College of Marin

Multimedia Studies - Graphic Design Advisory Committee Meeting

February 25, 2022

AGENDA

Welcome & Introductions

Overview

Advisory Check-in

Labor Market Information

Program Growth and Discussion

High School Pathways

Summary Wrap-up
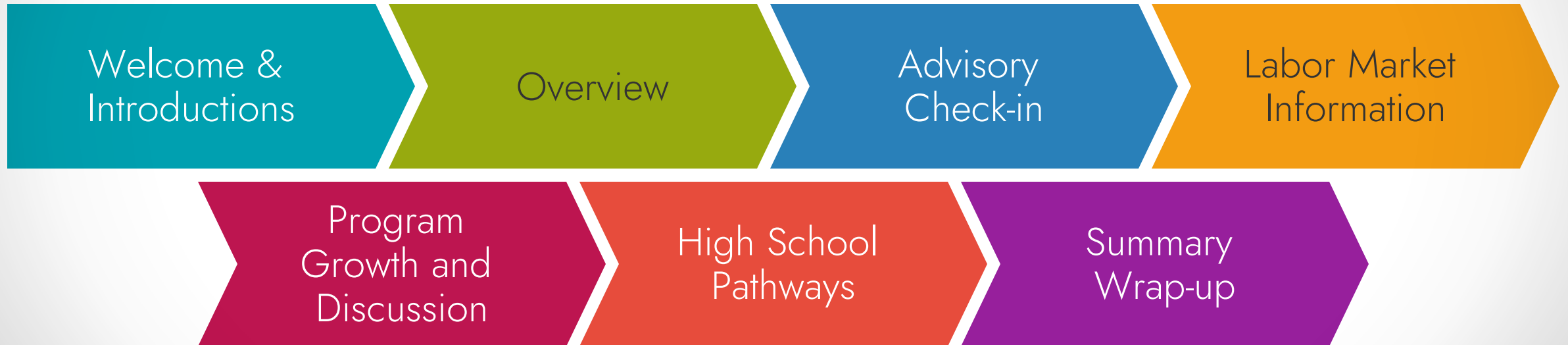
Hello!

Please share your name, role, organization.

Overview

Alina Varona, Dean of Career Education and Workforce Development

Overview of Career Education and Workforce Development

Prepare students with skills for 21st century jobs, careers, and the future of work

Degrees and Certificates

- **Create Pathways & Support Momentum**

Short Term Training and Workforce Development

- **Respond In-Tum to Labor Market Needs and Connect to Employment**

Non Credit Education

- **Ladder and Bridge to Basic Skills, Work, and Credit**

2.1 million students at 116 **colleges**

Career Education: Programs

- Administration of Justice

- Auto & Industrial

  Auto Collision Repair; Auto Technology; Electronics; Machine & Metals

- Computers & Multimedia

  Computer Information Systems; **Graphic Design; 3D, Video, Game Dev; Web Design and Development**; MS Office Certification; Cyber Security

- Court Reporting

- Health Sciences

  Dental Assisting; Emergency Medical Technician Training; Medical Assisting

- Organic Farming

- Education 2 Career (E2C)

  Construction Program

- Summer Career Academies

- Short-Term Career Training Programs (12 Weeks)

  Business Start-Up; Small Business Management; Office Technology: online selling, accounting, office applications, social media marketing

WHY ADVISORY COMMITTEES?

Centering the Community in Community College Practice and Programs

Title 5: §55601[1]

- The governing board of each community college district participating in a vocational education program shall appoint a vocational education advisory committee
- Committee will develop recommendations on the program and be a liaison between the district and potential employers.

Committee Members

- Shall have one or more representatives of the general public
- Must be knowledgeable about the educational needs of disadvantaged populations
- Students, teachers, business, industry, the college administration, and the field office of the Employment Development Department

Funding Requirements

- Extensive business and industry involvement
- Evidenced by not less than one annual business and industry advisory committee meeting
- (Section 135(b) of Perkins IV[2]).

https://www.asccc.org/content/cte-advisory-committees-making-them-work-you

Meaningful Advisory Committee Participation

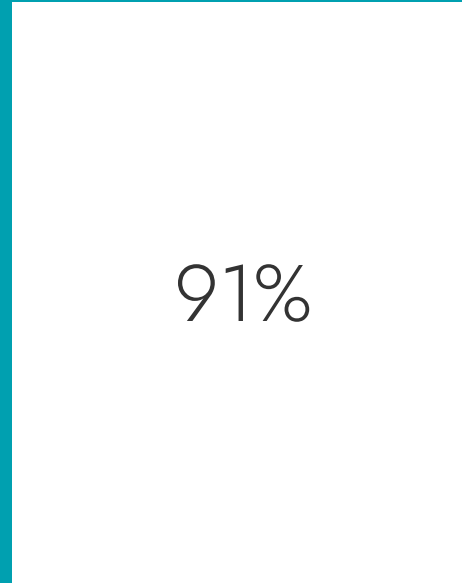35% increase in advisory member participation to date

18%

2019-2020

**Two out of Eleven
Programs Convened**

91%

2020-2021

**Four Programs
Convened. Six
Scheduled.**

**Some programs will
meet more than once.**

EMPLOYMENT DATA

18 months after college completion-

85% Goal

77%
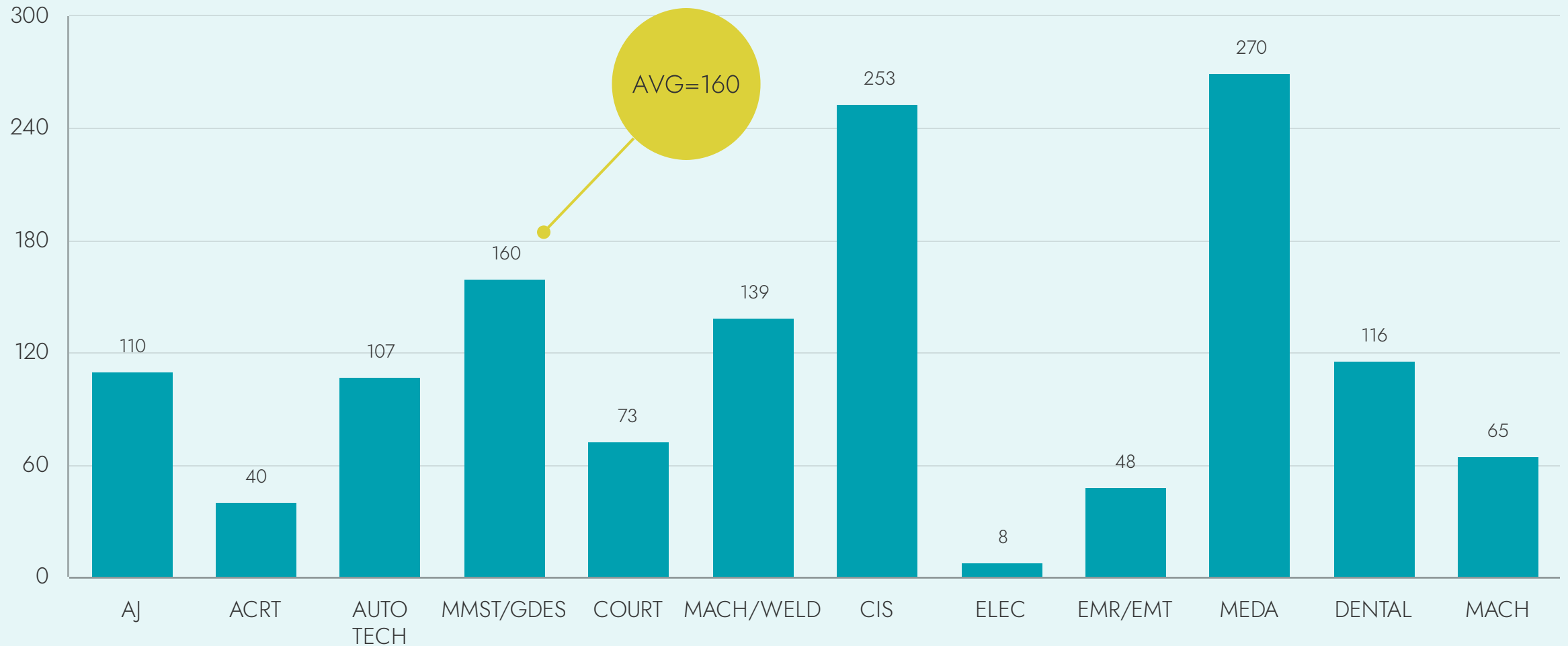Found a job very closely or closely related to their field.

23%
Reported job is not closely related to their field.

206 Student respondents

Average **Enrollments** by Program per Semester

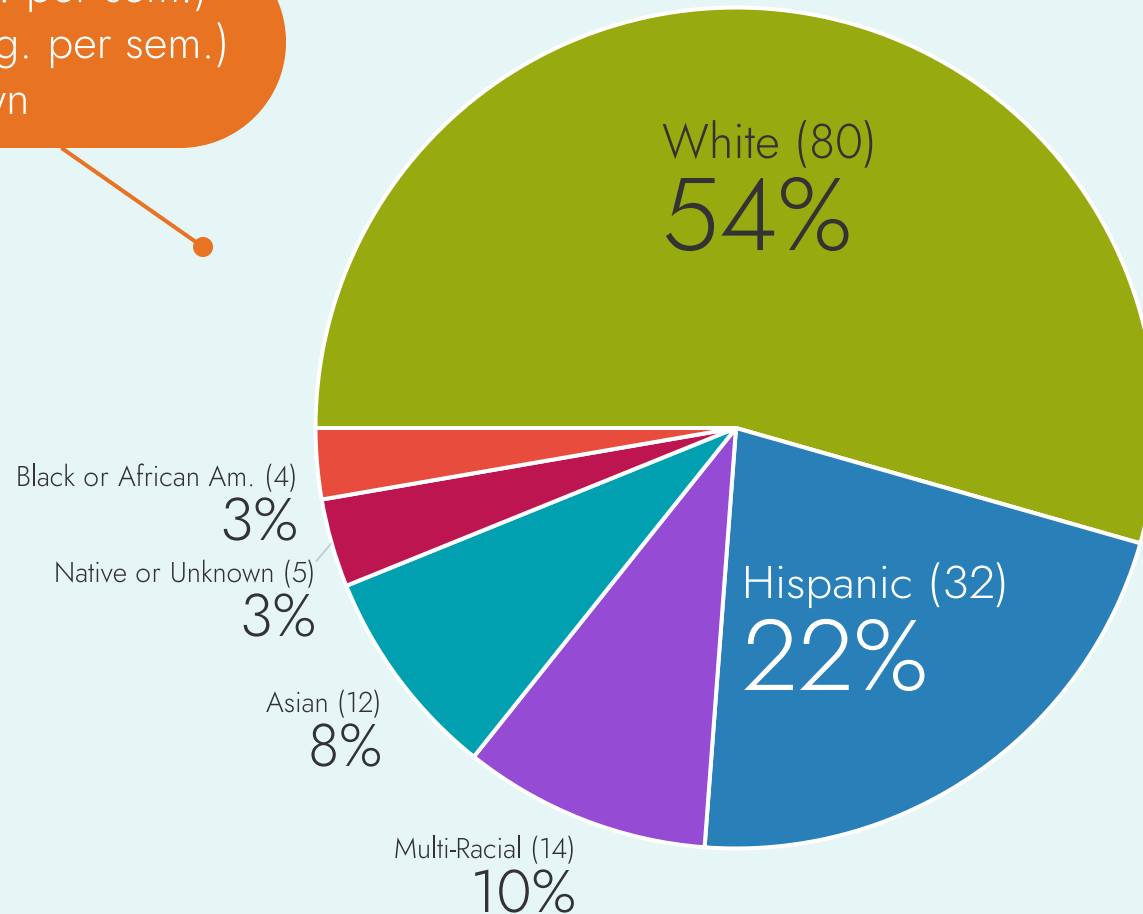Fall 2018 - Spring 2021

AVG=160

Program	Value
AJ	110
ACRT	40
AUTO TECH	107
MMST/GDES	160
COURT	73
MACH/WELD	139
CIS	253
ELEC	8
EMR/EMT	48
MEDA	270
DENTAL	116
MACH	65

Student Average Demographics

Multimedia Studies Program

2018 - 2021

44.7% Male (72 avg. per sem.)
45.3% Female (73 avg. per sem.)
9% unknown

Very Similar for Graphic Design!

White (80)
54%

Hispanic (32)
22%

Multi-Racial (14)
10%

Asian (12)
8%

Native or Unknown (5)
3%

Black or African Am. (4)
3%

COLLEGE OF MARIN CREDIT STUDENT CHARACTERISTICS

Gender: Male 39% Female 60%;
Median Age: 23
Race/Ethnicity:
Asian: 487 (7%)
Black/African American: 207 (3%)
Hispanic: 1,985 (30%)
Multi-racial: 408 (6%)
Native American: 14 (0.2%)
Native Hawaiian/Pacific Islander: 13 (0.2%)
White: 3,211 (48%)

Program Outcomes: How are students doing?

Multimedia Studies 2018 - 2021

Student **Persistence** by Gender (avg.%)

- Female: **86%**
- Male: **79%**

Program Persistence Overall:

83%

higher than overall COM rate

First Time Students Fall-to-Spring

Student **Retention** by Gender (avg.%)

- Female: **80.6%**
- Male: **83.1%**

Program Retention Overall:

82%

Course Success by Gender (avg.%)

- Female: **70.2%**
- Male: **69%**

Course Success Overall:

70%

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

Heather Rahman, Workforce Specialist

Regional Labor Market Information

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

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

Web
Develop/Design
jobs closely related

Occupation	Job Titles	Average Annual Earnings	Annual Job Openings projected through 2028
Special Effects Artists and Animators	3D Animator or Artist, Animator, Digital Artist, Multimedia Producer	$94,006	636
Web Developers	Technology Applications Engineer, Web Architect, Web Developer, Webmaster	$86,321	509
Web and Digital Interface Designers	Web Design Specialist, Web Designer, Webmaster,	$114,000	220
Graphic Designers	Artists, Designer, Graphic Artist, Graphic Designer, Online Producer, Production Artist, Publications Designer	$74,974	656
Film and Video Production/Editors	Film Editor, News Videotape Editor, Online Editor, Video Editor, Video Producer	$86,356	127
Desktop Publishers	Publisher, Electronic Publishing Specialist, Design Editor, Desktop Operator	$56,107	14

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

Web Design/Development

and

Graphic Design

James Gonzalez, MMST Instructor

Derek Wilson, Graphic Design/MMST Instructor

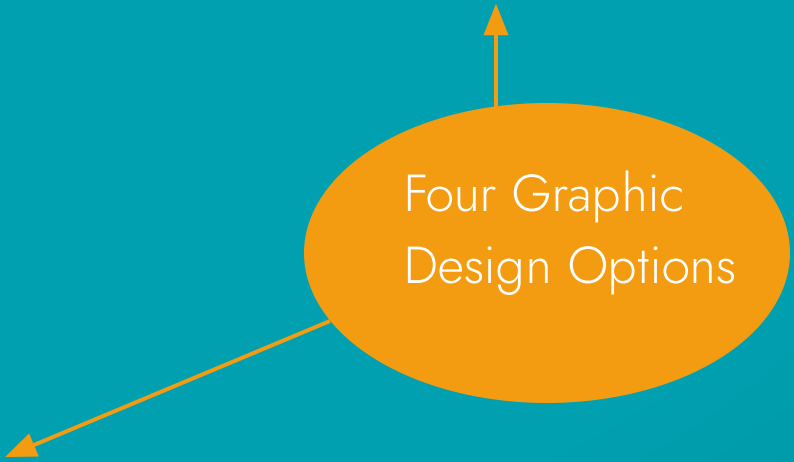# Current Program Offerings

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!

Four Graphic Design Options

Proposed Program Offerings

Let us know your thoughts! **What are your recommendations?**

Currently "Authoring"

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
- A.S. Degree, Graphic Design
- CERT, Graphic Design
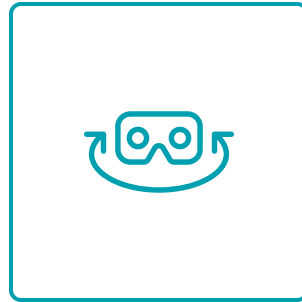- **A.S. Transfer Degree, Graphic Design**

Open Discussion: Where Do We Go Next?

Which classes, software, skills should be emphasized?

Programming/Updates

- UI/UX
- Equipment Software
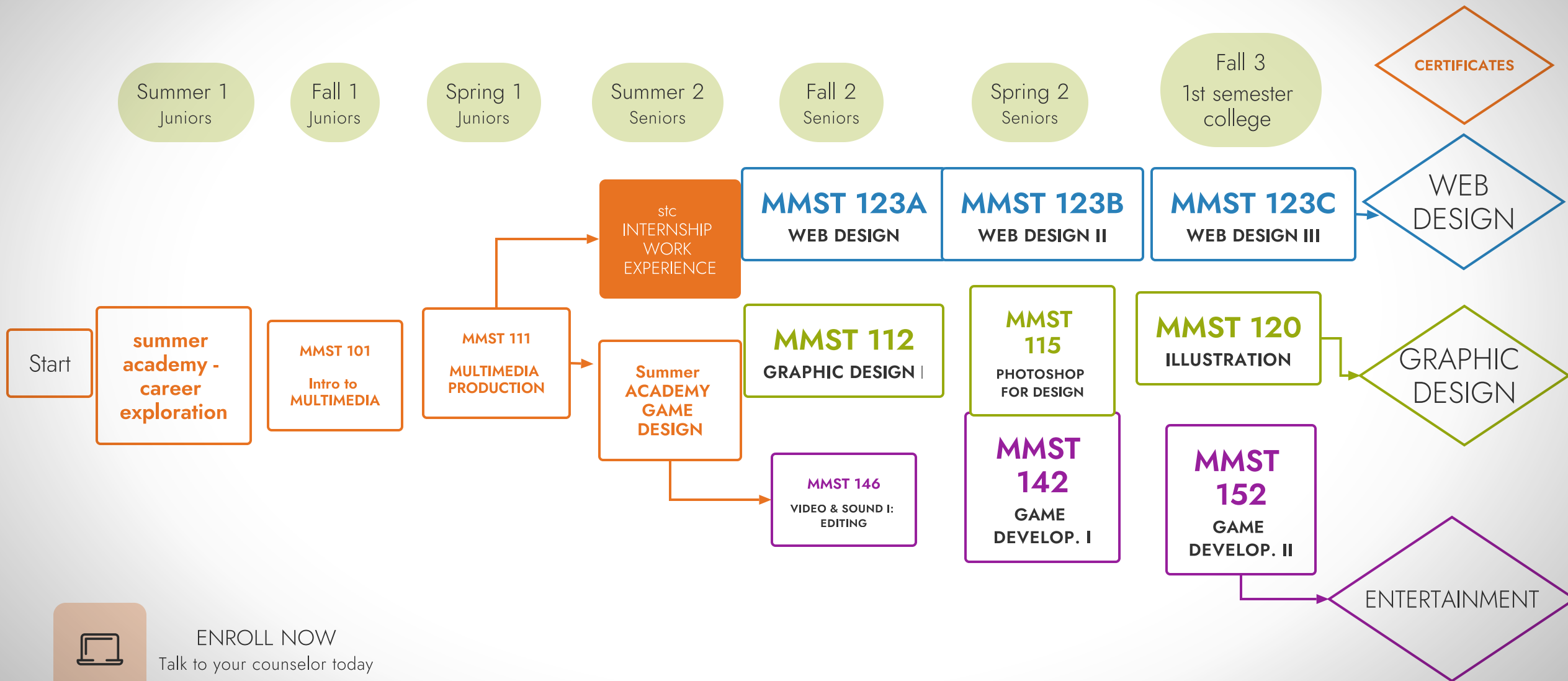- Video Program

Future Programming

- VR/XR
- Gaming

Staffing

What expertise, software knowledge, recommended skills should a future instructor have?

Building Pathways
High School Offerings

NOVATO H.S.	TERRA LINDA H.S.	SAN RAFAEL H.S.	SAN MARIN H.S.
Photography - 5 course sections taught by Mr. Brooks Fletcher, obtaining his CTE credential	Game Academy - 2 courses taught by Br. Bruce Gustin	Media Arts Pathway - 2 courses including film and video production	Multimedia Pathway including various Adobe certification taught by Mr. Luis Santos
Cinematic Arts (Film/Video)			
Video Game Design - 3 courses			
Product Design Pathway			

Opportunities to bridge H.S. students to COM programs.

by Dual Enrollment, Articulations and/or Guided Pathways

MULTIMEDIA CAREER PATHWAY

Summer 1
Juniors

Fall 1
Juniors

Spring 1
Juniors

Summer 2
Seniors

Fall 2
Seniors

Spring 2
Seniors

Fall 3
1st semester
college

CERTIFICATES

MMST 123A
WEB DESIGN

MMST 123B
WEB DESIGN II

MMST 123C
WEB DESIGN III

WEB
DESIGN

stc
INTERNSHIP
WORK
EXPERIENCE

Start

summer
academy -
career
exploration

MMST 101
Intro to
MULTIMEDIA

MMST 111
MULTIMEDIA
PRODUCTION

Summer
ACADEMY
GAME
DESIGN

MMST 112
GRAPHIC DESIGN I

MMST 115
PHOTOSHOP
FOR DESIGN

MMST 120
ILLUSTRATION

GRAPHIC
DESIGN

MMST 146
VIDEO & SOUND I:
EDITING

MMST 142
GAME
DEVELOP. I

MMST 152
GAME
DEVELOP. II

ENTERTAINMENT

ENROLL NOW
Talk to your counselor today

https://academics.marin.edu/program/mmst

Summary/Wrap-up
Thoughts? **Questions?**
NEXT STEPS
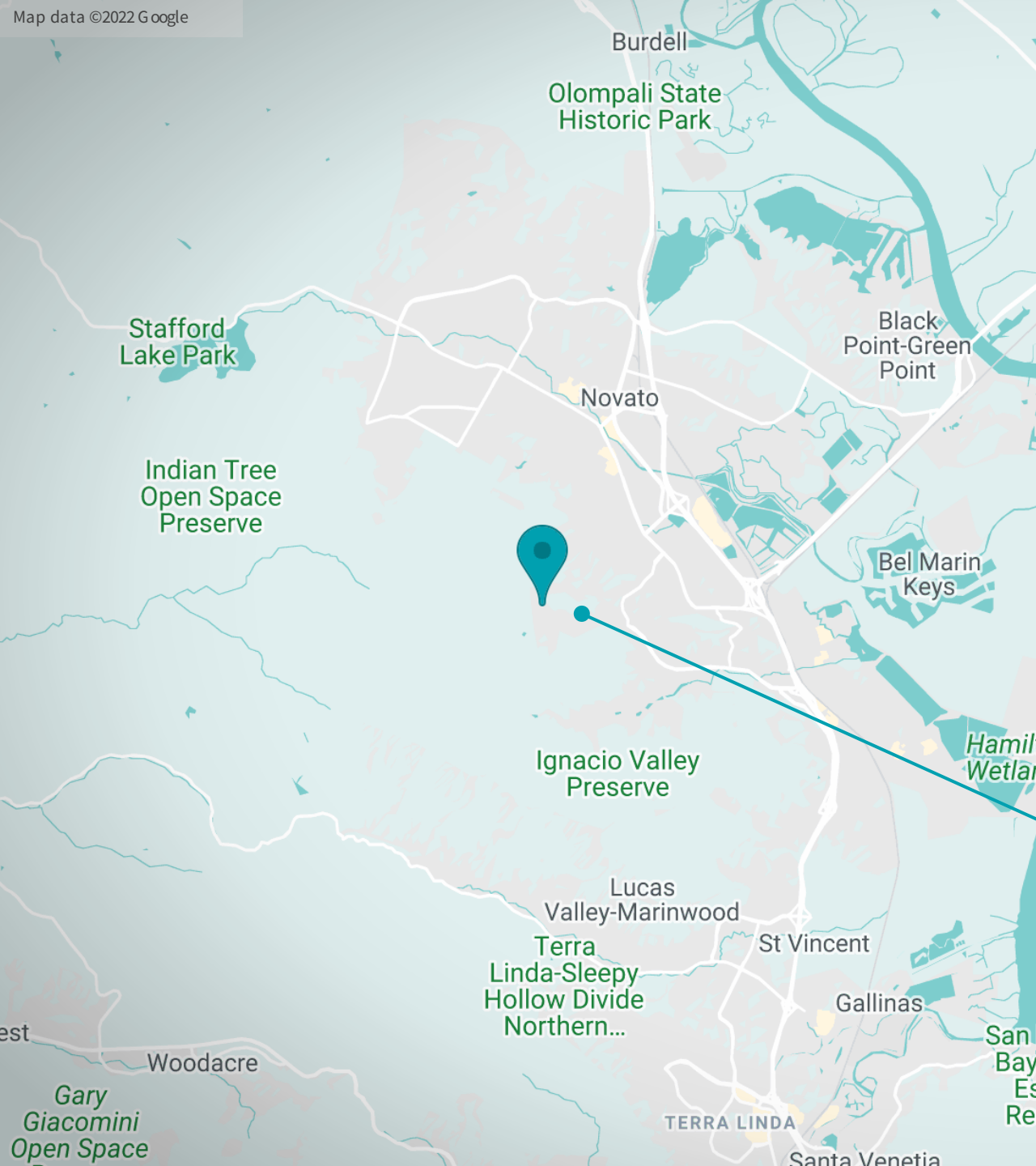
Thank You!

1800 Ignacio Boulevard Novato, CA 94949

@ JGonzalez@marin.edu

@ DWilson@marin.edu

@ ARVarona@marin.edu

@ HRahman@marin.edu

College of Marin, Indian Valley Campus