

Advisory Board / Business and
Leadership Council

2025 Annual BLC Meeting
Mass Media, Graphic Design, Photography

4/25/2025

Amarillo College Business and Leadership Councils will ensure to comply with GIPWE Advisory Committee Meeting Minutes by incorporating the following agenda items into the meeting minutes. For more information about the characteristics of these committees, review pps. 7-8 in the [GIPWE](#).

- (1) Identification of committee members (**name, title, and affiliation**);
- (2) Indication of the committee members' presence or absence from the meeting;
- (3) The names and title of others present at the meeting;
- (4) The signature of the recorder; and
- (5) Evidence that industry partners have taken an active role in making decisions that affect the program as outlined below:
 - a. Evaluating the goals and objectives of the program curriculum;
 - b. Establishing workplace competencies for the program occupation(s);
 - c. Suggesting program revisions as needed;
 - d. Evaluating the adequacy of exciting college facilities and equipment;
 - e. Advising college personnel on the selection and acquisition of new equipment;
 - f. Identifying local business and industry leaders who will provide student with wor-Obased learning experience, employment, and placement opportunities;
 - g. Assisting in the professional development of faculty;
 - h. Assisting in promoting and publicizing the program to the community and to business and industry; and
 - i. Representing the needs of students from special populations as defined in Perkins V.

For recorders/notetakers

Please review the guidelines above and below as you prepare the agenda and/or minutes.

If a motion is made, make note in the section of who made the motion, who seconded, and include results of vote.

If there is no motion or action taken on a discussion or a point in the agenda, note "no action or vote taken" in the section.

Signatures and Routing

Upon completion of the minutes, please send them to advisory board/BLC chair and program chair and/or program coordinator for review and signature. *Include the meeting agenda with the minutes.* Afterwards, send it to Dean for review and final initial before you submit to the library for the electronic archives.

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Instructions for Advisory Board / BLCs

Chairperson – appointed by program manager (someone outside of Amarillo College)

Recorder – person taking notes from meeting

Members – Include all members of committee; place an **X** to left of name if present.

Ex-Officio – Include all other people present. AC faculty, staff, and guests are ex-officio; they do not vote on motions.

“Program Name”
Business and Leadership Council Meeting Minutes

CHAIRPERSON: Ryan Francis		
MEETING DATE: April 25, 2025	MEETING TIME: 11:45 AM-1PM	MEETING LOCATION: Panhandle PBS Studio
RECORDER: Shauna Jefferson		PREVIOUS MEETING: 2/23/2024

MEMBERS PRESENT: (P = Present) Add nonmembers to bottom of table with heading “Others Present.”

P?	Name and Title (List all)	Business Affiliation	Email
X	Jason Boyett, Author	Brick & Elm Magazine	JasonBoyett43@gmail.com

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X	Kyle Arrant, IT Director	KFDA-TW	Kyle.Arrant@gray.tv
	Beth Duke, Director	Center City of Amarillo	bethduke@centercity.org
X	Ny Lynn Nichols, News Director	KAMR Local 4 News	nnichols@kamr.com
X	Karen Welch, Producer	Panhandle PBS	Karen.Welch@actx.edu
X	Dan Morgan, Production Manager	KAMR Local 4 News	dmorgan@kamr.com
	Shawn Venhaus, News Director	KFDA	Shawn.venhaus@gray.tv
X	Christa Glasgow, Public Relations	Pantex	Christaglasgow65@gmail.com
	Art Gray, Owner	Gray Studio	Art@graysstudio.com
X	Brent McClure, General Manager	News Channel 10	bmclure@newschannel10.com

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X	Ralph Duke, Owner/Photographer	Ralph Duke Photography	ralphdukephoto@gmail.com
	Emily Prisk, Owner/Photographer	Emily Prisk Creative	chat@emilyprisk.com
	Kenneth D. Pirtle, Photographer	Ken Pirtle	Kenneth.pirtle@me.com
X	Brian Wink, President	Griffin Wink Advertising	brian@griffinwink.com
	Jack Light, Mass Media	Cumulus Media	
X	Mary Coyne, PR Director/Owner	MCMC Marketing	mary@mcmc-marketing.com
		<u>EX-OFFICIO's</u>	
X	Ryan Francis, Perkins Activities Coordinator	Amarillo College	rfrancis@actx.edu
X	Taya Mamba, Director of Perkins Grant	Amarillo College	tlmamba@actx.edu

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X	Becky Easton, Dean of Liberal Arts	Amarillo College	rreaston@actx.edu
X	Donald Abel, Chair-Media, Arts, Communication	Amarillo College	ddabel@actx.edu
X	Brent Cavanaugh, Coordinator-Photography	Amarillo College	blcavanaugh38@actx.edu
X	John Brixen, Graphic Design	Amarillo College	jfbrixen@actx.edu
X	Amy Presley, FM90 Program Director	Amarillo College	alarthur21@actx.edu
X	Jaime Carrillo, Animation	Amarillo College	J0069203@actx.edu
X	Mariah Aytch, Graphic Design	Amarillo College	M0518822@actx.edu
X	Julie Grimes, PBS Manager	Amarillo College	jkgrimes@actx.edu
X	Maddisun Fowler, Mass Media	Amarillo College	m0080374@actx.edu

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		Others Present	
P	Carlee Garrison, Executive Assistant, Liberal Arts	Amarillo College	Cgarrison25@actx.edu
P	Shauna Jefferson, Administrative Assistant II, Mass Comm/Speech	Amarillo College	Srpearson21@actx.edu

Minutes	
Key Discussion Points	Discussion
Old Business:	<ul style="list-style-type: none">• Results from the previous BLC Meeting and KSA survey results were distributed and reviewed.• <u>No action or votes taken</u>
Continuing Business:	<ul style="list-style-type: none">• Video/TV Production:<ul style="list-style-type: none">○ Don Abel shared a student-produced video from the Jackson Street production project, created by students in the TV/Video Production courses.• Student Media:<ul style="list-style-type: none">○ Maddisun Fowler provided updates on “The Current” magazine and “The Ranger” newspaper, including contest results and awards from the Texas Intercollegiate Press Association (TIPA). She also discussed Mass Media courses and media writing opportunities.• Graphic Design:<ul style="list-style-type: none">○ John Brixen discussed current Graphic Design coursework and internship opportunities, highlighting how these experiences prepare students for industry roles.• Photography:<ul style="list-style-type: none">○ Brent Cavanaugh gave an overview of the photography programs and degrees offered, emphasizing their connection to workforce skills and employment.• Web & Visual Design:<ul style="list-style-type: none">○ Rene West presented on Photoshop and Web Design courses. She shared a slideshow of student photography projects, demonstrating the progression and integration of design skills.• FM90 Radio:<ul style="list-style-type: none">○ Amy Presley discussed training students in radio production, including microphone usage, script writing, voice work, and tracking. She emphasized adaptability in the evolving landscape of radio.• Animation:<ul style="list-style-type: none">○ Jaime shared how animation students are being trained to create promotional content and develop skills relevant to TV production and related fields.• Industry Collaboration:


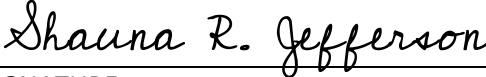


	<ul style="list-style-type: none"> ○ Don encouraged collaboration between local employers and AC students, inviting further engagement to enhance real-world connections. ● <u>No action or votes taken</u>
New Business:	<p>Becky Easton introduced a degree plan in the works: Visual Communications– This program would integrate skills from Graphic Design, Mass Media, and Photography. The goal is to better prepare graduates for professional environments beyond academic setting.</p> <p><u>No action or votes taken</u></p>
Curriculum Decisions:	<p>Curriculum Discussion & Questions:</p> <ul style="list-style-type: none"> ● Integrating Artificial Intelligence (AI): <ul style="list-style-type: none"> ○ <i>Use in Coursework</i>: Jaime explained that students are encouraged to use AI as a tool for inspiration and support, while also learning ethical and responsible usage. ○ <i>Student Readiness</i>: Concerns were raised about students' ability to transition from academic to professional environments. It was suggested that students be empowered to explore AI early in their programs. ○ <i>Instructor Training & Copyright Issues</i>: Employers asked about how instructors are being trained on AI tools and how to navigate copyright concerns, especially in areas like journalism. ○ <i>Ethical Guidelines</i>: AC is actively working to ensure students understand when AI is use is appropriate or discouraged, particularly for students heavily reliant on AI in high school. ● <i>Faculty stressed the importance of teaching foundational skills– like writing and editing–before incorporating AI assistance “human skills.”</i> ● Jayson Boyett noted a noticeable increase in AI-generated content submissions to his magazine. ● Impact of COVID: <ul style="list-style-type: none"> ○ It was acknowledged that many students entering college post-COVID may be behind in foundational skills or confidence. ● Traditional Techniques in Photography:

	<ul style="list-style-type: none">○ Ralph Duke mentioned that darkroom photography continues to be taught at AC, despite a widespread perception that it's obsolete.● <u>No action or votes taken</u>
Other:	<p>Industry Alignment & Student Preparedness</p> <ul style="list-style-type: none">● Required Job Skills: Attendees discussed the importance of aligning coursework with real-world job postings and employer expectations.● Building Student Confidence: Employers agreed that faculty should work on building student confidence in brainstorming, researching, presenting and taking initiative—key professional skills needed in today's job market.● <u>No action or votes taken</u>
Adjourn:	Meeting adjourns at 1:18pm

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Committee Chairperson:		MEETING DATE: 4/25/2025	NEXT MEETING: TBD
Recorder's Signature:			
DEPARTMENTAL CHAIRPERSON SIGNATURE:		DATE: 05/01/2025	
DIVISION DEAN'S SIGNATURE		DATE: 05/01/2025	

2025 Business Leadership Council Meeting

25-Apr-25

Amarillo College

NAME

Department/Title

INITIALS

✓ JOHN BRIXEN

GRAPHIC DESIGN

JB

✓ Brent Campbell

Photo

BC

✓ Amy Presley

EMGD Program Director

AP

Jaimie Carrillo

Graphic Design

JC

Candee Gamison

Liberal Arts

CG

✓ Becky Easton

Liberal Arts

BE

Marian

Graphic

MA

Maddisun Fowler

Mass Media

MR F

Ryan Francis

Perkins

RF









Taya Mamba

Director of Perkins Grant

tlmamba@actx.edu

2025 Business Leadership Council Meeting

25-Apr-25 **Employer-Sign in**

NAME	EMAIL		INITIALS
Boyett, Jason	JasonBoyett43@gmail.com	Mass Media	
J Coyne, Mary	mary@mcmc-marketing.com	Mass Media	
Duke, Ralph	RalphDukePhoto@gmail.com	Photography	
Glasgow, Christa	ChristaGlasgow65@gmail.com	Mass Media	
Gray, Mason	mason@graysstudio.com	Photography	Confirmed-Not present
Griffinwink, Brian	Brian@griffinwink.com	Mass Media	
McCall, Haley	haley.mccall@esc16.net	Graphic Design	Confirmed-Not present
McClure, Brent	bmclure@newschannel10.com	Mass Media	
Morgan, Dan	Dan.Morgan@KAMR.com	Mass Media	
Nichols, Ny Lynn	Nnichols@kamr.com	Mass Media	
Prisk-Griffith, Emily	Chat@emilyprisk.com	Photography	Confirmed-Not present
Ramos, Ali	kittylegs@gmail.com	Graphic Design	Confirmed-Not present
Reed, Megan	mreed.bellflight.com	Mass Media	Confirmed-Not present