

Digital Communications Academy

Advisory Board Minutes

April 29, 2026, 2026, 3:30pm



Academy Vision

Digital Communications Academy graduates are innovative and passionate creators skilled in a variety of multimedia arts and production platforms.

Academy Mission

To cultivate creative, career-ready communicators in the fields of multimedia arts.

Digital Communications Academy 25-26 Goals		
Goal 1	At least 90% of the Digital Communications Academy students will pass the course appropriate Precision Exam by the end of the 2025-2026 school year.	YouScience Exam data reports
Goal 2	By the end of the season, the production team will be skilled in the replay system and will build a highlight reel.	Instructor data
Goal 3	1000% of the Digital Communications Academy senior students will participate in one or more productions for community partners during the 2025-2026 school year.	Community Partners

I. Approval of Minutes

- The minutes from the previous meeting were reviewed.
- **Motion to approve:** Shonna Prentice
- **Seconded:** Lisa Vavricka
- **Result:** Approved unanimously.

II. Administrator & Counselor Report

- **Enrollment:** The program has a "full house" and a waitlist for next year. New MacBooks have been deployed to labs.
- **Graduation:** 12 students are graduating with HCC Level 1 certificates and are "core complete."
- **Reputation:** District staff noted that Digital Comm students are highly respected for their work filming football games; several students have been hired for stadium jobs without needing interviews.

III. Academy Updates & Student Achievements

- **Texas Dual Credit Alliance Conference (TDCA):** Students filmed and edited a promotional video for the conference attendees. We watched the promo video, it was amazing.
- **Letterman Jackets:** Eight students recently received their jackets and scripts.
- **Senior Films:** Four films are currently in production (narratives/animations; no documentary this year).

- **Film Premiere:** Scheduled for **May 11 at 6:00 PM** at the Hookey theater. This year's venue has will accommodate 160, up from last years 90 capacity to accommodate crowds. The event will feature a red carpet and live interviews.
- **HCC Articulation:** A field trip to HCC today confirmed that students' 24 credits transfer directly toward an Associate Degree in Film Production, Directing, or Screenwriting.

IV. Goals & Community Partnerships

- **Academic Goals:** Juniors and Sophomores are averaging 85–86% on exams; nearly all students are on track for certification.
- **Production Crew:** The "Stallworth Crew" is active. Upcoming projects include:
 - Elementary Olympia (filming on May 13).
 - Photography for Ed Bistro Culinary competition.
 - Shadowing Southern Sounds Production for traditional graduation.
- **Social Media:** Seniors are producing content for the **Beacon Federal Credit Union**, which is also sponsoring the film premiere.
- **Equipment Update:** Mr. Morris is advocating for a **fourth camera** for athletic/stadium productions. Superintendent and Mayor Charles Johnson have shown interest in funding this professional-grade system.

V. Old Business

- **Lab Upgrades:** Three new computers were added to both labs to accommodate the influx of 25 new freshmen.
- **Alumni Success:** Former students (Rodriguez and Maria Tanner) have returned to substitute, providing continuity for the curriculum due to their familiarity with the equipment.

VI. New Business

- **Curriculum Shifts:** HCC is moving from Adobe/Final Cut to **DaVinci Resolve** for video editing. Mr. Morris will attend training this summer to learn the cloud-based platform.
- **OER (Open Educational Resources):** HCC is moving toward a no-textbook model to increase accessibility and comply with disability regulations in Canvas.
- **Course Rewrites:** New curricula are being written for *Radio/Audio Production* and *Production Management*. Mr. Morris will sit on the unofficial committee for the management course.
- **Organization:** Discussion regarding a new equipment checkout system using thin tracking tags (similar to AirTags) to manage the growing inventory.

VII. Open Discussion & Student Testimony

- A Junior student shared their "beautiful mistake" of joining Digital Comm instead of IT, noting that the film *The Secret Life of Walter Mitty* inspired them to pursue this creative path.
- Board members discussed the value of students having a "toolbox" of skills that allow them to go straight into the freelance market or continue to Sony/ABC (as previous alumni have done).

VIII. Adjournment

- Meeting was adjourned at 4:15pm. Shonna Prentice moved to adjourn, Lisa Vavricka seconded. Motion passed.

Digital Communications Academy

Advisory Board Agenda

April 29, 2026, 3:30pm



- **Call to Order**
 - Introduction
- **Administrator and Counselor Report**
 - Principal-Shonna Prentice
 - Academic Dean-Lisa Vavricka
 - Counselor-Kathrine Hull – 2026-27 enrollment
- **Teacher Report**
 - Ric Morris and Kristen Jaso
 - TDCA
 - Letterman Jackets
 - Senior Films
 - Subs
 - Goals: #1 Complete! Juniors avg. 85% Sophomores avg. 86%. All but one earned certificate.
#2 Complete! Stallworth video crew.
#3 Complete! Social Media for Beacon CU
- **Old Business**
 - New computers installed to accommodate increased enrollment
- **New Business**
 - HCC Editing Course Change – Davinci
 - HCC OER – No Textbooks

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Goal 2	By the end of the season, the production team will be skilled in the replay system and will build a highlight reel.	Instructor data
Goal 3	100% of the Digital Communications Academy senior students will participate in one or more productions for community partners during the 2025-2026 school year.	Community Partners

Digital Communications Academy Advisory Board Meeting

4/29/2026

SCTHS Media Center

<u>Name</u>	<u>Company/Organization</u>	<u>Phone Number</u>	<u>Email Address</u>
Shannon Prater	SCTHS		
Ginger Noyes	P-Tech		gnoyes.edcoaching@gmail.com
Malakhi Ellis	Student		
Damian Murguia	Student		
Kami Johnston	GCCISD CTE		
Kristin Jaso	SCTHS/Digital Comm.		
Richard Morris	SCTHS DigiCom		richard.morris@gccisd.net
Jennifer Guillory	GCCISD/CTE		
Katherine Hull	Stuart Counselor		
Lisa Varricka	Stuart Dean		