

## ADVISORY COMMITTEE MEETING MINUTES

### PROGRAM COMMITTEE NAME:

Photography Advisory Committee

<b>CHAIRPERSON:</b> Michael Schumacher					
<b>MEETING DATE:</b> 11/15/2013		<b>MEETING TIME:</b> 2:30 pm		<b>MEETING PLACE:</b> PH 217	
<b>RECORDER:</b> Donna Salter				<b>PREVIOUS MEETING:</b> 11/02/2012	
<b>MEMBERS PRESENT</b>					
<b>List all members of the committee, then place an X in the box left of name if present</b>					
	NAME	TITLE	EMPLOYER INFO	PHONE	EMAIL
	Herb Crowell	Owner	Wagner's Studio	806-374-5942	herb@wagnersphoto.com
x	John Ebling	Photographer	Pantex	806-477-3721	john@johnebling.com
	Art Gray	Owner	Gray's Studio	806-371-1523	art@graysdirect.com
x	Mason Gray	Photographer	Gray's Studio	806-371-1523	mason@graysdirect.com
	Davy Knapp	Owner	Davy Knapp Photography	806-371-9210	
x	Michael Schumacher	Associate Editor	Amarillo Globe-News	806-345-3445	michael.schumacher@amarillo.com
	Katy Pair	Graphic Designer/Photographer	Hillside Christian Church		Katylady58@yahoo.com
	Tracy Pitt-Barnett	Owner	Portraits By Tracy	806-351-1331	Tracybarnett17@yahoo.com
x	Ralph Duke	Photographer	Self-employed	806-8283	ralphdukephoto@gmail.com
	Shannon Richardson	Owner	Shannon Richardson Photography	806-418-5877	mail@shannonrichardson.com
<b>EX-OFFICIO'S PRESENT</b>					
x	Brent Cavanaugh	Instructor	AC, Photography	806-371-5272	Blcavanaugh38@actx.edu
x	Rene' West	Instructor	AC, Photography	806-371-5654	rewest@actx.edu
x	Chris Perez	Adjunct, Lab Supervisor	AC, Visual Arts	806.371-5290	cgperez@actx.edu
x	Victoria Taylor-Gore	Chair	AC, Visual Arts, Design & Humanities	806-371-5982	vtaylorgore@actx.edu

Agenda Item	Action / Discussion / Information		Responsibility
Old Business:			
Fall 2012 Minutes	Minutes approved unanimously	Schumacher motioned, West seconded	
Continuing Business:			
Portfolio Class update	PHTC 2343 Portfolio Development has now been separated from ARTC Graphic Design Portfolio and is being taught by Cavanaugh. He briefly discussed the class and noted that some of the committee members have been volunteering to judge. He thanked them for this and will continue to call on them.		
Curriculum – Revisions	<p>Taylor-Gore informed the committee that all Associates degrees must have a new state mandated 60 hr limit by Fall 2015.</p> <p>More adjunct instructors with a Master's Degree will be needed for additional sections due to changes in Mass Media program and the courses it will require.</p> <p>Mass Media is requesting an online section of ARTS 2356 Fundamentals of Photography I.</p> <p>Taylor-Gore briefly discussed a marketing with social media class (hand-out) to be taught by Mass Media instructor's. The committee and faculty agree that photography professionals must have an internet presence to be successful and this class would be valuable to photo students.</p> <p>Options for adding the WECM e-Commerce course to the 60-hour curriculum were discussed. The committee agrees that the Mass Media e-Commerce course, along with COMM 2339 Writing for Electronic Media, should be added to the list of COMM electives.</p> <p>A vote was taken and Schumacher motioned, Taylor-Gore seconded. Unanimously approved.</p> <p>Taylor-Gore discussed streamlining the Certificate of Completion in order to increase the number of completers. Options explored:</p> <p>1) eliminate related course requirements</p>		

	<p>2) change the major course requirements to PHTC 2353 Portraiture II OR PHTC 2345 Illustrative Photo II</p> <p>3) eliminate PHTC 2343 Portfolio</p> <p>4) remove PHTC 2345 Illustrative Photo II and PHTC 2353 Portraiture II</p> <p>It was agreed that Design I is a useful class in the curriculum and could be added to the AS and AA. The committee also agreed that writing skills are very important and should not be overlooked while attempting to gain an edge on technology.</p> <p>Schumacher suggested teaching PHTC 2343 Portfolio class earlier so that students will understand as they go along. The committee agreed. Faculty will discuss to see if this may be an option.</p>	
Other Business/Recommendations/Questions from Committee	<p>Mason Gray and Mike Schumacher noted that the need for more video. It was noted that students must take COMM 1337 TV Production. Art Gray noted that the curriculum is based on photography with some introduction to video being necessary to prepare students for the industry. Cavanaugh suggested a certificate in video as a track. No determination was made.</p> <p>Ralph Duke stressed the importance of a business course for photo majors since many of them will be freelancers.</p> <p>Faculty will come up with recommendations for certificate program based on discussions. Committee members may be called upon during the process.</p>	
Internships	Cavanaugh asked members to let the photography department know if they hear of anything. He also reminded them that they can receive academic credit for work by enrolling in PHTC 1366 Practicum. Committee requested follow-up on how many hours are required for PHTC 1366.	Taylor-Gore will check on hours required.
Coursework	See under curriculum	
Curriculum Decisions:	Mass Media e-Commerce course, along with COMM 2339 Writing for Electronic Media will be added to the list of COMM electives.	

Adjourned 4:15 pm

<b>CHAIRPERSON SIGNATURE:</b> Victoria Taylor-Gore	<b>Date:</b> 11/09/2012		<b>Next Meeting:</b> Fall 2014
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