



Journalism and Media Studies Advisory Board Meeting Minutes

November 9, 2021 | 4:00 PM | Zoom

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

- ❖ Implement the integration of all ACCJC standards throughout campus structure and processes.
- ❖ 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.
- ❖ Coordinate resources and provide professional development for effective online instruction and remote delivery of student support services and college processes to advance equitable student outcomes.

Mass Communications Advisory Board

Members:

Jeff Bennett/Consultant
Gina Channel-Allen/Pleasanton Weekly
Brianna Guillory/Student - SFSU
Sarah Holtzclaw/TriValley Career Center
Deanna Horvath/Las Positas College
Melissa Korber/Las Positas College
Peter Kuo/Las Positas College
Chris Meyer/Tri-Valley ROP, Dublin HS
Mony Nop/Realtor (Mony Nop RE / Compass),
NPO founder (RYL, TVNPA), social media guru
Tess Owen/Omni Social Media
Marcus Thompson/Las Positas College
Melissa Tench-Stevens/TV30
Christina Vargas/LPC alumna

Non-Voting Members:

Helena Cruz/Las Positas College
Amy Mattern/Las Positas College
Vicki Shipman/Las Positas College

Meeting Minutes

1. Call to Order

- Meeting called to order at 4:07 p.m.

2. Review and Approval of Fall '21 Agenda

- Agenda approved

3. Review and Approval of Fall '20 Minutes

- No previous minutes to share

4. Action Items

- *None at this time*

5. Old Business

- New Program Name: Journalism & Media Studies (JAMS)
 - Effective Fall 2021
- Press Pass 3 Recap
 - August 19-21, 2021
 - Awards
- Publishing during the Pandemic
 - Newspaper and Website
 - New Podcast Network
 - Naked
 - Havik
- Outreach
 - Flyers promoting classes and social media outreach

6. New Business

- Revamp of the Program and Webpage

7. Industry Updates – **No Industry Partners Present*

- Current trends
- Equipment recommendations
- Your work publishing/social media marketing during the pandemic?

8. Adjournment

9. Next Regular Meeting: Spring 2022 –TBD