

## Interactive Design & Video Production Advisory Committee Meeting Minutes

Tuesday, **October 29, 2019** – 6:00-8:00pm

Brooklyn Park Campus, H170

Committee members Present: John McHugh (Chair), Justin Tholl, Cassandra Vilchis, Nolan Sinkler, Josh Udvig, Ted Anderson, Steve Ferkingstad, Harrison Reeder, Nolan Sinkler, Sam Henderson, Bob French, Cassandra Vilchis

HTC Employees Present: Mark Johnson (Dean of IDVP), John McCaffrey (Instructor), Shawn Ccrossen (CLA), Rich Oxley (Instructor), Sue Schmitz (Dir. of SLCD), Cara Garrett (Program Coordinator), Lexa Kandola (Admin Asst), Tim Moore (instructor), Todd Randall (instructor, not present, teaching, but communicating through Kassie)

1. Call to Order (John M6:08pm) and
2. Introductions
3. Approval of Minutes from Last Meeting (Nov. 14, 2018)  
John motioned for approval of the November 14, 2019 IDVP Advisory meeting minutes, unanimously seconded. Motion approved.
4. Dean Update: Mark introduced himself and the programs that are also under him.
5. Rich Oxley talked about last year's Program Advancement (looked at data, assessments, future of program). They submitted last spring, the dean goes before the executive committee. It was well-received, our program excels in persistence (top 5) (a student continues through consistently. Contact with students help with persistence. They all try to be as accessible and available as possible. John M talked about how students will come in and work, building relationships with peers.
6. Mark said that retention is good, enrollment is steady. He also commented on IDVP having such a large group, amazing that a lot of people offer their time to participate.
7. Rich said we're in top 2 or 3 for persistence of advisory members. 😊
8. IDVP UPDATE  
Last fall, the program put together an \$10K Innovation Grant and collaborate with Wayzata HS and Anoka Historical Society to deliver digital content to a similar multi-touch table at Historical Society in Anoka. Would test and deploy here, then deploy at Historical Center.  
Wanted to put together content without advanced coding. Over the summer, some interns created videos for Anoka Historical Register. Students will take skills and assets and hand off to Historical Society. The Wayzata HS students will come in and go through what the college students went through. Will get feedback from Historical Society as to quality.  
In spring, will present and discuss logistics and outcome. Rich talked about the Multi-touch table which is a large monitor that flips down into a table for multi-use.  
Todd has been working on a film with his Advanced After Effects group. They hired actors, used different locations, allowed multiple students to be involved, still in the works. He started it a year ago, he's getting close, working on editing down. The title is Déjà vu, sci fi genre, obtained a free script online with some author re-edits, some AI characters.  
Someone else mentioned that Cross Class collaboration is a great idea.  
Bob French suggested a specific deadline.

NATIONAL Registry of Historic Places, giving students a portfolio piece. Justin won for his Tickner House video won award (Crystal Pillar)

9. NEW BUSINESS

- a. Network to store video on. Network speed seems to be degrading despite updates. Need Advisory Board to suggest new solution. Can't collaborate if can't store assets. Need to create metrics to prove need. He can't share assets with students quickly. Need a solution that is quick and efficient.
    - i. SNS Studio Network Solutions has Premiere functions built in, cataloging, but might be expensive (\$90,000?).
    - ii. Chairman moves to get action, Bob French seconded.
  - b. Rich commented that this studio was a result of Adv Comm recommendation
10. There are a log of job opps, mainly social media. So we'd like to offer Social Media production. Provided Course Outline, Paul Howlett was working on same course, will collaborate to offer SMPI (video Production) and SMP II (Graphic Design)  
In the Mktg Dept there is a course for digital production, but they don't produce anything. Will not do well online, if offering in 8-wk segments will alienate veterans. Have produced many samples of awards.
11. Cassie does social media, brand ambassador, agrees that it's important. A lot of people think they have social media exp bec they have a fb acct. Social Media Production (not Solutions) because the emphasis is on producing work/plans/videos.
12. You can have the greatest content, but if you don't understand the marketing (audience, how they work)...this is where Social Media Production II comes into play. Will students be able to create real-world solutions? That's always a better solution. Maybe even have a product that starts with SMPI and finishes with SMP II. Need to get this submitted tomorrow to AASC.
13. Most companies will want to know that we are teaching proven skills that will bring success/profits to company. Framework looks good, but is it more business or analytics or art production? Need to provide, not just training in platform, but analytics. Don't have framework for SMP II unfortunately.
14. One member talked about having to redo a lot of work to fit different platforms. Companies want to get as much out of the media piece for maximum buck. Companies are looking for people with social media master skills. There are no prereqs, but expectation is deeper understanding, such as difference between Instagram, Instagram Story, and IGT...?
15. What is the goal? To get their feet wet, or get someone hired. How do you think about production and reformatting that's adaptable for all media?
16. John asked what we should suggest for SMP II?
  - a. Strategy,
  - b. Case Studies,
  - c. Validation,
  - d. customization for content,
  - e. new channels,
17. Want to offer course as co-registered so students in Graphic Design can register for Video Production courses.
18. ENDORSE: for awards SMPI

19. Concept Approval for SMPI and SMP II .

20. For program requirements adjust awards to include

Details on revised animation course (7:20) Students need time to create more content.

Animation Degree came out after 60/120, meant that existing credits need to be removed and replaced with 3D courses. Modeling and Animation need to be two separate courses, there is that much content.

Could create a 3-5 minute animated video with self-created assets or those purchased online.  
Intentionally encourage collaboration, Introduction to VP and Illustrator taken off Animation and Motion Graphic Artist Diploma and AAS

Approval for 3D courses: Motion for approval to add/revise courses, all approved.

Adjustments to awards: Diploma and AS, Bob French motioned, Shawn seconded. all approved

Took a tour of studio.

Saw a demonstration of the Multi-touch Display/Table.

Purchased new equipment, waiting for motorized easy roller add-ons; Rokoko motion capture gloves

UPDATES: John M has a new intern that's an HTC student, needs more field experience.

Bob French has nothing to add, does a lot.

Ken Chang: working at Coretelere that owned 16 TV stations for 600 M\$, with digital operations, half moved to KARE 11, then TSP, lots of digital and ads, wrestling with Canon cameras, frame rates disappointing, crop factor in 4K differ on different cameras, appreciates Canon color, Star Tribune is becoming more media based.

Sam Henderson: exploring uses for new Premiere Team feature to upgrade Premiere Pro for team to work remotely, work collaboratively for multiple contributors/editors, not cheap, but very powerful, need to commit whole Adobe suite. Transcoding, or proxy workflow (?), ability to work remotely is huge to meet deadlines. If using 4K, need to use proxies (Rich very interested in Teams). In Civil War re-enactment, helped HTC students do Civil War documentary.

Nolan Sinkler: contract Connor Sanguera to work for them for a couple of weeks, reached out to Rich who recommended Connor. Been doing less production work because video technology has increased. Working on digital signage, working with vendors.

Tim Moore: a KARE 11 for 3 years, now freelancing. Video producer that includes Cinematography, editing, producing, writing, 3D modeling/animation as well. Worked with midterm election, editing, quick turnaround for 5 different stations, well paid, fastpaced. Realtor tool, industrial HVAC units to 360 photos, update to make a 3D Mitterport, buy the camera, pay for the subscription. Working on 3D modeling/animation (taking CAD files, putting them into Blender, enhancing).

Harrison Reiter: running his own business/freelance, small business (Urban Mountain), full body set ups, Moby Pro, Nuclud M, wireless fallout? Advocate for technology: replace some current equipment (tripods, add' lighting, make omni kits less necessary, building up LED lights, more smaller aperture lights 120s as opp to 300s, currently teaching here.

Steve Herk: retired in July.

Ted Anderson: after 3 years of freelancing, got a job, quit to freelance TV show, shooting, editing, producing all on his own. Into racing, social media video production for them? Musician finished final edits to release record in spring.

Kassandra Vichil: worked on several projects, will work on children's book with todd.

Clay had to leave for emergency, had a new child, still at MNDOT.

Todd (through Kassy), still a lot of work, need to finish visual effects, have a rough rendering, working on Brother's Keeper, shot in Abilene, got football footage, freelancing, worked with Aviation company, worked on video with

Justin Tholl, agency broadcast department, working on content creation, focused on social media production, clients asking for lots of social media.

Everyone uses Premiere except for Josh.

Davinci Color Correction popular, Red is another great company, Davinci is free so gets lots of use.

How old are your Trash Cans? \$15K

New Mac pro desktop with 8K display, \$1000 mount=\$15K

Rich thanked everyone for being here, and for contributing time and new studio.

John McHugh Spring Advisory Dinner, no date yet.

John McCaffrey calls for action to adjourn...!

Bob French: Motion to close, 2<sup>nd</sup>?

Meeting adjourned after 8:30pm