

CTAE Graphic Design Advisory Board / Effingham County School System

Location: Effingham College and Career Academy, March 1, 2016, 7-8PM

Graphic Design Meeting Chair: Ms. Marsha Lott,

Graphic Design/Graphic Communications Teacher, SEHS

Agenda Meeting Minutes: Taken by Ms. Catherine Olivier, Media Specialist, SEHS

I Introduction of Graphic Design meeting members

Ms. Lott - Meeting Chair, Teacher, SEHS

Mr. Ashley Kieffer- Principal, ECCA

Ms. Catherine Olivier-Media Specialist, SEHS

Mr. Hans Mortenson, Graphics Communications Professor, Georgia Southern University

II. LEOTC

- A. Did not have a test for Graphic Design last year
- B. A test is now available and will be given this year

III, Graphic Design Program

- A. Why are we "Deactivating(?)" Graphic Design in Effingham?
 - a. (The word "deactivate" is a term that Mr. Hans Mortenson used to describe what is happening currently at GSU to drop his Graphic Communications degree program)
 - b. Ms. Lott thought the term "deactivate" appropriate and suggested we use it for the current decision to end the Effingham district GD pathway
- B. Mr. Kieffer: (Offered background information to the decision to close the GD program)
 - a. We have 27 pathways (of 2 -3 courses per pathway) in Effingham Co for high school students to pursue
 - b. Students must complete a pathway to graduate
 - i. Besides CTAE, also Fine Arts, Languages, ROTC, etc. pathways
 - ii. There is a big draw of different pathways for students to choose from
 - 1. But every pathways success comes down to numbers
 - 2. CTAE requires 20 students per class to complete the 3 year GD Pathway for it to be funded by the State
 - 3. 120 students would be needed for a GD teacher to be funded
 - a. Ms. Lott contributed that she has 3 classes of 28 students (84 total)
 - b. ECHS only has 2 classes of GD (less than 70 students total)
 - c. Lots of 9th graders experiment with GD but may not continue to the advanced level of the classes (Level II & III)
 - d. This is the breakdown of numbers for the GD Pathway in both Effingham high schools and the numbers are below what is needed for state funding
 - c. GD has one of the highest costs for a state-funded CTAE program
 - i. Ex.: \$750 just to change the name of a Graphic Design teacher (Mr. Owens to Ms. Lott as the GD teacher as SEHS) teaching the pathway
 - ii. There are also many other costs - (such as: supplies, computers, etc.)
 - iii. How do these costs reflect what is going on the in jobs community of Effingham?

(ie., are GD jobs needed or being pursued?)

1. .What are the needs of the Effingham community for Graphic Design as a career choice?
2. Mr. Kieffer explained the example of the: Construction pathway - a previous CTAE pathway that has had great difficulty keeping teachers who often return to the workforce in construction in the community because it pays better than teaching
3. Mr. Mortenson: Have you looked at the situation in converse where students could serve the community by offering their graphic design skills in outreach to local businesses for less costly fees? This could perhaps keep the program afloat
4. Mr. Kieffer: The Effingham community has been very outspoken about our high school pathway programs taking financial business away from the community. Therefore, the CTAE programs' business is kept largely in the schools to support the schools or school community only
 - a. Example: GD revenue in the past: Prom Invitations, Football flyers, posters or banners for school events, etc.
 - b. Another example: Automotive CTAE Dept can only do business with servicing the vehicles of local students, teachers, BOE employees, but they are not to take away from our Automotive businesses in town
 - c. Mr. Mortenson (Mr. M.): It seems like there must be ways to expand outside of the box...is it just a matter of "finding the hook" to keep the program viable?
 - d. Mr. Kieffer: This is a good point, but not sure if teachers or BOE has looked into other ways to expand program
 - e. Mr. Kieffer (Mr. K): Even companies like Gulfstream are looking into creating their own in-house Graphics Dept to serve the company rather than getting their GD needs met from working with local businesses
 - f. Mr. K: In contrast to keeping GD afloat, we have some school pathway programs that do not need any recruiting of students at all, like: Nursing/Healthcare, Logistics, Culinary, etc. These pathways are loaded with students and they will definitely be filling a need in the community job pool
 - g. Ms. Lott: Mr. M, you are right, however, about thinking outside of the box:
 - i. We should be thinking about other ways that the GD program could be developed.
 - ii. I introduced lots of GD principles into my art program at Ebenezer Middle School with the class computers there
 - iii. There's lots of fun parts of graphic design that could and should be taught at the Elementary level even