

Western Technical College  
Graphic Design Advisory Committee  
April 11, 2011, Lunda Center, 5-6pm

Members Present:

Lane Butz	Western Technical College
Ken Hey	Western Technical College
Barb Fisher	Western Technical College
Craig Kunce	Western Technical College
Eddie Hale	Western Technical College
Kathy Van Kirk	Vendi Advertising
Danielle Luckner	WinCraft
Will Monson	Colorware PC
Caren Yang	St. Mary's Press
Brad Friske	Student Member
Erika Gaustad	Student Member
Andrew Koeppman	Student Member
Margaret Riggs	Student Member

Members Absent:

Tracy Armstrong	Logistics Health
Chris Bucheit	Western Technical College
Diana Clements	La Crosse Graphics
John Hage	Sleeping Giants Studios

Lori Lewis	Student Member
Jose Pelaez	Pelaez Creative
John Ryan	Ovation Marketing
Karen Wallander	Vendi Advertising
Heather Young	

1. The meeting was called to order. All members present introduced themselves.

2. The minutes from the November 9, 2010 meeting were reviewed by the committee. Motion to approve the minutes as presented was made by Will Monson, seconded by Caren Yang; unanimously approved.

3. Lane Butz announced to the committee that he was resigning at the end of the spring semester. He will be moving to California to explore other opportunities.

He gave the status of the Technical Skills Attainment assessment plan (TSA) (Stage 1 is complete, Stage 2 through Stage 4 are conducted through administration). The main focus of the TSA is to demonstrate that program graduates are proficient or have met all of the competencies that were set forth by each course in a particular program. The program has completed step one which is to develop statewide program competencies.

4. Ken Hey reminded the committee about the upcoming Portfolio Review. The event will be held on Monday, May 4, 2011, from 4:00-6:45p.m. The event will take place on Westerns La Crosse Campus in the Lunda Center. Event posters were mailed to area high schools, with invitations going to various businesses in Wisconsin and neighboring Minnesota. Students also invited friends and family. Last year approximately 300 people attended the event.

#### 5. Open Discussion on Industry

The external committee members present shared with the committee what they are currently doing at their place of business.

- Will Monson – Just acquired a new Epson 9900 Large Format Color Printer (44”) and spoke on how they are using it for color accuracy on proofing and also gave us insight on where their company was headed via the web. They are making a better online presence. They will also be using their Epson for book production as well.
- Danielle Luckner – Works for WinCraft as a Sales/Designer/Marketer. Primarily using InDesign, she designs collateral for WinCraft’s Flag Sales. These are decorative craft flags for sprucing up your home. They design the flags, and then send out to a vendor to get them sublimated/produced.

- Caren Yang – Works for St. Mary’s Press. They are making a huge move into the Digital Booklet, E-books, Interactive online presence. Their artist are working more with web now than ever before, but still maintain design and leave the programming up to the programmers. They are using Wordpress for their web blogs and web interactivity.
- Kathy Van Kirk – Co-owner of Vendi Advertising. They are a full-service agency, but have been jumping headfirst into more video than in the past. Primary software is Final Cut Pro. They too are doing more dynamic data-base driven sites. Their artists are doing interface design and are not expected to know HTML or language – their programmers take the designs from the artists and make it work for web.

6. After listening to them present – Gary asked the student members if they had questions that they had any questions for the advisory members. A few students asked questions.

7. Lane asked all external members in attendance if it would be possible to get job descriptions for entry level Graphic Designers that they hire. All members agreed to get this information to Lane. It would be helpful for the program to have this information so they can see how the education they are delivering lines up with the necessary qualifications.

8. Meeting was adjourned.