February 5th, 2014
Joan Palevsky Center for the Future of Los Angeles
Welcome & Introductions
Career Ladders Project

fosters educational and career advancement through research, policy initiatives, and direct assistance to community colleges and their partners.
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)
Career Pathways as a National Model

2. Multiple entry points/on-ramps including for those with limited education, English, skills, and work experiences, i.e., bridge programs

- e.g., military transition
- e.g., incumbent worker
- e.g., career and technical ed
- e.g., corrections
- e.g., ABE/ pre-college

Increasing skills, competencies, and credentials informed by industry/employers

- e.g., 4-year degree
- e.g., 2-year degree
- e.g., one-year credential
- e.g., industry certificate

1. Well-connected education and training offerings; often delivered via multiple linked and aligned programs

bridge(s)

3. Multiple exit points at successively higher levels of family supporting employment and aligned with subsequent entry points

source: CLASP 2014
Our Tools

Bay Area Manufacturing Renaissance Council (BAMRC)
Bay Area Workforce Funding Collaborative (BAWFC)
Career Advancement Academies (CAA)
California Community College Linked Learning Initiative (CCCLI)
California EDGE Coalition (EDGE)
Community College Pathways for Former Foster Youth (CCP)
 Concurrent Courses Initiative (CCI)
California Gateway Project
Green Transportation Collaborative (GTC)
High Impact Pathways (HIP)
Information Communications Technologies Study (ICTS)
LearningWorks
Linking Afterschool Employment to Careers
Policy Support

Colleges state-wide to provide educational opportunities through research, policy and partners.

→ READ MORE
Getting to the Top Tier Talent

more aligned High School to College Pathways

+ industry informed content and engagement in skills building

= better prepared workforce resulting in stronger local & regional industries

Source: https://www.mplet.org/ict_framework.html
Goal of CCCLLI

To increase student success in community college by clearly articulated pathways for students to transition from 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
About Linked Learning

- Linked Learning video goes here
CCCALLI 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
Industry Research Findings
Approach

- Outreach to a broad base of employers about AME workforce needs.
- Conducted research on the following fields:
  - Design
  - Social Media
  - Animation
  - Gaming
  - Digital Media
  - Web Development
  - Film Production
  - 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
In what region(s) is your company located? (n=23)

- 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)

- 0-50 employees: Sacramento Region: 20%, San Francisco Bay Area: 57%, Los Angeles Region: 40%, Other: 13%
- 51-250 employees: Sacramento Region: 20%, San Francisco Bay Area: 57%, Los Angeles Region: 40%, Other: 13%
- 251-1000 employees: Sacramento Region: 20%, San Francisco Bay Area: 57%, Los Angeles Region: 40%, Other: 13%
- >1,000 employees: Sacramento Region: 20%, San Francisco Bay Area: 57%, Los Angeles Region: 40%, Other: 13%

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)

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

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)

- 1-5
- 6-15
- >16

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

- No Change
- 1%-10%
- 11%-20%
- >21%

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
## Positions Critical to Employers (n=12)

<table>
<thead>
<tr>
<th>Category</th>
<th>Entry Level</th>
<th>Mid Adv Level</th>
<th>Consultant</th>
<th>Temporary Worker</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Animation</strong></td>
<td></td>
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<tr>
<td>Digital Production</td>
<td>O</td>
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<tr>
<td>Non-Linear Editors</td>
<td>O</td>
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<tr>
<td>Social Media</td>
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<tr>
<td><strong>Big Data</strong></td>
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<tr>
<td>Application Development</td>
<td>O</td>
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<tr>
<td>Design</td>
<td>O</td>
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<tr>
<td>Web Development</td>
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<tr>
<td><strong>Consumer Package Goods</strong></td>
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<tr>
<td>Social Media</td>
<td>O</td>
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<td>O</td>
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<tr>
<td>Web Designers</td>
<td>O</td>
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<tr>
<td>Web Developer</td>
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<tr>
<td>Data Entry</td>
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<tr>
<td><strong>Film Production Pre:Post</strong></td>
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<tr>
<td>Film - Camera Operators</td>
<td>O</td>
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<tr>
<td>Film - Visual Effects Artist</td>
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<tr>
<td>Film - Voice Over Artists</td>
<td>O</td>
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<tr>
<td>Sound Mixers</td>
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<td>O</td>
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<tr>
<td>Video Editing Finishing</td>
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<tr>
<td>Film - Camera Assistants</td>
<td></td>
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<tr>
<td>Photographers</td>
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<tr>
<td><strong>Insurance</strong></td>
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<tr>
<td>Design</td>
<td>O</td>
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<tr>
<td>Digital Media</td>
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<td>Social Media</td>
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<tr>
<td>Web Development</td>
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</tbody>
</table>

| **Manufacturing**                     |             |               |            |                   |
| CAD Designers                         | O           |               | O          |                   |
| Design Engineer I                     | O           |               | O          |                   |
| Sr. CAD Designers                     | O           |               | O          |                   |
| Design Engineer II                    |             |               | O          |                   |
| Design Engineer III                   |             |               | O          |                   |
| Zigbee Coding Consultant              |             |               | O          |                   |
| **Media & Entertainment**             |             |               |            |                   |
| Film Editing Finishing - Avid         | O           |               | O          |                   |
| Film Editing Finishing - Final Cut Pro| O           |               | O          |                   |
| Production Assistants/Coordinators    | O           |               | O          |                   |
| Film - Camera                         | O           |               | O          |                   |
| Film - Lighting                       | O           |               | O          |                   |
| Film - Sound Development              | O           |               | O          |                   |
| Business Managers                     |             |               | O          |                   |
| Clearance People                      |             |               | O          |                   |
| Film - Avid Experience                |             |               | O          |                   |
| Film - Demo Reel Experience           |             |               | O          |                   |
| Film - Editors                        |             |               | O          |                   |
| Film - Producers                      |             |               | O          |                   |
| Researchers                           |             |               | O          |                   |
| Film - Editor                         |             |               | O          |                   |
| Film - Producer                       |             |               | O          |                   |
| **Media for Social Change**           |             |               |            |                   |
| Application Developers                |             |               | O          |                   |
| **Web Design & Development**          |             |               |            |                   |
| Designers                             | O           |               | O          |                   |
| Front-end Developers                  | O           |               | O          |                   |
| Project Manager                       | O           |               | O          |                   |
| CRM Developers                        |             |               | O          |                   |
AME Future Skills
Recruitment

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

- 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: 6%
- Trade / Job Fairs: 6%
- Print Media: 0%

For entry-level AME positions, what % are hired from? (n=15)

- Employee Referrals: 69%
- Linked In / similar: 63%
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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).
Training Needs
Do you see a need for additional types of training to better prepare your new AME entry-level hires? (n=15)

67% Yes
20% No
13% I Don't Know

What types of training is needed? (n=11)

Integrated Skill Sets
- Editing & Visual effects, Big Data & Cloud
- New Media & Traditional Film

Critical Thinking
- Evaluating a problem & articulating a solution
- Project based learning

Job Training
- Internships
- On-the-job Training

Industry Knowledge
- Day to Day operations
- All-in-one Production

Business Presence
- Small business management
- How to present themselves

Employers most often mentioned communication, critical thinking, and integrated skills sets to better prepare AME entry-level hires.
Types of Training

What types of training do you currently utilize? (n=13)

- Customized - in-house trainers: 62%
- Webinars: 54%
- Conferences: 31%
- Skills Certification Courses: 31%
- Tuition Assistance for college courses: 31%
- Customized - external trainers: 31%
- Badges: 0%

Please rate you level of satisfaction for your selected training types. (n=12)

<table>
<thead>
<tr>
<th>Training Type</th>
<th>Satisfaction Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skills Certification Courses</td>
<td>4.3</td>
</tr>
<tr>
<td>Tuition Assistance for college courses</td>
<td>4.3</td>
</tr>
<tr>
<td>Customized - in-house trainers</td>
<td>4.2</td>
</tr>
<tr>
<td>Customized - external trainers</td>
<td>4.0</td>
</tr>
<tr>
<td>Webinars</td>
<td>3.4</td>
</tr>
<tr>
<td>Conferences</td>
<td>2.8</td>
</tr>
<tr>
<td>Badges</td>
<td>0.0</td>
</tr>
</tbody>
</table>

Although in-house training and webinars were cited as the most often used types of training, employers were most satisfied with skills certification courses, tuition assistance, and in-house training.
Response to the Data

✓ What findings resonate with you?

✓ What would you add to the reported data?

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

✓ What else should we find out?
Insights, Ideas & Innovations
Small Group Idea Generation
Networking Lunch & Presentation
Promo Pathway at Santa Monica College & Promax BDA
The Promo Pathway Program is the first accredited on-air promotions training program in the United States that prepares creative youth, ages 18-29, from underrepresented communities for the exciting world of television marketing. The initiative is an anchor program of the PromaxBDA Diversity Council, comprised of marketing executives from Fox Broadcasting, ABC, CBS, NBC, Viacom, Disney, Turner, Warner Bros., and ABC Networks.

The program has earned special notice, including from former Vice President Al Gore, as a model program to provide 21st century skills to American workers.

PROMO PATHWAY

is an industry and non-profit partnership with Santa Monica College that educates, mentors, and cultivates underrepresented creative talent for a career in entertainment promotions.

promaxbda

Santa Monica College
Site Level Action Planning
New Strategies, Alignment Efforts & Commitments to Next Steps
Presentations of Site Level Work
Next Steps & Closing Remarks