

COLLEGE OF
MARIN

Multimedia Studies - Game Design

Advisory Meeting

MINUTES

Monday, Dec 5, 2022

6 – 7:00 PM.

Via Zoom

Hosted:

Alina Verona, Dean of Career Education and Workforce Development, College of Marin

James Gonzales, Multimedia Studies Instructor, College of Marin

Heather Rahman, Program Coordinator, Career Education, College of Marin (COM)

Attended:

Katie Nelson, Cloud Chamber Studios, 2K Games

Noah Falstein, Freelance Designer for Google, Lucas Arts, etc.

Andrew Leker, CEO Bambu AI

Jeff Sondin-Kung, Levels Designer at Lost Boys Interactive

Ralf Knoesel, Co-founder and CTO, Vector Unit Inc.

Shawn Nelson, VR and Game/Animation Instructor

Stephen Rosas, Game Development Class and Summer Career Academy Instructor

Alex Jones, Work Experience Faculty and XR Developer Apprenticeship Partner, COM

Katheryn Horton, Director of Workforce Programs, COM

Brier Welch, International Student Advisor, COM

<p>Welcome and Introductions (10 minutes)</p>	<p>James Gonzales and Alina Verona began the meeting with a warm welcome and an explanation of why we gathered on the Zoom meeting.</p> <p>James mentioned that in order for College of Marin to offer a game design or animation type program we would to decide on some program aspects including the following:</p> <ul style="list-style-type: none">• The game program should be renamed, as it is now listed as Entertainment which is vague.
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	<ul style="list-style-type: none"> • We need to decide what classes need to be included in this program. • Any other aspects which would contribute to student success. • Should we offer a certificate, Associate’s degree or degree for transfer? <p>It’s our intention that our programs are not only dynamic and engaging, but are really meeting the need that exist either in the county or region. We strive to connect students to a living family sustaining wage.</p> <ul style="list-style-type: none"> • What should we teach our graduates so that they can go into the workforce in 1 – 2 years? • What kind of foundational skills can we give them?
<p>Overview of COM and Multimedia Studies Programs (10 minutes)</p>	<p>Alina Verona gave a broad overview of Career Education, the Multimedia Studies program and the overall demographics and metrics of the program. <i>(Please refer to the presentation slides provided.)</i></p>
<p>Labor Market Information (5 minutes)</p>	<p>Heather Rahman reported out the latest labor market findings pertaining to recent and projected demand and supply of the industry concentrated on Special Effects Artists and Animators.</p> <p>The committee’s feedback included:</p> <ul style="list-style-type: none"> • Earnings are very low. It should be doubled. • Various trend lines collide in labor market data for game design/development and animation artists. • The impact of the pandemic pushed open the doors for many, many jobs to be remote working opportunities. • There are many more opportunities than what’s reported. • Job titles and salaries are inaccurate. The salaries are about \$60,000 higher than what they were 2 years ago. • There is a huge labor shortage. • Hiring agents look for talent, confidence and what a candidate can produce. • Hiring agents want employees to be very comfortable with using software/development tools.

<p>Check-in with Advisory members including these discussion topics (15 minutes):</p> <ul style="list-style-type: none"> • Technology discussion – where do you see the game industry going in next 5 years? • General hiring/retention needs – what skills are most needed/important? • General local industry climate for new employees • Skills (technical and soft) to prepare students – what should we be teaching? 	<p>The committee offered this feedback:</p> <ul style="list-style-type: none"> • Most jobs since the pandemic are remote positions in many different time zones. Employees are expected to work online during core hours using the software “Discord”, a tool similar to Microsoft Teams and Zoom combined. • Discord is also used as a teaching platform in certain other colleges. • Additional support and mentoring could help students to be more comfortable with online teamwork and instruction. • Mock interviews, mentoring and industry connections will help students gain confidence. • Build out industry contacts and grow internship opportunities for the students. • A 4-year degree or any education level isn’t necessarily relative after high school, if the candidate/employee knows what they are doing. • The upcoming generation is much more comfortable with staying online and working remotely because that’s has been the modality through the last few years due to the pandemic. • Analytic skills or ways to break problems down is very beneficial for candidates.
<p>Review/Feedback on Multimedia Game Design program and impending changes (15 minutes)</p>	<p>James mentioned that the animation classes use Unity software. COM doesn’t currently offer a certificate in game design, and we are considering it.</p> <p>Right now, the game program is hybrid where we have online learning for 1 day a week, and we come to the lab on another day for 2 – 3 hours.</p> <p>Some students thrive in coming on campus to learn and others are best with online instruction.</p> <p>Brier mentioned that international students are very interested in multimedia studies. However, they are restricted to take 12 units minimum with only one online course. If these students take more than 12 credits during a semester than the additional units can be online or hybrid type classes. We’ve lost 5 students due to these State mandated regulations.</p>

	<p>If an international student is able to take a multimedia course and make certain progress in the program, it's likely that the student cannot complete the program.</p> <p>It is important to ensure that students understand the "invisible" curriculum; the value of networks, gaining confidence and obtaining mentorship.</p> <p>We invite industry partners to act as guest speakers, give Zoom or live classroom lectures and visits, become mentors, participate or become partners in other ways.</p> <p>Katie suggested we call the program "Interactive Media". Andrew stated the word "development" is important for optics.</p> <p>Would it make sense to modify what we currently have in place or create a new certificate offering for game design?</p> <p>We would offer core classes including introductory orientation classes and leading up to game portfolio development and/or an internship. We'd like to offer a work experience class. Then outside of the core we could offer about 5 classes that we can adapt. Currently we have 4 game design classes at 4 different levels.</p> <p>The field is so broad, what make sense to teach for a two-year program? Game design, graphic artists, animators, modeling?</p> <p>Most professionals in this field already know what they want to pursue early on. However, COM should provide an introductory class for students to explore the different pathways; a "sandbox". Then COM can recommend students to specialize in level design or animation and modeling.</p> <p>Teaching AI is increasingly important for the game industry. If students gain the basic skills in this area, they are going to have a much higher likelihood of being resilient against the dramatic change that is happening now.</p>
<p>Conclusions (5 minutes)</p>	<p>College of Marin is absolutely grateful for the participants of the advisory meetings and the feedback we receiver. We intend to reconvene in the Spring, and we will follow through with a survey to extend additional questions faculty have regarding a game design type program.</p> <p>The meeting adjourned at 7:10 p.m.</p>

COLLEGE OF

MARIN

Digital Game Design Committee Meeting

December 5, 2022

AGENDA

Welcome &
Introductions

Updates

Labor
Market
Information

Industry
Share Outs

Medical
Assisting
Program
Discussion

Summary
wrap-up



Hello!

Please share your name, role, organization.

College Updates, Trends, and Outcomes

ALINA VARONA, DEAN, CAREER EDUCATION AND WORKFORCE DEVELOPMENT

Career Education: Programs

cte.marin.edu



- Administration of Justice
- Auto & Industrial
Auto Collision Repair; Auto Technology;
Electronics; Machine & Metals
Technology, Welding
- **Computers & Multimedia**
Computer Information Systems; Graphic
Design; 3D, Video, **Game Design**;
Web Design and Development; MS
Office Specialist Certification
- Court Reporting
- Health Sciences
Dental Assisting; Emergency Medical
Technician Training; Medical Assisting,
Public Safety Degree
- Organic Farming
- Education to Career (E2C)
Adult Education Construction Program
- Summer Career Academies
High School Academies
- Short-Term Career Training
Programs (12 Weeks)
Business Start-Up; Small Business
Management: online selling, accounting,
office applications, social media
marketing

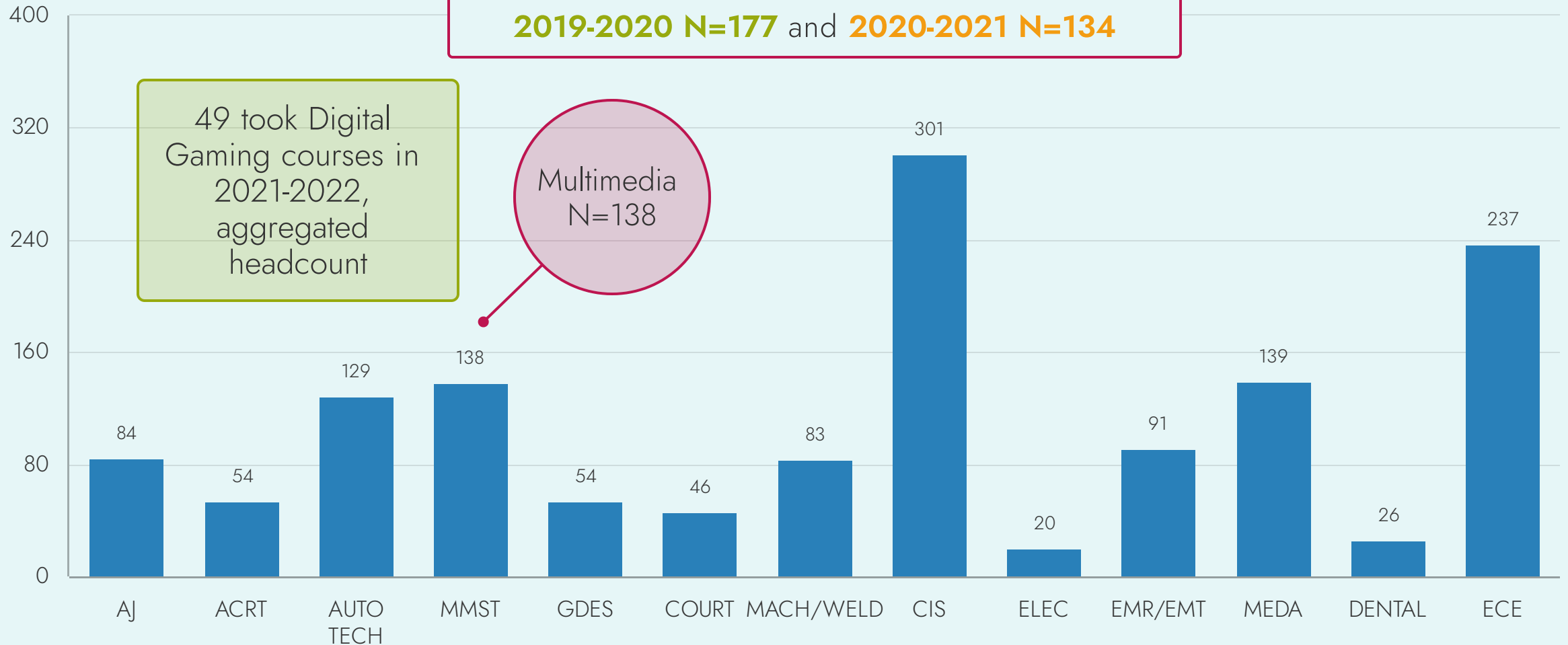
Enrollments by Program (unduplicated)

2021-2022 Academic Year

2019-2020 N=177 and 2020-2021 N=134

49 took Digital Gaming courses in 2021-2022, aggregated headcount

Multimedia N=138

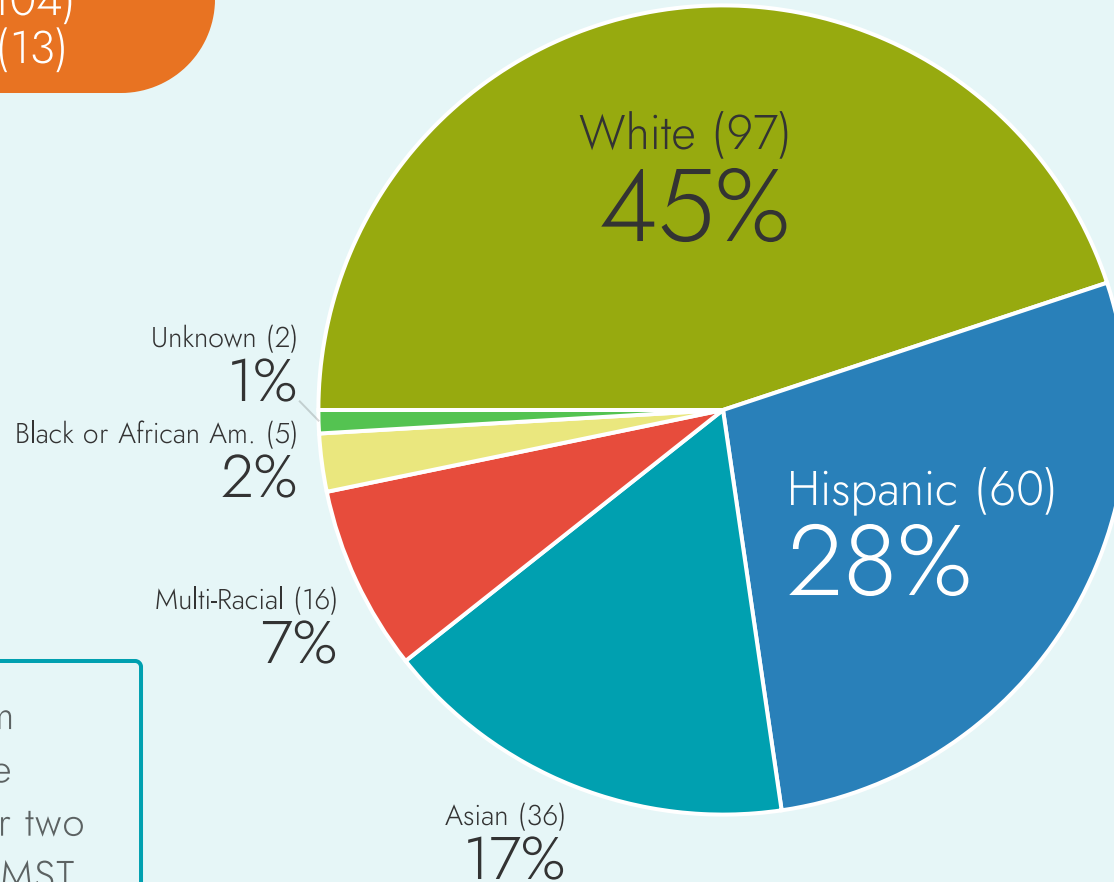


1,402 Total Career Ed. Student Count for 2021-2022

Student Demographics

MMST 2021-2022

46% Male (101)
48% Female (104)
6% Unknown (13)



The program numbers are aggregated over two semesters for MMST.

COLLEGE OF MARIN CREDIT STUDENT CHARACTERISTICS

Gender: Male 39% Female 59%;
Median Age: 24
Race/Ethnicity:
Asian: 538 (8%)
Black/African American: 219 (3%)
Hispanic: 2,170 (31%)
Multi-racial: 445 (6%)
Native American: 15 (0.2%)
Native Hawaiian/Pacific Islander: 13 (0.2%)
White: 3,377 (49%)

Program Outcomes

2021 - 2022

PERSISTENCE

Persistence -

First Time Students

Fall 2021

Program: **73%** average

College: **73%** average

The program is aligned with the
College's rate.

RETENTION

Course **Retention** by

Gender (%)

Spring 2022

- **72%** Women in program
- **79%** Men in program

Program Course Retention Overall:

Fall 2021 - Spring 2022

85%

Higher than the College
average at **83.4%**

SUCCESS

Program Completions -

in the Last 3 Academic Years

- **MMST GD: 1** degree; **5** certificates
- **MMST WEB: 2** degrees **5** certificates
- **MMST GAME: 1** certificate

Successful Course Completion -

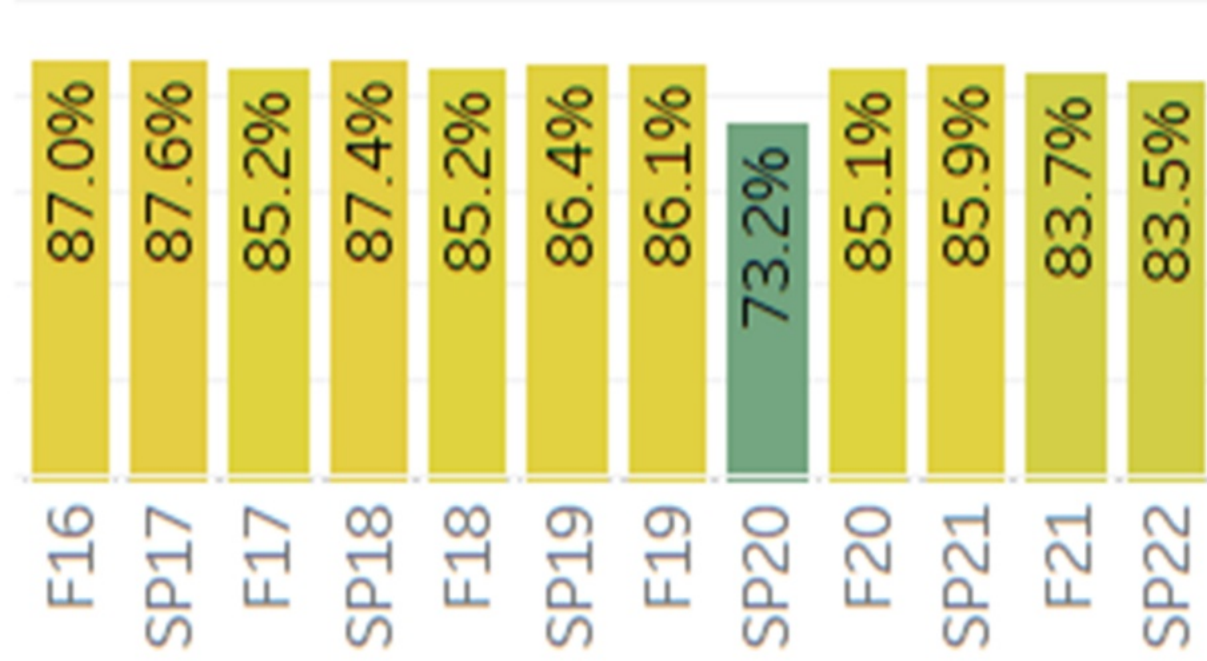
Fall 2021 - Spring 2022

61%

which is lower than the College's rate
at **83.5%**

Student Success Fall 2016-Spring 2022

All Credit Courses



Student Success Fall 2016-Spring 2022

by Student Type

	First time	New transfer	Returning	Continuing	CCP
F16	87.4%	88.0%	89.5%	88.0%	95.2%
SP17	81.5%	87.6%	83.4%	89.0%	92.7%
F17	82.7%	86.8%	84.9%	87.4%	95.1%
SP18	77.4%	86.5%	85.1%	89.0%	93.5%
F18	82.2%	84.5%	87.2%	87.8%	91.8%
SP19	82.8%	85.9%	85.7%	88.4%	92.1%
F19	83.6%	86.1%	81.6%	88.4%	91.7%
SP20	67.4%	74.8%	71.7%	76.3%	81.0%
F20	82.1%	88.0%	84.1%	86.2%	92.9%
SP21	80.4%	82.2%	84.2%	87.9%	90.8%
F21	82.0%	84.3%	86.7%	86.4%	91.7%
SP22	78.0%	78.3%	76.1%	85.0%	90.6%

Thoughts and
Reactions?



PRIORITIES AND CURRENT LANDSCAPE

Advisory Member Share Outs & Discussion



Staffing and Recruiting

- Where do you find your candidates?
- **What wages can be expected for entry level positions?**



Training & Professional Development

- **What are the skills required? For which levels?**
- Any emerging technology skills that should be considered?



Community Partnership & Impacts

- **How should we best prepare our students to be qualified and competitive?**



Needs and Priorities

- What are your current priorities and needs for hiring?
- **What's the general local industry climate for new employees?**



Other Key Items?

- What should we be aware of to support our future students?
- Potential technology, training, or emerging sectors?
- **Where do you see the game industry going in the next 5 years?**

Regional Labor Market Information

Source: Centers of Excellence (<https://coeccc.net/>)

Bay Area Regional 12
Counties - an
"undersupply"

Occupation	Job Titles	Average Annual Earnings	Annual Job Openings projected through 2025	Projected Growth 2020 - 2030
Web Developers and Digital Interface Designers	Ux Designer, Ux Researcher, Frond End Engineer, Backend Engineer, Front End Developer, Web Developer, Ui Developer, Ruby On Rails Developer	\$76/hour or \$146,000/year	1332/year	14%

20,792 Job Postings for Web Developers Regionally; 1,218 for North Bay 2021-22

Multimedia Studies, Game Design Program

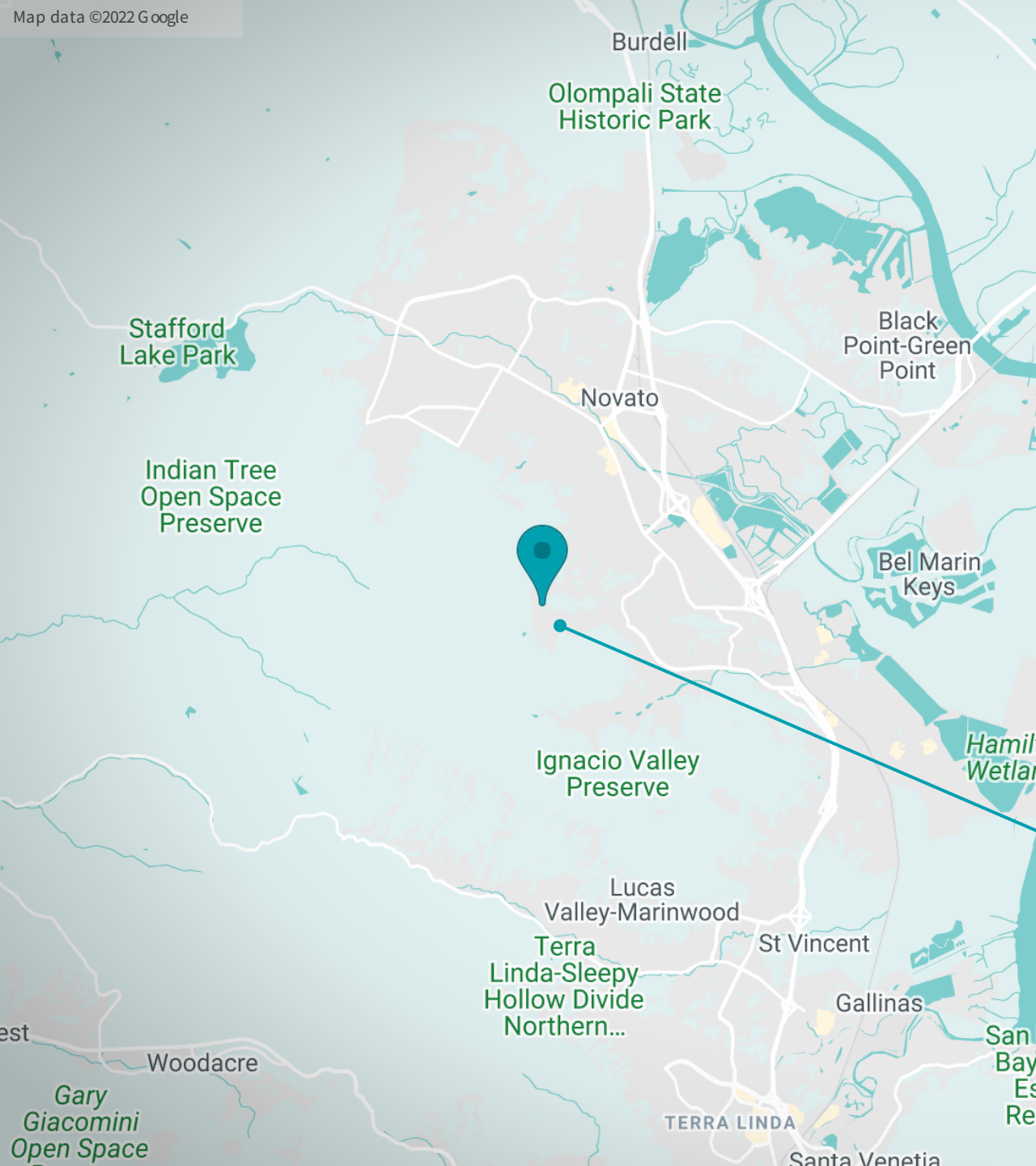
James Gonzales, Instructor

- New Game Design Certificate
- Recommended Skills
- Recommended Courses
- Technology
- Other program recommendations?



Summary/Wrap-up
Thoughts? **Questions?**
NEXT STEPS





Thank You!

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College of Marin, Indian Valley Campus