

CTE Journalism Advisory Committee Meeting
Nov. 3, 2017

Bakersfield College
Date: Nov. 3, 2017
Time: 2:30 p.m.
Meeting Agenda

Journalism

CTE Advisory Committee (CTEAC) Meeting Attendees

- Helen Acosta, Communication Department Chair, Bakersfield College
- Erin Auerbach, CTE, Journalism Faculty & Renegade Rip Adviser, Bakersfield College
- Jorge Barrientos, Marketing Director, Chain, Cohn, Stiles
- Jennifer Burger, Journalism Faculty & The Runner Adviser, Cal State Bakersfield,
- James Burger, Reporter, The Californian (committee member unable to attend)
- Olivia Garcia, Social Science Faculty (former Journalism Adjunct Faculty), Bakersfield College,
- John Harte, Adjunct Faculty, Bakersfield College & Cal State Bakersfield
- Christina Lopez, Adjunct Faculty, Bakersfield College

Secretary: Helen Acosta

- Welcome/Introductions
 1. Welcome—Erin
 2. Introductions—All
 - a. What's your favorite thing about what you do (either as a journalist, educator or PR professional)
- Program Overview
 1. ADT – Associate Degree for Transfer Info – See handout
 - a. Important: Under the ADT students aren't required to take more than 1 semester of the RIP (campus newspaper)

- Progress Report
 1. In the last two academic years (2015-16 & 2016-17) A total of 11 students earned ADT degrees and 3 earned AA degrees)

- Curriculum/Program Concerns and Recommendations
 1. Journalism B4- Public Relations course will be resurrected in Fall 2018

- Labor Market Validation—See Emsi handout
 1. Good news, all areas in related fields show projected growth in Kern County in the next five years
 - a. Jorge Barrientos pointed out the that skills learned in journalism program are vital to positions in marketing and public relations.

- Advisory Committee Input and Ideas
 1. Internships
 - i) KGET uses work experience students from Arvin High
 - ii) Chain Cohn and Stiles works with BC for Summer internships
 - iii) Starting a Google doc to share opportunities
 - iv) Local Broadcast stations are the largest employers of CSUB graduates
 - v) Students need more print options
 - South Kern SOL
 - La Popular
 - Bakersfield Life Magazine
 - Kern Family Life
 - Not recommended: Bakersfield Californian, Reed Papers (Arvin Lamont, Wasco papers)
 - Stipends for fellowships
 - CNPA funds internships
 - Possibilities:
 - Jennifer Self at Clinica might have internships
 - United Way might have internships
 - Kern Adult Literacy Council, Laura Wolf
 - Kern Press Club website for internships and

organization bank

- BC Internship classes (info below from BC Catalog)
 - **WEXP B248 Occupational Work Experience Education - Paid**
1-8 units
Prerequisites: Declared major or occupational goal and evaluation by Work Experience department of student's qualifications and objectives.
Description: College credit for learning experiences obtained on the job in accordance with a training plan developed cooperatively between the employer, college, and student. Occupational cooperative work experience credit may accrue at the rate of one to 8 units per semester for a total of sixteen units, and students must work 75 paid hours or 60 non-paid hours per unit earned. Repetition allowed per Title 5, §55253.
Hours: Paid 75 hours per unit (75 – 600)
Transferable: CSU and private colleges.
 - **WEXP B248 Occupational Work Experience Education- Unpaid**
1-8 units
Prerequisites: Declared major or occupational goal and evaluation by Work Experience department of student's qualifications and objectives
Description: College credit for learning experiences obtained on the job in accordance with a training plan developed cooperatively between the employer, college, and student. Occupational cooperative work experience credit may accrue at the rate of one to 8 units per semester for a total of sixteen units, and students must work 75 paid hours or 60 non-paid hours per unit earned. Repetition allowed per Title 5, §55253.
Hours: Unpaid 60 hours per unit (60 – 480)
Transferable: CSU and private colleges.
- Events
 - Spring Journalism Competition/Field Day at BC
 - Fall Internship/Employers event at CSUB
- Updates:
 - CSUB program moving into a building soon-to-be-renovated
 - Fall, 2019 BC adding a Film, TV and Digital Media Associate Degree for Transfer

Adjourn