

COLLEGE OF MARIN

Multimedia Studies and Graphic Designs Advisory Meeting

MINUTES

Friday, February 25, 2022
9 – 10:30 a.m.

Attended:

Jenn Hagerman, Production Director, KIOSK
Roxanne Alaniz, Principal, Alaniz Marketing
Michael Henninger, Professor in Art, Cal State East Bay
Sharon Walsh, Design Coordinator, Pottery Barn
David Tierney, Web Designer, Designs by Tierney
Mercedes Perez Bode, Business Development, Intrepid
Ron Woloshun, Creative Director for Digital and Video, Affinity Creative
Alina Varona, Dean of Career Education and Workforce Development, College of Marin (COM)
Derek Wilson, Instructor for Graphic Design, COM
Katheryn Horton, Director of Workforce Programs, COM
Ron Palmer, Career Education Chair, COM
James Gonzalez, Instructor for Multimedia, COM
Sharon Walsh, Design Coordinator, Pottery Barn
David Tierney, Web Designer, Designs by Tierney
Alex Jones, Instructor for Work Experience, COM
Kathleen Antokhin, Program Coordinator, COM
Heather Rahman, Workforce Development Specialist, COM

Welcome and Introductions (10 minutes) Heather Rahman , Workforce Development Specialist	Heather welcomed everyone. Participates introduced themselves.
Overview of College of Marin (COM) and Multimedia Studies Programs (10 minutes) Alina Varona , Dean of Career Education and Workforce Development	(Please refer to the presentation slides.) Highlights: <ul style="list-style-type: none">• College of Marin (COM) is part of 200 Community Colleges across California. Collectively it makes us the largest

	<p>educational institution across the country.</p> <ul style="list-style-type: none"> • We rely on the feedback of local industries to make sure the programs we offered are centered and up to date with the demands of the market. • We've seen a significant increase in participation from our community members. • We are equity focused and continue to build equity with our programs. • We are working to make sure at least 85% of our students work in the field or closely related field to their education. • The persistence, retention and success rates are high for Multimedia Studies and Graphic Design in relation to all programs college-wide.
<p>Check-in with Advisory members (15 - 20 minutes)</p> <ul style="list-style-type: none"> ○ Technology discussion ○ General hiring/retention needs ○ General local industry climate for new employees ○ Skills (technical and soft) to prepare students 	<p>The participants stated:</p> <ul style="list-style-type: none"> • Digital marketing is one of the areas most needed in business to increase sales. • Technology to do that is standard: HubSpot, Salesforce and Demand Base • These software applications are not taught in colleges and they are in such demand. Sacramento State University began boot camps to give people certification. • Digital marketing related work is work that can be done remotely. • College of Marin should start providing boot camps too. • Basic knowledge in marketing and HubSpot are valuable skills for new employees. • It's hard to find talent at this time due to many factors. • A local program in virtual production would be valuable to implement. • Knowledge of the workflow from pre-production through production to post along with XR and special effects in virtual production. • Accessibility of content is important in design. Employees need to know how to implement accessibility and why

	<p>they need to do it in design and development.</p> <ul style="list-style-type: none"> • For inexperienced new hires, they are paid maybe as low as \$50,000 until they are trained. However, they will inevitably leave the company shortly after gaining the skills. Hence, the boot camps were started to be part of the training system.
<p>Labor Market Information (a few minutes) Heather Rahman</p>	<p>The participants stated that annual average annual income is low for Marin County and the Bay Area due to competition and concentration of nearby big tech companies.</p> <p>Affordable and available housing is a significant factor in hiring and retaining employment.</p> <p>Due to cost of living, many of the young employees have moved to Petaluma and Santa Rosa or elsewhere.</p>
<p>Review and Open Discussion of Programs (15-30 minutes) James Gonzales and Derek Wilson, Instructors</p>	<p>(Please refer to the presentation slides.)</p> <p>James and Derek explained the programs and desired changes they would like to see happen including renaming the Authoring program to Web Design, and adding Web Development as a new offering. Also, we're trying to provide an Associate Degree for Transfer in Graphic Design option.</p> <p>A great deal of our programs exposes students to the basic requirements necessary for internships and entry-level employment. However, the instructors want to expand the programs to meet the needs of those who already have 2-year or 4-year degrees but come to COM to gain and update technical skills.</p> <p>Participants were in favor of these changes.</p> <p>We do offer internships and can help place students.</p> <p>The participants suggested that any new instructors in multimedia and/or graphic design should have the following expertise:</p>

	<ul style="list-style-type: none"> • How to use collaboration work files on campus and remotely (e.g. Bolt, Bubble, Mission Control, Oculavis Share, and Salesforce). • Responsive design such as mobile design in relation to UI/UX. • Development and design skills are important for each a designer and a developer to understand the cross functions and work better together. • In graphic designs, understanding colors, resolution, and job specifications is important. • Collaboration and communication skills are very important. • Website coding such as HTML and CSS. • Knowledge of WordPress and SEO. • Knowing what the client(s) need to achieve for their scope and budget.
<p>High School pathways to MMST/GDES (5 minutes) Alina Varona and Heather Rahman</p>	<p>(Please refer to the presentation slides.)</p> <p>Feedback from participants stated that transportation can be a hinderance for students wanting to dual enroll and take courses at COM. They stated that counseling for students could also improve.</p> <p>All GDES and most MMST classes are asynchronous online courses to accommodate high school students' schedule without transportation needs.</p>
<p>Conclusions (5 minutes)</p>	<p>We welcome industry folks to stay in touch with us.</p> <p>We will put the feedback to work as we create programs, purchase software and equipment and design our offerings around the needs of the industry.</p> <p>The meeting adjourned at 10:17 a.m.</p>