



**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