



Interior Design Advisory Board Meeting – Tuesday, November 13, 2018

Meeting Minutes

11/13/2018

4 – 5:30 p.m.

Building 9, Room 115

Present:

Leonor Cabrera (dean), Jonathan Wax (Program Services Coordinator), Amy Fregosi-Salazar (student and president of student club), Sharon Kasser (Faculty), Michelle (NKAB President), Allina Holleran (former student and industry partner), Denny Holland (former student + faculty), Caroline Sotto (former student, small business owner), Arshia Zamani (faculty and industry expert), Agnes Mosner (faculty and industry expert), Elsa Torres (program coordinator and faculty), Diana (Palo Alto Housing)

I. Welcome and Introduction - All

- Introductions, new faces, faculty, industry partners, former students.

II. Division news – Leonor Cabrera, Jonathan Wax

- New dean introduction
 - Explanation of Strong Workforce Program and funding changes
 - Dream List for Program Review.
- Update on marketing efforts
 - Videos, Facebook Ads.

III. Amy Fregosi-Salazar, President, Student ASID

- Students were wanting to learn Chief Architect Program, not just Sketch-Up, a very important skill our program was not offering this specialized training.
 - Students are pleased with the new course offerings of Chief Architect and Sketch-Up.
 - Worried about new students not being engaged with the student club, which has always been such an asset to the program.



- Students are missing out on potential internship opportunities with the club not being as active. There are tons of events that students can participate in, encourages faculty engagement as well.
 - Question: Why is there low attendance for these events?
 - Answer: Not sure what the issue is, but it's an issue of retention with the high changeover of the current student population (a lot of students graduated).
 - 3/15 –STS there is an event at the San Francisco Convention Center. There will be a panel on the value of networking, highly encourages students to attend this event. \$20 for students at attend, or with NKIB Membership it would be free. Discussion on getting students a discount. To sponsor event, minimal cost is \$500 (possible opportunity to table at event).

IV. Certificate Updates – Elsa Torres

- Enrollments are struggling, in particular kitchen and bath design courses. As previously discussed, Strong Workforce Funds are temporarily funding courses, but this is not long-term sustainable.
 - Discussion on that we know there is lot of demand for these jobs: we get offers for home staging and kitchen and bath design job offers and internship opportunities, but we don't have many students in these areas or that are interested.
 - Faculty: Trying to encourage club engagement, but it isn't working as it has in the past.
- Sketching is a skill they need immediately to get a job, the board unanimously suggests a workshop or one-off class on this.
- Need to explore the creation of a smaller certificate (stackable), in home staging, and the board unanimously supports this.
 - Dean Cabrera explained the process for putting in new curriculum:



- A slow moving beast; school approval, district approval, BACCC approval, and then state approval.
- There needs to be a fast-track career education certification process, at least on our school-level.
 - Question: Why is the allocation model changing?
 - Students need 15 units to count fully as a student, and the low unemployment in the area/state = low enrollments.
 - Our student population, as a whole, is decreasing.
 - Program Review:
 - Interior Design has one of the highest completion rates of the entire college; 91% in fact. The retention for the program is excellent as well.
- The board unanimously supports a summer offering of the introductory courses.
- Fall 2019, new course INTD 300: Studio I: Home Staging
 - The board unanimously supports the creation of this course. It more relevant than the previously offered FASH course that was a requirement for this certificate.
- Idea of having summer workshops on home staging, the board unanimously supports summer program awareness activity.
 - Career exploration activity for current and potential students.
- Chief architect/AutoCAD/part-time training:
 - Starting in Fall 2019, this choice will be offered to students.
- Internships—employers—job market
 - Question: Why aren't we partnering with local sellers for home staging interns?
 - Something we need to work on.
 - How can we address student expectations and the reality of the experience for students?
 - Industry Partner: Businesses don't know the student's skillsets, but there are training for the businesses on what to expect, and having regular check-ins.



- Could bolster the business practices course, this would be the best place to address this issue. Or training in Studio-Designer
- Bringing the 672 course in for a group training on common issues from employers midway through the semester.
- Presentation skills are lacking / soft skills aren't fully developed.
- Personal branding and things going online, how can we give our students the upper-edge.
- Laptops/Fundraising Plans
 - Faculty is working on trying to acquire on these.
 - There was a request for this via Program Review.
 - There is an equity issue, some students have access to their personal laptops, but we cannot expect all students to have this if we do not supply the equipment.
 - The board unanimously supports the acquisition of laptops/computers for students.
 - Possibly could support less than 40, who could we get to match the college spending the money on these laptops.
 - Grant exploration.
 - Corporate sponsorship for a foundation.

V. Goodbyes and Thank You