way to keep the program relevant and current with industry needs and standards.
9. Equipment Status:
- a. Printers (In process of being repaired) – Both 2D printers have been repaired and are back in service.
  - b. 3d Printers (Dimension SST is repaired and functional with a new addition of a Makerbot on its way) – Dimensions SST is no longer under warranty and the warranty maintenance annual agreement is not currently covered by the college. Too expensive to cover under department funding.
  - c. Computer Lab (Dell Dimension 670 computers have been failing and no longer support the majority of the software we utilize in the department) – Alan suggested to start requesting a new computer lab to replace the outdated computer lab we currently have. This may take several years to obtain or longer due to the economic status of the college.
  - d. VTEA Funds – For next year, ask for funding on new computers.
10. DDGT Department Financial Requests for Growth



- a. ATC Annual Requirements
    - i. Autodesk License Renewal – Advisory Committee Approved this request
    - ii. Ascnet Licensing Renewal – Advisory Committee Approved this request
    - iii. Instructor Annual Certifications – Advisory Committee Approved this request
  - b. New Computer Lab (29 new machines to replace Dell Dimension 670 workstations – only 20 of the original 29 machines are currently working) – Advisory Committee Approved this request
  - c. DDGT Technician Full Time Status – Advisory Committee Approved this request
  - d. 3D Printer Annual Maintenance Renewal (\$1500) – Advisory Committee Approved this request
11. Industry trends – Industry was picking up with well before the earthquake. Since the Napa earthquake, business has increased even further with projections of continued work for at least a year. Our department as received a much larger than normal request for student interns and student work since August than we normally receive – more requests than we actually have available students to fill.
12. Public Comments / Round Table – The Napa Earthquake has helped increase business in our related industries. Number one priority for the growth of our program is to increase awareness and enrollment of our classes by contacting local industries and local high schools by Jim and Gary in our already overworked schedules with no financial support from college services.