



**MMST Advisory Board Meeting
MEETING NOTES**

**Wednesday, April 18, 2018
8:00 a.m. – 9:15 a.m.
Via Zoom**

<https://www.surveymonkey.com/results/SM-S2SVDBVVL/>

Attending:

James Gonzalez, Derek Wilson, Tara Arenas, Elizabeth Pratt, Tamera Johnson, Kyle Suen and Todd Walker

Agenda Items:

Welcome and Introductions – James Gonzalez

Review of SurveyMonkey Questions and Responses:

- **Question 1: Question: *Have there been any substantial changes in your industry over the last year?***
- **Answer: 75% agreed yes**
 - Some feedback was offered from Kyle on “How to speed up mobile web on hand held devices to make them faster, including video clips
- **Question 2: Question: *What demonstrated experience/skills are required to be hired in your industry? (check all that apply):***
- **Answer: Most popular was Industry related, Team/collaboration skills, Technical Experience note: Soft Skills was not in the top list**
 - Todd noted that often it is important in his interview to see how well communication is exchanged, he gives a test, and a team player is a must. From a design stand point it is one thing to know software, but another to know and understand design which is very important. Teaching concepts is harder, showing sketchbook would be better rather than showing how to use software.
 - James G. confirmed that it is hard to teach soft skills in classroom.
 - An observation was that to *keep a job soft skills were needed*, but **not to get the job**.

- Derek asked advisory members how closely do they look at student work versus independent work.
- Todd noted that he likes to look at both, to show that self-directed work is good (even if it was made up) and he likes to ask candidate what do you like this piece better than others.
- James G. asked if they preferred to view a portfolio online or in person or combination of both of both.
- Todd replied both, online 1st and then if he likes the design the 2nd call out would be in person to see how confident are they, do they understand industry keywords (do they know what they actually mean).
- Kyle stated that he views online when candidate is overseas, but prefers local feedback.
- Todd agrees that there are challenges to working with overseas talent, local flavor is better.
- Kyle confirms that he has success with working with individuals overseas by putting together virtual teams that are “well referenced” individual’s in the past.
- ***Question 3: Which are the most important skills our Multimedia Program students should possess for long-term success in your discipline or field? Choose the most important.***
- **Answer: Technical skills were rated strongest, secondly Industry related experience. Both Team/collaboration and Business/soft skills earned a rate of 0 % responses. Feedback as follows:**
 - Often times people/clients look at technical skills first
 - A question was raised by Derek Wilson “do you look for industry certification”
 - Kyle felt it was not as important unless you are IT
 - Kyle gives a test to gage how much attention to detail (very important) such as quality assurance, mistakes are not favorable, how clean is the code, level of attention to detail and communication is key.
 - Ggnat charts and staying on track, etc. work flow is also very important.
 - Derek Wilson noted that Management class uses different tools and past advisory stressed how to use this system.
 - It is a huge learning curve, especially using different process all over the world.
 - COM has difficulty with teaching with our firewall here.

- James Gonzales makes an observation that students get intimidated with all of the things to know even in an entry level position.
- **Question 4: Which of the following skills are required at a professional-level for internships or entry-level positions at your firm?(check all that apply)**
- **Answer: Technical skills 100%, followed by team/collaboration skills and then equally business/soft skills, Industry related experience and other (please specify)**

Following feedback was offered:

- How to interview well
- Not specific to latest version of software as is more of the general terminology (call to action, do they understand/grasp why)
- **Question 5: In your specific discipline or field how are required experience and skills demonstrated? (check all that apply)**
- **Answer: Portfolio 100%, Education level or Degree earned 50%, Academic certification and industry both 25%**
 - All participants felt this question was already covered in depth earlier
- **Question 6: Which skills have you found most lacking in recent job candidates? (Check all that apply)**
- **Answer: Time management skills 100%, Team/collaboration skills 50%, and Written and oral communication skills 25% (interesting to note that Technical skills were zero percent)**
 - Todd notices that people are found on their phones/laptops and has concerns that time is not being used effectively,
 - Todd stated that he is looking for person who finishes and asks for more to do
 - A question was asked if an hourly rate or a salary was best rate of pay
 - Todd answered that an skilled/experienced person could build a page such as a developer in 6 minutes but a new hire to do that in the same time would not be practical.
 - 50 pages per project would be paid hourly, but giving a timeframe within reason would be necessary
 - James G. asked “What are some of the tools/techniques you use, any tips”?
 - Todd stated that using and owning your calendar (he goes to a business consultant every 2 weeks) works example: 30 minutes email – setting up and honoring that commitment to yourself

- Kyle supported Todd's comment and notes that as an employee and freelancer how many hours do you spend per project is important and shows who gets billed what etc.
 - Todd states if you know where your times and hours are spent is important,
 - Using QuickBooks, color coding billable hours, marketing.
 - Todd notes that you can't change things if you don't know where your time is going and most of all can't you explain to the client your hours billed if asked
 - Derek Wilson confirms that Internship class at COM uses that technique.
 - Beth Pratt says that the grant for gig economy can be used for basic skills looking at how to integrate those techniques
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- ***Question 7: Which new skills or tools do you foresee will be in most demand due to near-term changes in your field or discipline?***
 - Todd comments that Vemo accounts and Amazon streaming basics.
 - Building marketing "call to action" and ADA compatible design
 - Not dependent on software as it changes and will not carry over 5 to 10 years from now, but core concepts will be the same.
 - Kyle believes that extreme video for many years and content are most important
 - Artistic aspect will drive people to you
 - It is felt that a lot of theory won't change even if tech does
 - Kyle states that propriety software can be though artists are always important
 - Todd shares that Pixar looks for art clay drawings more than a certificate
 - Todd points out that he has noticed many projects for art, resumes, and write ups were terrible, sloppy, not organized and misspelled