COLLEGE OF
MARIN

Multimedia Studies

Advisory Meeting April 14, 2021

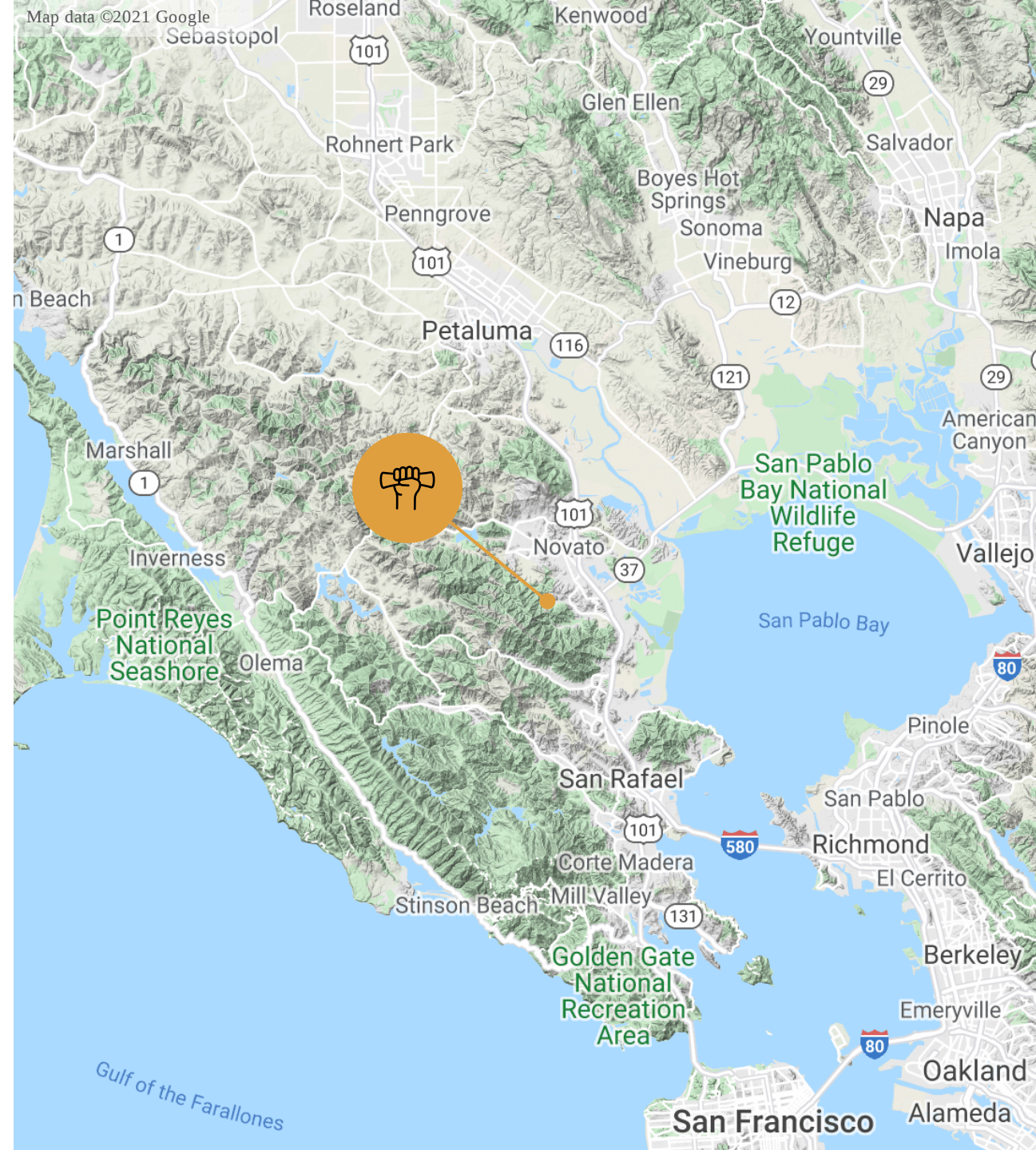# Welcome!

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  Web Design and Development

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- B. Lee Federle, Instructor

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- Jeff Abouaf, Instructor

  Digital Gaming

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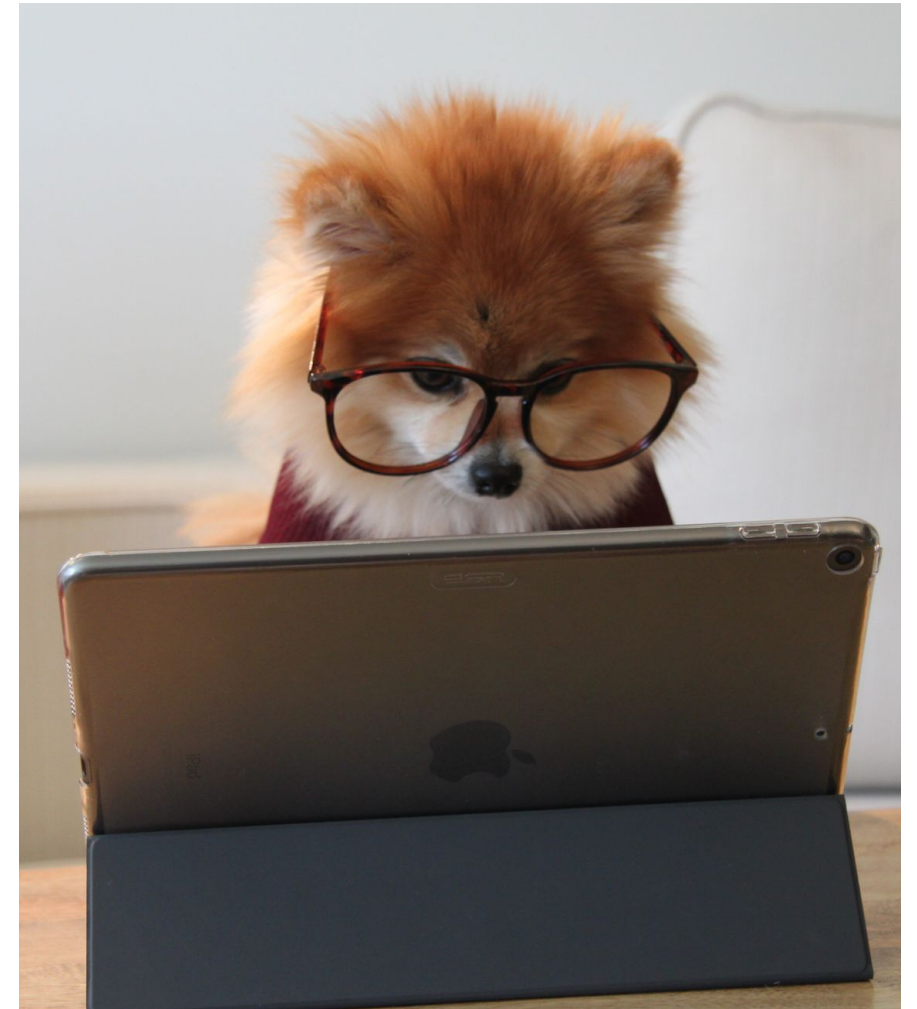- Derek Wilson, Instructor

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- Alina Varona, Dean of Workforce Development and Career Education

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- Alexander Jones, Career Services
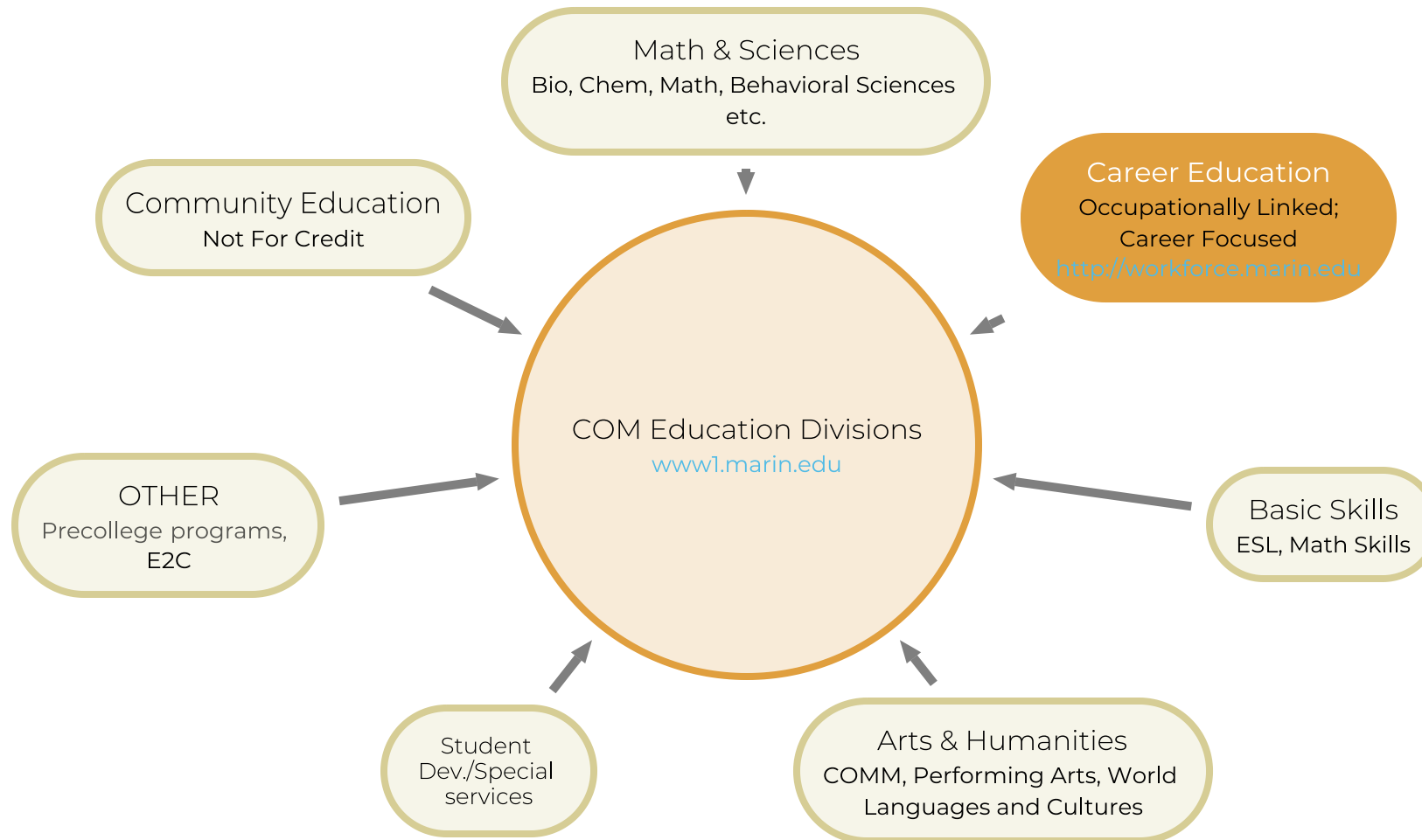
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Today's Meeting Agenda

Welcome, Introductions, Overview

Program Changes

Industry Discussions

Conclusions

our true focus is hearing from you

College of Marin Education Divisions

Math & Sciences
Bio, Chem, Math, Behavioral Sciences etc.

Community Education
Not For Credit

Career Education
Occupationally Linked;
Career Focused
http://workforce.marin.edu

OTHER
Precollege programs,
E2C

COM Education Divisions
www1.marin.edu

Basic Skills
ESL, Math Skills

Student
Dev./Special
services

Arts & Humanities
COMM, Performing Arts, World
Languages and Cultures

Multimedia Studies Sector

COLLEGE OF MARIN

Career Education

Multi-media Studies

Web Dev/Des

Dig Game, XR, Video and Sound

MMST, Graphic Design

Graphic Design w/ X-fer

Other Career Ed Sectors: Auto Technology, Auto Collision Repair, Dental Assist, Medical Assist, Fire Tech, Court Reporting, Admin. of Justice, Welding
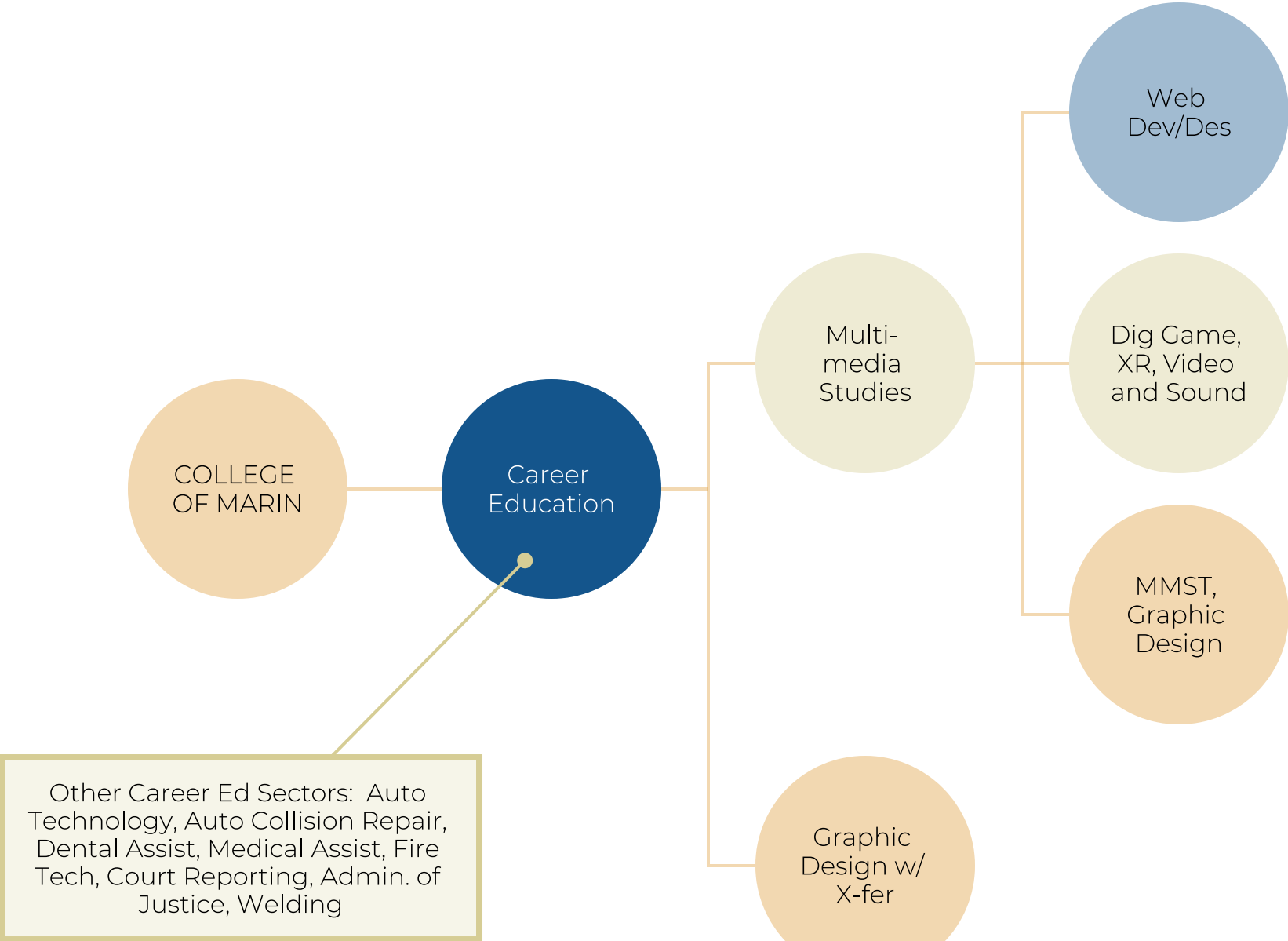
Current Programs

A.S. Degree, MMST, Authoring

CERT, MMST Authoring

A. S. Degree, MMST Entertainment

CERT, MMST Entertainment

A. S., MMST Graphic Design

CERT, MMST Graphic Design

Web Design and Development replaces "Authoring"

Program Changes

NEW:

A.S. Degree, MMST, Web Design

CERT, MMST, Web Design

A. S. Degree, MMST, Web Developer

CERT, MMST, Web Developer

CERT, MMST, XR Digital Video Production

Specific Changes

Classes we're adding

Skills we would like to focus on

What is discontinuing from MMST programs?

How many units/semesters to complete?

Offerings Upon Approvals

Let us know your thoughts!

Web Creation

A.S. Degree, MMST, Web Designer

A.S. Degree, MMST, Web Developer

CERT, MMST, Web Designer

CERT, MMST, Web Developer

ENTERTAINMENT

A.S. Degree, MMST, Entertainment

CERT, MMST, Entertainment

CERT, MMST, XR Digital Video Production

GRAPHIC DESIGN

A.S. Degree, MMST, Graphic Design

CERT, MMST, Graphic Design

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A.S. Degree, Graphic Design

CERT, Graphic Design

A.S. Transfer Degree, Graphic Design

GDES Stand Alone and MMST Options

We aim to have all offerings available by 2022.

Open Discussion

Employment

Describe for us the ideal entry level employee for positions in these fields? What wages can be expected at entry level?

What potential career opportunities are emerging in the immediate future? (i.e., in 6 to 36 months)

Skills

How should we prepare our students for these forthcoming career opportunities? What training is required to prepare COM MMST students for internships and/or entry-level positions?

What soft and/or technical skills do your potential interns and entry-level employees lack?

Other

Additional comments and suggestions?

How can College of Marin contribute best to the local Multimedia Industry?

Labor Market Information

NORTH BAY REGION: Marin, Napa, Sonoma, Solano Counties

Web Developers/Designers:

- Industry growth of 13.4% expected by 2023
- Earnings avg $73,672 in 2018
- 58 avg job openings/year

Graphic Design:

- Industry growth of 7.1% expected by 2023
- Earnings avg $56,440 in 2018
- 134 avg job openings/year

Multimedia Artists and Animators:

- Industry grown of 2.4% expected by 2023
- Earnings avg $79.395 in 2018
- 133 avg job openings/year

All stats increase when adding San Francisco County

Thank you!