

Applied Photography Advisory Committee Meeting

4/23/24 | 12pm | Zoom

MEETING MINUTES

ATTENDING: Erik Castro, Rachid Dahnoun, Genevieve Shiffrar, Zack Schomp, Nick Simko, Jessica Layton, Mackenzie Galdino, Tara Bogart

AGENDA ITEMS:

- *Society for Photographic Education Conference Overview*
- *Mentorship Program*
- *Student Exhibition*
- *Emerging students' expectations*
- *Making professional connections*

AGENDA ITEM	DISCUSSION	ACTION/FOLLOW-UP
SPE Conference	<p>Nick gave an overview of this year's SPE conference. Theme was New Realities, and it focused on photography in the age of AI. Two notable speakers that Nick mention were Julieanne Kost and Aaron Turner.</p> <p>Nick facilitated a workshop for the SPE Pride caucus, and there was an exhibition featuring artists from all the different SPE caucuses.</p> <p>Results from the 5-year State of the Photography report were presented:</p> <ul style="list-style-type: none">- 9% increase in online classes since covid- 87.7% of schools still have black & white darkrooms, 12.3% do not- Of the 87% with darkrooms, 75% plan to keep theirs functioning- 72.2% of students believe the darkroom to be a critical part of their	

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	<p>education.</p> <p>- Student course wishes are to have color darkrooms, exhibition practices, & issues in photography</p>	
Mentorship Program	<p>The mentorship program is focusing more on professional development, speaker series with workshops, and portfolio reviews. This evolution is due to the need to match the volume of students, while also being considerate of the visiting artists' time.</p> <p>Questions were brought up surrounding the students' professional development desires, and if classes/mentorship aligned with students' needs.</p> <p>Nick confirmed that many students do not yet have a concrete idea about their direction in photography as a career, as such we try and provide education in both the fine arts as well as commercial skills.</p>	<i>Flyers will be created once approval is received.</i>
Student Exhibitions	<p>Both the Petaluma and Santa Rosa campus's have student exhibitions opening this week.</p> <p>Petaluma's opening is 4/24 and Santa Rosa's is 4/25.</p>	
<i>Emerging students' expectations</i>	<p>There was a discussion on what photographers are looking for in an assistant, and how we can best prepare students to meet those expectations.</p> <p>Zack brought up that it can be a difficult process to get a job as an assistant, as was the case for a student of his working for Jim Goldberg.</p>	

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	<p>Erik said that many of his students ask him how he started out, which he stated is irrelevant now considering how much has changed in the industry. He tells his students that they will most likely need a second income to survive.</p> <p>The question of teaching mentees about grants came up, and Erik said that grants are an unrepayable source of income as they are not a guarantee.</p> <p>Nick stated that it is good to teach important career skills such as grant writing, budgeting, and visual literacy.</p> <p>Rachid offered the mantra “hire for passion, hustle, and train the rest.” You need a person with drive and the willingness to learn. He also stated the there is money in the high-end commercial world, but it is extremely competitive.</p> <p>Genevieve said that she has struggled with male assistants not seeing her as a boss figure. She wants to emphasize to students that their role is to be quiet, stand behind her, and be professional.</p>	
<p><i>Making professional connections</i></p>	<p>Nick asked the committee’s thoughts on students looking for jobs and internships.</p> <p>Jessica said that students were hungry for anything. As an instructor you can show them possibilities, but students can also do the research themselves.</p> <p>Zack suggested students need to leave Sonoma County for more opportunities.</p>	

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	<p>Erik brought up the issue of student's insecurity being one of the biggest hurdles.</p> <p>Nick said he get students to interview neighbors and family member to get them more comfortable. He also emphasizes the classroom as a community, and often assign's them collaborative assignments.</p>	
<i>In closing</i>	Please be sure to reach out to Nick if there is any need for student assistances, he has may great students looking for opportunities.	

Notes prepared by: Tara Bogart