

# MASS MEDIA ADVISORY EVENT

December 6, 2013

## MINUTES

### **PRESENT:**

Mary Coyne, Mike Merriman, Dale Scarberry, John Chaka, Dr. Paul Matney, Dr. Russell Lowery-Hart, Danita McAnally, Ellen Green, Jill Gibson, Mike Haynes, Don Abel, Lynae Jacob, Becky Burton, Linda Pitner, Teresa Clemons, Brian Nixon, Marcie Robinson, Pete Gonzalez, Butler Cain from WTAMU, and Sarah Davis recorder

### **Welcome:**

Jill Gibson welcomed everyone and introduced Dr. Paul Matney.

### **Greetings:**

Dr. Matney thanked everyone for coming, especially special guests, Mary Coyne, Mike Merriman, Dale Scarberry and John Chaka. Their presence and contribution is honored and appreciated.

### **Overview of our Charge:**

Dr. Russell Lowery-Hart explained many have been involved in the charge of reviewing the Media Programs and wanted to thank the Saturday Group and the individual professionals that assisted in preparing what is needed by our students. The emphasis today being digital media, but not just for films, but on-air presentation, writing for all aspects of media, short videos, all must be integrated. We want to add entrepreneurial skills and focus on access to local and virtual jobs. Acknowledgement to Becky Burton and Faculty for their many hours toward the renewed curricula presented today.

### **Redesign Process and Results:**

(Handout provided)

Jill Gibson stated the Key Results:

- Renamed Mass Communications to Mass Media
- There is now an Associate of Applied Science Degree
- Six Certificates
- Endorsements for Professionals
- Developed procedures with Professional Partners
- Collaboration with West Texas A&M University

Jill presented two videos stating the process of integrating skills, identifying job opportunities, examining key skills and competencies. Also, Certificates from three months to a two year Associate Degree have been designed with stacked credentials and redefined curricula.

### **Three questions were presented for feedback:**

1. Do you believe the proposed certificates and degrees provide the correct training for current and future entry-level media positions?

### **Feedback from Media Professionals**

John Chaka: Language is good. Also must remember this is a lot to teach in a short time. He felt the Web development courses may be too strong for short certificates.

Mary Coyne: Writing skills are very important and they need some business management skills, as most work will be freelance

Mike Merriman: Most are freelance and need experience to learn hands on

Dale Scarberry: Agreed the business skills are needed, but pointed out that the older, 60 – 70 year old employees he has work hard, that the young people coming out of school may know the technical angles, but they need work ethics and not be afraid to get dirty or work hard.

Vicky Taylor-Gore was introduced and she explained there is a Studio Management course she recommends for the business focus.

Ellen Green asked about Internships?

Yes, there are internships at this time. Also, Dr. Matney and Mike Haynes explained the internships at Globe News and Don Abel oversees the Internship students in other areas.

Jill Gibson: The students will have lots of options and will get exposures in classes to many professional areas.

### **Question 2 presented for feedback:**

2. What classes and/or certificates and/or degrees would you like to see offered in a fully online format?

### **Feedback from Media Professionals**

All agreed hands on/in class were the best learning tool. Writing and instructional classes may work online, but teaching Web classes and preparing for studio work, needs to be in class.

### **Question 3 presented for feedback:**

3. Do you feel satisfied with the proposed completion length for the new offerings? And what do you see we need to tweak?

### **Feedback from Media Professionals**

Dale: Like the approach and let the students decide where they want to go. Turn out students that will work hard and instill work ethics when you can.

Mike: Expose them to as much as possible, and likes what was presented.

John: Agrees with the incentives of the certificates, and stacking credentials. Make sure outcomes are completed as designed.

### **CONCLUSION:**

Jill stated the next key is to get the message to the High Schools that there is a future in the industry. Next steps will be to obtain approval from the Core Curriculum, establish course outcomes, confirm instructors and courses, and Market the program.

Thank you everyone.

Meeting adjourned.