



MASS COMMUNICATIONS ADVISORY BOARD MINUTES

May 15, 2018/4:00pm/2411A

LPC Mission Statement

Las Positas College is an inclusive learning-centered institution providing educational opportunities and support for completion of students' transfer, degree, basic skills, career-technical, and retraining goals.

LPC Planning Priorities

- ❖ Establish regular and ongoing processes to implement best practices to meet ACCJC standards.
- ❖ Provide necessary institutional support for curriculum development and maintenance.
- ❖ Expand tutoring services to meet demand and support student success in Basic Skills, CTE, and Transfer courses.
- ❖ Coordinate available resources to address current and future professional development needs of faculty, classified professionals, and administrators in support of educational master plan goals.

Music Advisory Board

Members

Trish Bell/Radio Personality
Jeff Bennett/Consultant
Sarah Holtzclaw/TriValley OneStop
Melissa Korber/Las Positas College
Les Mahler/Journalist
Stuart McElderry/Las Positas College
Marcus Thompson/Las Positas College
Melissa Trench-Stevens/TV30
Gina Channel-Allen/Pleasanton Weekly
Alejandro Galindo/Las Positas College
Christina Vargas/Student - LPC
Guisselle Nunez/District Office
Brianna Guillery/Student - SFSU
Chris Meyer/Tri-Valley ROP, Dublin HS
Deanna Horvath/Las Positas College
Peter Kuo/Las Positas College

Members Present (non-voting):

Vicki Shipman

Meeting Agenda

1. Welcome and Introductions

Members Present: Sarah Holtzclaw (TriValley Career Center), Melissa Korber (Las Positas College), Stuart McElderry (Las Positas College), Alejandro Galindo (Las Positas College), Christina Vargas (Student), Vicki Shipman (Las Positas College)

2. Approval of Prior Meeting Minutes

MSC: Alejandro Galindo/Sarah Holtzclaw

Approved: Unanimous

3. Industry Update

New Technology

Discussion: Social Media (SM) continues to be the prominent technology.

Christina Vargas: All LPC events and information posted on SM.

Trish Bell: When sales people go out to sell advertising, it is based on the number of hits the jocks are getting (Blog, FB, Twitter). The SM is mandatory in radio. If you are going to be a talent, must know all SM platforms.

PodCasting: Per Mellissa, taking off again.

Sarah: Don't need a lot of equipment to develop a podcast. Can use your smart phone to develop and post online. Key is to know who your audience is.

Training Needs

Discussion: Internships

Faculty member, Melissa Korber, is finding that students are overwhelmed or stretched with their current activities that they don't always want to go into an internship.

Alejandro Galindo: Agrees, students are selective with their projects. They are careful with their limited time.

Trish Bell: Possibly students need to be presented to about the various jobs and/or internships that are available.

MASS COMMUNICATIONS ADVISORY BOARD MEETING MINUTES

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Stuart McElderry: Suggests to bring in alumni to present to students the myriad of jobs available from earning a Mass Comm/multi-media degree.

Sarah Holtzclaw: If students knew the specific software that industry would use, that may be helpful so that they have transferrable skills since Mass Comm students are going to work for all industries

Melissa Korber: Software utilized is InDesign.

4. Faculty Report

Enrollments:

Melissa Korber: Program Updates (Enrollments, Completions Attached). Enrollments are lower than last year. Probably due to the economy's strength.

Alejandro Galindo: He's been performing marketing for the program(s); the sub-grant he is working on includes marketing. Plan is to start reaching out to the high schools. The Radio Club exhibits at other college events when they are going on.

Christina Vargas: The Radio Club event in November was effective. Encourages Alejandro Galindo to organize another one however not on a Friday.

Curriculum

Melissa Korber: All newspaper classes have been updated (Attached). Provided and explanation for classes A-D.

5. Recommendations from the Advisory Board

Unanimously agree for the curriculum to emphasize Social Media.

Sarah Holtzclaw: Create a specific Social Media class.

6. Next Regular Meeting (Date)

TBD – Spring 2019

Enrollments:

Spring 2018

MSCM 3:	17
MSCM 5	40
MSCM 16A-16D, 17	12
MSCM 19A/19B	4 (+16 in English)
MSCM 31	53
MSCM 72	12
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Total	138

Fall 2017

MSCM 5	44
MSCM 7	23
MSCM 16A-16D, 17	13
MSCM 32A/32B	29
MSCM 34	9
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Total	118

Summer 2017

MSCM 5	27
MSCM 31	36
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Total	63

Curriculum Development 2017-18

- MSCM 7 Introduction to Public Relations**
- MSCM 16A Express College Newspaper A**
- MSCM 16B Express College Newspaper B**
- MSCM 16C Express College Newspaper C**
- MSCM 16D Express College Newspaper D**
- MSCM 19A Journal of Arts, Literature, and Academic Writing A**
- MSCM 19B Journal of Arts, Literature, and Academic Writing B**
- MSCM 32A Introduction to Radio Production**
- MSCM 32B Intermediate Radio Production**
- MSCM 32C Advanced Radio Production**
- MSCM 34A Naked College Magazine A**
- MSCM 34B Naked College Magazine B**
- MSCM 35 Multimedia Reporting**

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By John Reporter

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Cupcake ipsum dolor sit amet sweet tiramisu marshmallow I love. Brownie lollipop chocolate cake carrot cake jujubes cookie caramels sugar plum. I love icing chupa chups. Liquorice danish danish.

Liquorice I love candy canes biscuit gummi bears tootsie roll I love gummies chupa chups. Pudding wafer sugar plum. Candy I love chupa chups oat cake I love powder ice cream. I love carrot cake jujubes donut sweet roll.

Candy I love dragée. Sesame snaps dragée lollipop jujubes donut muffin. Apple pie halvah tiramisu candy canes sweet roll. Topping wafer cake.

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THE EXPRESS

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newsroom: Room 2409



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By John Reporter

@TWITTER

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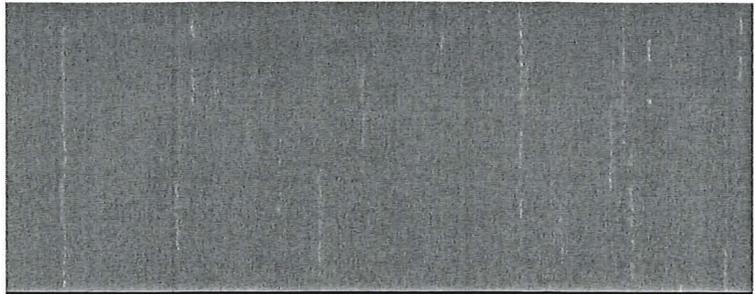
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NEWS BRIEF HEADLINE

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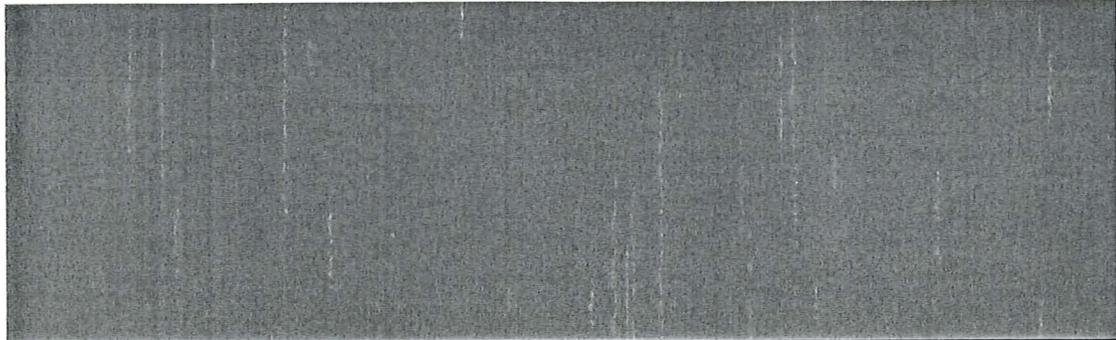


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- PERSON LAST NAME

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What's Happening this Month? JANUARY

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- 8** EVENT NAME
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- 11** EVENT NAME
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- 19** EVENT NAME
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Corrections

The Express would like to amend an error in the last issue in order to maintain accuracy.

On page four of Volume 26 Issue 16, in the "Nosy Nickel" section, the name of the featured librarian was left out off. The name of the librarian in Kali Davis.

The Express regrets these errors and apologizes for any inconveniences.

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@TWITTER

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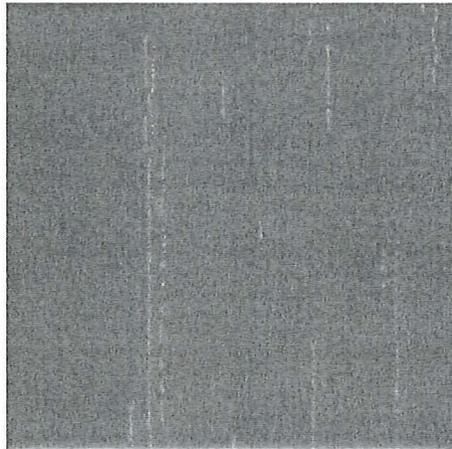
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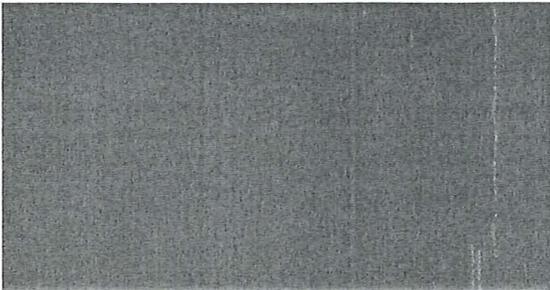
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THE CAMPUS LIFE HEADLINE WILL GO RIGHT UP HERE



Rita Reporter/Express

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By John Reporter

@TWITTER

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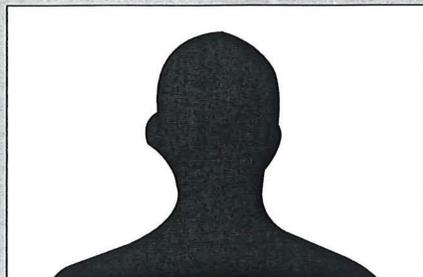
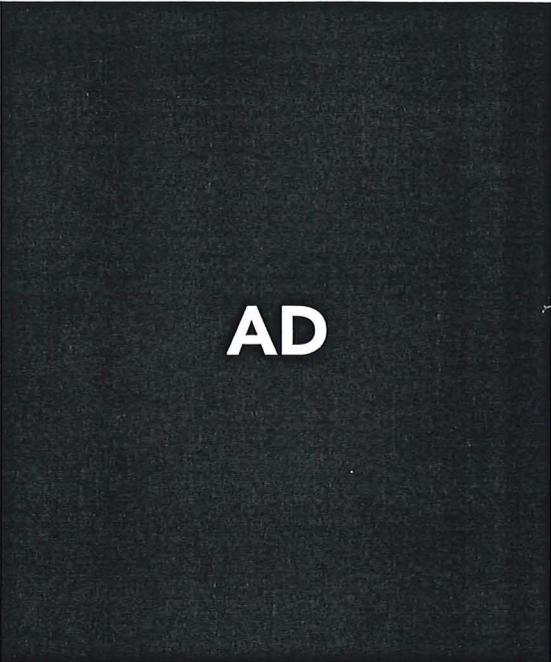
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John Smith, English Faculty

NO SY NICKEL

Five questions. Five answers.

Question for Nosy Nickel

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Question for Nosy Nickel

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Answer for Nosy Nickel. Answer for Nosy Nickel.

This is a dummy sports headline

By John Reporter

@TWITTER

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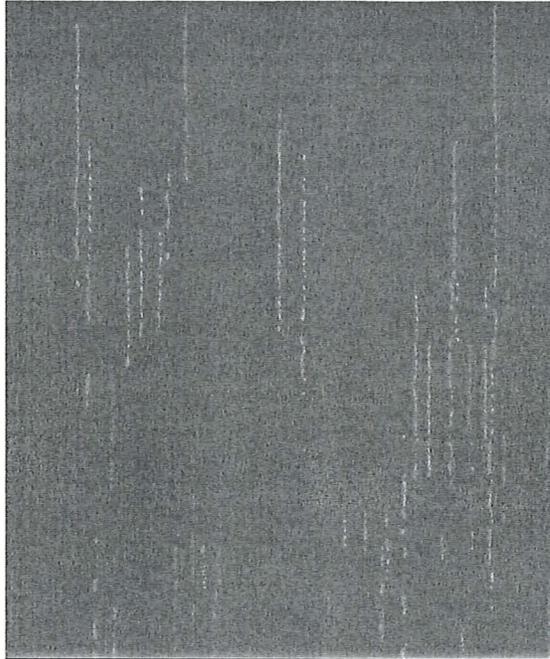
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Rita Reporter/Express
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I love soufflé jujubes carrot

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"This is what a pullquote to draw the reader in will look like in an article."

- PERSON LAST NAME

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HAWK SQUAWK

Basketball

WOMENS

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MENS

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Soccer

WOMENS

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MENS

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Water Polo

WOMENS

CCSF XX, LPC XX: Brief description of game here with key stat.

MENS

CCSF XX, LPC XX: Brief description of game here with key stat.

Cross Country

WOMENS

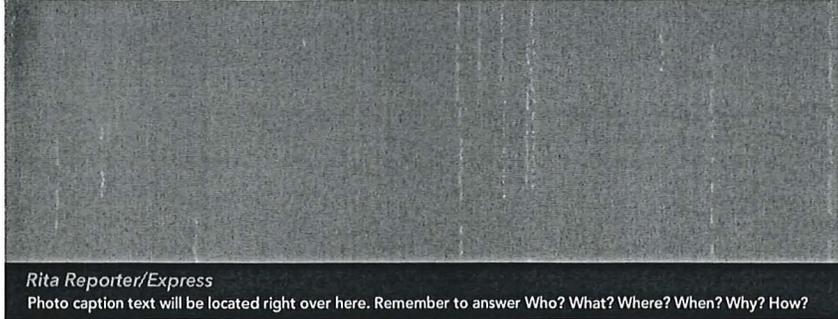
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MENS

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AD

THE OPINIONS SECTION HEADLINE



Rita Reporter/Express

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EDITORIAL

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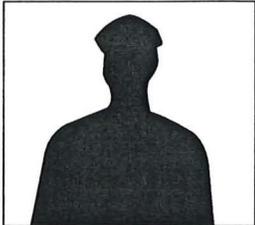
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EXPRESS YOURSELF

What is the best way for the United States to prevent future mass shootings in schools and public spaces?



“I have an opinion on this matter, and it is showcased in this space right here. Make sure to ask me followup questions in order for me to give you a thorough answer on the topic.”

– John Smith, Major



“I have an opinion on this matter, and it is showcased in this space right here. Make sure to ask me followup questions in order for me to give you a thorough answer on the topic.”

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