

COLLEGE OF  

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**MARIN**

**Multi Media Studies Advisory  
Committee Meeting**

**December 5, 2022**

# AGENDA

Welcome &  
Introductions

Updates

Labor  
Market  
Information

Program  
Discussion

Industry  
Share Outs

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](http://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

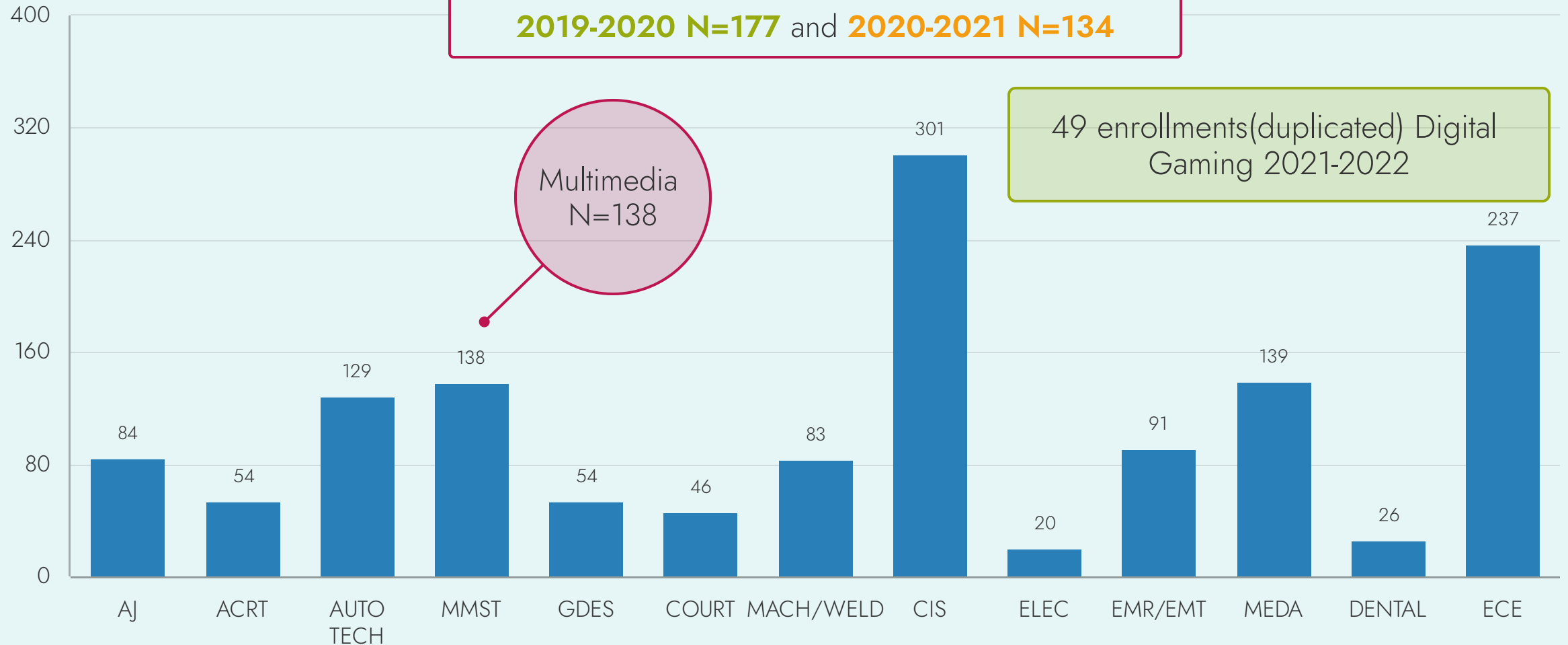
# Headcount by Program (Unduplicated)

2021-2022 Academic Year

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

Multimedia  
N=138

49 enrollments(duplicated) Digital  
Gaming 2021-2022

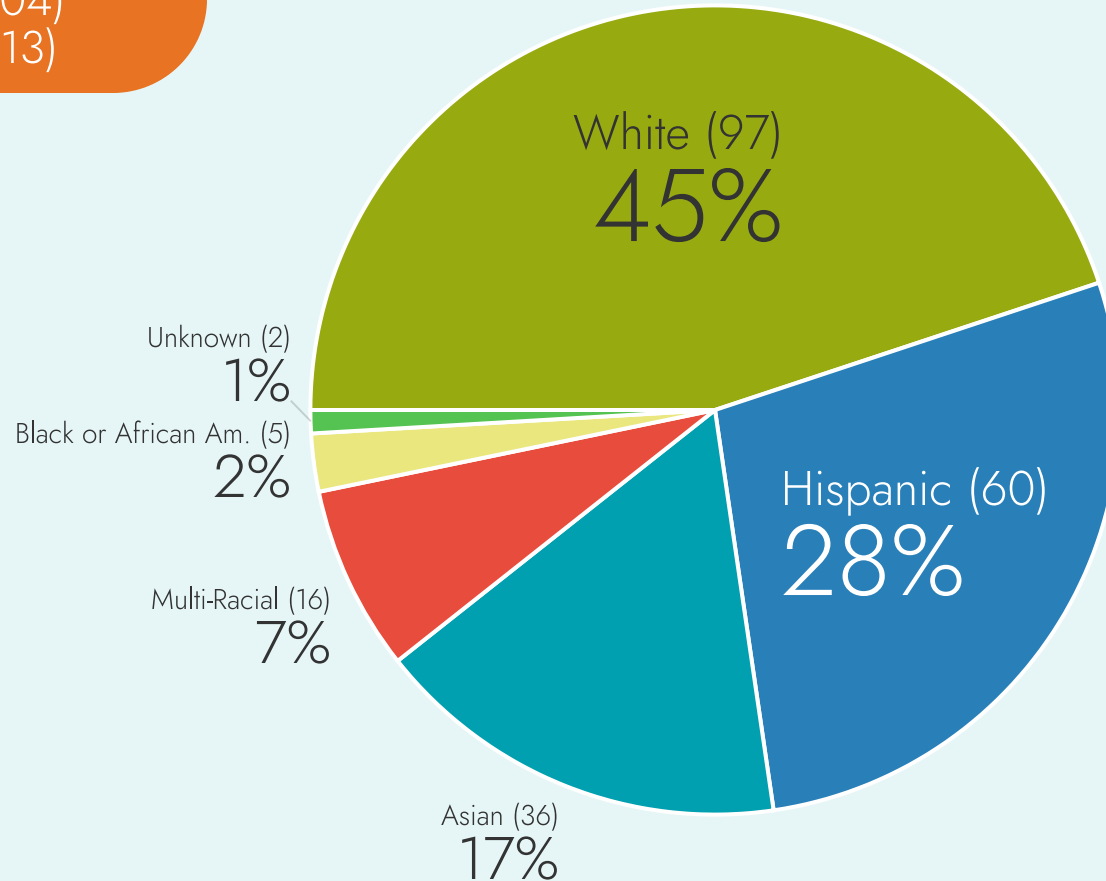


1,402 Total Career Ed. Student Count for 2021-2022

# Student Demographics

MMST 2021-2022

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



## 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

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Program: **73%** average

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College: **73%** average

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The program is aligned with the  
College's rate.

## RETENTION

Course **Retention** by

Gender (%)

Spring 2022

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

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### 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

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### 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

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?



# 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 - 2025
<b>Multimedia Special Effects Artists and Animators</b>	Front End Engineer, Ui/Ux Designer, Backend Engineer, Frontend Developer, Ux Researcher, Animation Art Producer, Noblr	\$46/hour or \$88,320/year	340/year regionally and 34/year in North Bay	3%

# Multimedia Studies, Game Design Program

James Gonzales, Instructor

# 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?**



### 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?



### Other Key Items?

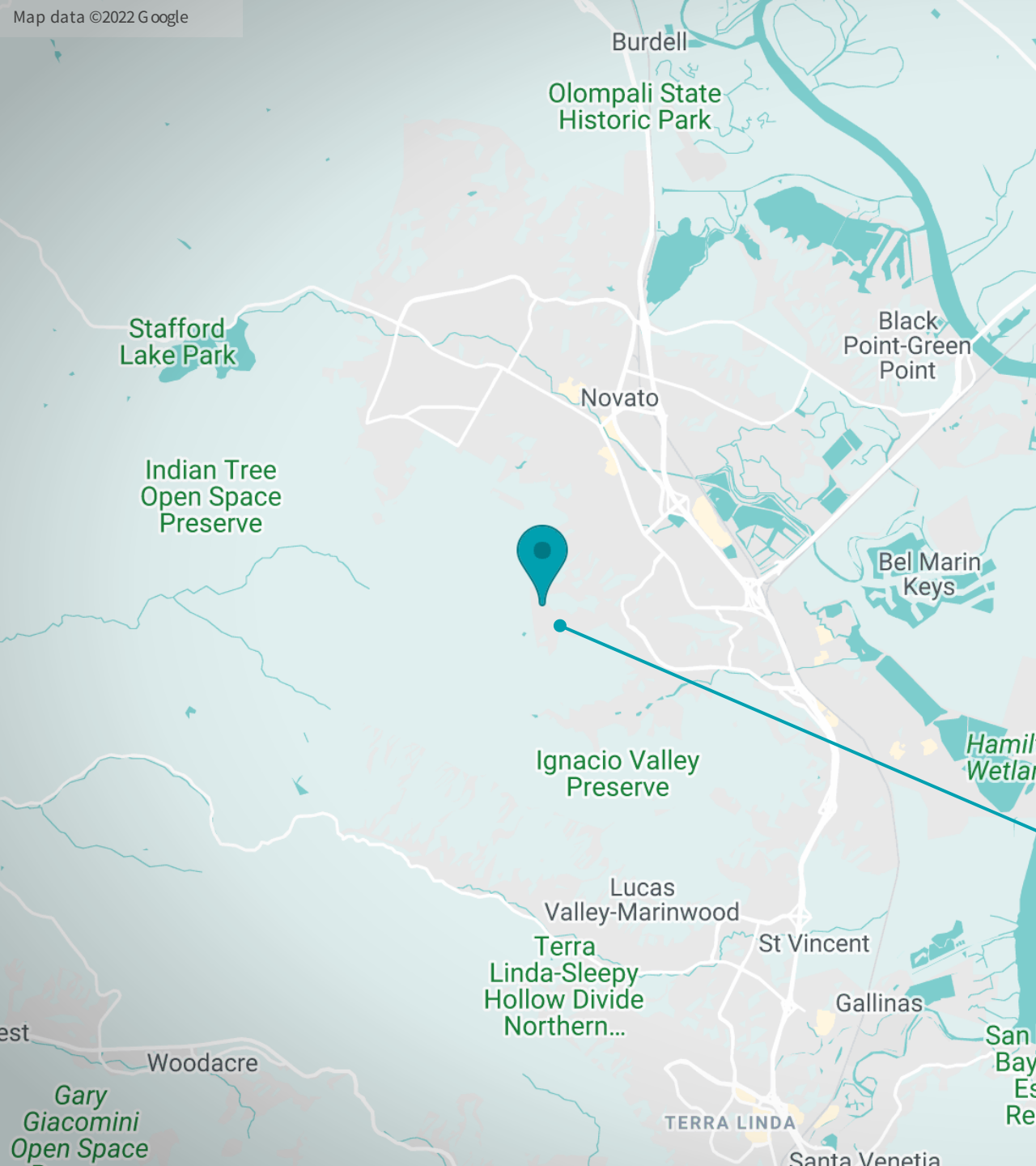
- Potential technology, training, or emerging sectors?
- **Where do you see the game industry going in the next 5 years?**

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



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





# Thank You!

1800 Ignacio Boulevard Novato, CA 94949

@ Alina R Varona <arvarona@marin.edu>

@ James Gonzalez <JGonzalez@marin.edu>

**College of Marin, Indian Valley Campus**