



Journalism & Media Studies Advisory Board Meeting Agenda

March 24, 2025 | 4pm-5pm | [Zoom](#)

Agenda Item

LPC Mission Statement

Las Positas College is an inclusive, learning-centered, equity-focused environment that offers educational opportunities and support for completion of students' transfer, degree, and career-technical goals while promoting lifelong learning.

LPC Planning Priorities

- ❖ Establish a knowledge base and an appreciation for equity; create a sense of urgency about moving toward equity; institutionalize equity in decision-making, assessment, and accountability; and build capacity to resolve inequities.
- ❖ Increase student success and completion through change in college practices and processes: coordinating needed academic support, removing barriers, and supporting focused professional development across the campus.
- ❖ Establish a knowledge base and appreciation for health and wellness in the workplace; create a sense of urgency about wellness; prioritize wellness in decision-making, assessment, and accountability; and build capacity to support wellness.

JAMS Advisory Board Members 2024-2025

Cierra Bailey*	Deanna Horvath
Jeffery Bennett	Melissa Korber*
Brandon Byrne	Lilibeth Mata
Kalama Hines	Juarez*
Don Johnston	Amy Mattern
Justin Gomes	Vicki Shipman
Trevin Smith*	Marcus Thompson
Chris Winters	Camille LeDuc
Olivia Fitts	

1. Welcome and Introductions

2. [Review of Agenda](#)

3. Review of Previous [Minutes](#) Approved

4. [Faculty Report](#) (15 minutes)

- Program Update
- Enrollments
 - 19 students enrolled in The Express class. General success tends to be 80% as a LPC campus but JAMS tends to do above that
- Completions graduates in 2025, but number not yet known.
- Program Development/Opportunities
 - Summer Camp: [Camp for Creatives](#) focused on creating a Literary Arts Journal
- [New Space](#)
- STEAM project, STEM+Art. Will have a new room. Increase in multimedia. Conference that doubles as media production and podcast room. Melissa redid the curriculum to have a heavier lecture component.
- Mentor component will be added to the course for video. Increased focus on video this semester. Graduates in the major will transfer at the end of the semester. As of right now,
 - 2 students have been accepted at Missouri
 - 1 student accepted to Arizona State
 - Other schools offering acceptances to LPC JAMS Students are SFSU, SJSU; some awaiting news

5. Industry Updates (45 minutes)

- Hiring Needs
 - Trevin: he was working for a fact-checking company and was let go once Trump got into office. Since he is now in search for contract work, he has noticed that Adobe Premiere, Photoshop, and all those skills are useful. Exposure is crucial to creative writing, videography
 - He knows LPC exposes students to these types of skills and hopes students continue to expand on these since they are valuable in the industry
- Skills in Demand
 - Video editing
 - Photo content
 - High Demand for content online.
 - Marketing
 - Leadership skills
 - Interview skills are in strong demand to not get intimidated by potential employers
- Emerging Trends/Technologies
- Cierra: They are working to localize the national news to a more local view. Cierra asked how much overlap there is for Marketing in the JAMS program?

- Melissa mentioned that she has applied for a grant to receive a marketing and art mentor program in which they grow in those areas
- Cierra highlighted that PR is also a strong component needed in the industry which can also be applied elsewhere through PR learning about party or event planning
- Melissa agrees and says her students participate in hosting such events through the creation and release of their journal. There is also a PR class.
- News organizations are switching to the nonprofit model
- Students should understand that this is what they will encounter while this may not be what they necessarily want to move forward with it could lead to more opportunities for stability and funds from other areas
- Pay and benefits are not often talked about or considered
- Companies ghost applicants after interviews without explanation or notice that they've moved forward with other candidates
- Internship Opportunities
- Cierra: [Unpaid Internship Embarcadero Media](#)
 - Although it is unpaid, Cierra mentioned that you do get hands-on experience in the field and it allows you to build a network. She shared that she began her career as an unpaid intern and when she returned as an employee she understood the company and their standards.

6. Recommendations from Advisory Board

- Public Relations (PR) class focus on event and party planning

7. Other Business / Good of the Order

8. Next Regular Meeting | Monday, November 3rd @4pm

9. Adjournment