

**Savannah Arts Academy Communications Arts Department
Industry Certification Advisory Committee Meeting
Minutes for February 17, 2015**

Call to Order

The Industry Certification Advisory Committee Meeting opened with Amy Perry and Patrick Schwerin welcoming everyone to the second meeting and then proceeded with everyone in attendance introducing their names.

Purpose

Teachers Amy Perry explained the reason we have an Industry Certification advisory committee was to create a close working relationship with businesses, industry, and other organizations and individuals, as well as to ensure that our interactive media program is relevant to the needs of students. Also, to plan the future of the Communication Arts Department at SAA.

Career Pathway

Teachers Amy Perry and Patrick Schwerin showed members the Communication Arts Program of Study classes and how students advance through the current pathway. In addition, the proposed new course sequence for current freshman and incoming students was explained with the addition of introduction to graphics and design classes and pathway.

FBLA (Future Business Leaders of America)

Patrick Schwerin and Ben Tablada talked about the student organization component of the Communication Arts Web & Digital Design pathway. Reviewed was how students get involved, learn business skills through local chapter meetings, competitive events, and conferences, and how the organization is integrated into the curriculum.

Work Based Learning

Work Based Learning teacher Amy Perry explained how internship was only available to seniors, places where students internship and descriptions of their positions. Opportunities in work-based learning for the whole school included the monthly Explorer Post Experience and the annual Job Shadow Day. Mrs. Perry asked the committee to please inform her of possible internship positions experiences, job shadow experiences for our students, and field trips.

Round Table Discussion

- Committee members unanimously approved the Mission Statement and Philosophy for the Communication Arts Interactive Media Pathway.
- Next Committee members reviewed the overview of course offerings and careers related to interactive media. It was unanimously approved with corrected changes.

- Lastly, committee members reviewed the long terms and short-term goals of the Interactive Media pathway. Committee members moved some of the long term goals to the short term and unanimously approved the goals as changed.
- The floor opened to the committee to express any ideas or concerns about the topics previously discussed. Specific input and suggestions that were discussed include:
 - Speaker(s) for our FBLA organization in the next meeting or at the end of year banquet.
 - Rotary Club
 - More participation in rotary clubs (ie. Bring a student to the rotary meeting)
 - Fundraisers for the FBLA organization (ie. Raffle ticket sales)
 - CEO Business Sponsors
 - More partnership with SCAD students and professors for the web design and advanced web design classes.
 - Business Judges for next years FBLA region leadership conference next time we host the conference
 - Business Professionals to Coach/Mentor the FBLA officers for next year
 - Internship positions, Job Shadow experiences for students and field trips.
 - Professional advice for students on resume building, interview tips, and electronic portfolio advice.
 - FBLA sponsors for students competing at the state and national level.
 - Suggestions and ideas for classroom presentations and activities relating to employability skills to enhance the pathway.

Following the specific input and suggestions, teachers Amy Perry and Patrick Schwerin expressed a concern of what the department, students, and FBLA members could do to help the businesses in the committee and the community.

Questions and Answers

The Communication Arts Department Contact information was disturbed to the committee as well as classes teachers taught and email address for further questions or opportunities.

Adjournment

The final meeting for the Industry Certification Advisory Committee will be March 25 at 12:00pm. This is the meeting where the committee will be evaluated on effectiveness and performance.