

Multimedia Studies Advisory Committee Meeting

Tuesday, March 4, 2020

8 – 9 a.m.

Zoom Video Conference

Minutes

Attendees:

Industry Advisors – Lisa Abellera, Ben Delaney, Pam Haessly, Paul Mahder, Eric Peterson, Sharon Walsh.

College of Marin (COM) – Jeff Abouaf, B. Lee Federle, James Gonzalez, Katheryn Horton, Alex Jones, Heather Rahman, Derek Wilson

Marin County Office of Education – Melina Boyd, Jesse Madsen

County of Marin, Career Point Marin – Eric Petersen

1. Introductions by attendees.

James Gonzalez began the meeting with an overview agenda, he expressed appreciation to the committee for their time and guidance, and asked the attendees to introduce themselves.

James Gonzalez – COM Instructor – Web Design and introduction classes

Derek Wilson - COM Instructor – new online Multimedia classes and a new Graphic Design program

Jeff Abouaf – COM Instructor – Game Development, 3D Art Animation, and XR

B. Lee Federle – COM Instructor – Video Production and Immersive Video

Alex Jones – Student Career Services

Pam Haesley – Executive Director of Novato Community Television

Sharon Walsh – recent graduate COM Multimedia Studies student, Design and Production Assistant at local bedding and linen company

Jesse Madsen – Marin County of Education

Melina Boyd – Marin County of Education

Paul Mahder – Director, Paul Mahder Gallery in Healdsburg, CA

Lisa Abellera – College of Marin and Creative Director, Reputation Books

Ben Delaney – VR and 3D multimedia developer.

Katheryn Horton, Director of Workforce Programs at COM

2. Company/industry requirements for internships and entry--level positions.

Alex Jones: Students looking for internships at College of Marin go to him. He announced he finds plenty of jobs for students in the multimedia and related fields. Many positions involve social media

support and web design. Also, Small Business Development Center has no problem helping our students find positions to work in this field. The students are prepared well with the curriculum in College of Marin MMST program. In this field we could build a business around this program where students could act as consultants.

If any industry members are looking for students, or if students are looking for positions, Alex can assist in helping both connect. Students and employers can directly find contact information for Alex through the College of Marin website under Student Services.

Career Services, Internships, and Service Learning

Alexander Jones, MSW
Program Coordinator

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Jesse Madsen, representing MCOE in two ways, K-14 (high school to college) pathways and XR Marin:

It is hard to find people knowing how to use both Augmented Reality applications and develop VR using Unity. XR Marin is looking to expand. However, it's difficult to find those who can both teach and understand the technology particularly for a *part-time* position to help build out XR Marin. College of Marin students in Jeff's classes could be perfect with the XR Marin opportunities involving teaching and/or troubleshooting and developing using Unity. The students could work part-time with XR Marin and continue to finish their degree or certificate.

Paul Mahder: Though he hasn't hired an intern from our program yet, he would be interested in students who are skilled in video artistry and promotional art. Students should have a general knowledge of art history and art appreciation. Technical computer skills in creative software and video capabilities will also be important.

Ben Delaney: Companies seem to want creative and high technical skills. However, many students may need to create their own jobs, so business classes could help the students. People who know how business works have an advantage whether they work directly for a company or start their own business.

Lisa Abellera: She wants students to in web design to help create books. She has worked with over 12 COM interns from MMST. Students need to know InDesign for publishing books, magazines, business promotion materials, etc. They will need to be able to handle tedious work using InDesign. Conceptualizing an idea and putting it together with resources for book cover design is a skill demand. In freelance work, marketing/business development and client management are skills needed to fill the entrepreneurship elements.

Derek Wilson responded: Business classes were once required in the past, but now it's not a requirement to shorten the length of time to complete and to cut costs. However, these concepts will be embedded into the classes for portfolio development.

Pam Haessly: She has worked with interns from MSA and MCOE but were seeking college students for interns. She has recently worked with several interns from MMST, including one student that was hired. All students need professional communication skills, customer service skills, and knowledge of working with business documents—invoices, presentations, and proposals. It would be helpful to have students tour different companies and the Chamber of Commerce to gain knowledge of local/regional businesses.

Sharon Walsh: As a former College of Marin student, she now works as a design and production assistant. She organizes catalogues and creates using different colors and patterns in her current organization. Starting out working she needed to know PhotoShop. Skills she needed included color adjustments, layer mats, and editing photos. She worked up from internship to a full-time position. Currently she uses Illustrator every day and sometimes PhotoShop.

Pam Haessly: Helping out in a volunteer manner can help students in between working in intern positions.

3. Recommendations for training necessary to fill employment gaps and/or enter the respective industry.

Pam Haessly: finance and project management, problem solving, and meeting deadlines, critical thinking skills

Ben Delany: VR and AR is growing in industries such as medical and science more rapidly than gaming industry. Gaming is not going in the direction many young people think. Students should understand the sects and different aspects of the industry so they can figure out what they really want to do. Virtually Reality is more specialized and is applied in several fields. However, AR will be more widely applied, but it is still emerging. The hardware technology hasn't been developed yet, though the software has for AR.

James ask about what other soft skills are missing in the work place?

Pam Haessly: taking initiative to complete work, work independently and communicate well

Ben Delany: broaden communication and presentation skills, use PowerPoint

Pam and Lisa stated students do put in the necessary time to do the work they need to do.

James Gonzales: The COM curriculum is very project based and the students are required to present and work independently. However, team building skills is something hard to work into the classes due to working students.

Ben Delany: Teamwork, project planning and project management are key skills are important.

Derek Wilson: Remote interactive work on projects are what companies require, but it is hard to incorporate this within classes due to the firewalls COM uses. However, in some online classes Derek and James are emphasizing collaborative work, and stressing projects that use remote working skills.

Jeff Abouaf: GitHub is popular. Unity has its own collaboration set-up. All of these apps are so complex and unique, so it's difficult to train someone to be involved in many of them.

Jesse Madsen: Could for instance if a student is designing a game, can it be layered with project managements aspects and teamwork?

James Gonzales: It is difficult to implement. Direct internships help bring real world projects into assignments. However, College of Marin has a limited time through a course, and we don't always have the resources needed for many of the projects to replicate.

Alex Jones: When working with SBDC, Miriam has developed a formal process which includes workshops for the clients. In exchange for supporting the clients, SBDC could also support the students. Whereas, the students can take the SBDC workshops to develop a stronger foundation.

4. Meeting recap and next steps.

Heather recapped some of the highlights of the meeting. Derek stated they would have another meeting next year. James and Derek thanked the group.

Meeting adjourned at 9:03 a.m.

Minutes prepared by Heather Rahman, Workforce Specialist in Career Education, College of Marin