



JOURNALISM AND MEDIA STUDIES (JAMS) ADVISORY COMMITTEE MEETING AGENDA

April 19, 2022|4:00 PM | Zoom

Meeting Agenda

LPC Mission Statement

Las Positas College is an inclusive, learning-centered, equity-focused environment that offers educational opportunities and support for completion of students' transfer, degree, and career-technical goals while promoting lifelong learning.

LPC Planning Priorities

- ❖ Implement the integration of all ACCJC standards throughout campus structure and processes.
- ❖ Establish a knowledge base and an appreciation for equity; create a sense of urgency about moving toward equity; institutionalize equity in decision-making, assessment, and accountability; and build capacity to resolve inequities.
- ❖ Increase student success and completion through change in college practices and processes: coordinating needed academic support, removing barriers, and supporting focused professional development across the campus.
- ❖ Coordinate resources and provide professional development for effective online instruction and remote delivery of student support services and college processes to advance equitable student outcomes.

JAMS Advisory Board

Members

Deanna Horvath, Las Positas College
Don Johnson, Retired Journalist LLL
Jeffery Bennett, LV Raiders Archivist
Kalama Hines, Reporter E. Idaho News
Marcus Thompson, Las Positas College
Melissa Korber, Las Positas College
Trevin Smith, Documentary Filmmaker

Non-Voting Members

Amy Mattern, Las Positas College
Helena Cruz, Las Positas College
Kristina Whalen, Las Positas College
Vicki Shipment, Las Positas College

1. Welcome and Introductions

- Melissa Korber, Kalama Hines, Jeff Bennett, Trevin Smith, Don Johnson, Amy Mattern, Deanna Horvath, Helena Cruz

2. Approval of Prior Meeting Minutes

- Kalama Hines motioned to approve and Jeff Bennet seconded. Motioned approved.

3. Industry Update (trends)

- **Kalama** – Video journalism reporting and editing. (Melissa mentioned we have a video recording class but it often gets canceled.)
- **Melissa** has redone the curriculum and the goal is to have this class taught online and to offer it more often. May be difficult with technology at this time. There may be a way to incorporate more video into the regular class instruction.
- **Trevin Smith** – there is such a hunger for digital video content right now and Tik Tok is a good example. Social media presence is important and there is a huge demand for some video (vertical video).
- **Deanna Horvath** – Mentioned having a video editing class that can go across a couple of programs.
- **Discussions around Tik Tok and its use in journalism.** Not considered a news resource or focus but a possibility could be to ask questions and record answers. For ex: "Express Yourself"
- **Twitter (LPC)** Currently, the LPC Twitter site does not identify with the JAMS program.

4. Publishing (during the pandemic)

- **Melissa Korber** – This spring we published Naked which features most of you. Turned out to be a good PR piece and covered alumni and what they are doing now. During the pandemic, we did publish magazines. Students wanted to create a PDF of the magazine and a newsletter. The biggest challenge was how to do the production part during the pandemic. Havik will be ready for the Literary Arts Festival.
- **Awards** – For 2021, we won 1st place in Best of Show at LB Journalism Convention for Havik (literature anthology). Havik means Hawk in Dutch! We used submission software that enabled participants from around the world to participate. We had submissions from around the world, including submissions from Nigeria and the Middle East and local submissions. We received General Excellence for the Express and fourth place for Naked magazine for its cover at the conference as well as some individual awards.

5. Faculty Report

- Enrollment in the fall was low, during the pandemic we were ok. This semester we are doing ok because we offer different modalities.
- We are developing a lot of new media, including podcasts, a newsletter, and TikTok through our Journalism Club.
- Our program has a higher success rate for students with disabilities than the college as a whole.
- You can subscribe to our newsletter at LPCEXpressNews.com, and you can see a link to our podcasts. We are on Spotify and are on Apple.

6. Recommendations from the Advisory Board

- **Jeff Bennett** – Recommended for social media (TikTok), that a slide is put before a video with “LPC Express” so that it can tie back into the program better and help represent program recognition. Lean on promoting great education and how you can become a great reporter here at LPC.
- **Amy Mattern** – JAMS needs brand recognition for the program and to help students see a sequence of courses that give them a full experience and help them prepare for their careers. Tagging the different courses on social media leads students somewhere and helps them find how to get better involved and find out about the programs. For example, include a call to action within the post and tag a program.
- **Melissa Korber** - Podcast – driven by Marcus – linked through the Express webpage. It is specialized in sports and general LPC. Students enjoy doing this and we have a space for this now too. The goal for the semester was to do a 15- minute podcast weekly or bi-weekly. We had a student that submitted a strategic plan for podcasting. Can be a useful tool to read through articles that are posted already.

7. Next Regular Meeting (Date)

- Tuesday, 4 PM in October.