

CTE Journalism Advisory Committee Meeting
May 4, 2018

Bakersfield College

Date: May 4, 2018

Time: 12:30 p.m.

Meeting Agenda

Journalism

CTE Advisory Committee (CTEAC) Meeting Attendees

- Helen Acosta, Communication Department Chair, Bakersfield College
- Erin Auerbach, CTE, Journalism Faculty Lead (Associate Professor) & Renegade Rip Adviser, Bakersfield College
- Jorge Barrientos, Marketing Director, Chain, Cohn, Stiles
- Jennifer Burger, Journalism Faculty & The Runner Adviser, Cal State Bakersfield,
- John Harte, Adjunct Faculty, Bakersfield College & Cal State Bakersfield
- Christina Lopez, Adjunct Faculty, Bakersfield College & Cal State Bakersfield
- Mark Nessia, Managing Editor, Bakersfield Life and Kern Business Journal

Advisory committee members unable to attend meeting:

- James Burger, advocacy coordinator with Community Action Partnership of Kern and former Reporter, The Californian
- Olivia Garcia, Social Science Faculty (former Journalism Adjunct Faculty), Bakersfield College

Secretary: Helen Acosta

- Welcome/Introductions
 1. Welcome—Erin
 2. Introductions and ice breaker
 - a. New member (Mark)
 - b. What are your summer plans/goals?
- Program Overview
 1. ADT – Associate Degree for Transfer Info – See handout/Sample Pathway will be slightly altered based on communications Erin has recently had just to make sure that students take B27a (first semester of the Rip, which is required) before they take B26 (editorial positions of the Rip). Also, the revised suggestions will correctly recommend students take B2 (beginning reporting) BEFORE joining the Rip (B27A)

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- Progress Report
 1. In the previous two academic years (2015-16 & 2016-17) A total of 11 students earned ADT degrees and 3 earned AA degrees.
 2. For 2017-2018, one student was awarded a Journalism AAT in Fall 2017, and we currently have 8 pending applications ADT/AAT for Spring and Summer 2018.
- Curriculum/Program Concerns and Recommendations
 1. Journalism B4- Public Relations course will be resurrected by Fall 2019
- 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 (same stats from Nov. meeting)
- **Curricular validation—Jorge and Mark (industry partners stated that BC course offerings provide appropriate training relevant to their industries)**
- Advisory Committee Input and Ideas

Internships

- KGET uses work experience students from Arvin High
- Chain Cohn and Stiles works with BC for Summer internships
- Starting a Google doc to share opportunities—Erin still needs to do this... that's what summer is for.
- Local Broadcast stations are the largest employers of CSUB graduates
- Students need more print options
 - South Kern SOL
 - La Popular
 - Bakersfield Life Magazine (**UPDATE: editor Mark Nessia visited Renegade Rip students on April 25 to discuss internship opportunities at BL and Kern Business Journal**)
 - Kern Family Life
- Not recommended: Bakersfield Californian
- Stipends for fellowships
- CNPA funds internships
- Possibilities:
 - CAPK 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
 - **WEXP B248 Occupational Work Experience Education- Unpaid**

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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.

- Content Creator focused speakers: How to build your own brand
 - Idea bring Danielle Belton to BC/CSUB to talk about how she went from being laid off to creating the black snob to managing editor of The Root.
 - Successful Journalism alums: Lexi Swall (Grain Picture Agency), Rigo Villalobos (NBC 7 San Diego), Lee Maxwell (Sacramento TV production)
 - Distinguished Speakers Series through Office of Student Life
- Events
 - ⊖ 24 hour e-newspaper contest with BC/CSUB/interested HS (maybe weekend of Jazz festival/fun run/ orientations/mac and cheese fest)
 - Fall Internship/Employers event at CSUB
- Updates:
 - CSUB program plans complete for new building waiting for State approval
 - Fall, 2019 BC adding a Film, TV and Digital Media Associate Degree for Transfer
 - Rip will move to a new room LA 119 in the fall while Campus Center is renovated

Adjourn