Rethinking and Redesigning Digital Media Pathways for Better Student Outcomes:

Digital Media Educator's Conference
June 12, 2014

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Welcome & Introductions Today's Agenda

- AME Employer Research Findings
- BCC and Skyline HS Case Study
- Discussion
  - (Design Elements for DM Pathways for better student outcomes)

Career Ladders Project

fosters educational and career advancement through research, policy initiatives, and direct assistance to community colleges and their partners.

Case Study: *Insights, Ideas & Innovations*

http://vimeo.com/93336952

Goal of CCCLLI

To increase student success in community college by establishing clearly articulated pathways for students to transition from the Linked Learning high school experience to postsecondary education and emerge for a career or transfer to a four-year college or university.

Funded by the James Irvine Foundation

California Community Colleges Linked Learning Initiative

CCCLLI Essential Elements

- Strong K12/Community College Collaboration

- Transitional programming (such as matriculation supports, dual enrollment, systemic outreach, etc.)

- Removing barriers of assessment and placement

- Pathway development

- Data-driven decision-making

- Systems change: policy, structural, and program changes at colleges & high schools

Sector Based Career Pathway

Universal Design Features

- Career Pathways are a framework for college and career advancement

- Robust pathways offer multiple entry/exit points linked to industry-recognized skills

- Versatility for incumbent workers (skills upgrade), re-entry adults (including veterans), young adults (high school), opportunity youth (16-24 year olds out-of-school, unemployed/underemployed)

Sector-Based Career Pathway
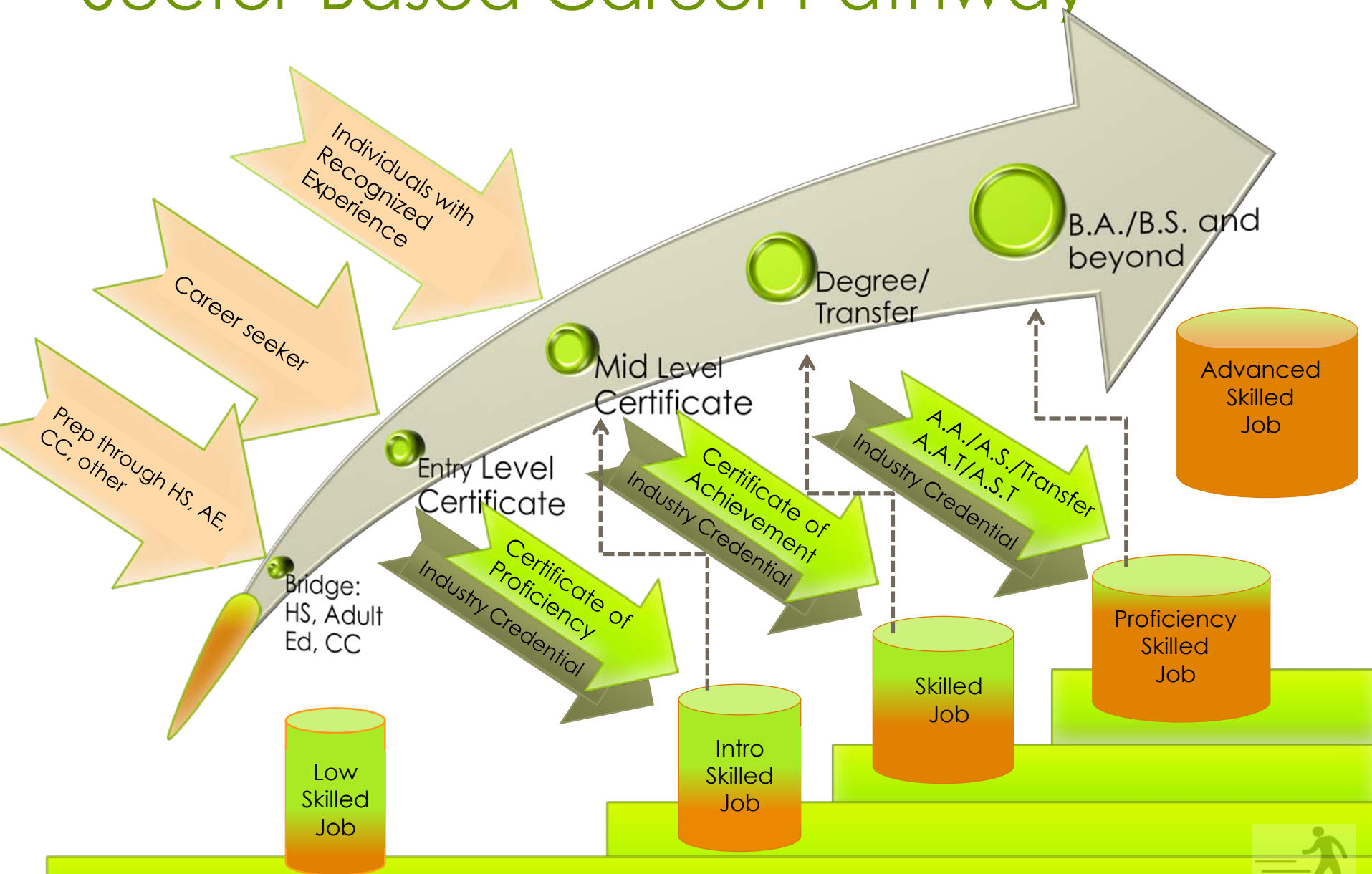
ICT Diversity Study

- Recently completed

- Findings: student completions in CCCs, CSU, UC

- Call to Action for Educators, Employers

ARTS MEDIA ENTERTAINMENT SUMMIT

February 5, 2014
Joan Palevsky
Center for the Future
of Los Angeles

Industry Research Findings

Approach

- Outreach to a broad base of employers about AME workforce needs.

- Conducted research on the following fields:

Design	Social Media	Digital Media	Film Production
Animation	Gaming	Web Development	Application Development

- Surveyed 23 employers on current and future AME trends.

- Interviewed 8 employers to clarify and validate themes emerging from the survey findings.

Participating Industries

Insurance

Health Care

Big Data

Media & Entertainment

Broadcasting

Web Design & Development

Marketing & Communication

Creative Branding

Media for Social Change

Consumer Package Goods

Environmental Solutions

Manufacturing

Film Pre & Post Production

Animation

Cloud Service Distributor

Technology Training

Technology

Gaming

Interactive Learning

Photography

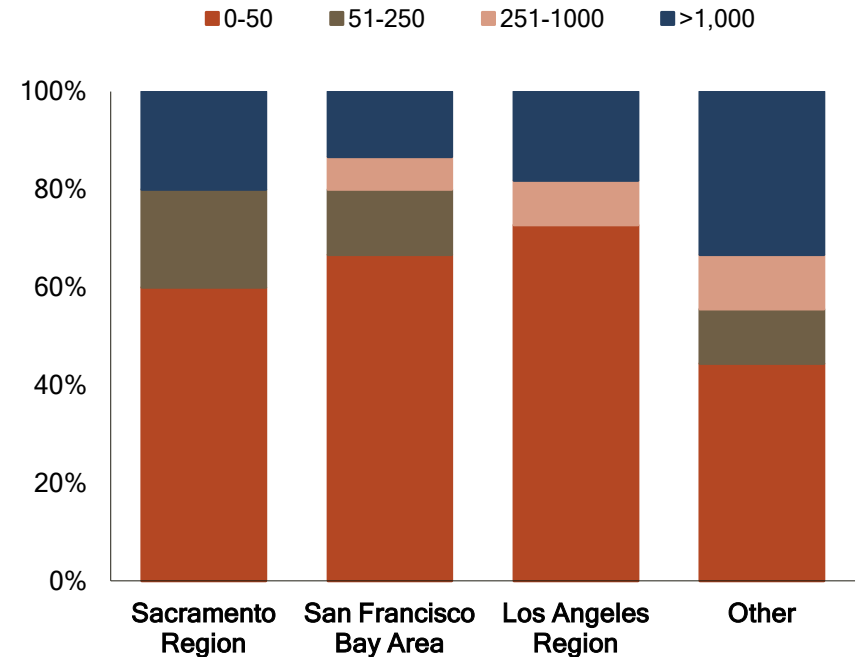# Industry Profile

In what region(s) is your company located? (n=23)

Region	Percentage
Sacramento Region	9%
San Francisco Bay Area	57%
Los Angeles Region	43%
Other	13%
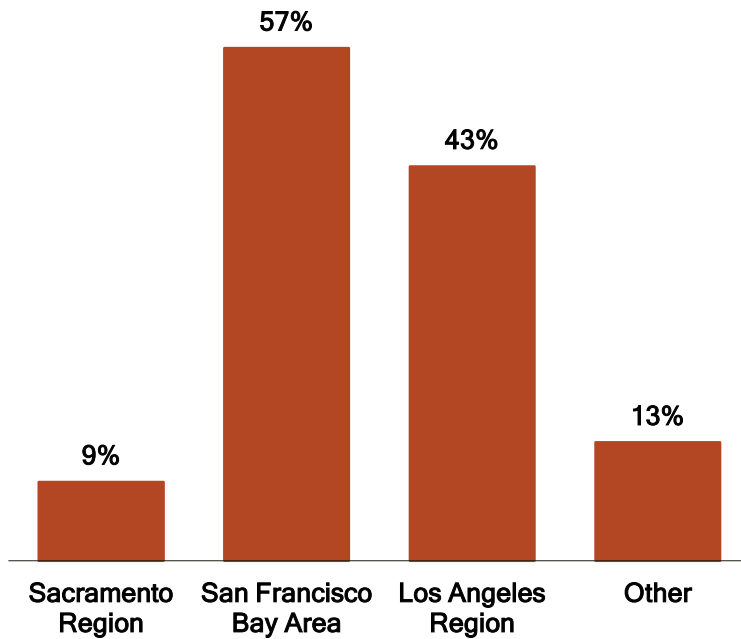
How many employees are currently working within your region(s)? (n=23)

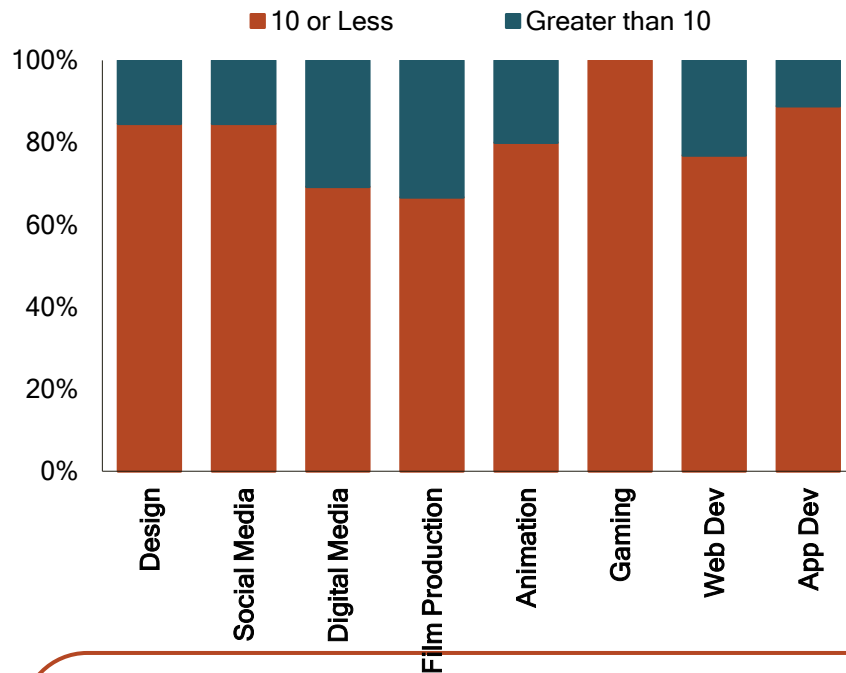Legend: 0-50, 51-250, 251-1000, >1,000

Over 80% of AME industry partners surveyed indicated that the total number of regional employees are less than 150. A sizeable majority responded that the number of regional employees is less than 50. Factors impacting this finding are the increase in virtual team members and freelancers/consultants.
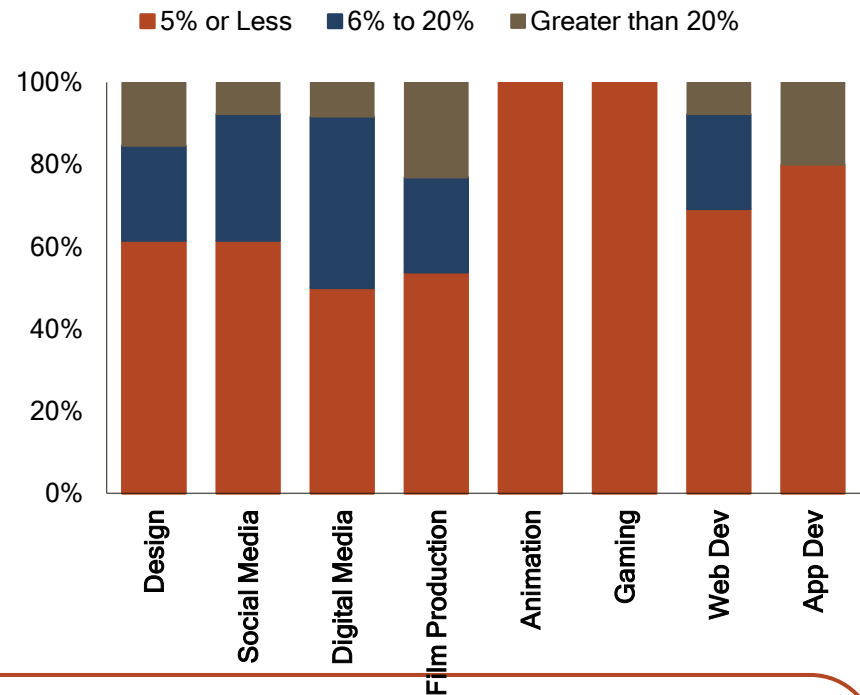
AME Entry-Level Employees

(Entry-level is defined as combined education and experience >1 yr and <4 yr)

How many do you employ in AME fields? (n=19)

Legend: ■ 10 or Less ■ Greater than 10

Categories (x-axis): Design, Social Media, Digital Media, Film Production, Animation, Gaming, Web Dev, App Dev

What % of your AME positions are entry-level? (n=17)

Legend: ■ 5% or Less ■ 6% to 20% ■ Greater than 20%

Categories (x-axis): Design, Social Media, Digital Media, Film Production, Animation, Gaming, Web Dev, App Dev

Digital Media, Film Production, and Web Development are strong fields for entry-level AME employees.
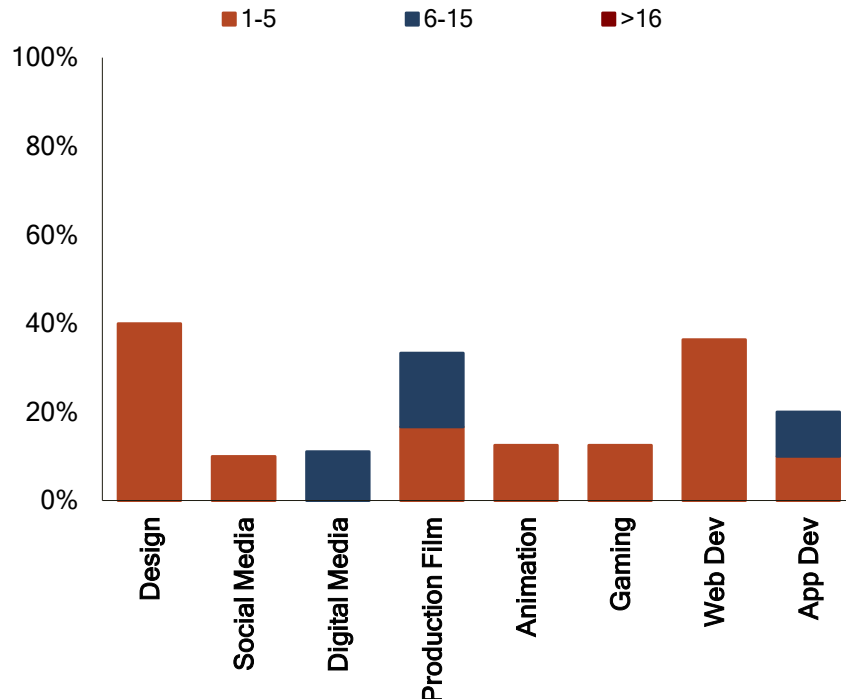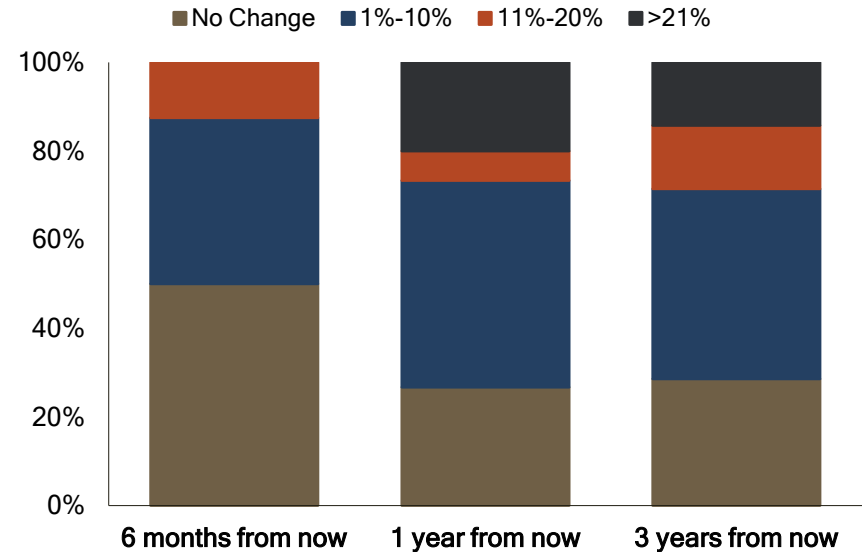**Fewer opportunities exist in entry-level Animation and Gaming.**

Future AME Position Openings

(Entry-level is defined as combined education and experience >1 yr and <4 yr)

How many current AME entry-level job openings do you have? (n=15)

Legend: ■ 1-5　■ 6-15　■ >16

Categories: Design, Social Media, Digital Media, Production Film, Animation, Gaming, Web Dev, App Dev

What % of increased hiring do you project in the AME fields? (n=16)

Legend: ■ No Change　■ 1%-10%　■ 11%-20%　■ >21%

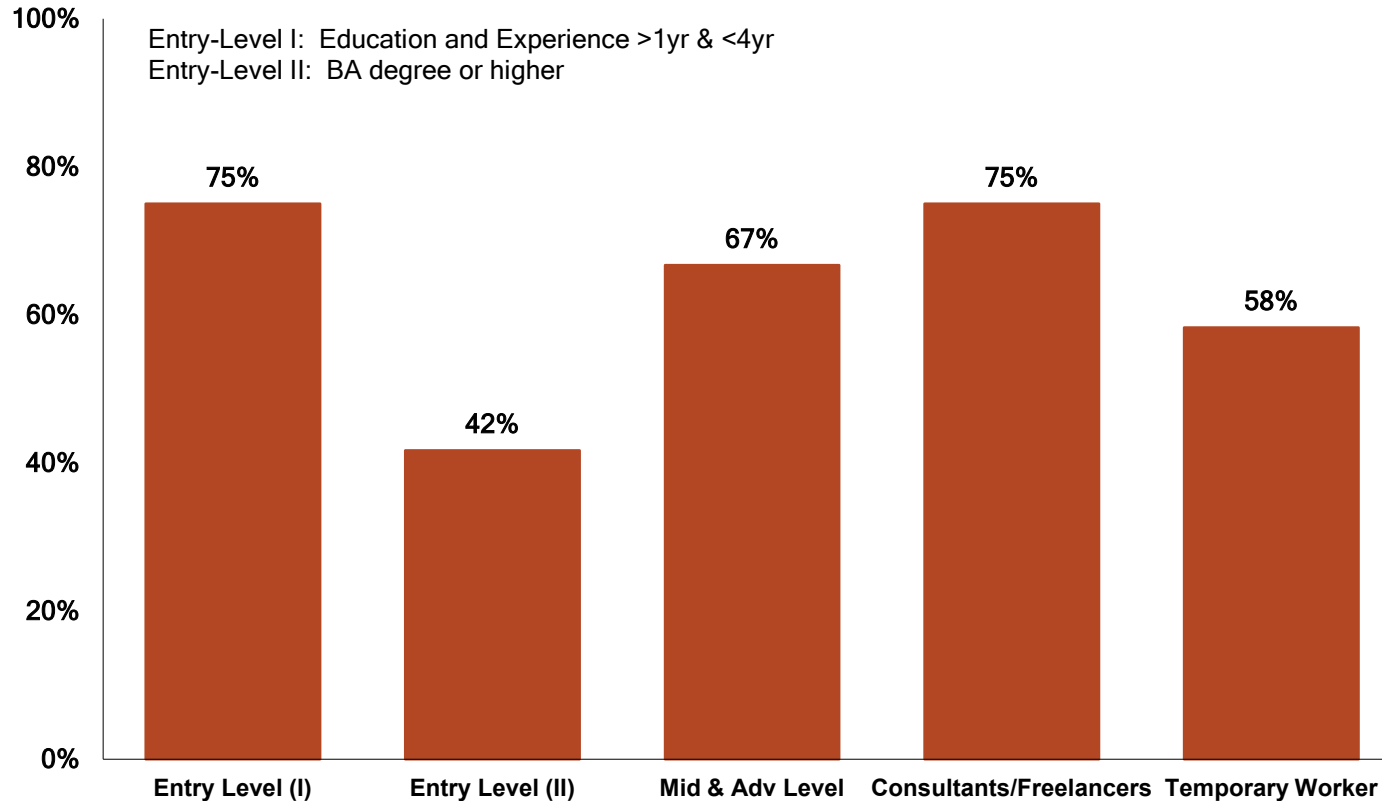Categories: 6 months from now, 1 year from now, 3 years from now

Several reasons speak to the low # of available entry-level openings: 1) Retention is not an issue, 2) No issues filling vacancies, 3) Large market of freelancers.

Entry, Mid, and Advanced Level Positions

What AME positions are critical to your business? (n=12)

Entry-Level I: Education and Experience >1yr & <4yr
Entry-Level II: BA degree or higher

Category	Percentage
Entry Level (I)	75%
Entry Level (II)	42%
Mid & Adv Level	67%
Consultants/Freelancers	75%
Temporary Worker	58%

Positions Critical to Employers (n=12)
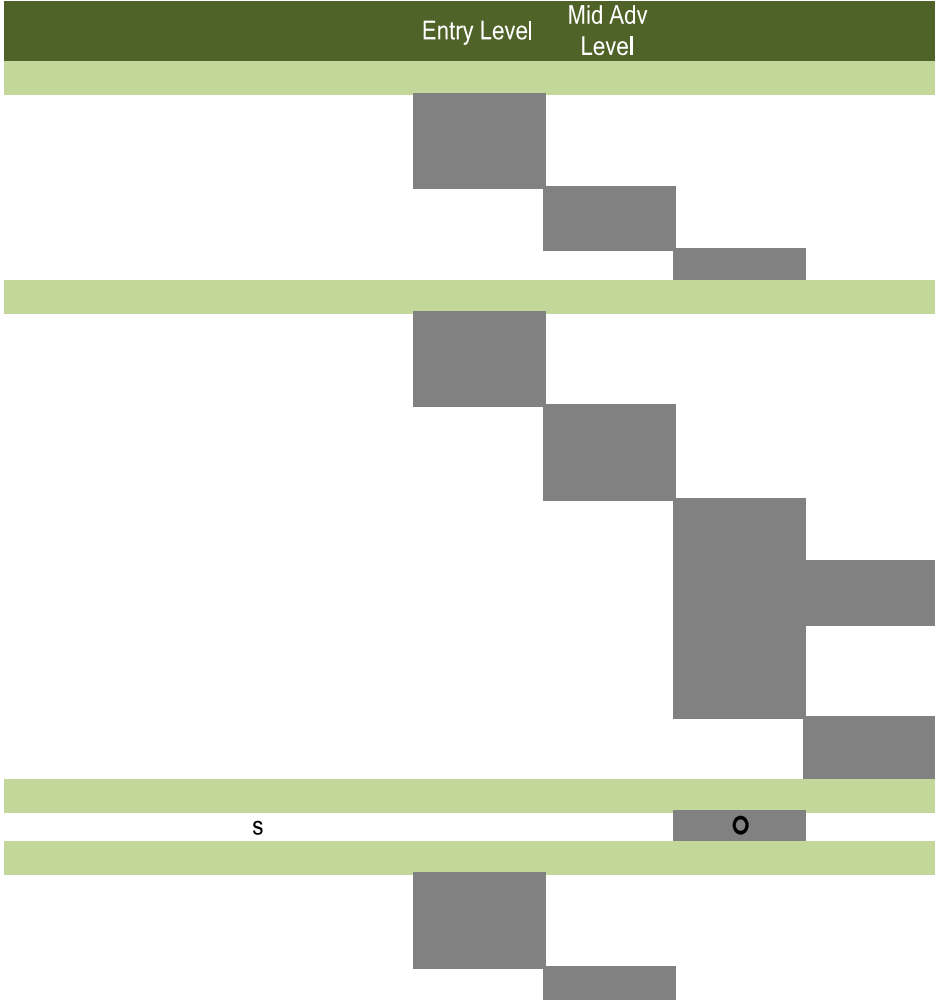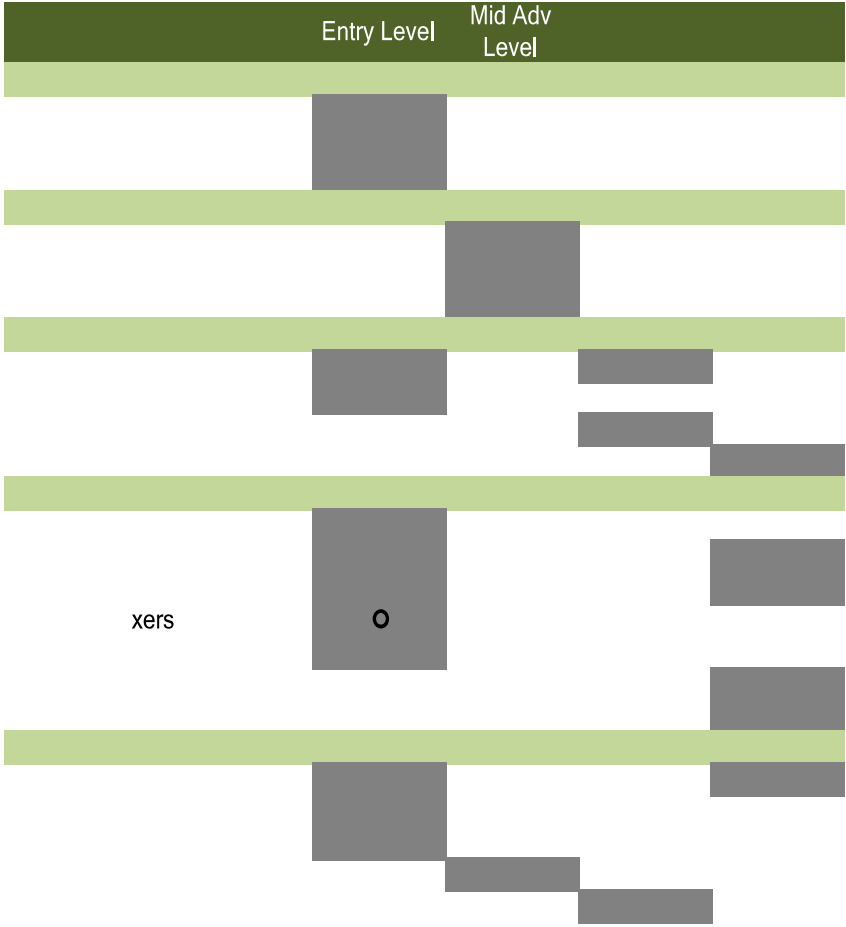
AME Future Skills

Recruitment

What are your Top 3 recruitment methods? (n=16)

Method	%
Employee Referrals	69%
Linked In / similar	63%
Company Website	56%
Craigslist / similar	19%
CC Campuses	13%
Univ Campus	13%
CareerBuilder.com / similar	13%
Trade Publications	13%
Other	13%
Trade / Job Fairs	6%
Print Media	0%
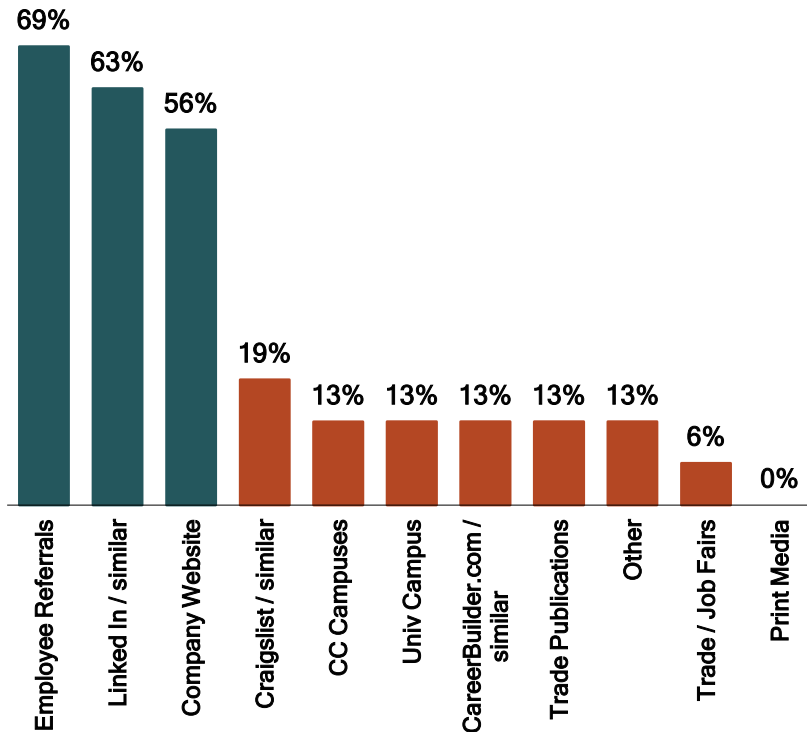
For entry-level AME positions, what % are hired from? (n=15)

Legend: None | 1%-10% | 11%-30% | 31% - 50% | >50%

Categories: Employee Referrals, Linked In / similar, Company Website, Craigslist / similar, CC Campuses, Univ Campus, CareerBuilder.com/ similar, Trade Publications, Other, Trade / Job Fairs, Print Media
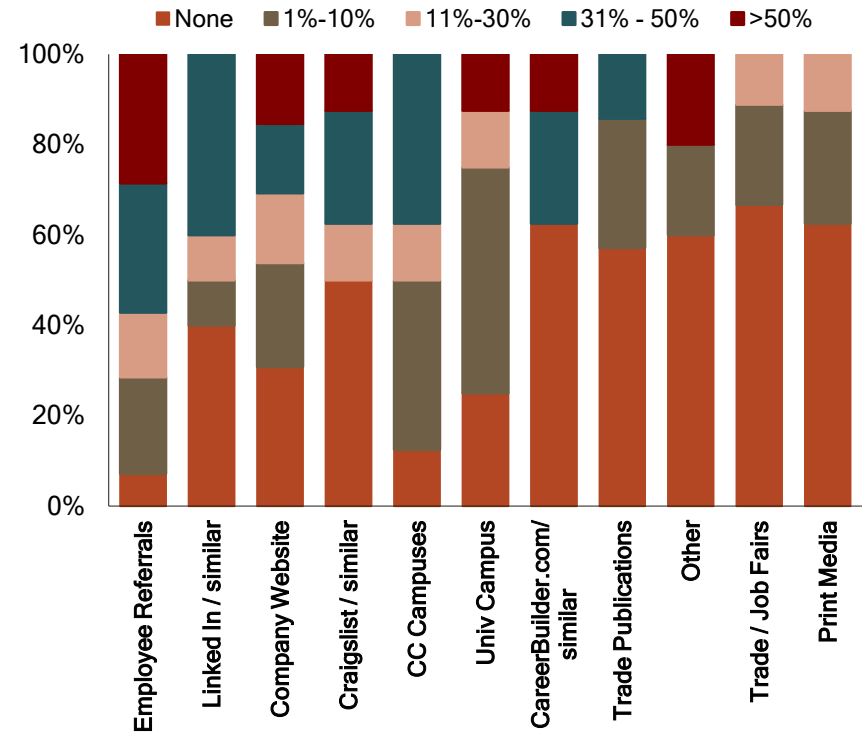
Our industry partners are satisfied with the effectiveness of their recruiting Methods. The findings suggest the importance of networking within this industry. Many opportunities are not advertised, but are spread through relationships.
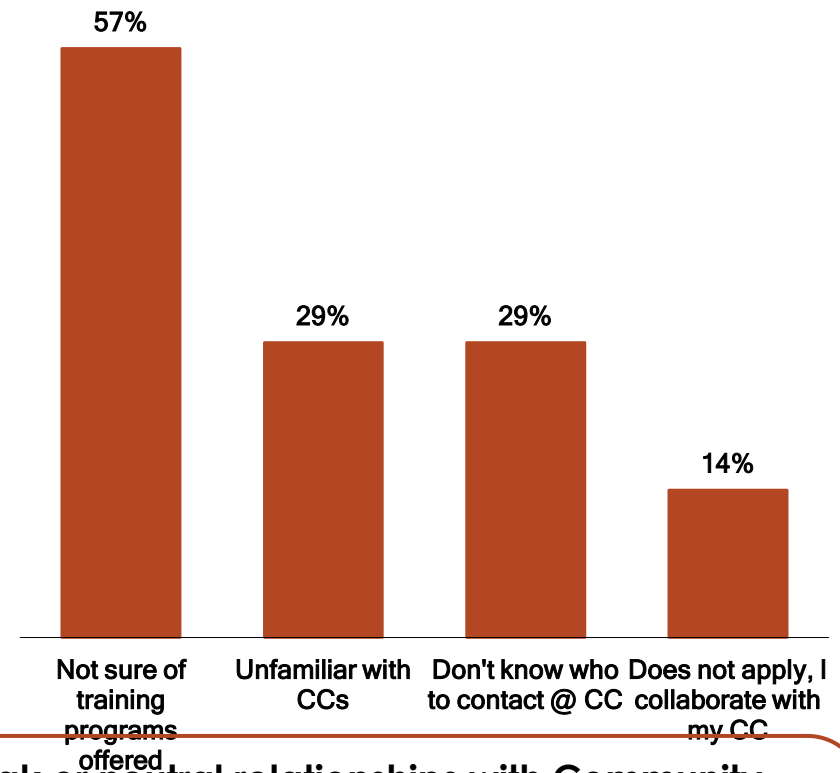
Community College Collaboration

Assess the strength of recruiting collaboration and industry partnership between your company and your local Community College. (n=13)
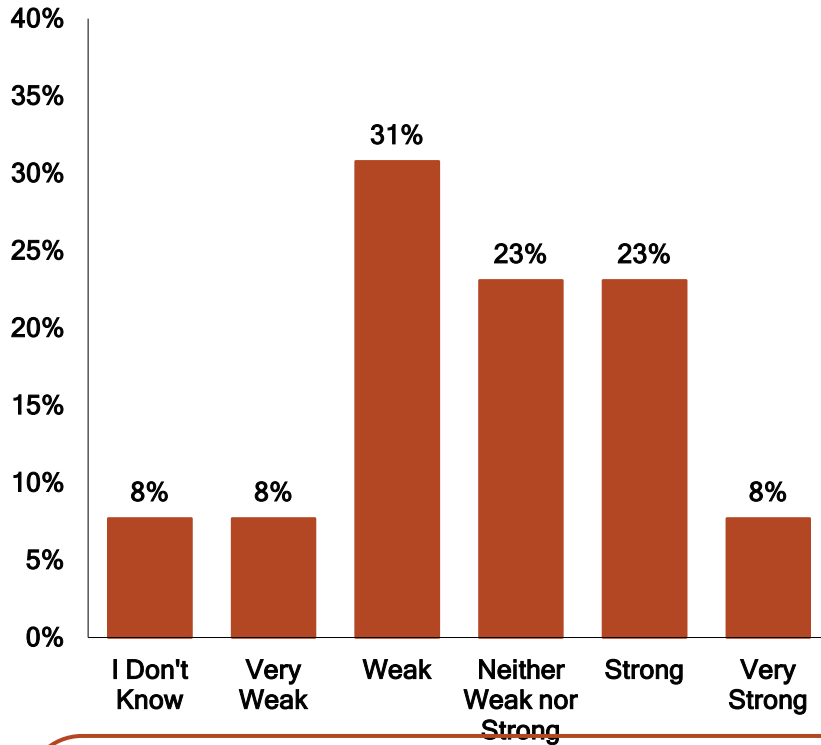
Reasons stated why collaboration with Community Colleges to find qualified candidates is less than strong. (n=7)

Over 50% of our industry partners have weak or neutral relationships with Community Colleges. An opportunity exists to shift neutral and weak perceptions through intentional strategies that target the reasons stated (above right).

Case Study: *Insights, Ideas & Innovations*

Multimedia Arts Department
Berkeley City College
Peralta Community College District

Computer Technology Academy
Skyline High School
Oakland Unified School District

Case Study: *Insights, Ideas & Innovations*

Skyline Student Video for ICT/DM Conference

https://docs.google.com/file/d/0B4miXW_-0bkYMWFIWmJHX2E4UEU/edit

Case Study: *Insights, Ideas & Innovations*

Data! Data! Data!

- High School Report
  - Making the transition
    - 31% after graduation
    - 23% more without 12th grade record
  - But, not easily
    - 1/3 Delayed
    - Primarily to sister colleges without ICT/DM!
- Limited window

OAKLAND UNIFIED SCHOOL DISTRICT

55%

PERALTA COMMUNITY COLLEGE DISTRICT

Case Study: *Insights, Ideas & Innovations*
Transition rates OUSD to PCCD
12th grade cohort and time to first enrollment

12th Grade Cohort	N	Enr in 1 Yr	Enr in 2 Yrs	Enr in 3 Yrs	Enr any time after HS
1998	1847	32%	45%	50%	62%
1999	1928	30%	44%	49%	60%
2000	1961	30%	45%	52%	63%
	1879	32%	46%	51%	60%
	1794	32%	44%	49%	60%
	2095	33%	45%	49%	58%
2004	1916	31%	42%	47%	56%
	2050	28%	39%	45%	54%
	1962	33%	47%	53%	60%
	1931	33%	47%	52%	57%
	2274	25%	35%	39%	42%
2009	2299	33%	45%	48%	48%
2010	2629	37%	45%	45%	45%
Total	**26565**	**31%**	**44%**	**48%**	**55%**

On average, 31% of a 12th grade cohort enroll right after high school

This table would include 6,193 additional students (23% more) if we allow for 11th grade students missing a 12th grade record.

TIME WINDOW

ONE THIRD OF STUDENTS ENROLLED IN A THREE YEAR PERIOD HAVE A LAG TIME GREATER THAN ONE ACADEMIC YEAR

Data: CALPASS-Plus

Case Study: *Insights, Ideas & Innovations*

- Action
  - Advisory Council(s)
  - Administrative Buy-In
  - Activities for All!

Multimedia Student Showcase

Friday, May 2nd, 2014
6pm – 8:30pm

Berkeley City College
2050 Center Street
Berkeley, CA 94704

Case Study: *Insights, Ideas & Innovations*

- Learning and Next Steps
  - Communication
  - Common calendar
  - Co-enrollment

Discussion and Response

✓ Which of the findings resonate with you?

✓ What implications do the findings have for programs, internship opportunities or work?

✓ What are your best collaborative practices with high schools, community colleges, and employers?

Thank you!

For further info:

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CITY COLLEGE
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