



Study Session of the Board of Trustees  
April 18, 2019 at 12:00 p.m.  
SBCCD Boardroom, 114 S. Del Rosa Dr., San Bernardino, CA 92408

**MEMBERS PRESENT**

John Longville, President (arrived at 12:07pm)  
Dr. Anne L. Viricel, Vice President  
Joseph Williams, Clerk  
Gloria Macías Harrison, Trustee  
Dr. Donald L. Singer, Trustee

**ABSENT**

Dr. Stephanie Houston, Trustee  
Frank Reyes, Trustee  
Autumn Blackburn, SBVC Student Trustee  
Elijah Gerard, CHC Student Trustee

**ADMINISTRATORS PRESENT**

Bruce Baron, Chancellor  
Jose Torres, Executive Vice Chancellor  
Diana Rodriguez, SBVC President  
Dr. Kevin Horan, CHC President

1. **CALL TO ORDER – PLEDGE OF ALLEGIANCE**

Vice President Viricel called the meeting to order at 12:05pm. Chancellor Baron led the pledge of allegiance.

2. **PUBLIC COMMENTS ON AGENDA ITEMS**

None.

3. **PRESENTATION**

3.1 **Media Academy (p3)**

Presented by: Dr. Iris Kern-Foster and Lucas Cuny

Chancellor Baron gave an overview of the development of the Creative Industries Academy (CIA) and the partnership between colleges to develop the academy. Iris and Lucas provided the Board with an overview of the curriculum alignment with the CIA, anticipated growth in the region, how they are preparing students, and the next steps for CIA.

Tony Papa presented partnership opportunities for academy students, programming, digital production and delivery, and changes at KVCR that are underway. Networks as we used to know it is changing. We need to respond to trends and change our approach at teaching. KVCR is building a community calendar and are working on ROI in the media platform.

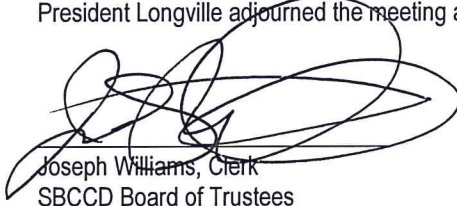
Trustee Singer would like to see positive news reporting in the Inland Empire. He suggested for Tony to find out why Cal State's venture failed and what we will do to make it successful. Trustee Williams asked to have regular progress updates as the Media Academy is rolled out. He suggested for the campuses to seek ways to utilize the technology and student experience across campuses. In the future, he would like to see the conversion of FTES to head count.



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4. **ADJOURN**

The next meeting of the Board: Business Meeting – May 16, 2019 at 4pm.  
President Longville adjourned the meeting at 2:06pm.



Joseph Williams, Clerk  
SBCCD Board of Trustees