COLLEGE OF MARIN

Multimedia Studies and Graphic Design

Industry Advisory Meeting

Monday, Dec 11, 2023

4 – 5 p.m.

MINUTES

Attended:

- Seth Cortright, College of Marin (COM) Graphic Design Instructor
- Chris Helgerson, Visual Design Manager for Mike's Bike's retail stores
- Susi Lyman, VP of People Operations for Kiosk
- Aaron Morton, Creative Director, Wells Fargo
- Rozanne Alaniz, President, Alaniz Marketing
- Stephen Rosas, COM graduate, Professional Expert, Game Design, Summer Career Academy
- Chelsey Perez, COM Career Internship Coordinator
- Dawud Anderson-Zafir, COM graduate, film, indie game developer, tutor for multimedia studies
- Heather Rahman, Program Coordinator, COM
- Araceli Nunez, Sub-regional Director, BACCC
- James Gonzalez, COM Multimedia Studies Instructor
- Andrew Leker, former game development studio, currently AI in Mental Health
- Bill Russell, graphic/web design business, San Rafael
- Shawn Nelson, COM 3D Game Design/Graphic Design Instructor

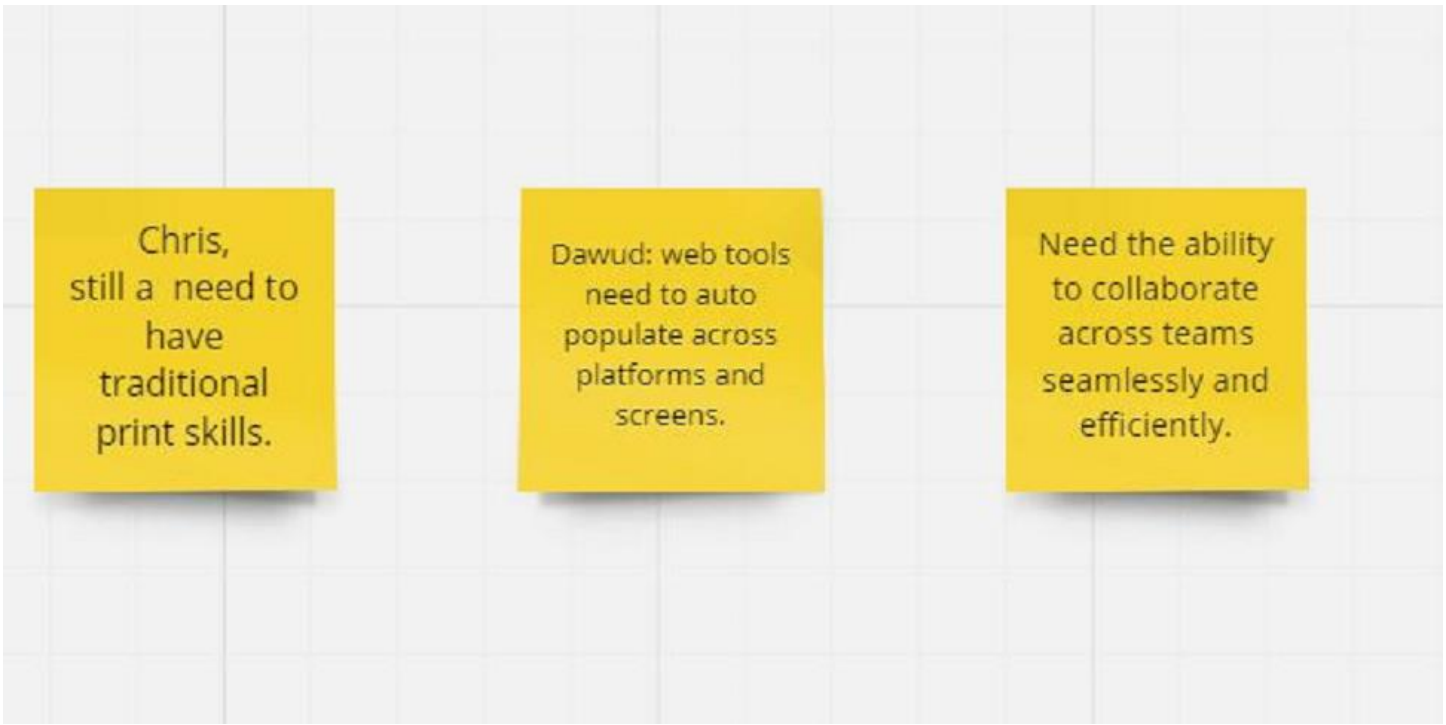
Welcome and Introductions Alina Varona (10 minutes)	Alina Varona, Ed. D, Dean, Career Education and Workforce Development, opened the meeting with introductions and guided the group to review College of Marin, Career Education, and Program Overview slides. *Please refer to overview slides embedded in this document below including labor market information, enrollments, student success, and demographics for these programs.*
Review and Discussion - Multimedia Studies program James Gonzales and Shawn Nelson (20 - 25 minutes)	• The instructors would like to set up new certificate to streamline the Video, 3d gaming certificate for MMST. ○ Feedback: important to make sure students know both technological and design side. Some

	students from the tech side go for CIS degree instead of MMST degree. o Use AI for coding, to help work faster. COM and faculty are beginning to incorporate how to ethically incorporate chat GPT/AI in classes o Students need to learn about version control, game pipelines.AI can help work faster • AA degree in Entertainment- do the prerequisites need to be more specific? May replace with a game design certificate instead. o Feedback: the degree isn't specific enough with 1 semester game design requirement. Potentially drop the film requirement – don't have robust film program. o Historically, the AA degree has given a breadth of art/entertainment. Students could also get to the pathway through computer science pathway.
Review and Discussion – Graphic Design program Seth Cortright (20 - 25 minutes)	• COM has AA degree in Graphic Design to transfer/move on to the professional world. Core foundation similar to graphic design school. • How have skills in graphic design evolved and what software skills are crucial? o Teams/designers moving to Figma from Adobe suite o Roxanne – seek out people with Figma skills, new software, AI o Figma is faster, better for projects with more stakeholders. Helpful for getting approvals across different depts, can be used by people in a variety of creative positions o Drawback of Figma is being able to move quickly with more old-school types of projects o Chat GPT 4 feedback on creative work is quality o Still need to know how to send print files, use inDesign o Seth – will start incorporating Figma into classes as a new tool for students

	Please refer to the Miro board images embedded in this document below.
Alina Varona - Conclusions	• Employers value real-world experience and look for designers who have built websites for actual people. Demand for apps will be more common to go with web design. • Employers value real-world experience. • Experience in creative suite and fundamentals needed. • Many students, after leaving COM, freelance instead of going directly in-house.

Scroll down to view Miro board feedback notes.

roxanne:
Likes designers with Figma experience
Looking for people with AI experience.
Chris,
saw the need for Figma skills.
Always works in responsive designs.


Chris,
still a need to have traditional print skills.
Dawud: web tools need to auto populate across platforms and screens.
Need the ability to collaborate across teams seamlessly and efficiently.

Andrew: regarding animation sequences or transitions can get complicated.
Andrew: Adobe done a great job of integrating AI into their software suite.
Andrew: there is a need for students to be proficient in augmenting their work with AI and prompting.

COLLEGE OF MARIN

Multimedia Studies & Graphic Design Advisory Committee Meeting

December 11, 2023

Agenda

Web Design and Development

Game Design

Graphic Design

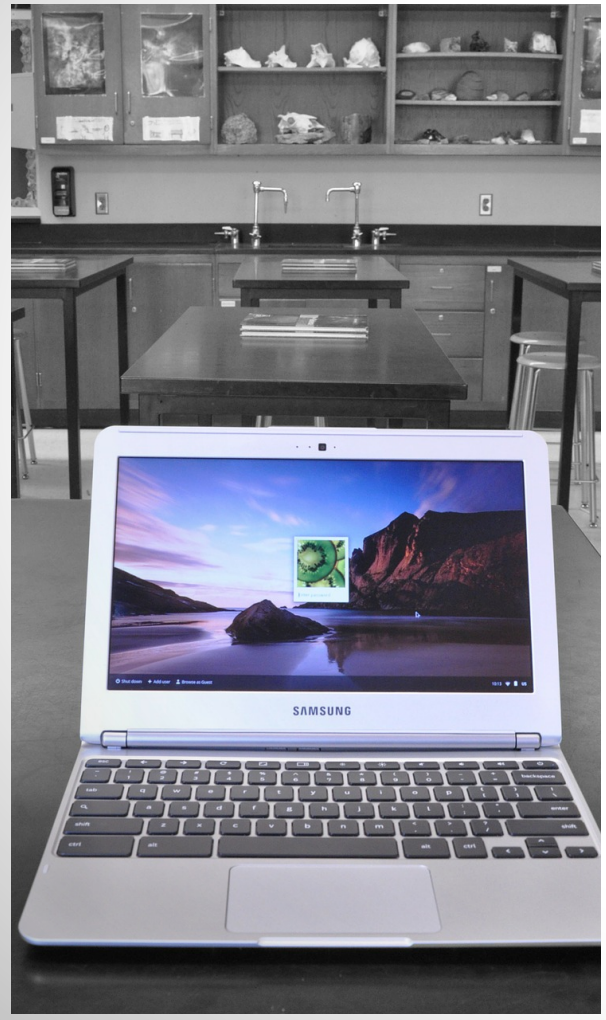
Hello!

Please share your name, role, organization.

Overview

Alina Varona, Dean of Career Education and Workforce Development

Career Education Programs



- Administration of Justice
- Auto & Industrial

  Auto Collision Repair; Auto Technology; Electronics; Machine & Metals; Theater Technology - Stage Carpentry, Welding
- Business

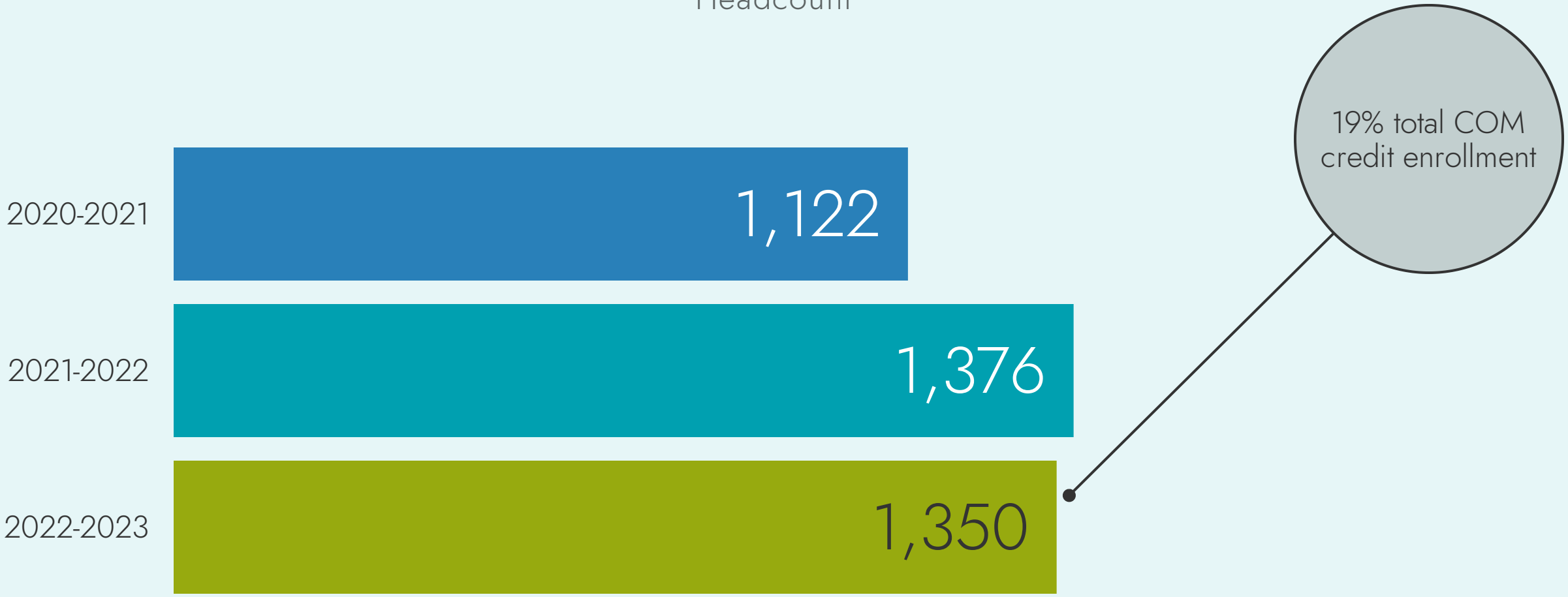
  Applied Accounting; Business Administration; Entrepreneurship; Hospitality Management; Real Estate
- **Computers & Multimedia**

  Graphic Design; Game Development; Web Design and Development; MS Office Specialist Certification; Computer Information Systems
- Court Reporting
- Early Childhood Education
- Health Sciences

  Registered Dental Assisting; Emergency Medical Services; Medical Assisting; Registered Nursing; FIRE Foundry Program
- Education 2 Career (E2C)
  - Construction/OSHA 10
  - Certified Nurse Assistant/Home Health Aide
- Summer Career Academies
- Apprenticeship Programs
  - ECEPTS-Early Childhood
  - Golden Gate Transit Bus Coach Operator

Career Education Unduplicated Students

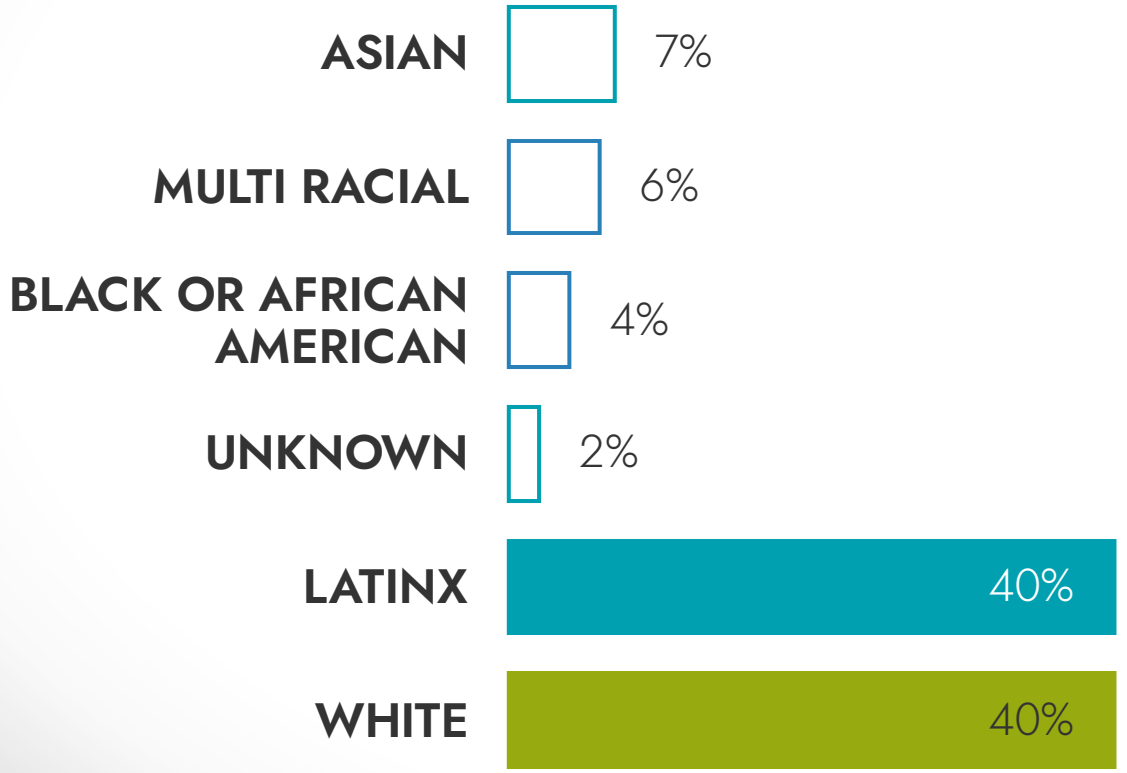
All CTE including Nursing, WEXP, ECE, Business N=21% COM Enrollment and 30% COM Unique Student Headcount



NATIVE HAWAIIAN, PACIFIC ISLANDER, AMERICAN INDIAN, ALASKA NATIVE MASKED N<1%

Career Education Student Demographics *

***2022-2023 N=2,508 for all Top CE Codes including, ECE, Business, Nursing**



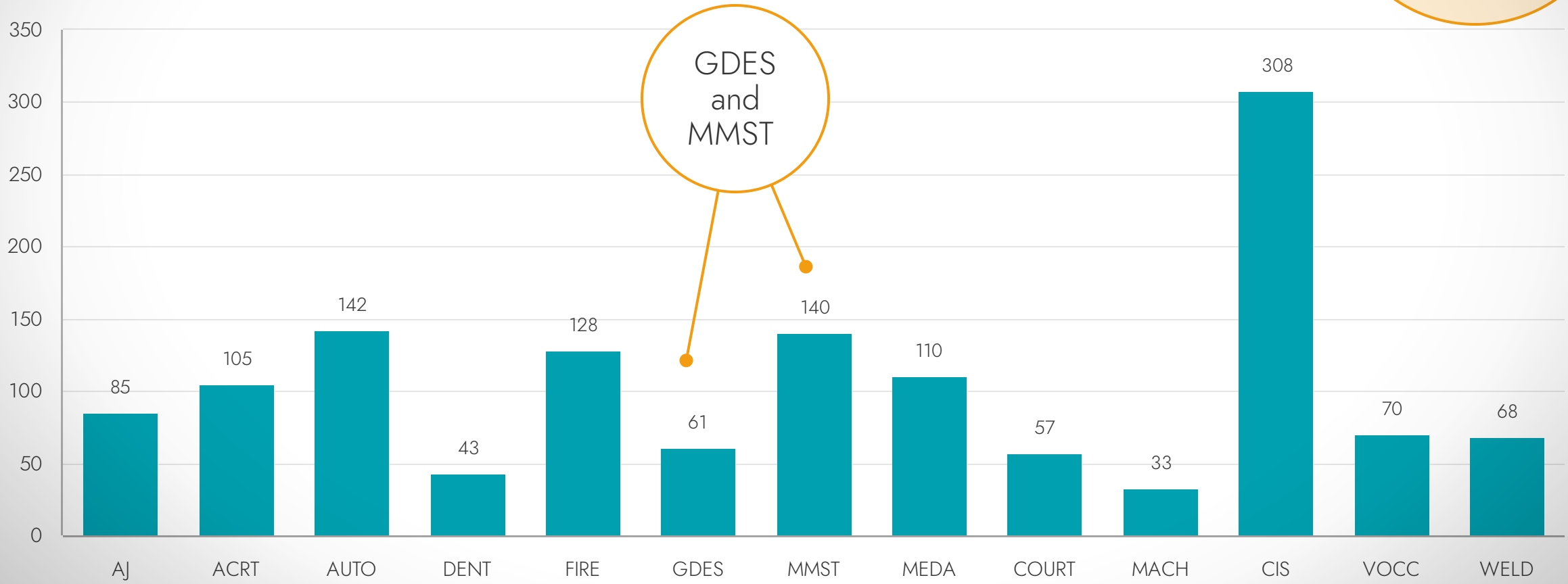
CAREER EDUCATION ALIGNED WITH ALL OTHER COM STUDENT RACE AND ETHNICITY DEMOGRAPHICS

Academic year 2022-2023

Enrollments by Program

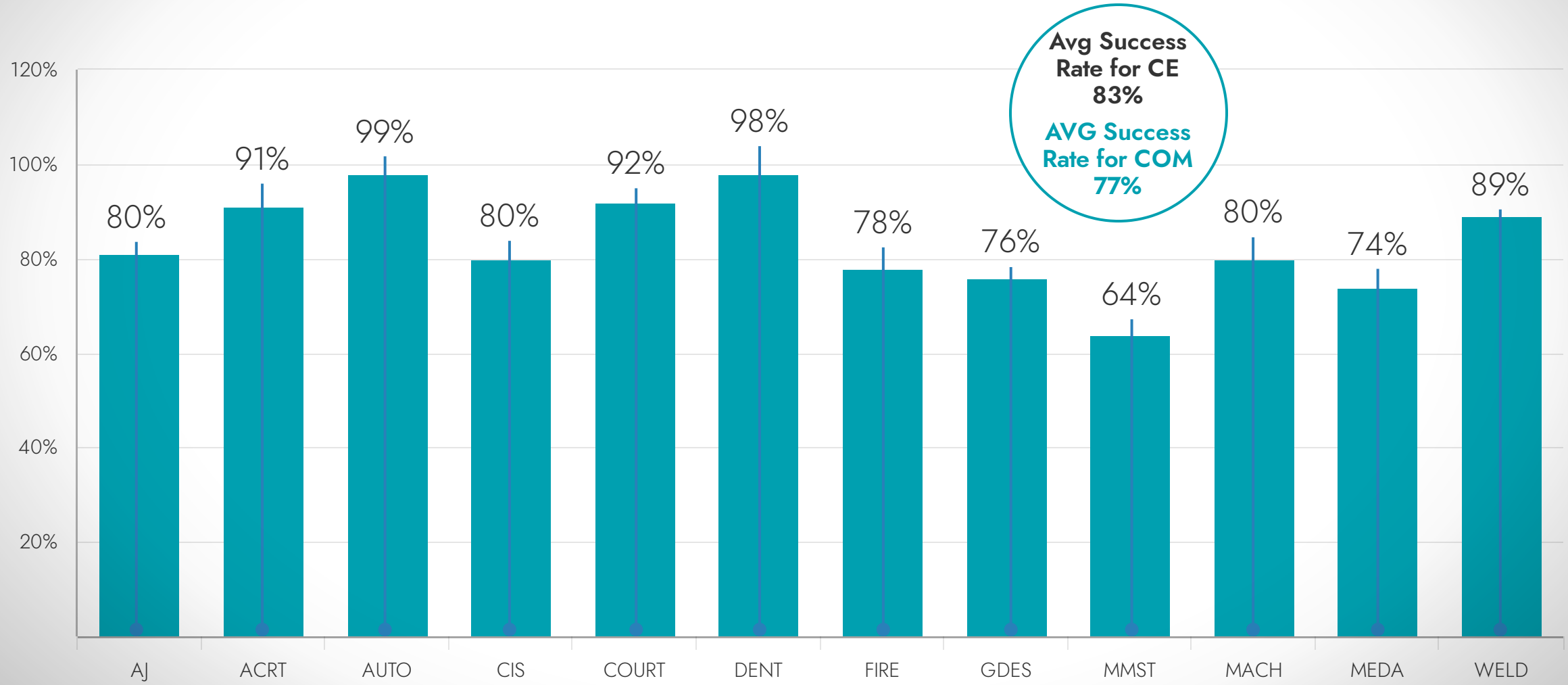
N=1,282 Credit Students

6,695 Total COM Credit Students 2022-2023



Course Completion

Success percentage average across all credit programs, all modalities for 2022-2023



Career Education Outcomes

Source: Awards Transfers-Career Ed 2020-2022

33% of Total College Awards and Aproximately 36% of all degrees at COM

27

Degrees 2020 -2021

67

Certificates 2021-2022

143

All: Noncredit certificates, skills, Chancellor's approved, and/or degree on a TOP code assigned to a vocational sector

Total COM Awards 2020-2022 N= 430

Career Technical Education Outcomes Survey (CTEOS)

EMPLOYMENT DATA

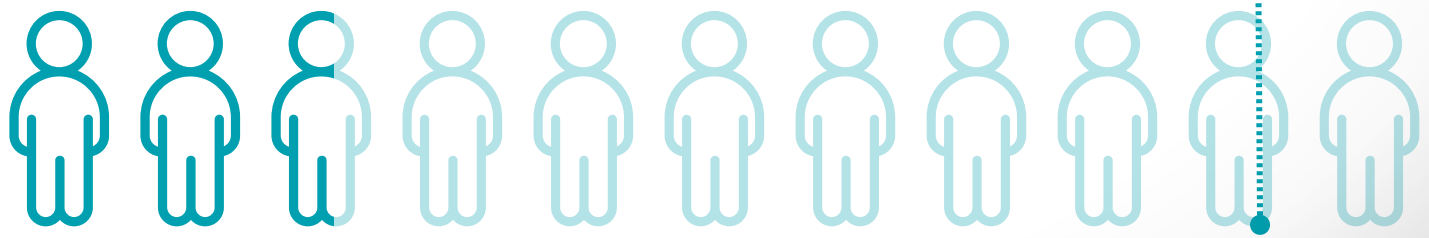
18 months after college completion

85% Goal

77%

Found a job very closely or closely related to their field.

23%



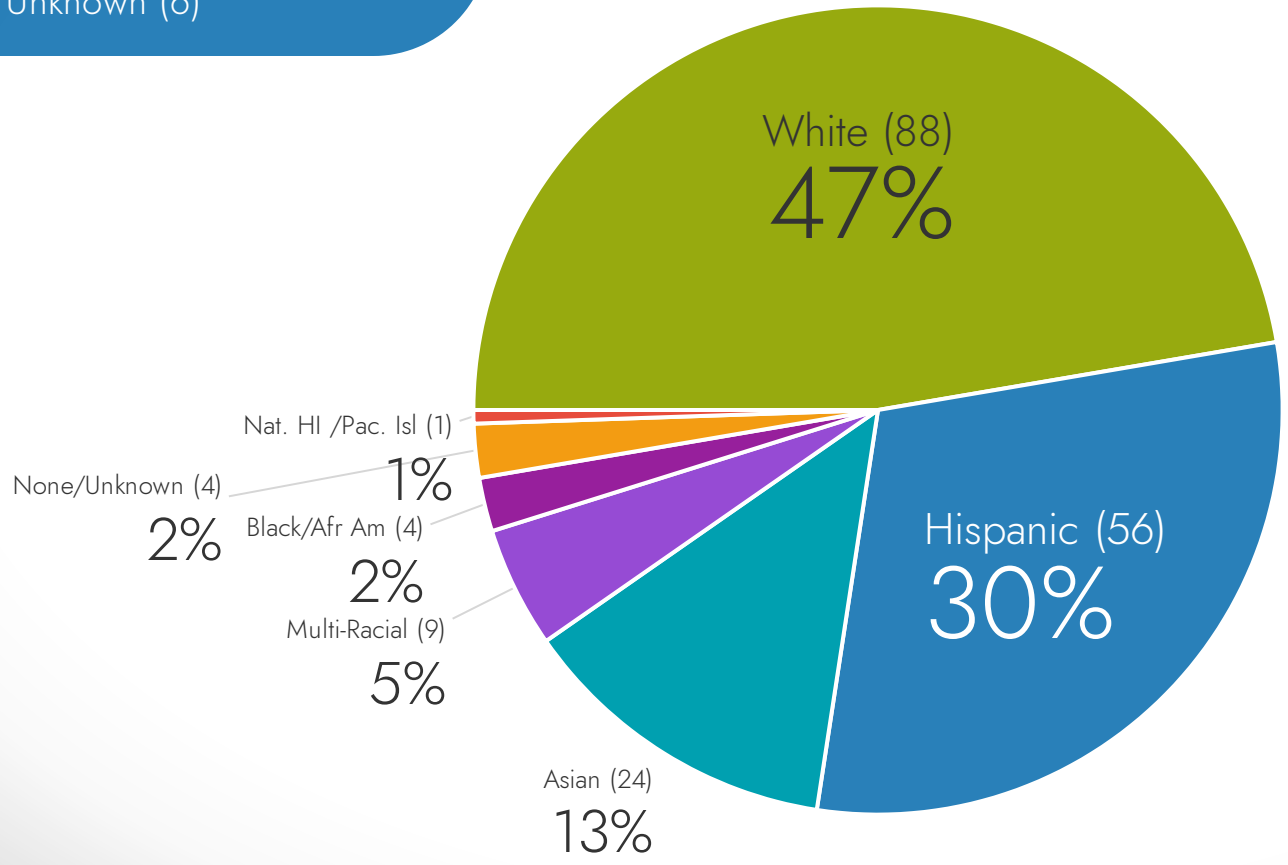
Reported job is not closely related to their field.

206 Student respondents

Student Demographics

MMST Program 2022 - 2023

46% Male (85)
51% Female (95)
3% Unknown (6)



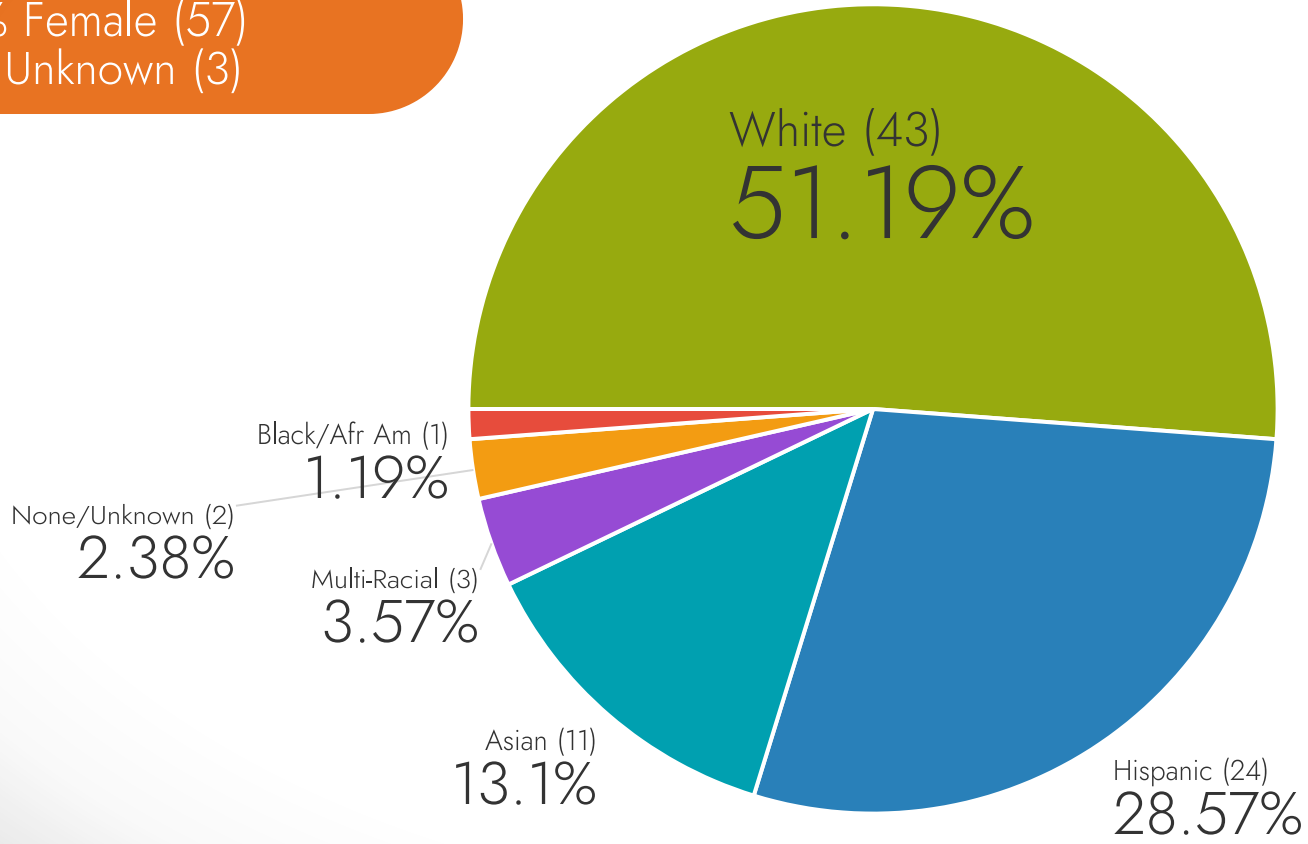
COLLEGE OF MARIN CREDIT STUDENT CHARACTERISTICS

Gender: Male 41% Female 57%;
Median Age: 22
Race/Ethnicity:
Asian: 440 (6%)
Black/African American: 215 (3%)
Hispanic: 2245 (34%)
Multi-racial: 441 (7%)
Native American: 9 (0.1%)
Native Hawaiian/Pacific Islander: 15 (0.2%)
White: 3135 (47%)

Student Demographics

GDES Program 2022 - 2023

29% Male (24)
68% Female (57)
4% Unknown (3)



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%)

Multimedia Studies and Graphic Design

Persistance, Retention and Success

1

Multimedia Studies

Persistance Rate for First Time Students: **84%** (2021 - 2022)

Retention Rate: **79%** (2020 - 2023)

Success Rate: **66%** (2020 - 2023)

2

Graphic Design

Persistance Rate for First Time Students: **80%** (2021 - 2022)

Retention Rate: **80%** (2020 - 2023)

Success Rate: **76.6 %** (2020 - 2023)

Advisory Check-In

PRIORITIES AND CURRENT LANDSCAPE

Advisory Member Share Outs & Discussion

What has this last year looked like for your field?

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?
- Any emerging technology skills that should be considered?

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?

- What should we be aware of to support our future students?
- Potential technology, training, or emerging sectors?

Labor Market Information
Overview

Regional Counties: Marin, Napa, Sonoma, Solano, San Francisco and San Mateo

Regional Labor Market Information

Sources: Centers of Excellence Demand Tables and O*Net Online

Web Develop/Design jobs closely related

Occupation	Job Titles	Average Annual Earnings (hourly)	Job Openings projected through 2028
Special Effects Artists and Animators	3D Animator or Artist, Animator, Digital Artist, Multimedia Producer	$113,068 ($54.36)	738
Web Developers	Technology Applications Engineer, Web Architect, Web Developer, Webmaster	$97,760 ($47)	1,696
Web and Digital Interface Designers	Web Design Specialist, Web Designer, Webmaster,	$119,059 ($57.24)	1,839
Graphic Designers	Artists, Designer, Graphic Artist, Graphic Designer, Online Producer, Production Artist, Publications Designer	$74,880 ($35.97)	2,018

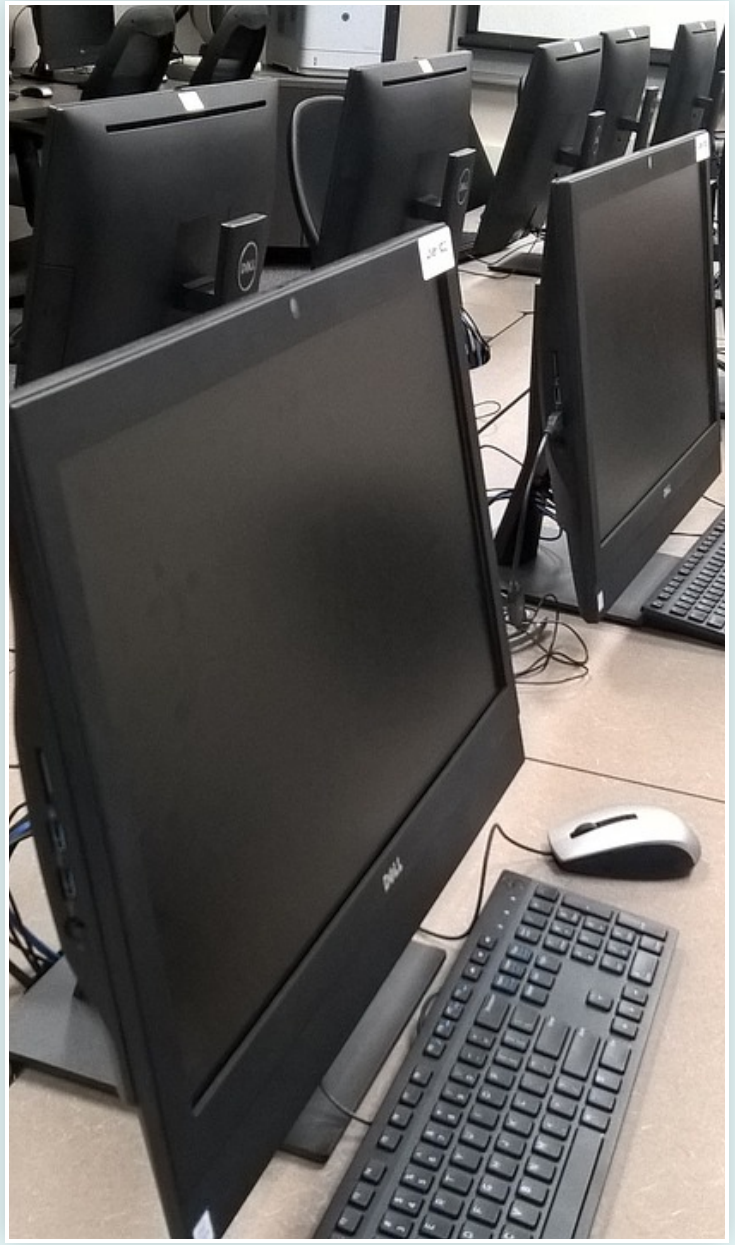
http://coeccc.net/
https://www.onetonline.org/

Program Updates

Graphic Design - Seth Cortright

Web Design/Development - James Gonzales

Game Design - Shawn Nelson



Current Program Offerings

MULTIMEDIA STUDIES (MMST)

- A.S. in Multimedia Studies, Authoring
- Certificate of Achievement in Multimedia Studies, Authoring

(Web Design, Web Development)

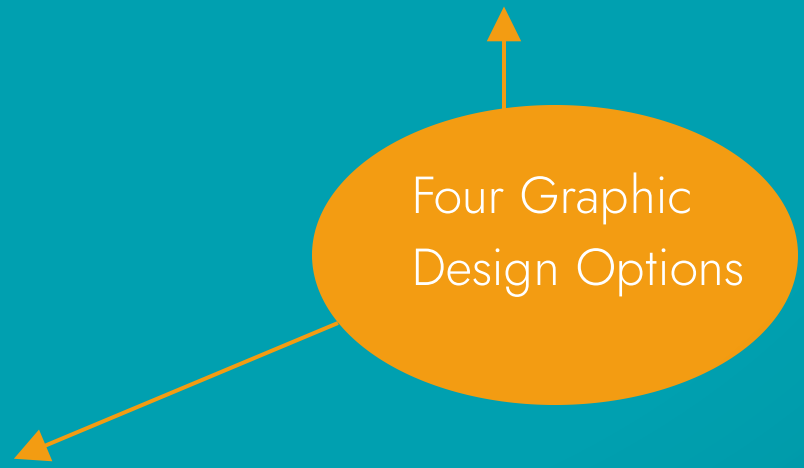
- A.S. in Multimedia Studies, Entertainment
- Certificate of Achievement in Multimedia Studies, Entertainment

(Video Production, Digital Game Design)

- A.S. in Multimedia Studies, Graphic Design
- Certificate of Achievement in Multimedia Studies, Graphic Design

GRAPHIC DESIGN (GDES)

- A.A. Degree in Graphic Design
- Certificate of Achievement, Graphic Design
- AA - Transfer, Graphic Design- coming soon!



Summary/Wrap-up

Thoughts? **Questions?**

NEXT STEPS

Thank You!

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