

GREATER LAWRENCE TECHNICAL SCHOOL
57 River Road, Andover, Massachusetts 01810

PROGRAM ADVISORY COMMITTEE
MEETING MINUTES
November 4, 2021

The Greater Lawrence Technical School Program Advisory Committee meeting was held on November 4, 2021, at Greater Lawrence Technical School.

The following members were in attendance:

Facilitator: Brenda Waslick	CTE Program: Graphic Communications
Recorder: Brenda Waslick	
Materials Manager: Brenda Waslick	
Dialogue Monitor: Brenda Waslick	
Timekeeper: Brenda Waslick	
Faculty Present:	
Brenda Waslick	Instructor
Advisors Present	Name of Business / Population Represented
Sandy Fuhs	North Shore Community College
John Mejia	Basswood Studios
Brenda Rozzi	Parent
Phyllis Jones	North Andover CAM
Guest Present	

Agenda Item #1: Call to Order
a. Welcome/Introductions

Agenda Item #2 Verification of committee members' contact information, phone numbers, and emails.

- a. Please verify the e-mail address for each member.
- b. Please distribute and collect information sheets for new members and members with pending paperwork. Please return the paperwork to Sue Ouellette.
- c. Solicit representation for all **representative populations** listed on the Program Advisory membership forms.

Status Report:

Verified contact emails:

Sandy Fuhs, 35 Boulder Cove Road, Atkinson, NH 03811 sfuhs@northshore.edu, 603-490-5220

John Mejia PO Box 1094 Westford MA 01886 johnrmejia@gmail.com

Phyllis Jones pjones@northandoverma.gov

Brenda Rozzi bfrozzi@aol.com

Cassie Buonanno cassiebuonanno22@student.glts.net

REPORT OF OLD BUSINESS

Agenda Item #3: Minutes

- a. Review minutes from the last advisory meeting, and voice comments, questions, or concerns (Minutes are posted on the GLTS website).
- b. Solicit a motion to approve minutes, 2ND the motion.

Status Report:

Recommendation: The facilitator should recap the conversation and make a motion to approve. (Spring minutes were e-mailed to all members by Brenda Waslick).

Motion: Mr. Mejia moved to approve the minutes of May 11, 2021.

2ND: Ms. Fuhs

Vote: Unanimous

NEW BUSINESS

Agenda Item #4: CTE Program Facilities Review

- a. **Discuss shop facilities and equipment.**
 - i. Update advisory board on the progress and response to previous recommendations.
 - ii. Considering the impact of the Pandemic on the Industry and workspaces, please share how the industry has adapted to meet the current safety guidelines and standards.
 1. Have day-to-day operations changed?
 - a. Are there any operational adjustments that GLTS should consider implementing?

- a. **Discuss shop facilities and equipment.**
 - ii. Update advisory board on the progress and response to previous recommendations.

Currently, I am the only instructor for Graphic Communications. During SY21-2022, GLTS is planning to continue Graphic Communications as Design & Visual Communications.

- b. Sandy F.—Get video for social media equipment. Light rings, mics, etc. Since most marketing and design includes website posts, blogs and social media posts, events must be posted immediately, even if it's not the highest standards in equipment or software.

b. Discuss shop facilities and equipment.

- i. Update provided on previous recommendations.
 - a. Sandy F. —More expertise for video conferencing, cloud collaboration. Students must become experts since they will be called on to do this and IT type operations in their jobs.
- ii. Industry practices in response to the Pandemic.
 - 1. Day-to-Day Operations:
- b. Sandy F. —More expertise for video conferencing, cloud collaboration. Students must become experts since they will be called on to do this and IT type operations in their jobs.
 - 2. Physical Layout:
 - No comments, meeting was virtual.
 - a. Tools and Supplies: Sandy F. —Students must use smartphones for projects. It's what they have and feel most comfortable with. Adobe Spark, or any of the tools that have been ported to the smartphones would be usable. Adobe Capture is great too.
 - b. John Mejia Agreed with Sandy

No vote taken.

Agenda Item #5: (FALL ONLY) I do not have any budget information to share at this time, I believe that the graphic communications budget has been level-funded for SY21-2022.

a. Review SY21/22 Budget

- i. Review Spring Minutes and Proposed Department Budget (for SY21/22) Is the proposed budget for FY22/23 budget inclusive of equipment and supplies recommended by the Advisory Program Committee at the last Advisory meeting?

Status Report:

- a. At this point in time, I do not have any budget information to share, I believe that the graphic communications budget has been level-funded for SY21-2022.

No vote taken.

Agenda Item #6: Curriculum

- a. Is there any new technology or techniques that we should be teaching our students?
I will be developing the curriculum for the freshman exploratory program anticipated in the fall, based upon the Massachusetts Design and Visual Communications frameworks, as supported by the GLTS administration.
- b. Are there any additional certifications that are valuable for students to have in the Industry?
GLTS will continue to maintain the Adobe Creative Suite for use by students as well as the ability to gain professional certifications in Adobe InDesign, Photoshop, Illustrator, Dreamweaver, Flash and Premiere.

Status Report:

- a. Sandy F. —No Flash. Make sure they feel comfortable with Adobe Spark and all the E-Pub and E-book capabilities in Adobe InDesign and Acrobat.

No vote taken.

Agenda Item #7: Cooperative Education/Industry Trends

1. In thinking about recent and/or new hires at your company or in your industry, what are the skills they are lacking?
2. What is your biggest challenge when hiring new employees?
3. What skills are essential for new hires at your company/in your industry?
4. Have you hired any of our students (coop or recent grads) and if so, what are their strengths and what skills/understandings are they lacking?
5. What should we be doing as teachers to help our students be prepared to be successful at your company and/or in our industry?
6. What other companies in your industry can we partner with to place our students on Coop?

Status Report:

1. In recent years, there has been a need to strengthen the Graphic Communications co-op program. Please provide any leads you may have for businesses or a contact person at your business willing to provide co-op for our students within the Merrimack Valley. Please answer any questions listed above that you may find applicable below with your name or ask any questions that you may have. Thank you.

No vote taken.

Agenda Item #8: Elect Advisory Chair:

- a. The General Advisory Meeting will take place on TBD at 5 pm.
- b. Are there any nominations for the Program Advisory Chair for the 2021-2022 school year (take nominations)?
- c. All those in favor?

Status Report:

Current Advisory Chair did not attend.

Vote not taken at this time.

Agenda Item #9: 5 Year Strategic Plan

GLTS will be looking at creating a 5-year strategic plan for the school. We would like you to consider the following for the program:

- What is the future of the industry and job outlook? (5years, 10 years)
- Is there new technology/equipment that we should be looking at or investing in?
- Will the industry be sustainable in its current practices, or will we need to expand for future industry trends? (Ex- New bays for electric cars)

Status Report: Sandy F. —Have the students attend at least four Adobe Max sessions each year including the opening session. This will give them a much larger picture of the Graphics and Communications world. Many of these are recorded and the past few years they have been virtual and FREE. They discuss the future and what's coming for the industry and tools.

Have them follow blogs and maybe once a week, a student could share the Graphic Design blog they follow and something interesting they saw there. Brenda will investigate Adobe Max resources for upcoming year.
No vote taken.

ADJOURNMENT at 7:30 PM.

Motion: Ms. Fuchs moved to adjourn.

2ND: Mr. Mejia

VOTE: Unanimous

Next Meeting: April 28, 2022

Respectfully Submitted: Brenda Waslick