

# Hennepin Technical College

## IDVP/MMVP Advisory Meeting

DATE: Thursday, December 17, 2020

### FY21 GOALS

1. Increase engagement with community and industry partners
2. Provide integrated service support, consultation, and solutions to advance the institution
3. Advance institutional capacity and effectiveness through technology
4. Increase retention of protected class group employees
5. Implement a targeted plan for students to persist
6. Redesign and implement the strategic enrollment management (SEM) plan
7. Create opportunities to secure new funding

### MISSION:

To provide excellence in career and technical education for employment and advancement in an ever-changing global environment.

### VISION:

To be the leader of innovative career and technical education that leads to success for all students.

### VALUES:

Excellence: We pursue the highest standards in academic achievement and organizational performance.

**Attendees:** Mark Johnson, Lexa Kandola, John McHugh, Nolan Sinkler, Justin Donegan, Josh Udvig, Shawn Crossen, Cassandra Vilchis, ken Chang, John McCaffrey, Rich Oxley, Anna Poteryakhin, Clayton Ebeling, Justin Tholl, Mike Byrne;

**Absent:** Tim Moore, Todd Randall, Jake Johnson, Angel Hoglund

**Students:** N/A

Topic	Discussion/Outcome <i>Indicate any Motions presented and Voting Outcomes</i>	Action	Follow-up
Introductions	Nolan, grad 2015, 5 yrs on committee, in corporate video; Justin Donegan, Admissions Recruiter since March 2020; Josh Udvig, Coon Rapids, grad a long time ago; Shawn Crossen, CLA for media Communications, grad 2016, been on committee since 2015; Cassandra Vilchis, grad 2009, instructor; Ken Chang, Star Tribune, 11 yrs on committee; Anna P, advisor for 5.5 years; Lexa Kandola, admin, taking minutes; Clay, Justin Tholl, grad 2009, work at Bionic Giants;		

	John McHugh, grad EP last century, worked with Rich at a cable company; Mike Byrne (late);		
Approval of Minutes	Review of minutes from Fall 2019 (no additions or changes)	John moved to approve, Justin Tholl 2nd	
New Equipment (Rich) <b>Accsoon CineEye</b>	Rich and Shawn found this last spring, will show a short video; takes HDMI signal and broadcasts to phones of crew members; not 4K, but allows recording. Pocket-size, wireless transmitting from camera, attaches to camera, transmits to phones up to 100m, rechargeable 4-hour battery. Allows iPhones and Android devices to be used as additional monitors, will automatically switch to cleanest channel. Rich used it in video field this fall, all the students could have it on their phone and monitor what the camera is recording, especially useful for covid/social distancing. The app is free, so all students have it on their phones. Can also record onto phone. We have both versions (larger, and smaller version which needs to be powered).		
New Software: <b>Set A Light</b>	Rich had an advanced lighting course in fall. Set A Light used virtual 3D lighting environment which provides 3 different lighting scenarios, developed for photographers. All students downloaded, some had to come into school to use it. The printout in PDF shows all details and lighting setup. Next best thing to being there. Will implement this spring to setup and have students recreate.		
New Software: <b>Frame.io</b>	New product in use: Frame.io; had to collaborate with Shannon Thomas in IT about storage of videos. Esp. with group work/collaboration, moving a lot of video around. Has been around for a couple of years. Premier Pro Teams: biggest problem is storage, did some tests last fall. Usually the students handoff to one editor, but want it to be more collaborative. NolanS had a client that used Frame.io, pretty slick. Josh asked about NDI screen-sharing, is that something IDVP is looking into? Can't always access very powerful render engines. John McCaffrey: that has come up before.		

IT is looking into it, not just for IDVP, but other student needs. Students could be working all day and/or all night, using subpar equipment. Nightmare when providing IT support to students. We may have to set up a meeting to pick your (Josh's) brain. Josh: yes, we've looked at it in May when not everyone could get back into the office. When the topic of employees checking out whole edit machines came up, the fear was the environment that they might be in (dog hair, smokers, etc.), can become a real issue.

RichO: Using NDI for church display, working with Pro Presenter: only as good as the internet connection. But at school, it's fast, hardwired at college.

Josh: Shouldn't be using NDI over wifi.

Josh has seen major places looking into it because of low cost.

RichO: despite low cost, surprisingly fast.

MikeB: Thinks it's only appropriate for static images, really twitchy, even on campus.

Josh: Because the NFL has gotten involved, the price has come down. There is a version NDI|HX.

Shawn: would it create a lot of data over our network?

Josh: Most people use it to send you one program stream. If you had one camera and six computers trying to access it, that would cause an issue. Raw throughput, we've created our own VLANs, then it doesn't matter.

JohnMcC: IT needs to figure out the security thing to access remotely for students from home.

Josh: some people will use a screen share, better interface than NDI; can have Premier edit preview output as NDI source; when we tested, it was sub 15 frames which was impressive.

Clay: Does that require HW and/or SW?

Josh: Could use OBS (Open Broadcaster Software), essentially creating a switcher using program. Using OBS (or VMix?), essentially creating a switcher using one network connection; can use with zoom calls, it would come up as a virtual camera source. On Newtek website under NDI Tools (<https://ndi.tv/tools/>) there is lots of software to try out.

	<p>Used on my 5-yr old laptop, worked great. NDI audio add ins not as good as Dante.</p> <p>JohnM: Rich, can you include the Advisory member list.</p> <p>Also, is frame.io wired or cloud-based.</p> <p>RichO: Cloud-based. Pretty fast connection here at school.</p> <p>Premier Pro has a plugin, used plugin for graphics, supposed to be able to drag videos into frame.io, but big videos choke. Using a web browser worked much better. Thanks, Josh, for the NDI and OBS update.</p> <p>RichO: OBS takes the signal, doesn't use a lot of RAM.</p> <p>Josh: NDI is not RAM intensive, built-in optimization. Can have 4-5 feeds coming into your laptop, built-in bandwidth saving technology.</p>		
<p>CLA change impact on the IDVP Program (John McCaffrey)</p>	<p>CLA – college lab assistant. Over the summer, we had to have CLAs cut (1 position eliminated, Mike is now full-time but part-time IT and supports media communications for ARSP, MGDP, and IDVP (imaging, software, computers)), so we no longer have a dedicated CLA. Shawn supports academic student success for all 3 programs as well, and Mike supports technical support; both support all three programs. Hard to find someone who is a “three-legged stool”, Shawn is an expert in our area (IDVP), competent in MGDP, and developing and growing in competence in support to ARSP.</p> <p>These provide challenges as they can't provide necessary support to students. Hard to gauge how much covid plays a part in support issue, especially with so many students being off-campus.</p> <p>When we return to more “normal”, more students on campus, we would like to see targeted support for each of the programs, something similar to what we had before.</p> <p>RichO: We worked with Mark figuring out schedules and matching skills with needs. We're still working things out. There are bright spots and challenges.</p> <p>MarkJ: We discussed challenges. Mike reports to IT and Shawn reports to Mark. We're working on how to work together to support all three programs. They both can do each other's jobs. Mike's supervisor in IT is willing to work with us supporting both programs. We only saved a little by</p>		

	<p>eliminating the one part-time CLA, but it may help us if we have more issues relating to enrollment. This was a safe move, cutting is never good, but the ARSP program got hurt more than IDVP and MGDP; we're considering some flex options. I'm committed to working with John, Rich, and Shawn and Mike to make sure we get all the support we need in the program.</p> <p>ShawnC: I used to provide 20 hours support to one program each week, but now each program only gets 6-7 hours. When we're talking about flexing schedules, having Mike work more with MGDP and ARSP, and me spending more time with IDVP/MGDP. When we get all the students back [on campus], that will be the real test to see how this goes.</p> <p>JohnMcC: Not an action item, just an update on what's happening with our program. We're hoping down the road we'll be able to leverage more support.</p> <p>MarkJ: Ultimately, more students might force the programs to rethink how to support the students and work more efficiently, but we can tweak it as we go along.</p> <p>JohnMcH: So more changes as you go along the road.</p> <p>Unknown, but it sounds like you're trying to keep support up.</p> <p>JohnMcC: Appreciate Mark working out a solution so we didn't have more cuts.</p> <p>Mark: We didn't have to cut as much as I thought we would, so that's good.</p>		
<b>Curriculum:</b>	<p><input type="checkbox"/> Informational <input checked="" type="checkbox"/> Discussion <input type="checkbox"/> Vote <input type="checkbox"/> For <input type="checkbox"/> Opposed</p>		
New courses and changes to Awards	<p>RichO: Social Media Production. 4 cr course, anyone can take it (not just graphic design or interactive design majors), split 8 weeks in IDVP, 8 weeks in MGDP 2 credits each. You sign up for both in the same semester.</p> <p>Idea is that it's actual production, not theory, using social production tools. I'd like to defer to Kassy who taught the first ever Social Media Production I.</p> <p>Kassy: Taught the 8 week IDVP course. Had a snafu because the schedule said the class was on campus, but I was at home. Covered social media platforms, focused on facebook</p>		

and Instagram, not just creating content, but algorithms, SEOs, and how everything is always changing, and even while I was teaching, the algorithm changed, so I to explain how/why the algorithm changed and how you might lose followers. Analyzed how they operated during election, did Pinterest, a little on snapchat, curating rather than creating content, and working with other companies, and had students create their own content for made-up companies. I'm hoping to focus this semester on working with a small shop, trying to figure that out since we're all virtual. Met for 1 ½ hours, talked about homework during class. Asked for a lot of feedback so she could adjust for next semester.

RichO: what if you want to analyze data, hit right audience?

Paul Howlett was instructor for MGDG session. Companies are hiring social media people over writers/producers.

JohnMcC: We have to make sure students are growing in their skills, we're still in fact-finding phase.

MarkJ: Other programs are interested in including social media as a technical requirement for their program (not media communications, but other technical programs). Sees increasing popularity.

JoshU: did you teach filters?

Kassy: no, more about strategic decision-making on the fly, and corporate planning.

JoshU: I asked because I had to (made a Howie Shapiro moustache filter).

Kassy: focused on fb, in, pinterest, and I only have 8 weeks.

AnnaP: Can we make Social Media Universal Tech Elective?

Kassy: I did have people that weren't in IDVP/MGDG take the class, so there were different perspectives.

AnnaP: students who register on their own sometimes miss half the course.

MarkJ: If we take it to the AASC to get it approved, that's a great idea. It makes a lot of sense.

AnnaP: If it can be placed on the Academic Plan as two courses that have to be taken together.

JohnMcC: I appreciate your input, we'll have to see what we can do.

Possible New Award in Social Media Production	<p>RichO: maybe an 18-cr certificate with video editing, maybe a writing course. We haven't really explored it past casual conversations, but it will become more serious as we discuss with other institutions. Maybe an Advanced Certificate in Social Media Production?</p> <p>JohnMcC: a writing course.</p> <p>Kassy: not sure if it warrants a whole course, at least 1 ½ weeks writing core content. It's a mix of marketing and content.</p> <p>MarkJ: We could create a class such as Writing for the Web, or Writing for Social Media. The certificate could give students or people in the workforce an edge in their career. It would have to be at least 16 credits.</p>		
Interactive Re-design discussion	<p>JohnMcC: will be working through over the next few years to review Interactive award. With Flash going away, how will we differentiate ourselves? Many are building wordpress sites. The top skill coming up in job searches is UI/UX. The U has a 14-month boot camp. This would be an opportunity for us to attract a larger audience.</p> <p>KenC: Some Flash programmers have gone into programming or UI/UX.</p> <p>JohnMcC: I think we could do some work in the UI/UX area...not Unity.</p> <p>KenC: People in Unity are creating their own software.</p> <p>JohnMcC: We need to look at the market and employment for our students.</p> <p>KenC: Instructional Designer a few years back?</p> <p>JohnMcC: never got developed, everything required four years. The technical skills are more important than having that four-year degree.</p> <p>KenC: I think the UI designer would be the best...</p> <p>NolanS: I see ads for the UI/UX boot camp everywhere, and the friends I have that have taken it are in high demand.</p>		
<b>Dean Updates:</b>			
New numbering system for Gen Ed Courses	Our GenEd courses have been numbered incorrectly for the past ten years and more. Our 2000 courses should be 1000-level, and the 1000-level courses should be 0-level (0950,		

	<p>etc.). We weren't in compliance with MinnState and Federal Aid reporting. It affects many awards in other programs. It's giving us flexibility to rethink diplomas and for programs to consider if they want GenEd courses in their diplomas. There still needs to be a proficiency in reading, writing, and math, so the programs can decide what the new cut scores will be. It's taken over a year to get this far, an ongoing process, and we'll uncover more issues as we move on.</p>		
<p>Online instruction methods discussion (Rich/John) Covid impact</p>	<p>JohnMcC: It's been interesting. Starting mid-semester last spring which has now turned into 9 months. It's been a train wreck at times. Our students prefer hands-on, that's why they come to HTC, is the actual physical hands-on training. Had a lot of views (3000 hours) on YouTube, doing everything I can to embrace this. Average and DFW students not doing as well online. Any inside advice or consolation.</p> <p>RichO: Because we started online after spring break, it was slightly easier. Students didn't have adequate computers to run software needed. Had very good attendance, but did not receive a lot of assignments, so we had to fail students that we normally wouldn't have to fail (average and DFW students). This semester, I've been teaching face-to-face (F2F) labs, the students really love interacting with a human being. I had to be more organized with my delivery...trying to convert hands-on to visual/virtual.</p> <p>JohnMcC: Teaching online forces you to become more organized in your delivery, my course shell is become better. The purchase of 200-300 laptops and 30 hotspots has greatly helped students. The college has really stepped up to support our students. Working with Shannon Thomas is great, she's very proactive!</p> <p>MarkJ: The flexibility of how students pay for the laptops is worth exploring.</p> <p>ShawnC: I've talked to students a lot more than usual, the feedback is that the online environment is a struggle (regardless of who's teaching). Students find it hard to be interactive/engaged.</p> <p>MarkJ: Wouldn't it be great if students could design the program?</p>		



	<p>JohnMcC: Time mgmt is the biggest issue (self discipline). Everyone is so cut off. How many people are working from home?</p> <p>JoshU: in studio, been to airport 5X last 2 mos. Great because everyone leaves you alone.</p>		
<p>Advisory Member update</p>	<p>Nolan Sinkler: OBS has been my job since April, maybe 70 live streams this year, MS Teams, screen captures. YouTube live streams, 80,000 watch hours.</p> <p>Josh Udvig: Been busy. Dirt racing series 2 shows for 5 weekends, air shows, St Paul Saints are AAA affiliate, FSN is now Bally's, got a high-frame rate 8X camera, everything is cool in slomo!</p> <p>Shawn Crossen: free-lance work has been zilch, no business with covid, fortunate to be a CLA at HTC!</p> <p>Kassy: taught course, worked with some shops in Oct and Nov, got covid, made it through!</p> <p>Ken Chang: Starch allocating \$200K to help underrepresented and racial minority businesses in advertising needs. Digital teams working together to choose four businesses for week of Jan 18<sup>th</sup>.</p> <p>Clay Ebeling: redeployed to DPS in June and July because I know how to do live streaming, captions, switcher, etc. Did all streams for Governor, rented a device from UTap, fun to work with Governor behind scenes. Back at MnDOT, shooting 8 streams back-to-back.</p> <p>Justin Donegan: We're doing some interesting Live in the Lab...instead of school tours, we're having zoom meetings and live streaming in lab environment chosen by students. Trying to be creative in time of covid and reaching our to tstudents.</p> <p>JohnMcH: Video production 42 so far this year, was in triple-digits last year. Will be recording again in February. We're the 1<sup>st</sup> point of contact before Comcast. Zoom meetings with municipalities, and listen-only for webex meetings.</p>		
<p>Sign-off (Rich)</p>	<p>Thank you for patience, sorry this was so late in the semester. Mark, what are the plans for spring?</p>		

	Mark: shoot for early April. Miss the banquets as the college's way to say thank you. JohnMcC: a student was reprimanded for drinking alcohol during [zoom] class last spring.		
JohnMcH	Vote for adjournment by clicking Leave button!		

From Chat (places of employment):

Ken Chang, Star Tribune

Nolan Sinkler - CliftonLarsonAllen

Kassandra Vilchis - US Bank / Freelance Social Media

Justin Tholl - Bionic Giant

Josh Udvig-CTN Studios

Justin Donegan - Admissions Recruiter - HTC

Shawn Crossen - HTC Student Tutor CLA

Anna Poteryakhin, Advisor, HTC

Clayton Ebeling - MnDOT

John McHugh, City of St Louis park, MN ParkTV15

Footnotes:

What is NDI? <https://www.newtek.com/ndi/applications/>

It's a way to send video signals over the internet

<https://ndi.tv/tools/>

<https://displaypurposes.com/>

<https://www.keyword.io/>