

GAA 2008 Leadership Summit

September 9-11, 2008 - Parsippany, New Jersey

Education...Meeting Industry Needs

Understanding Industries' Future Challenges & Requirements

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Topics of Discussion

- Information about Arizona State University
- Role of Higher Education
- Curriculum Design
- Outcomes Assessment
- Industry Advisory Board Validation
- Campus Recruitment and Internship Experiences
- Accreditation
- Current Issues



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Information about Arizona State University

- Arizona State University is now one of the largest public research Universities in the United States.
- A comprehensive public metropolitan research university enrolling more than 65,000 undergraduate, graduate, and professional students on five campuses in metro Phoenix.
- ASU is a federation of unique colleges, schools, departments, and research institutes that comprise close-knit but diverse academic communities that are international in scope.



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Information about Arizona State University

- The Graphic Information Technology program at ASU started in 1958.
- The program at Arizona State University has placed graduates world-wide in successful management and technical sales careers.
- In the early 1990's the program expanded the curriculum to address cross media issues as advised by industry.



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The Graphic Information Technology concentration prepares graduates for a seamless career in the Graphics industry from traditional printing and publishing to the Internet to multimedia.

- Digital Prepress and Workflow Management
- Digital Publishing and Variable Data Printing
- Web Development for Internet Applications
- HTML, Databases, and Active X Programming
- Technical Graphics (CADD)
- Authoring Systems
- Multimedia
- Animation/Simulations
- Virtual Publications and Digital Printing
- Gravure/Offset/Flexo/Screen Press and Post Press Applications
- Estimating and Cost Analysis
- Communications and Media Ethics, Law, and Copyright
- Color Theory and Reproduction Systems
- Digital Photography



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Contextual Learning Environment

- The Graphic Information Solutions (GIS) represents an academic enterprise that incorporates faculty, students, academic professionals, and classified staff in the production of University printing.
- Variable Data Digital Printing and Direct Imaging Digital Printing is available with HP and Heidelberg



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University Commitment to Industry

Color Metrology Laboratory utilizes spectrophotometers, colorimeters, and densitometers to evaluate SWOP, SNAP, and GRACoL. Work with color standards and CGATS is on-going.



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Curriculum Outcomes

- The curriculum is determined by an outcomes assessment matrix and is validated by the Industry Advisory Board.
- Technical Outcomes
Pre-Press, Press, Post-Press, Color Management, Digital Work Flow, Variable Data, Inks and Substrates, Internet and Web Development, Occupational Safety and Ergonomics, etc.
- Management Courses
Quality Assurance, Operations Management, Industrial Organization, Project Management, Human Resource Management, and Labor Relations



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Curriculum Outcomes

- Graduates are flexible to fit the workplace
- Graduates have strong organizational skills
- Computer literacy and communication skills
- Ability to work independently and in teams
- Ability to learn and teach others
- Graduates are motivated by change
- Graduates have dedication to the profession and employer
- Ability to embrace the corporate culture



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What Graduates Are Looking for in Careers

- Company Image (Emphasis on Quality)
- Access to Advanced Training and Development
- Good Pay and Benefit Packages
- Opportunity for Promotion
- Profit Sharing
- Maintaining a comfortable work environment that embraces change.



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How to Recruit on a College Campus

- Career Services at ASU provides a web-based process to list your organization's openings which are available to our students and alumni.
- Full-time, part-time (degree-related), career-coordinated internships, and co-op opportunities are all welcome, as well as all skill levels, from entry-level positions to those requiring experience.



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How to Recruit on a College Campus

Resume Referrals

- Sun Devil CareerLink is our recruiting management system, which provides easy online access to our registrants' resumes, as well as to job listings, and to your online recruiting schedules 24 hours a day, 7 days a week.

<http://www.asu.edu/studentaffairs/career/Employers/recruiting.htm>



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Internship Experiences

- Students that have not worked full or part-time in the industry are encouraged to complete an internship experience.
- Student interns are exposed to production and management responsibilities and can add value to future employers immediately.
- Employers have no long term employment commitment to the intern and thus have an opportunity to preview future employee capabilities.
- Internships can occur year-round and be located throughout the United States.



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ACCGC or NAIT Accreditation

The goal of baccalaureate degree programs in graphic communications is to prepare students for productive technical, managerial, and/or marketing careers in this dynamic industry.

The accreditation procedure has been established to assist collegiate educators to develop and strengthen graphic communications academic programs whether the programs are separate majors, minors, or concentrations within an academic major, such as industrial technology.



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Accreditation

- The Accrediting Council for Collegiate Graphic Communications (ACCGC) is an independent body under secretariat services of the Graphic Arts Technical Foundations (GATF).
- The Council is comprised of 11 educators and 8 industry personnel in the graphic communication field elected for three-year terms.
- The ACCGC operates under its own bylaws and is dedicated to the improvement and recognition of collegiate level curricula in graphic communications



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Critical Issues Facing Printing Education and Maintaining a Competitive Labor Force

- Collegiate curriculums must reflect current industry technology, processes, and procedures.
- Recruitment and retention of quality students and faculty.
- Institutional budgets mandate industry partnerships.
- Distance delivery of educational degrees and training.

