COLLEGE OF MARIN

# Multimedia Studies & Graphic Design Advisory Committee Meeting

December 11, 2023

# Agenda

Web Design and Development

Game Design

Graphic Design

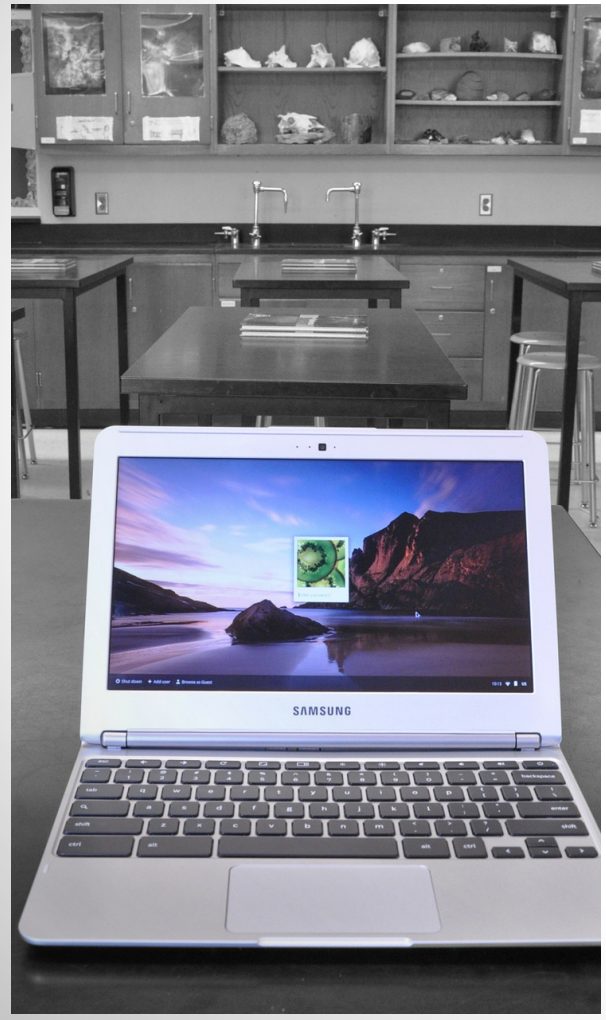
# Hello!

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

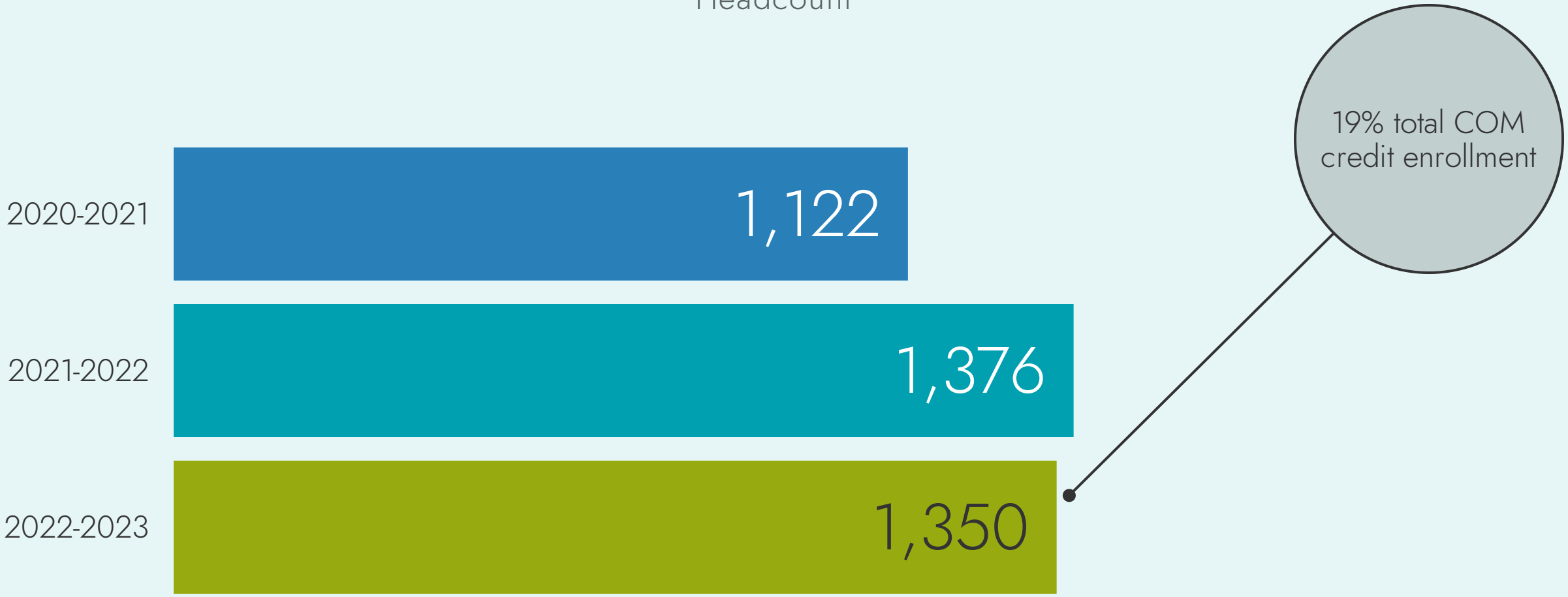
  Applied Accounting; Business Administration; Entrepreneurship; Hospitality Management; Real Estate
- **Computers & Multimedia**

  **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

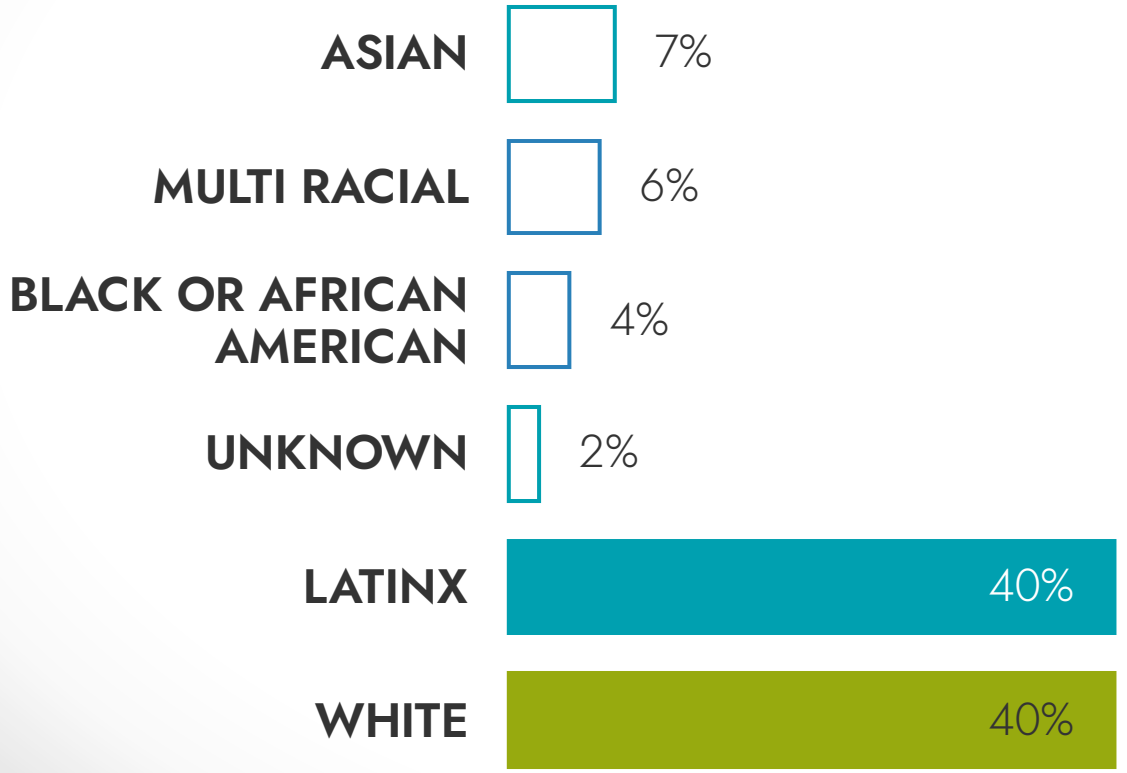
All CTE including Nursing, WEXP, ECE, Business N=21% COM Enrollment and 30% COM Unique Student Headcount



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**



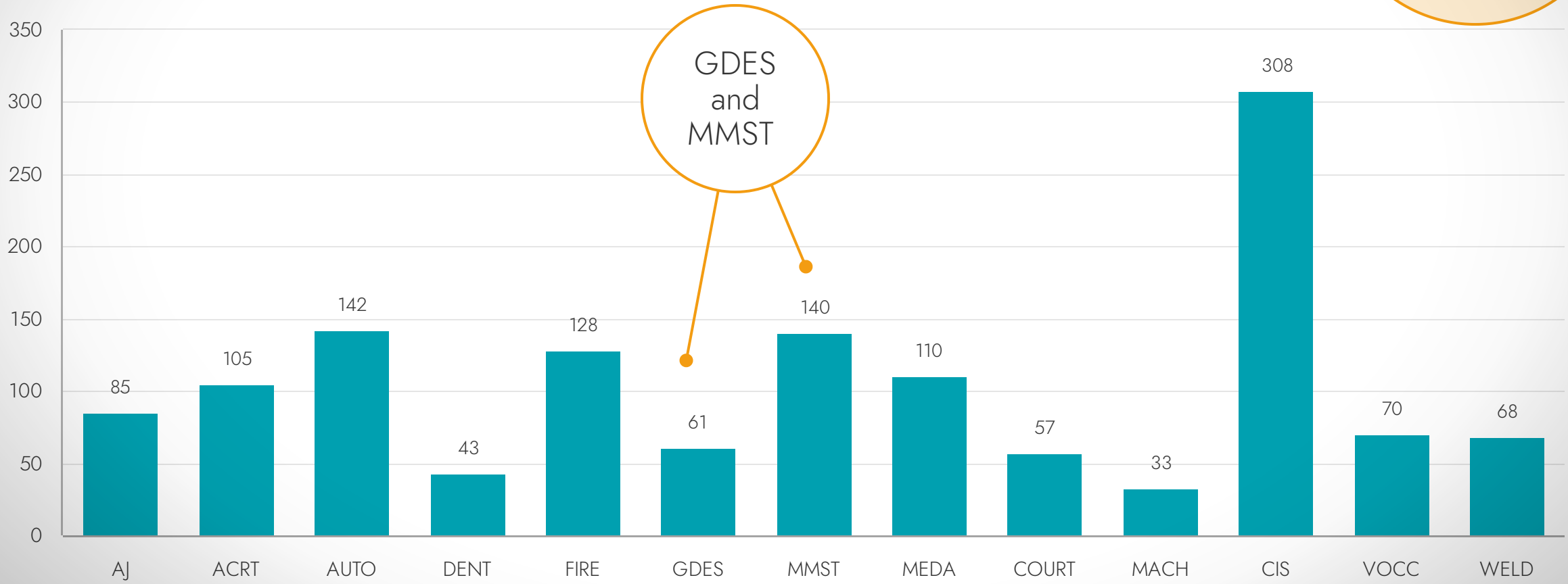

**CAREER EDUCATION ALIGNED WITH ALL OTHER COM STUDENT RACE AND ETHNICITY DEMOGRAPHICS**

Academic year 2022-2023

# Enrollments by Program

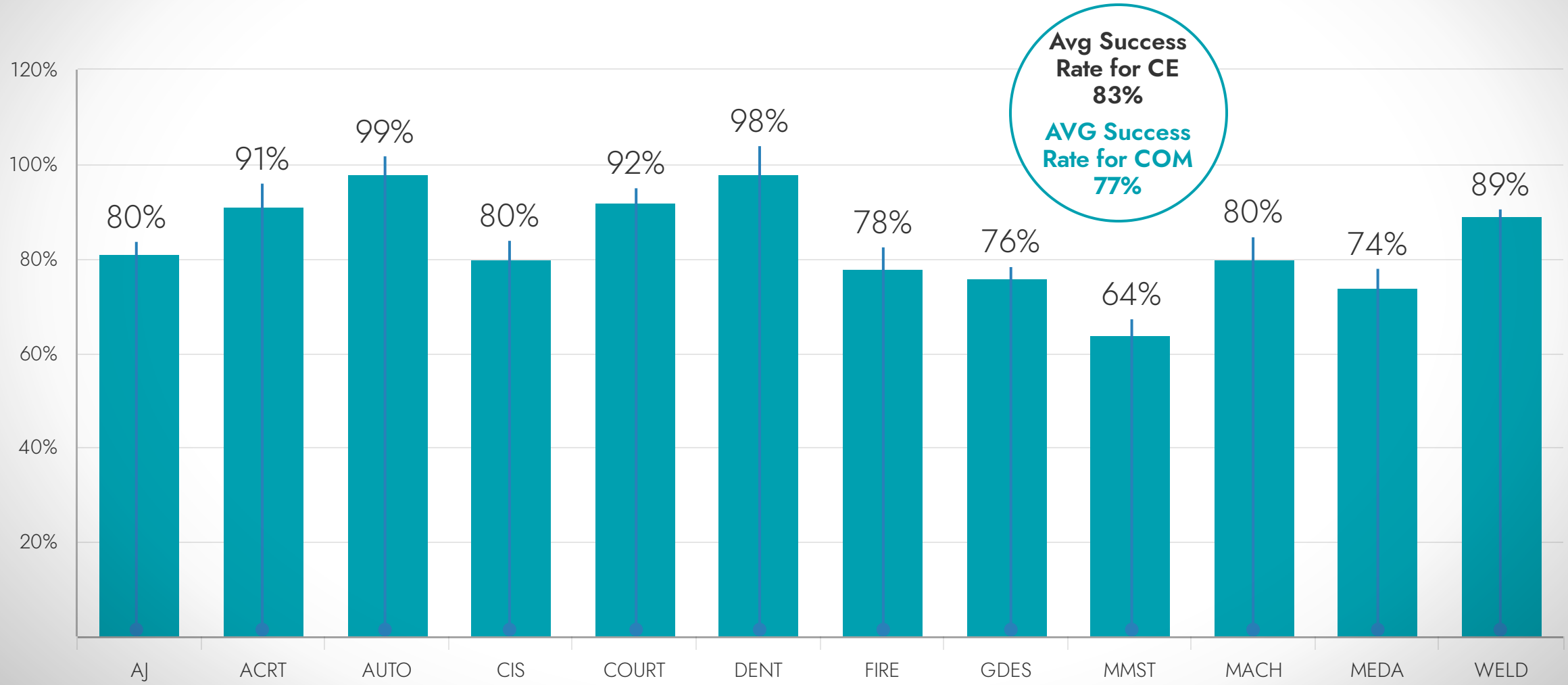
**N=1,282 Credit Students**

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

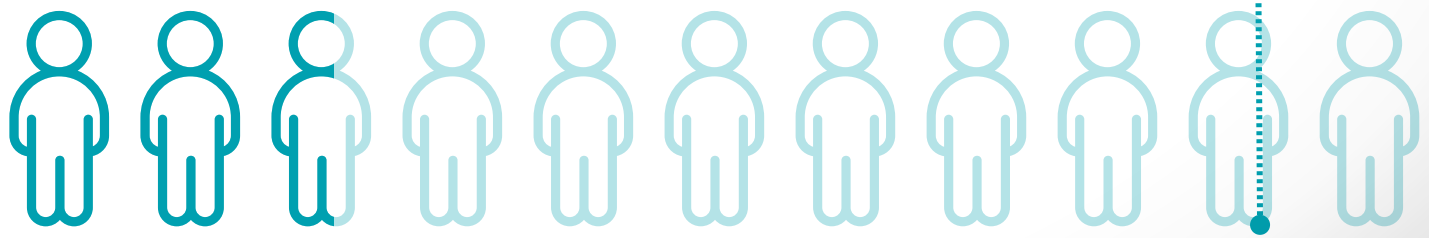
**18 months after college completion**

85% Goal

77%

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

23%



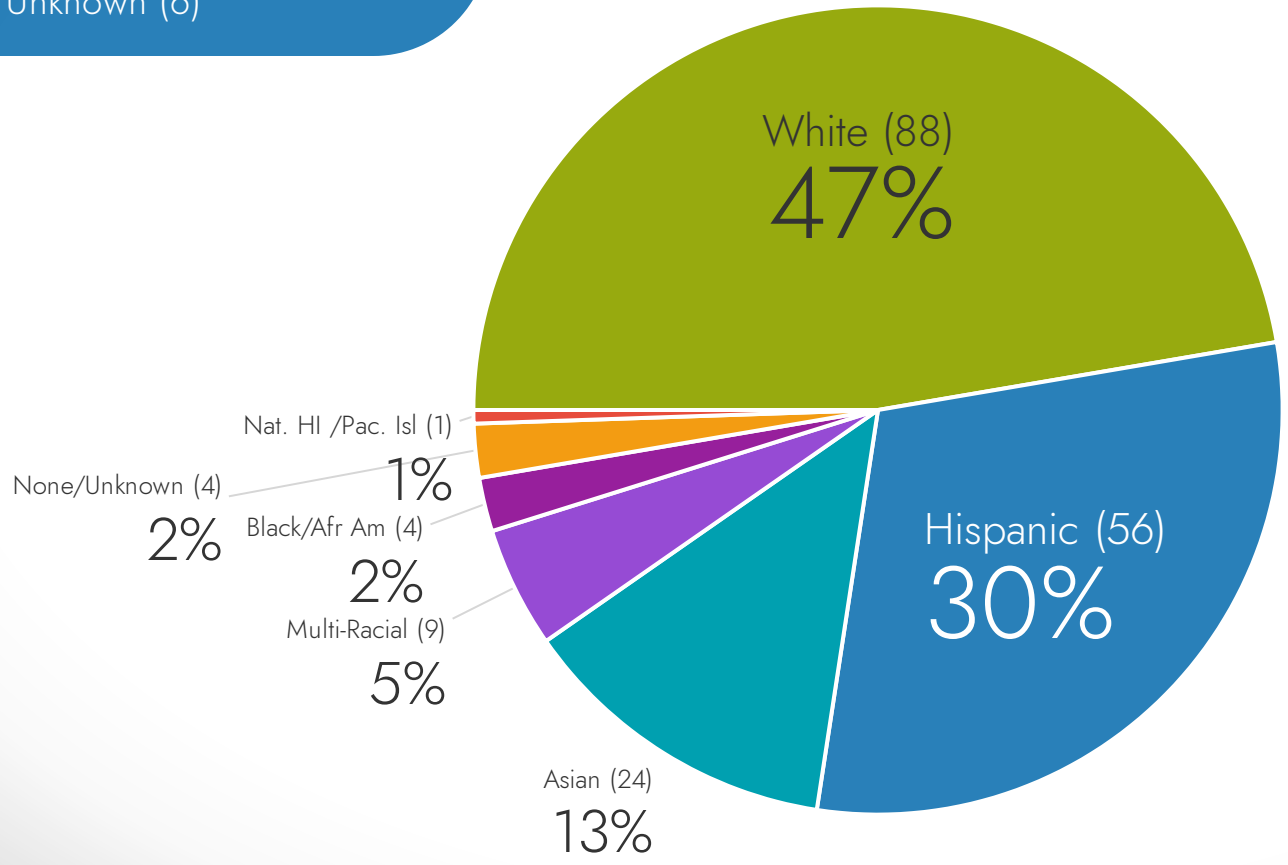
Reported job is not closely related to their field.

206 Student respondents

# Student Demographics

MMST Program 2022 - 2023

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



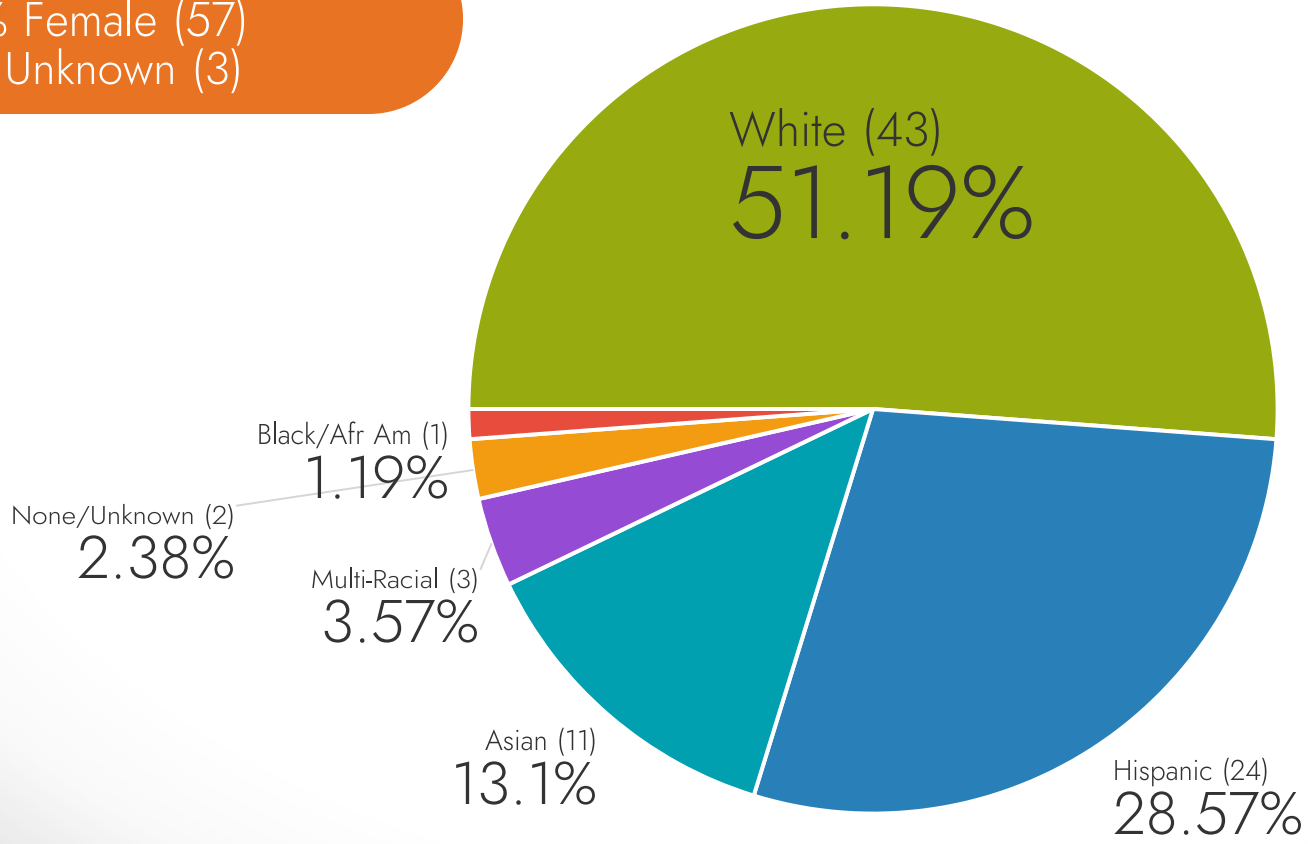

## COLLEGE OF MARIN CREDIT STUDENT CHARACTERISTICS

**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 |

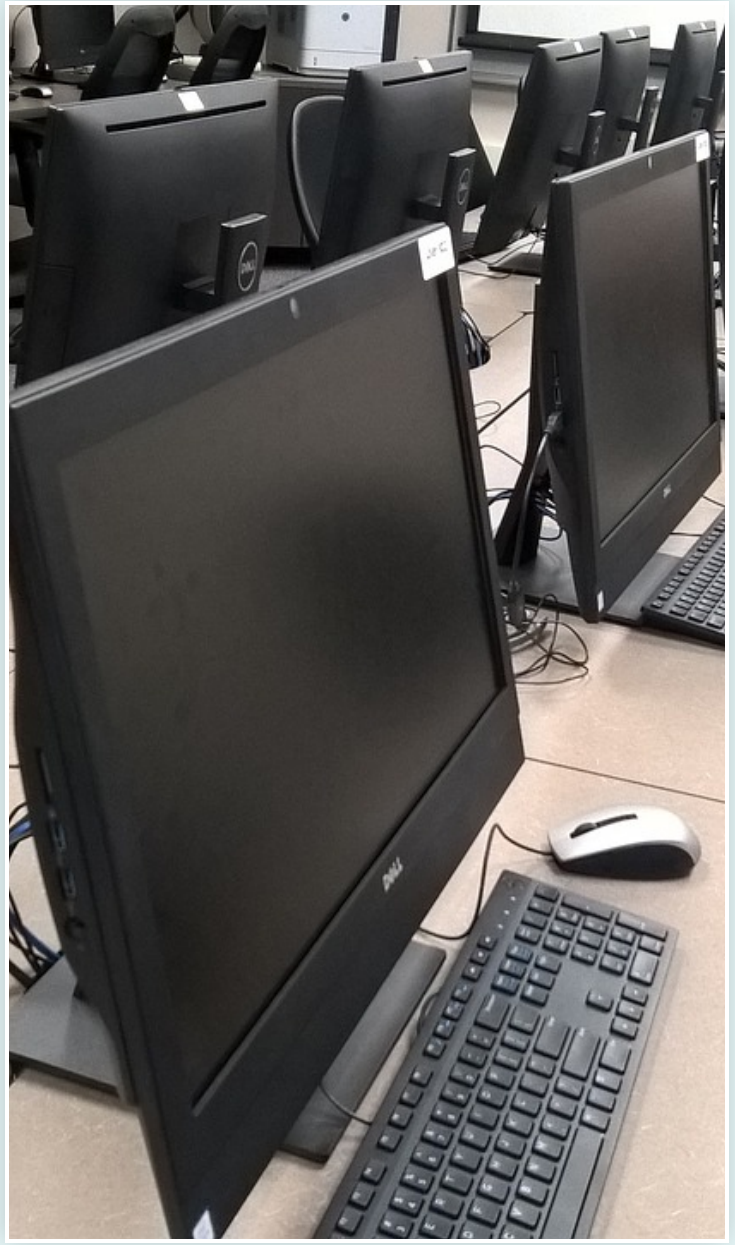
http://coeccc.net/
https://www.onetonline.org/

# 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

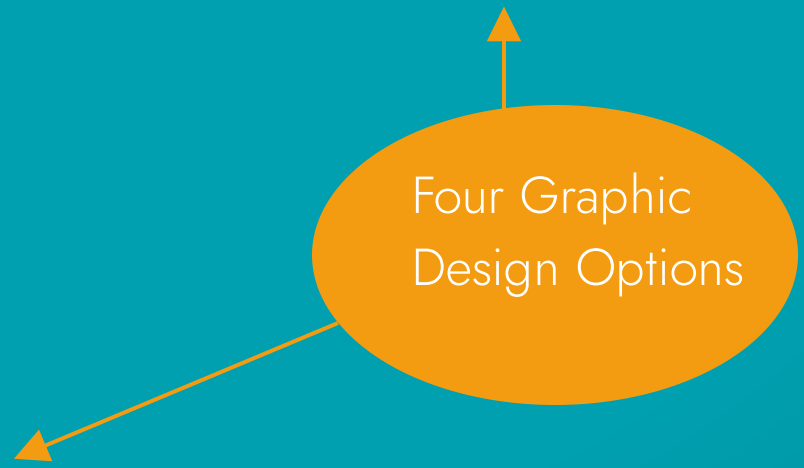
(Video Production, Digital Game Design)

---

- 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!

1800 Ignacio Boulevard Novato, CA 94949

@ Alina Varona, Dean, Career Education
ARVarona@marin.edu

@ Heather Rahman, Program Coordinator, Career Education HRahman@marin.edu

@ James Gonzalez, Multimedia Studies
JGonzalez@marin.edu

@ Seth Cortright, Graphic Design
scortright@marin.edu

@ Shawn Nelson, MMST/GDES
snelson11@marin.edu