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)
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
CCCLI 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)
ICT Diversity Study

• Recently completed
• Findings: student completions in CCCs, CSU, UC
• Call to Action for Educators, Employers
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               Application
  Development  Development       Development

• Surveyed 23 employers on current and future AME trends.

• Interviewed 8 employers to clarify and validate themes emerging from the survey findings.
Industry Profile

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)

- Sacramento Region: Over 80% of employees are less than 50.
- San Francisco Bay Area: A sizeable majority are less than 50.
- Los Angeles Region: Factors impacting are the increase in virtual team members and freelancers/consultants.
- Other: Over 80% of employees are less than 50.

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)

- Design: 1-5
- Social Media: 1-5
- Digital Media: 1-5
- Production Film: 1-5
- Animation: 1-5
- Gaming: 1-5
- Web Dev: 1-5
- App Dev: 1-5

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

- 6 months from now:
  - No Change: 20%
  - 1%-10%: 30%
  - 11%-20%: 30%
  - >21%: 20%

- 1 year from now:
  - No Change: 20%
  - 1%-10%: 30%
  - 11%-20%: 30%
  - >21%: 20%

- 3 years from now:
  - No Change: 20%
  - 1%-10%: 30%
  - 11%-20%: 30%
  - >21%: 20%

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

- Entry-Level I: 75%
- Entry-Level II: 42%
- Mid & Adv Level: 67%
- Consultants/Freelancers: 75%
- Temporary Worker: 58%
Positions Critical to Employers (n=12)
## Recruitment

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

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee Referrals</td>
<td>69%</td>
</tr>
<tr>
<td>LinkedIn / similar</td>
<td>63%</td>
</tr>
<tr>
<td>Company Website</td>
<td>56%</td>
</tr>
<tr>
<td>Craigslist / similar</td>
<td>19%</td>
</tr>
<tr>
<td>CC Campuses</td>
<td>13%</td>
</tr>
<tr>
<td>Univ Campus</td>
<td>13%</td>
</tr>
<tr>
<td>CareerBuilder.com / similar</td>
<td>13%</td>
</tr>
<tr>
<td>Trade Publications</td>
<td>13%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
<tr>
<td>Trade / Job Fairs</td>
<td>0%</td>
</tr>
<tr>
<td>Print Media</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>0%</td>
</tr>
<tr>
<td>1%-10%</td>
<td>1%</td>
</tr>
<tr>
<td>11%-30%</td>
<td>4%</td>
</tr>
<tr>
<td>31% - 50%</td>
<td>31%</td>
</tr>
<tr>
<td>&gt;50%</td>
<td>69%</td>
</tr>
</tbody>
</table>

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_-0bkYMWFfWmJHX2E4UEU/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
# Case Study: Insights, Ideas & Innovations
## Transition rates OUSD to PCCD
### 12th grade cohort and time to first enrollment

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

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.

**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!
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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