

*DMACC*  
*DES MOINES AREA*  
*COMMUNITY COLLEGE*  
*IN THE*  
**70'S**

## **MEMORIES OF DMACC & COMMERCIAL ART PROGRAM IN THE '70'S:**

### **NOTE:**

*These are my impressions of teaching at the Ankeny campus for over 38 years. Primarily my thoughts will be of the experiences I had with my Commercial Art program and interactions with other faculty and staff who shared their memories with me. At the time of this writing, September 2021, there are not many alive who were at DMACC during this time period. Hope you enjoy it!*



**DEE JOHNSON  
FIRST PROGRAM CHAIR  
COMMERCIAL ART**

### **IN THE BEGINNING....**

My position was to organize and teach in the role of Chair of the Commercial & Advertising Art Program. I held the position (with different titles) over the next 31 years. In 2001 I retired from full-time teaching, and, in August of 2002, I returned to teach part time until August of 2008. In those early years, we acted as administrator, teacher, curriculum writer, counselor, mother, nurse, carpenter, purchasing agent, janitor, party planner, tour arranger, contest organizer, chauffeur, friend, and many other things associated with being responsible for a new career program. In effect.... we did it ALL!

## MY FIRST CLASS:



### FRONT ROW:

Brian Bemisdarfer  
Caroline (Bumble Bee) Swain  
Sherry Neagle  
Peggy Farr  
Pricilla (Cilla) Rowland  
**2ND ROW:**  
Mark Stiles  
Lou Ann Fankhauser  
Linda Wright  
Lois Buckingham  
Tracy Meier  
Greg Miller

### 3RD ROW:

John Karns  
Jane Beyer  
Kathy Worthy  
Mary Lou Parks  
**BACK ROW:**  
Jerome (Brick) Volkmer  
Lant Elrod  
John Young  
Randy Turner

**LOTS OF FIRSTS:** That first year I taught every course the students took with the exception of one English class. I had never done a “life drawing” in my life so I took a class at the Art Center and gave my students the exercises the next day in class. The same was true for a class in Airbrush Art. I had never held an airbrush in my life so I took a one week seminar at Hawkeye Tech where I learned the skill from Larry Larson who headed up the Commercial Art Program there. The next week, I returned to DMACC and taught my students what I learned in that crash course.

Things I remember most about that first semester was having to assemble and varnish our art tables and making the business students so sick from the fumes that Dennis Martin sent his classes home. We only occupied that same grocery store space for two months and then they moved both of the programs to the Ankeny campus where I was located in the Health Occupations building. I shared space with Dee Benning (Operating Room Technician), Sharon Moore (Dental Assistant), Shirley Muehlenthaler (Medical Assistant), and other health programs. Joyce Brown was our counselor and she also kept an office in that building.

At the end of the semester, I had my students each prepare a portfolio consisting of all of their projects for each of the courses I taught them. It was at the end of the semester on a stormy Saturday and I was putting in extra hours (as we all did) when a wind went through the campus, picking up the plywood sidewalks, and slamming it through the window of my 1955 Chevy in the parking lot. It totaled my car and was the crowning point of my long semester learning right along with the students.

**CAREER EDUCATION GROUP IN THE '70'S:**



**ADMINISTRATION GROUP IN THE '70'S:**



## EARLY ADMINISTRATION:



Paul Lowery, Superintendent



Jack Asby  
Assistant Superintendent, Administrative Services



Leonard Bengtson  
Assistant Superintendent, Student Personnel Services



Philip Langerman  
Assistant Superintendent, Instruction

**STAFF & FACULTY** In 1970 there were 1/3 new staff at the college, so the first all staff meeting was held in a lower campus building in one of the temporary buildings that was currently divided into a large lab for the building trades program with classrooms off to the side. We had a large all-staff meeting which was headed up by the Industry & Technology Dean, Bob Eicher (now deceased) and Career Education Director, Carroll Bennett (now also deceased). They were the ones who interviewed me for the Program Chair position. After the large-group meeting, we were split up into smaller sessions where we met support staff members who were to help us with our teaching skills and overall information we would need to get through the quarter. I particularly remember Gene Harder (also deceased) who taught us how to write Behavioral Objectives for our students. We called him Mr. "B.O." (fondly, of course). I remember it took me seven hours to write up objectives for one project that took the students 1/2 hour to complete. It seemed so ridiculous at the time, but we had those objectives for years afterward.

## DMACC STAFF & FACULTY:



Robert Anderson



John Arbuckle



Richard Arrowood



Ruth Aurelius



Charles Baugous



Thomas Beck



Don Gaster



Dorothy Gilliland



Julie Gingerich



Edward Gunton



Byron Hamilton



Bruce Hann



Donald Bell



Nick Bellizzi



Carroll Bennett



Deloris Benning



Roy Berger



Eldon Bergstrom



Eugene Harder



Kenneth Hoff



Ed Horner



Lindley Hoyt



Donald Huntoon



Dolores Johnson



Willard Biner



Eugene Boldt



Denis Branigan



Gerald Bravard



Joyce Brown



William Buwalda



Equilla Johnson



Nancy Johnson



Ole Jorgenson



Eugene Kees



Donald Kerr



Ralph Keul



Richard Byerly



Rick Chapman



Joan Clary



Maralee Collins



Gerald Corrigan



Tom Dart



Andrew Kondrath



Alberta Lee



Mary Leffler



Milford Ludwig



Ronald McClurg



Harlan Mann



Wardell Diggs



James Dowis



Thomas Dunsmore



James Dye



Barbara Eastwood



Robert Eicher



Jerry Manning



Dennis Marten



Leona Martin



John Megerson



Lloyd Miller



Ole Modtland



Clair Fisher



Dorothy Franke



James Frazee



Lamar Gailey



Harold Gamm



Richard Gartin



Sharon Moore



Ben Moravek



Shirley



David Palmer



Melody Powell



Merrill Rees

## DMACC STAFF & FACULTY:



The early staff was very close, and they held numerous parties celebrating everything from Halloween to St. Patrick's Day. Awards were given to the best decorated doors to the offices and labs at Christmas time, and we had an all-staff get together at the Ankeny Country Club. In those days we really got to know each other. The mode of communication was mostly the rumor mill. It was a big part of those days, and the college community news easily was spread and changed as it made its way around the campus. The college created a blue paper bulletin that was fondly called the "Bull Sheet," and we looked forward to getting it in our mailboxes even though we knew already the campus news. Everyone got to know "Bookstore Joe." Joe Moore ran the bookstore like a tight ship. Jim Blair was on maintenance and an avid rock collector who shared his passion for geodes even if you only started the conversation as he was fixing your thermostat. We didn't see Paul Lowery, our Superintendent, often but he was respected as the head of the college as it grew and gained an excellent reputation.



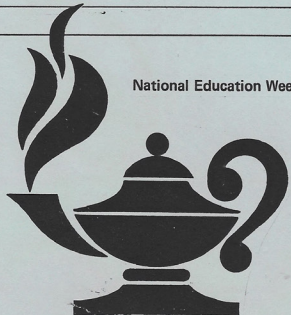
The

# BULLETIN

DES MOINES AREA  
COMMUNITY COLLEGE

Volume 3 No.32

November 16



National Education Week

### To all staff and faculty

Not since the successful launching of Sputnik has education received such widespread, persistent attention. The major reason for this attention has been the report of the National Commission on Excellence in Education, "A Nation at Risk."

"A Nation at Risk" claims that the United States has been "Committing an act of unthinking, unilateral educational disarmament."

All of us at Des Moines Area Community College should be involved in self-examination. Although we have graduated more than 14,000 students during our 16 year history, we must continually strive to upgrade our educational services, re-examine our teaching methods, and strive to do everything we can to be fiscally sound.

My challenge to you during this National Education Week is to remember that the excellence of any educational system is connected to the quality of teaching that exists and the services that are provided to students.

Dr. Joseph A. Borgen, president

### The case of the Dust Off Pro Gun

Central receiving has a Falcon Brand, Dust Off Pro Gun that nobody has claimed and Connie doesn't know who it belongs to.

The packing slip indicates that the gun is a replacement item for the college but gives no further information as to the requesting department or who ordered it.

If you can solve this mystery, please call central receiving, Connie, ext. 220.

### For Sale

1977 Dodge Aspen Wagon Special Edition, 6 cyl., Air, PS, PB, Auto, Clean, Economical, Dependable, 35,000 miles, \$2,600. Phone Dennis Hiner, 289-2794.

### Thank you

"Thank you for all the cards and kind words during these days since my father's sudden death."  
Linda Houts, counselor



### From Connie's Corner . . .

If you have been around the Human Resources Department lately, you have heard words that are new to DMACC such as "Plan Document, ASO, Self-funded, Self accounting." Below are definitions to those words and a few more that will help you understand the new DMACC Self-Funded Benefit Plan.

**Self-funded** - The medical and dental coverages are the only insurances that are self-funded. This means that contributions from you, the employee, and the college are placed in a Trust Account. Claims are then paid from this account by The Bankers Life Company.

**Insured Coverages** - The conventionally insured coverages are the life (both basic and optional), the short term disability (also known as weekly indemnity), and the long term disability. The Bankers Life Company is the carrier for the life insurances and the short term disability. Sun Life of Canada is the carrier for the long term disability.

**Plan Document** - This replaces the word "policy" for the medical and dental coverages. The Plan Document is designed to meet the needs of the group. The Bankers Life Company pays claims based on this Plan Document.

**ASO Fee** - Administrative Services Only fee (ASO) is the payment to The Bankers Life Company for paying the claims under the Self-funded program.

**Self-accounting** - DMACC, Human Resources Department, is responsible for all records for the Self-funded plan and for reporting monthly to the carriers the number of individuals in the plans and cost of premiums.

**Specific stop loss** - This insurance protects the Trust against catastrophic claims during a given year. When an individual's claims reach a certain dollar figure, specific stop loss will pay the remainder of the claims during that year. The trust account does not.

**Aggregate stop loss** - When the total of all claims reach an established level, this insurance will pay claims, not the trust account.

If you hear a word you do not understand, call any of the staff in the Human Resources Office, they have acquired a new vocabulary in the past few months.

### Luncheon planned

Women's Administrative Group has planned a luncheon. Tues., Nov. 29, at the College Inn.

"We will order off of the menu," said Chris Schreurs. "But we will still need to know how many plan on attending."

For reservations call ext. 354 by Nov. 28.

### Presentation planned for new program

John Roth, from ACT, will be making a presentation on a new testing, advising, and counseling program called ASSET. This program is currently being considered as part of DMACC's admissions procedure.

The presentation is slated for Thurs., Nov. 17, 2:30 p.m., Bldg. 2, rm. 25A. Anyone interested should attend.



### Plant Sale

Horticulture department is having its annual mum sale. Nov. 17 & 18, 10 a.m. - 2:30 p.m., bldg. 5 lobby.

Potted mums, cut mums, Christmas cactus and gloxinias will be for sale.

### For Sale

Queen-size waterbed, complete. Includes headboard and heater.

\$150, delivered and set up. Call Henry Prager, 263-0694.



Happy  
Birthday  
Mickey  
and  
Mary

### From Human Resources

Human Resources has just received the 1984 Walt Disney's Magic Kingdom Club Membership Guide and Vacation/Travel Booklet. This booklet outlines the benefits you have as a member.

As a member you will receive discounts into Disney attractions, at all Howard Johnson Motels, on National car rentals and many others.

HR has also received the Disney World Club Price Guide which lists all the prices into Disney attractions.

The booklet and guide are yours for the asking. Just stop by Human Resources, Bldg. 1, or call ext. 301. You can get your membership cards there too.

By the way Friday is Mickey's birthday. Happy birthday, Mickey.

### With sympathy

Sympathy is extended to Rich Byerly, vice president, development services, at the loss of his father; and to Ron McClurg at the loss of his mother.

DMACC NEWSLETTER "THE BULL SHEET"

## IDENTITY:

The name “**AREA 11**” was what most of the Central Iowans called the college (some people still do) as the state was divided into sections by numbered Areas during the early establishment of the Community College system. The naming of the college was established by the Marketing department headed up by Dorothy Gilliland and Don Bell. They tossed around calling us Oak Grove Community College but finally decided to call it by location - **Des Moines Area Community College**. My students called it “University of Southern Ankeny.” We designed logos and had fun with it. When I first started at the college, I was asked what I thought of the current logo which was a lamp (A) and I responded, “Genie’s Magic Lamp?.” Of course, it was meant to be the lamp of learning, but it had little appeal to my Graphic Design sense. The early mascot was the “Aardvark” and then a little Irishman dressed in kilts “D’ Mac.” Of course, the Boone campus had been established a very long time ago and their **Bear** was deeply engrained as a mascot, so it eventually became the mascot for the college (B). As for logo designs, when Joe Borgen came to the college, he wanted a new logo, so we all became involved. I had my students, instructors (professional designers), and even myself take a stab at it. The college Photographer, Mike Dixon, and I decided to try our luck with finding the perfect apple (long before the Macintosh came out) by using a golden apple to signify the perfect education we offered at the college. Mike and I drove out to an apple orchard in Mitchellville to photograph apples hanging on the tree and thought we had found our match. After we got back to the college, he developed the many photos we had taken, and I went home for the day. The next morning, I discovered the worst case of poison ivy I had EVER had. You see they planted it around their trees to prevent people from stealing apples! We never even took one single apple. Price Paid! After all of that, Joe Borgen decided to use a replica logo that he had at Danville Area Community College (C)! So much for everyone’s design input! The cap to all of this was that the current logo which will likely never change (due to the thousands of uses) was done by an outside company who was hired to produce the catalog one year. It was just simple Palatino type within a box and they added a couple of bars as accent (D).

**I’m not kidding about this either!**



## Demonstration 1971

Among the miscellaneous activities for the year was a student demonstration to protest the lack of traffic lights at the intersection of the school and Highway 69. This demonstration, which was organized by the Student Senate, was to call attention to the traffic hazard that exists there. At the time of this demonstration, there had been 15 accidents in this area one of which involved a student who was critically injured. Fortunately, after months in the hospital, the student was able to resume classes and continue her education. Although demonstrations such as this are uncommon with this student body, the student government does consider such demonstrations valid when the safety of students is involved.



After flares had been set out and warning signs had been put up, the entrance to the school was blocked by cars and pickups.



"This would happen during our coffeebreak!"



After the obstructing vehicles were pushed aside by police, the cars with their "off-schedule" occupants began moving again.



As the lines of traffic moved past the students, signs were held up which they had made to protest the lack of traffic signals.

## STUDENT INVOLVEMENT:

Another event that led to making things much better at the college was the on-campus entry off highway 69 into the Ankeny campus. The students organized a "sit in" on the highway to bring attention to the D.O.T. that we needed lights there to allow for safe entry and exit from the college. It led to the still active traffic lights off that highway into the campus.

## FIRST AND ONLY YEARBOOK:

There was a Yearbook called "Tradewinds" in 1971 which was designed by one of my first students, Lant Elrod from Ankeny, who has had a successful design career throughout his life. There was a King and Queen contest, and one of my students was elected the Queen.

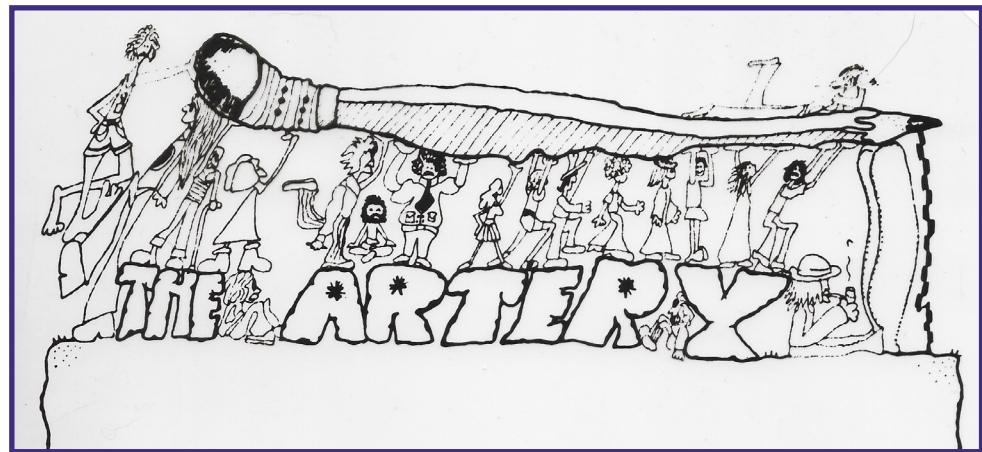


Design by Lant Elrod - Commercial Art Class of 1972

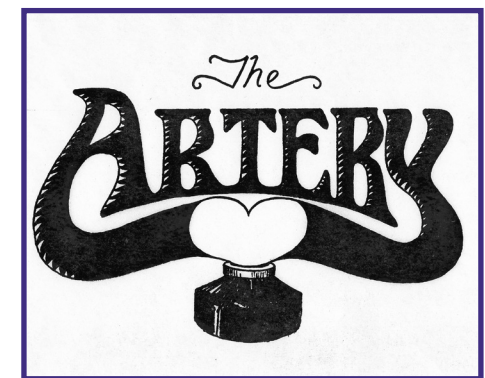
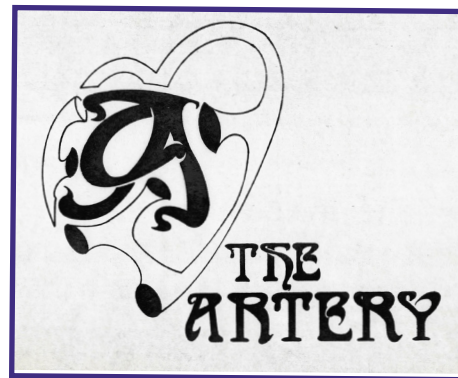
**THE NEST:** Classes were taught by enthusiastic professionals who had valuable experience in their field of expertise. We loved our students and enjoyed seeing them learn, grow, and excel in their chosen professions. There were a group of instructors who taught what we called “related” classes in various subjects for the Career Education group. They were housed in a temporary building on the lower Ankeny campus. Those buildings were constructed to be only useful for ten years while the more permanent constructed ones were built on the upper campus. Those buildings are still in use 50 years later. No Kidding! Anyway, this group of instructors called their offices “The Nest” because they had to “Wing It” many times to adjust to teaching our students the “related” classes. This was reported to me by Bob Mitchell who was in that group. None of them (some deceased) are still at DMACC, but they were essential to our Career Education curriculum.

### **STUDENT CLUBS:**

DMACC Student Activities awarded an annual amount of \$125 for each student club, and that was to be used to finance activities. It never really paid for much, and most of the programs had to have fund raising activities to be able to take students to contests, field trips, and more as needed. We established our first student club which was named “Raw Bananas Studio.” Students used green bananas as their logo and raised funds to take a field trip to Kansas City in May of the following year. Following that, we had logo designs for The University of Southern Ankeny K.I.S.S. Club (Keep It Simple Stupid) and finally arrived at the name of “The Artery” which remained until I retired in 2008. and we had trips to New Orleans and San Francisco which were memorable experiences for the students in every way. Many, but not all, of the career education programs had clubs in those early days.



**FIRST ARTERY LOGO DESIGNS**



**FUND RAISING:** Some of the Career Education Programs had built-in ways to raise money. For example: Building Trades made picnic tables, Agri-business sold plants, Culinary Arts sold student created soups and breads, Automotive fixed cars, and more. We printed tee shirts for organizations, held an all-college pig roast at Jester Park barn, car washes, and even a Saturday cartoon festival for kids. My husband, Lee, dressed up like Santa, and I was Mrs. Claus with the students being elves. We promoted it as a time for parents to drop off their kids at the Auditorium in our building 7 and to get away to shop. The kids were literally just dropped off, and we had to keep their attention for over two hours for which we were not prepared at all! We showed cartoons on an old 16mm projector in the booth above the auditorium. Not many of us knew how to wind the film onto the projector, so the cartoons had to be loaded separately, and that took time which made the kids so restless. Another thing we did was to park cars at the Annual Ankeny Craft and Gift sale. That was pretty much a disaster. It was freezing cold, but the shoppers arrived in droves, and we were not prepared for the mad house that ensued. They were parking on the grass and leaving their cars before we could direct them to available spots in the parking lot. The students got cold, we lost control and it was not something we EVER did again. Another fund raiser that got really bad reviews was when we worked a haunted house at Lynn's Supermarket in Des Moines. We had to work 15 nights and find at least 12-16 students a night to work in masks behind the scenes and also to be active in the many scary parts of the basement set-up. It was next to impossible to get that many students to work. Our staff split up the 15 nights so we did have to work it ourselves every night. There was an associate grocer who liked to take the pretty girls into the black-out room. He was literally touching the girls inappropriately. Some of the girls refused to work again, and I was so appalled at this that we told the owner and threatened to bring charges against them if it continued. It was a fund raiser that just didn't pay off. In total though, these students were dedicated to raising enough money to pay for two amazing trips to New Orleans and San Francisco. I even got into a dunk tank to help with the fund raising!

## LINN'S SUPER MARKET HAUNTED HOUSE



## DEE IN THE DUNK TANK



## **FIRST FULL TIME COMMERCIAL ART STAFF:**

In 1971 Jack Mastrofski (now deceased) joined the program staff as an instructor. Jack's expertise was in illustration, print making, photography, and airbrush. They were the perfect combination to supplement the instruction and subjects for which I had limited or no experience. For example: We had four courses in AirBrush which is still today useful as a way for artists to make a living. I was asked in the interview if I could teach the already established list of courses and, of course, I said "Yes." When it came to teaching Airbrush, I had never even held or operated one, so they sent me up to Hawkeye Tech in Waterloo where they had an already established Commercial Art program and taught Airbrush. I took a short course in Airbrush and returned to teach the course. Another thing in the Curriculum was "Life Drawing." Having never done one, I enrolled in a Life Drawing class at the Art Center and taught what I'd learned the next day in class. When I hired Jack, he was able to fill in. He was one of the most creative artists I had ever or will ever meet. His teaching style was so unique. His attention to using his creativity to solve problems in the classroom was unmatched. He wanted students to be able to draw the human body so he went over to the Health Occupations building where he borrowed a skeleton that was in a wooden closet to bring over to his class so they could draw it, and he got amazing results. If I needed to talk to him while he was working with a student, it was impossible because his concentration on helping that student was so focused that I could not interrupt. Thankfully, we never had a fire in any of the buildings! With assistance of the advisory board, we received administrative approval to include live nude models in the Life Drawing classes. Originally the classes were taught at the Des Moines Art Center; later on, they moved to the Ankeny campus in the commercial art labs. It was a very involved process because there were no changing rooms and models had to change in the bathrooms and wear robes into the classroom where the windows were covered during the Life Drawing sessions. It only lasted a few semesters because Jack retired, and no one wanted to continue with that process.

## **JACK MASTROFSKI MY SIDEKICK FOR 21 YEARS**



## **THE MEDIA CENTER:**

The Commercial Art Program was in the Media Center building for all of the 70's and into the '80's as well. It was a beautiful building that had a multi-function purpose. It was designed with an open sunken skylight area in the middle which was surrounded by plants and student carousels. Students were expected to use them for studying. At the north end was a library and a large television production studio. Books were delivered to the main floor check out desk by a device called the "Rand Trtriever." It took up four levels and most of the north end of the library. It really was an electronic innovation for its time. In the middle was the atrium, offices, learning center, a faculty kitchenette & library, the Marketing Program, and our program area where we shared space with the media center design staff (AJ Carr & Sharon Frier), and a dark room. At the south end was the auditorium which was used for meetings, plays, movies, and events. Seating was elevated and set in a curve so everyone could see from any angle. A State-of-the-art projection studio was above the auditorium where visual presentations could be made. We made full use of that auditorium for many events. President's Day was also held there every semester with break-out sessions in the classrooms in the afternoons. As the staff numbers grew, it became impossible to have everyone from all campuses in one location. That's when the "overflow" room was added to accommodate those who could not be in the auditorium. It became a very popular place for faculty and staff to socialize and hide out from administration. It was held in the Culinary Arts building next door so many just went there instead of even going to the auditorium. The meetings were televised on monitors in those rooms, but hardly anyone paid much attention to what was going on because they were socializing. We also had breakfast and lunch prepared by the kitchen staff in that building, and that was a major function for them to do in those days. Lots of different ideas were planned for that President's Day to get the staff involved in getting to know each other and improving our communication skills. Many of the instructors were so involved with teaching their students that they hardly even got to see each other daily, let alone have time to meet to talk about concerns, curriculum, and students. One of the better things that was offered as an alternative to the mandatory break-out afternoon sessions was that each program or curriculum area was allowed to plan an activity that would be just for their staff. We looked forward to getting everyone, including the adjunct staff, together for lunch and planning.



## **THE LIBRARY IN BUILDING 6 - MEDIA CENTER**

# Area XI boasts a new media center

*Ank. Press-9-2-71*

Impressive on the Ankeny campus Des Moines Area Community College, the new media center made up of 64,000 square feet with a total seating capacity of 1,078 at one time.

The seating arrangement breaks down as follows: 233 seats, Open Study Areas; 97 seats, Small Conference Rooms; 366 seats, Classrooms, Seminar Rooms, and Labs; and, 350 seats, Large Group Instruction Area.

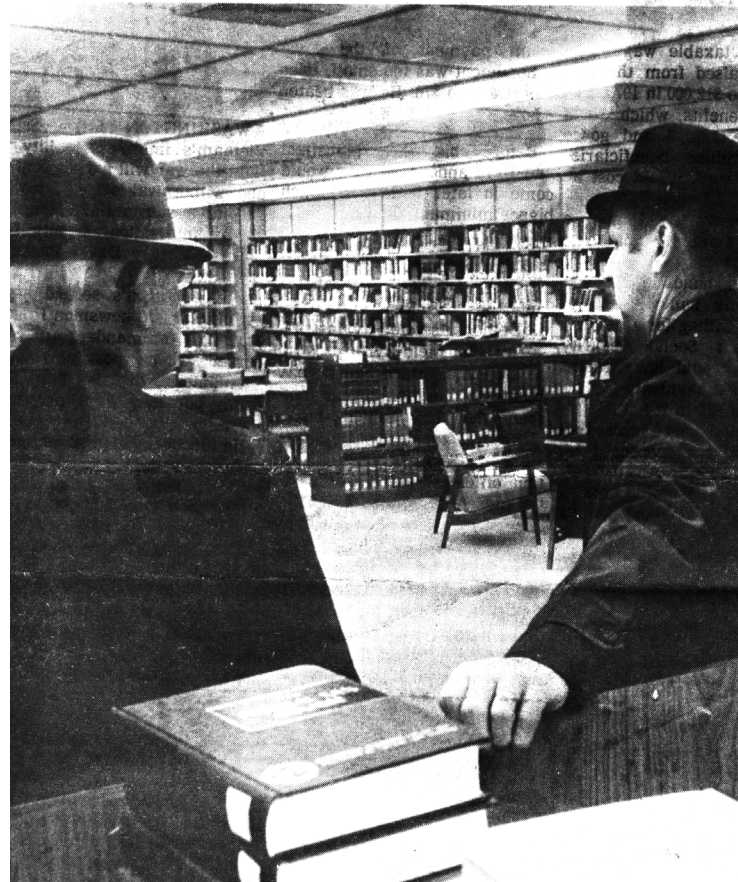
The Large Group Instruction Area is equipped with three projection screens and a sound reinforcement system allowing for the latest in multi-media presentations. Study areas are further distinguished by the fact that there are several study areas spread throughout the building allowing the students a

feeling of privacy while working.

Another distinguishing feature is an Automated Book Retrieval System being installed by Library Bureau, Division of Sperry Rand Corporation. It is designed to deliver a book to the student rather than students having to search open stacks to find their own material.

This installation is the first to be installed in a community college in the United States. The initial capacity of the system upon installation will be 70,000 volumes with the capabilities of expansion to 170,000 volumes. It allows for all types of media to be stored in the same location.

Facilities for the production of teacher materials are contained in the center. They include a closed circuit television studio, an audio



**PRESS RELEASE • 9-2-1971  
THE LIBRARY IN BUILDING 6  
MEDIA CENTER**



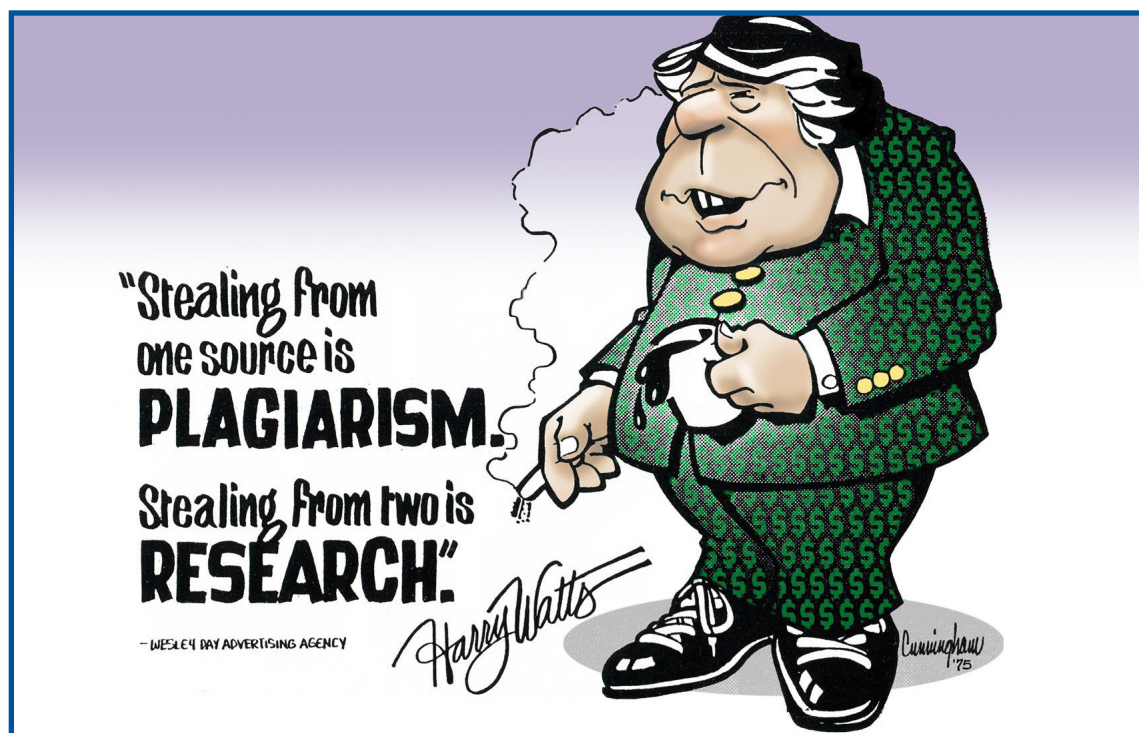
## **PORTFOLIO DAY:**

In the Spring of 1972, the first “Portfolio Day” was held in the Media Center Bldg. in the central atrium. Students personally constructed their own displays. Family members attended a special reception on Sunday afternoon. The displays were exhibited for one week, and the advisory committee and prospective employers were invited to attend and to view the displays. We had two of the students stay with the displays at all times in order to protect the student work and to answer any questions. It was a big event for that first class; “Portfolio Day” has lasted for over 50 years. Some of the classes even had a 2-day event including dinner and a show on one night with the students displaying their portfolios on the 2nd night. The students prepared the show, and it was very involved using animation, music, and video or slides of their work. The objective of this was to get prospective employers to come to see the work, and interviews were offered by showcasing their work in this way.



## **PROGRAM OVERLOAD:**

In the Fall of 1972, admissions overloaded the beginning class with 36 incoming students in a lab where only 24 art tables were available. I remember vividly walking into the lab and seeing students sitting on the back storage cases and standing along the walls. I took them into the lecture room and said my welcome speech. Then I ended with “look to your right and look to your left. One of you will be gone by the end of this semester,” and I was unfortunately serious about that. Of course, I was really overwhelmed at what to do, so the only way to deal with this problem was to create two sections of students and redo the schedule to make it work. I hired more adjunct instructors and worked out a Tuesday & Thursday plan for half the students with their related classes in the lecture rooms on opposite days. Monday & Wednesday plan was for the rest. All of them met in a class on Friday morning where we were able to schedule them into the classroom and the lab. Keep in mind that we still had our 2nd-year students there also on Friday mornings, so it was a juggling act for sure. All of this could have been avoided had we been able to address the knowledge of what the training program was really all about. So many enrolled thinking that it was going to give them a career in Art which was not really what we intended. Commercial Art had many skill areas, and one of them was not Fine Art, Painting and Drawing for money. Thus, the C.A.R.E. Day was created.



### **ADVISORY BOARD & ADMISSIONS REVISION:**

In 1973, Harry Watts of Wesley Day Advertising (now deceased) joined the advisory committee and became the chairman, a position that he held until December of 2001 when I retired. With the help of the Advisory Committee, the pre-program evaluation was designed for all incoming Commercial Art candidates. The program, entitled C.A.R.E. (Commercial Art Realities Experience), was organized to inform candidates about the career and to evaluate their potential for success in the training program. The early C.A.R.E. days were held for groups of 15 students every Saturday in a full day workshop. The candidates would complete a number of projects designed to evaluate their career potential. Advisory committee members and program staff chaired the workshops. Each candidate was interviewed. They would show their portfolio samples and discuss the career field. After each Saturday, the packets would be scored, and candidates would be sent a personal evaluation and recommendation for career potential. Although unable to prevent candidates from entering the program, this process helped to cut down on the rate of dropouts as students came into the program with a good understanding of their potential for success and the demands of the career field. Our Advisory Board was active with the students from pre-admission to graduation and were recognized as the most successful in the state. Harry Watts represented the State of Iowa at a National conference in Washington, D.C., and I'm certain he made a favorable impression on everyone in attendance. Our committee was so important to our success.

## MAJOR FIELD TRIPS:

### 1974

The first major field trip was taken by the students and faculty to New Orleans, LA. The trip followed many months of fund-raising efforts by the students. Many benefits resulted from this trip and led to the following event. We took a bus from DMACC to the French Quarter where we toured many of the walking distance sites and enjoyed Bourbon Street entertainment in the evenings. We rented rooms in the French Quarter and had a pool and an interior courtyard where we relaxed after the daily tours which involved a streetcar.

### 1975

An entire train car on Amtrak was rented and the Commercial Art students went to San Francisco for a nine-day trip in May. Fund raising involved designing and printing of tee shirts for other student clubs on campus and for non-profit organizations such as the Iowa Campfire Girls. Forty-three students and two faculty members and their spouses boarded the train in Osceola to take the long but fascinating trip. Students and faculty were housed in a student hostel near Union Square in downtown San Francisco. Field trips were to San Francisco Academy of Art, Golden Gate Park, Muir Woods, Alcatraz, Coit Tower, Fisherman's Wharf, Ghirardelli Square and many art galleries and museums in the vicinity.



## **STUDENT AWARDS:**

In 1975 - Lee (my deceased husband) & I along with Richard Seliger (deceased) of Machine Shop drove a DMACC van with five students and all of their tools of trade to Washington D.C. for the national V.I.C.A. (Vocational Industrial Clubs of America) contest. We brought back three medals including a Silver (2nd Place) in Commercial Art, a Silver in Culinary Arts, and a Silver in Machine Shop. This competition is the most valid measurement of our program against other training programs in the United States. The three-day competition attracts contestants from all 50 states, Canada, and Puerto Rico. Students are given problems to solve using their creativity and talent. Working under time constraints as well as under strict observation, students complete actual live assignments and are judged according to their ability to meet specifications.

**NOTE:** *We went on to compete in this contest for many years and won at least 24 National medals over the years. We had a very active V.I.C.A club in my program and others on campus. We even put together a team made up of students from Printing, Building Trades, Culinary Arts and Commercial Art that competed in the Leadership "Opening & Closing" ceremonies and won a Gold at Nationals. It was a prosperous time for Vocational Ed.*



## **ACCOMPLISHMENTS AND ACTIVITIES OF STUDENTS:**

DMACC students have won many awards in the student division of A.D.A.I. (Art Directors Association of Iowa) over the years. Each year students have the opportunity to win a \$700.00 award for the most outstanding student portfolio in their class. Students are selected by the Commercial Art advisory committee in the annual second year portfolio review which is held in December of every year at the end of their next-to-last semester of training in the program. All students in the Portfolio Preparation course submit portfolios and receive personal evaluations and interviews. Students may also submit their best designs for judging in the Spring of their graduation year. DMACC students have won many awards and been selected as best in this contest many years. The idea for creation of the student division originated here at DMACC in 1972. Students also enter other art contests throughout the year. Many awards have been won for design excellence in logos, illustrations, and publications such as those granted for the DMACC publication "Expressions," which is a student talent publication featuring the best in writing, photography, and illustration. The art direction and production are done by our students. We also get involved in the graphic designs for the International Year materials, the President's annual Christmas card, and print design for promotion of The Culinary Institute and other programs as requested.

**COURSE CHANGES:** All of the Career Ed Programs have gone through many changes in curriculum. Some programs were even dropped due to lack of jobs in the industry or the ability to hire qualified instructors. The original courses in my program were based on the content of the Waterloo, Iowa Hawkeye Institute of Technology Commercial Art that originated in 1967. The pre-program advisory committee had determined the list of courses, although there were only course descriptions and no outlines at that time. Some of the first things to happen were a change of the courses and development of the outlines to fit the objectives of the Central Iowa industry. Meetings were held with the faculty at Hawkeye Institute of Technology and our Commercial Art advisory committee to determine the best direction to take in the development of the courses and content. The first years of the program were divided into four quarters. Students attended classes in blocks of time that varied from two-four hours a day. Some classes only met once a week. Students usually attended classes for 30 hours a week and earned about 16 credits per quarter. The early students received a diploma upon completion of the 7-quarter training program.

**EVENING CERTIFICATE COURSES:** Many of the Career Ed programs established evening certificate courses in the 70's. My program had certificates in Production Art Lettering & Sign Art and Airbrush Art. These early course offerings were called extended day programs and students would attend classes four evenings a week from 6:00-10:00p for 12 weeks in order to receive training in a specialty area. All of the courses were taught by professionals who practiced their particular skill in their full time jobs. That was always the strength behind having successful and relevant training.

**IN SUMMARY:** The Commercial Art (now Graphic Design) Program has a long tradition of excellence. The pride is shared by the alumni, students, Advisory Board, and the instructors. We have spent countless hours making certain that our curriculum, software, and hardware are state-of-the-art. To summarize, the accomplishments, changes, and impact on the community of a small Commercial and Advertising Art Program that started in a grocery store in West Des Moines, Iowa, has been a definite labor of love. The success of our program is shared globally as our students go out into the design world using skills learned here at Des Moines Area Community College. The college has gone through many changes, but the 70's were likely the years when we saw the most changes of all time. New programs were being created, new staff was being hired (most were employed in their field of expertise, and hardly any knew how to teach), buildings were being constructed, the union for teachers was established, equipment needs were being met, curriculum was being created from scratch, numbers of employees at least doubled, and the communities nearby were affected by the needs of our growing student population. It's a miracle we survived, but we DID, and I'm extremely proud of my small part in being one of the "Ds" in DMACC for 51 years.

A handwritten signature in black ink that reads "Dee Johnson". The signature is written in a cursive, flowing style with a small loop at the end of the last name.