

Multi-Media Program Advisory Committee
Meeting #1a Minutes

Date: 1/21/2021 Time: 5:30 PM Place: Google Meets

Advisory Members Present: Doug Winchell, John Willy, Molly Schotzko, Whitney Thornton
(Kyle Absent)

I. Call to order

Called to order by: Molly Schotzko Time: 4:05

II. Old Business

- a) **Program/Course Assurance: Program Advisory Committee has determined a need for the courses below based on National, State, and/or Regional labor market data.**

Courses approved in Pullman School District:

We had to amend the course offering approvals to include all of the courses that have been approved for PSD

Multimedia (CIP 100290) @ PHS

New Media (CIP 100202) @ PHS

Photography (CIP 500406) @ PHS

AP Photography (CIP 500406) @ PHS

3D Modeling (3D Animation and CG Effects) (CIP 110803) @ PHS

Advanced Video Production (CIP 500602) @ PHS

Channel 3 (CIP 100201) @ LMS

Computer Applications (CIP 110601) @ LMS

Motion: After reviewing the Regional labor market data, motion to approve the amended courses taught at PHS and LMS as there is a need for these programs in our community.

Moved by: Whitney Thornton Second by: Molly Schotzko Approved? Yes

III. Adjournment

Motion: To adjourn the meeting

Moved by: Molly Schotzko Second by: John Willy Approved? Yes

Minutes will need to be submitted to the CTE Director and CTE Secretary by the instructor within one week of meeting date. Minutes will be posted on the PSD website under CTE.

Multi-Media Program Advisory Committee **Meeting #1 Minutes**

Date: Click here to enter a date. Time: 12/3/20 Place: Google Meets

Advisory Members Present: Doug Winchell, John Willy, Molly Schotzko, (absent - Whitney & Kyle)

I. Call to order

Called to order by: Molly Schotzko Time: 4:05

II. Old Business

- a) Approval of previous meeting minutes

Motion: Motion was made by John Willy to accept the minutes from the 5/18/20 meeting

Moved by: John Willy **Second by:** Molly Schotzko **Approved?** Yes

III. New Business

- a) **Elect chairperson(s) – This person will also attend GAC General Advisory Committee Meetings.** Instructor is secretary and will take notes.

(a) **Chairperson(s):** Molly Schotzko

- b) **Set meeting dates, time, and place –**

(a) Meeting #2 between January 11th and February 12th, 2021

(i) Date: 2/4/2021 Time: 4:00 PM Place: Google Meets

(b) Meeting #3 between May 3rd and May 28th, 2021

(i) Date: 5/17/2021 Time: TBA Place: PHS Media Classroom (if available for meeting; otherwise, Google Meets)

- c) **Update Advisory Committee Member Roster-**

Advisory Committee Members					
Name	Company	Title	Address	Phone	Email
Brent Nelson	Beasley Coliseum - WSU	Media Technician Lead			
Molly Schotzko	WSU Communications Department	Adjunct Professor			
Whitney Thornton	Cougfan.com	Photographer			
Kyle Howerton	University of Idaho	Professor of Marketing and Media Production			

d) Report on opening of school

(a) Things that are going well even though we are in distance learning:

- (i) Discussion: One of the most exciting things to happen this year, especially in regard to distance learning, is that students can use almost all Adobe products at home, for free, while enrolled in a Multi-Media course at Pullman High. This is true, regardless of computer platform (Mac or PC). And surprisingly, the programs are fairly easy to install and setup. The only real challenge is that option doesn't work with Chromebooks. So it's great for students with their own computers, but no viable for students with school-issued devices. The interior wiring on the mobile production unit (the ambulance) is about 60%-70% complete. The ambulance needs some mechanical attention in the next month or so. Doug and Tim are collaborating adding the next level of wiring for camera and NDI hook-ups externally to the MPU. The vehicle will be critical in creating leadership opportunities for student and, if sports return this school year, essential to community relations via streaming of events that would otherwise be inaccessible.

(b) Things that need to be improved:

- (i) Discussion: Access to effective technology for all students is clearly a major hinderance to the multi-media programs. Many students have great access to quality equipment capable of running the necessary software; however, a good number of students are not so lucky. Getting equal access in a technology-driven area is especially challenging. It is likely that more aggressive recruitment of students for multi-media classes for next school year will be essential, as many students and families are getting frustrated with the technology situation. Video and social media content promoting the multi-media course offerings will be essential to maintain strong numbers.

e) Instructor Approval – Advisory approval for current year’s instructor(s) and recommendations for instructor professional development. *

Motion: Motion to approve John Willy and Doug Winchell as the instructors

Moved by: Molly Schotzko Second by: John Willy Approved? Yes

- f) **Program/Course Assurance: Program Advisory Committee has determined a need for the courses below based on National, State, and/or Regional labor market data.**

Courses approved in Pullman School District:

Multimedia @ PHS

New Media @ PHS

Photography @ PHS

AP Photography @ PHS

3D Modeling @ PHS

Channel 3 @ LMS

Computer Applications @ LMS

Motion: After looking at the Regional labor market data, motion to approve the courses taught at PHS and LMS

Moved by: Molly Schotzko Second by: John Willy Approved? Yes

- g) **New course proposals, course description changes, course title changes for 2020-2021 school year.**

From last year's input, finalize new course proposals, course descriptions changes, and course title changes for 2020-21 school year. Must be approved by advisory committee prior to submission to the Curriculum Advisory Committee. Please meet with the Principal and CTE Director prior to Oct. 30 to discuss new proposals.

Action Plan for New Course: No new courses are recommended at this time. For the 2021-2022 school year, Advanced Video is slated to be offered. If registration numbers are low, students will be encouraged to take Photography or New Media as an alternative.

Motion: NA

Moved by: NA Second by: NA Approved? Choose an item.

- h) **Instructional Materials (textbooks, videos, etc.) for 2020-2021**

Action Plan for New Material: No new materials are recommended at this time. Current instructional materials will be continued including free access to Lynda.com via Pullman Public Library.

Motion: NA

Moved by: NA Second by: NA Approved? Choose an item.

- i) **Report on Student Leadership/Community Service Activities:**

- (a) Discussion: SkillsUSA Activities (CSO) were put on hold last Spring. The State and National organizations have been working creating virtual opportunities for some contest. Several photography students have indicated interest in participating in the regional competition if available. Still to be

determined. Many of the leadership/community service opportunities for the Muti-Media program revolved around live streaming student events and publishing the related social media. As Covid restrictions are hopefully pulled back in the late spring, more production and leadership opportunities will become available for students.

IV. Complete Program of Work - *A Program of Work is a systematic review of the program's goals, curriculum, activities, funding, and resources with the overall goal of assessing the program's effectiveness and sustainability. Program Advisory Committee members need to be willing to discuss all aspects of the student's development rather than just the industry's expectations of technical attainment. To this extent, the committee will need to develop a Program of Work to accomplish its goals. The advisory committee's program of work should complement and incorporate the program's five-year plan, which requires an annual review and response by the advisory committee.*

a) Program Goals

1	Completion of Mobile Production Unit to create more leadership and community opportunities through live-streaming of student events and activities
2	Revamp Multi-Media Framework to reflect changes in industry and capitalize on student opportunities, engagement, and recruitment
3	Increase SkillsUSA participation (over 2019-2020 levels), and expand the variety of contests students are participating in (audio, video, cinema, tv broadcast, 3D)
4	Review 5 Year-Plan
5	
6	
7	
8	

b) Goal Action Plan Worksheet

Strategies & Action Steps	Responsibility	Timeline	Evidence of Effectiveness
1. MPU Completion. Wiring complete and test. Mobile communication system installed. Prepped for paint. Paint and Wrap. Mechanical needs addressed	Winchell. Student Help	2/15/21	All aspects are complete. All elements are tested and (if necessary) issues are solved/
Look at other frameworks from around the State. Look at trends in video and graphic design. Examine state and industry standards	Winchell	1/31/21	Approved by OPSI
Improved student awareness campaign about SkillsUSA. Improve club structure, especially for leadership opportunities. Celebrate participation as well as successes Review 5 Year Plan	Winchell	2/15/22 2/4/21	Participation numbers will increase over 2019-2020 numbers. Revisions and approval of 5 year plan made

	Advisory Committee		
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V. Review Program Advisory Committee End of the Year Program Evaluation

Review program evaluation from last year and make any suggestions for program improvement based on last year's End of the Year Program Evaluation.

- a) Discussion: With Covid interruptions last spring, the five year plan was not fully completed and reviewed. That process will be completed at the February 4th meeting, setting the stage for a proper end of the year program review at the end of May.

VI. Review following documents and plan changes as needed for next year

- Curriculum Mapping: ALL classes need to start working on curriculum mapping that match their approved frameworks. This will need to be completed by June 2020
- Program of Study: Completed by end of year
- Inventory: Must submit complete inventory and annotate if items are purchased by grant dollars (i.e. Perkins, High Demand, etc.)
- 5 Year Plan: Produce/update a complete 5-year plan (per Perkins) with all classes in the program included on one plan by the end of the year.
- Articulation agreements: What is in place, what is in the works, and ideas for places to articulate with
 - a) Discussion: The curriculum mapping and program of study were completed last Spring. Updated frameworks are due to OSPI by the end of January. Inventory of all multi-media assets is currently in progress. Currently, there are no articulation agreements in place for the multi-media program. Several suggestions for possible articulations include (Spokane Falls for Photo, WSU for multi-media (COM105), Bellevue College for 3D).

VII. Other News or Information for the program, instructor, or students:

- a) Discussion: We have started to reach out for a series of podcasts with former Pullman High School multi-media students who are currently working professionally in the multi-media arena, including CEO of a Portland-based video/photo company, a documentary director, and video/media specialist with a professional sports team, a digital media director with a major university, etc.

VIII. Adjournment

Motion: John Willy

Moved by: Molly Schotzko Second by: Doug Winchell Approved? Yes

Minutes will need to be submitted to the CTE Director and CTE Secretary by the instructor within one week of meeting date. Minutes will be posted on the PSD website under CTE.

Occupational employment and wage estimates - 2020

Notes	Definitions	Map of survey areas	Occupational employment statistics - table
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Notes on estimates

These occupational employment and wage estimates are based on the spring 2019 Occupational Employment Statistics survey. Data collected from the survey includes employment counts, occupations and wages from more than 4,182 Washington state employers. Data from the spring 2019 survey are combined with the fall 2016, spring and fall 2017 and spring and fall 2018 survey panels to create a sample size of more than 26,474 employers. Wage estimates are updated to a March 2020 level using Employment Cost Index (ECI) factors. Employment estimates are benchmarked to an average of November 2018 and May 2019 employment.

The estimates in this publication are based on the 2010 Office of Management and Budget (OMB) area definitions, the 2012 North American Industry Classification System (NAICS) codes at the four-digit level and the full 2018 Standard Occupational Classification (SOC) code manual. Occupation and wage estimates are not provided for farms, the self-employed, owner/partners in unincorporated firms, the military, household workers or unpaid family workers. Estimates for some occupations or wage levels may be suppressed because they do not meet BLS publication standards or due to small sample size. These include occupations with an estimated employment of fewer than 10 people. **Blanks in the data columns indicate suppressed data.**

Estimation changes

The May 2019 percentile wages can be estimated up to \$100.00+ per hour or \$208,000 per year. All of the microdata in the estimates were collected under these newer wage intervals.

National estimates, state estimates and more information about the program are available online at: www.bls.gov/oes.

If you have questions about these data, contact the Labor Market and Economic Analysis Division at 1-833-572-8421.

Occupational employment and wage estimates - 2020

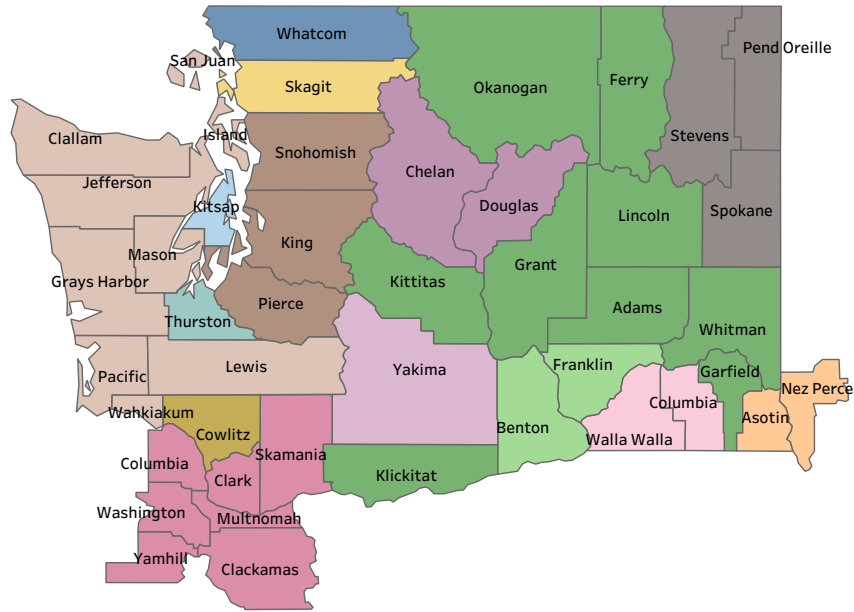
Notes	Definitions	Map of survey areas	Occupational employment statistics - table
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Field1	Field Description
25th Percentile	25 percent of all wage earners earn below the wage rate specified.
50th Percentile	50 percent of all wage earners earn below the wage rate specified. The 50th percentile is the median wage.
75th Percentile	75 percent of all wage earners earn below the wage rate specified.
Annual wage	In instances where hourly rates are reported, the annual wage is calculated by multiplying the hourly rate by 2,080 hours. This is
Average wage	The sum of all reported wage rates divided by the number of rates.
Employment Cost Index (ECI)	The Employment Cost Index measure changes in wages, salaries and benefits for civilian workers. This includes private industry
Estimated employment	Estimate of the total number of workers employed in a specific occupation.
Metropolitan Statistical Area (MSA)	A county or group of counties that are economically related having a principal city or urbanized area with a population of at least
Nonmetropolitan Statistical Area (NMA)	One of four groups of counties in Washington not included in a metropolitan statistical area. Each county group is considered ec
Standard Occupational Classification (SOC)	The SOC system is used to sort and define nearly 840 detailed occupations. The standardized system allows comparable research

Occupational employment and wage estimates - 2020

Notes	Definitions	Map of survey areas	Occupational employment statistics - table
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Map of survey areas



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- | | |
|--|--|
| ■ Bellingham MSA | ■ Walla Walla MSA |
| ■ Bremerton-Silverdale MSA | ■ Wentachee MSA |
| ■ Clarkston and Lewiston MSA | ■ Yakima MSA |
| ■ Eastern WA NMA | ■ Seattle-Tacoma-Bellevue MSA |
| ■ Kennebec-Richland MSA | ■ Western WA NMA |
| ■ Longview MSA | |
| ■ Mount Vernon MSA | |
| ■ Olympia-Tumwater MSA | |
| ■ Spokane-Spokane Valley MSA | |
| ■ Vancouver and Portland-Hillsboro MSA | |

Occupational employment and wage estimates - 2020

Notes	Definitions	Map of survey areas	Occupational employment statistics - table
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Occupational Employment & Wages - June 2019 (2020 Release)

Select area(s):
Multiple values

Select occupation:
Multiple values

Eastern Washington nonmetropolitan area & Spokane-Spokane Valley, WA

Area	Occupation title	SOC code	Estimated ..	Average wa..	25th perce..	Median	75th perce..	Annual wage
Eastern Washington nonmetropolitan area	Graphic Designers	27-1024	51	\$21.38	\$16.23	\$18.78	\$26.19	\$44,474
	News Analysts, Reporters, an..	27-3023	63	\$14.63	\$12.38	\$12.78	\$15.14	\$30,429
	Photographers	27-4021	10	\$19.71	\$17.30	\$18.67	\$20.07	\$41,011
Spokane-Spokane Valley, WA	Broadcast Announcers and Ra..	27-3011	46					
	Camera Operators, Television,..	27-4031	49	\$22.63	\$13.77	\$19.38	\$28.75	\$47,068
	Graphic Designers	27-1024	405	\$20.28	\$15.72	\$19.55	\$23.66	\$42,176
	News Analysts, Reporters, an..	27-3023	144	\$26.29	\$16.57	\$19.41	\$27.60	\$54,688
	Photographers	27-4021	91	\$22.18	\$15.59	\$21.01	\$25.85	\$46,118
	Photographic Process Worker..	51-9151	113	\$16.51	\$13.94	\$15.72	\$18.67	\$34,347
	Web Developers and Digital In..	15-1257	268	\$27.70	\$19.09	\$23.60	\$31.38	\$57,620

Top 25 skill clusters from online ads

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Whitman County, September 2020 through December 2020

Source: Employment Security Department/LMEA; The Conference Board® Burning Glass® Help Wanted OnLine™

Rank	Skill clusters	Number
1	Customer and Client Support: Basic Customer Service	90
2	Manufacturing and Production: Manufacturing Design	72
3	Business: People Management	69
4	Health Care: Basic Patient Care	56
5	Information Technology: Microsoft Office and Productivity Tools	48
6	Maintenance, Repair, and Installation: Equipment Repair and Maintenance	47
7	Health Care: Emergency and Intensive Care	47
8	Finance: Budget Management	45
9	Business: Quality Assurance and Control	43
10	Administration: Scheduling	43
11	Health Care: Medical Support	41
12	Health Care: General Medicine	38
13	Education and Training: Teaching	37
14	Administration: General Administrative and Clerical Tasks	37
15	Business: Project Management	36
16	Engineering: Electrical and Computer Engineering	32
17	Sales: General Sales	31
18	Health Care: Basic Living Activities Support	28
19	Health Care: Physical Abilities	27
20	Maintenance, Repair, and Installation: Electrical and Mechanical Labor	23
21	Education and Training: Training Programs	23
22	Business: Business Process and Analysis	23
23	Information Technology: System Design and Implementation	22
24	Industry Knowledge: Retail Industry Knowledge	22
25	Health Care: Advanced Patient Care	22

Top 25 skill clusters from online ads

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Spokane County, September 2020 through December 2020

Source: Employment Security Department/LMEA; The Conference Board® Burning Glass® Help Wanted OnLine™

Rank	Skill clusters	Number
1	Customer and Client Support: Basic Customer Service	4,194
2	Administration: Scheduling	2,156
3	Sales: General Sales	2,130
4	Information Technology: Microsoft Office and Productivity Tools	2,090
5	Administration: General Administrative and Clerical Tasks	1,536
6	Health Care: Emergency and Intensive Care	1,348
7	Health Care: Basic Patient Care	1,271
8	Business: People Management	1,089
9	Administration: Administrative Support	1,079
10	Human Resources: Occupational Health and Safety	1,026
11	Health Care: Medical Support	1,023
12	Health Care: Physical Abilities	875
13	Industry Knowledge: Retail Industry Knowledge	859
14	Supply Chain and Logistics: Material Handling	828
15	Health Care: Advanced Patient Care	825
16	Finance: Budget Management	801
17	Education and Training: Teaching	793
18	Health Care: Basic Living Activities Support	721
19	Sales: General Sales Practices	711
20	Health Care: General Medicine	695
21	Finance: Billing and Invoicing	689
22	Sales: Merchandising	688
23	Health Care: Mental and Behavioral Health Specialties	662
24	Personal Care and Services: Food and Beverage Service	650
25	Business: Quality Assurance and Control	572

Top 25 skill clusters from online ads

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Washington state, September 2020 through December 2020

Source: Employment Security Department/LMEA; The Conference Board® Burning Glass® Help Wanted OnLine™

Rank	Skill clusters	Number
1	Customer and Client Support: Basic Customer Service	48,479
2	Administration: Scheduling	30,071
3	Information Technology: Microsoft Office and Productivity Tools	28,279
4	Sales: General Sales	27,152
5	Administration: General Administrative and Clerical Tasks	19,122
6	Business: People Management	16,239
7	Business: Project Management	15,975
8	Health Care: Basic Patient Care	15,289
9	Finance: Budget Management	14,489
10	Health Care: Emergency and Intensive Care	13,643
11	Administration: Administrative Support	12,749
12	Business: Business Process and Analysis	11,942
13	Industry Knowledge: Retail Industry Knowledge	11,603
14	Human Resources: Occupational Health and Safety	11,379
15	Health Care: Medical Support	10,999
16	Information Technology: Software Development Principles	10,540
17	Health Care: Physical Abilities	9,713
18	Sales: General Sales Practices	9,287
19	Health Care: General Medicine	9,041
20	Business: Business Strategy	8,757
21	Sales: Merchandising	8,681
22	Supply Chain and Logistics: Material Handling	8,601
23	Education and Training: Teaching	8,387
24	Business: Quality Assurance and Control	8,309
25	Finance: Billing and Invoicing	8,279