

Arts Communication Technology Advisory Committee Meeting December 11, 2007 ~ 3:00-4:30 PM

Attending:

Jonathan Holbrook, DV Gear; Glen Sayes, Lumina Photography; Phil Biggs, Everett Public Schools; Scott Shafer, Cascade High School; Rick Wigre, Jackson High School; Lauren Hadley, Everett Public Schools; Carl Fender, Everett Public Schools; & Bill Trueit, Jackson High School

Discussion Items:

Two Year Plan

Discussion focused on a major component of the two-year plan, promotion of our programs to students and parents for the purpose of recruitment of students to our classes during registration. Teacher members explained various methods being used to be visible to our community including participation in school curriculum nights, district technology fairs, and district middle school career fairs.

Glen Sayes shared an effective program created by a video teacher in the Mulkilteo School District. There, the teacher created a presentation showing former students work in their professional careers related to video production/cinematography.

Trends in Arts Communication Technology Careers

Glen Sayes described a growing trend whereby smaller single-owner photography studios are and will be replaced by chain franchised organizations integrating still photography with video and audio production.

Jonathan Holbrook offered his experiences showing a growth in video services for personalized and narrowly targeted marketing ventures. These video services vary from high definition on-site monitor/kiosks to streaming video services for web exposure. Jonathan's business specializes in providing both original creative content and video systems/hardware for various clients.

Employability Preferences

When asked about essential skills of graduates entering the job market in careers related to arts communication technologies, there was consensus that basic artistic elements and principles needed to be evident in portfolios. Even more important was the belief that people skills were required. A combination of a strong work ethic, punctuality, and communication skills were considered absolutely essential for consideration for employment.

Important Dates & Adjournment

All were encouraged to attend the Everett Public Schools Technology Fair on February 5 at Cascade High School as well as our next meeting at Jackson High School from 3:00 to 4:30 on February 26.