



**Rowland Unified School District  
School to Career Office**

**CTE Subject Area Advisory Meeting**

**Wednesday, May 6, 2015**

**5:00 to 7:00 p.m.**

**Rowland High School – Hideout**

**Arts and Communications - Group Minutes**

**Attendees (see sign-in sheet for details):**

Monica Alderete, Robin Bett, Jeff Holt, Gerry Krumm, Skelly Miller, Robert Sotelo, Mark Thiel, Gina Ward

**1. Course outline reviews (up to 30 minutes):**

Course: Photo Media I – 6 reviewers

Result	Comments
Validate (4)	<ul style="list-style-type: none"> <li>• Clear and Comprehensive project-based.</li> <li>• Strengths vocabulary/historical emphasis.</li> <li>• Understanding of Software.</li> <li>• Practical-career preparation.</li> </ul>
Needs Revision (2)	<ul style="list-style-type: none"> <li>• Looking from an applied arts perspective, digital darkroom procedures have been largely replacing chemical based darkrooms due to enhanced technology. Might be interesting to keep for artistic aspect, but not being used in industry as much.</li> <li>• Applied arts wise – this should be blended with Photo Media 2 – while this is a great art piece, it is not needed commercially.</li> </ul>

Course: Photo Media 2 – 6 reviewers

Result	Comments
Validate (5)	<ul style="list-style-type: none"> <li>• To make sure students know that they must have skills in both writing and photography. Writing is key. Many companies cannot offer just a specialty position.</li> <li>• Encourage discussion of contracts for students interested in freelance opportunity.</li> <li>• Focused on Development of portfolio, collaborative projects, Career-based focus, software manipulation, finishing-presentation, composition, industrial, economics.</li> </ul>
Validate with some revisions (1)	Add a piece of the dark room here for the “artistic” experiences. Add I-phone advances in photography – emerging technologies.

**2. General comments regarding course outline review.**

- Is darkroom still needed? Yes, due to Mt. Sac articulation
- Add contracts to the curriculum – they keep students from getting “ripped off.”
- Emerging technologies – cell phones/tables. Yes, we use these and need these.
- How far behind the curriculum are we in technology? (no answer)

**3. Questions to Business Panel regarding careers, trends and needs in the career pathway.**

- a. Are potential employees prepared for your job market? If not, how can we better prepare students for entry level positions?**  
Students are about “me.” Need to be prepared to do what job wants. Kids don’t listen to how market wants them to be.
- b. Is the curriculum in your specific field addressing industry needs?**  
Competitive market. Darkroom not necessary. Need to do more work with freelance contracts.
- c. What work ethics do you believe educators should be emphasizing with students?**  
Timeliness and deadlines.  
Intellectual preparations.
- d. What levels of core subjects, math and language arts, skills are required for an entry-level position in your organization/industry?**  
Basic English skills. Away from party language.
- e. What is the most critical issue facing your organization and/or industry today?**  
Over saturation of market. “Everybody” is a photographer.

**4. General suggestions and recommendations.**

- “About me” – needs to be “what the client wants,” you are paid to be there. Do what we need.
- Legal contacts.
  - Timeliness and deadlines – executed properly.
  - Plagiarism.
- Basic English – proper email. When to use/not to use, “texting” language.
- Oversaturation of the market...

## Job Market Survey Summary

1. What do you see as the trends for the next few years regarding employment in your field?
  - Declining employment
  - Increased demand in digital technology, culinary arts opportunities and web design/programming needs
  - Greater demand for digital.
  - New venue skills
  - Presentation and writing skills
2. How many entry level positions will your business have open within the next year?  
\_\_\_\_\_ Full-time                      \_\_\_\_\_ 1 \_\_\_\_\_ Part-time
3. What entry-level job titles related to the industry does your company use?  
Sales Clerk, shipping and receiving
4. Have you ever offered students job shadowing or internship experiences?                      x Yes                       No
5. Have you ever offered teachers job shadowing experiences?                      x Yes                       No
6. Would you consider hiring a student with no actual job experience, but who has completed training in the workplace?                      x Yes                       No
7. Have you ever employed students through an on-the-job training program?                       Yes                      x No
8. Do you see a need for more students to be trained?                      x Yes                       No
9. What is the current hourly pay rate for an entry-level position in your company?                      \$9.50/hr
10. Is your pay scale determined by education and experience, or do all employees start at an entry-level pay?                       education and experience                      x entry-level pay?
11. What type of equipment and/or resources should students be exposed to in order to be competent on the job?
  - Computers, money
  - Adobe CS, CAD
12. What is the most critical issue facing your organization today?
  - Changing attitudes in purchasing between brick & mortar and online.
13. According to economic conditions, what are the labor demands in your field?  
Flat

Other suggestions and comments:

- Students should be able to communicate, problem solve, provide solutions using collaboration and critical thinking are more likely to find opportunities quicker.

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Sign-in Sheet**

**Career Pathway: Arts/Communications**

**Business/Community Members**

Name/Title	Address	Phone/ Email
Robert Sotelo Artist	2202 Robson. Ln. Hacienda Heights, CA 91745	(626) 506-1914 rsotelo@rowland.k12.ca.us
Monica Alderete Director of Adm	<del>1111 PROSKE</del> <del>DIRECTOR DESK</del>	
Robin Bell Director of Career Services	3601 W. Sunflower Ave Santa Ana CA	714-338-4279
GINA WARD PUBLIC INFO. OFFICER RUSD	RUSD - DISTRICT OFFICE	(626) 954-9352 cell (626) 217- 2572 gward@rowland.k12.ca.us
Mark Thiel owner	160 W Basillo St Covina CA 91723	626-332-1253 Mark@ PowellCamera.com

**Instructors**

Name	Course(s) Taught	School
JEFF HOLT	PHOTO MEDIA	SANTANA H.S.
Skelly Miller	Commercial Photo/print	Nogales H.S.
R. Sotelo	IB VISUAL ARTS/3D DESIGN	Nogales H.S.
G. Kruman	PHOTO MEDIA	ROWLAND HS

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**Master List of Curriculum Outlines to be Reviewed**

**Career Pathway: Arts and Communications**

Course Title	Reviewed by:
Photo Media I	Monica Alderete - AICAOC
	Rob ~ Bett - AICAOC
	<del>HEPB PROSKE</del>
	AICAOC
	MRM
	R. Sotelo
	Jim D. Wood
Photo Media II	Monica Alderete - AICAOC
	Rob ~ Bett - AICAOC
	<del>HEPB PROSKE</del>
	AICAOC
	MRM
	R. Sotelo
	Jim D. Wood