



## Information Communication Technologies- Digital Media Sector

### Objectives-Goals

According to the research conducted by the Mid Pacific ICT, California Community Colleges offer ICT-DM certificates and degrees throughout 295 distinct department headings, more than 600 relevant associate level degrees, using more than 1000 unique titles, and even when the titles are the same, the content and rigor of certificate requirements are usually different, and devalues every CCC ICT related certificate to have so many different, inconsistent and poorly understood certificates ([http://www.mpict.org/pdf/CCC\\_ICT\\_Programs\\_and\\_Credentials\\_12-31-12.pdf](http://www.mpict.org/pdf/CCC_ICT_Programs_and_Credentials_12-31-12.pdf)). These claims provided the statewide approach to the ICT-DSN work guided by the statewide sector navigator and Van Ton-Quinlivan. Our main goal is to align curriculum, certificates, and degrees to establish consistencies across the regions and the state. In the San Diego-Imperial region our approach adheres to this guiding principle and promotes faculty development, regional advisory groups as validating tools for current and future ICT curriculum, and collaboration towards securing resources to deliver relevant programs. Our challenge in this emerging sector is number of programs-disciplines related to ICT-DM. Such include but are not limited to (1) Networking, (2) Computer Programming, (3) Database Management, (4) Cloud Computing (5) Cybersecurity, (6) Computer Support-Software, (7) Computer Support-Hardware, (8) Graphic Design, (9) Web Development front-end, (10) Web Development back-end, (11) Radio-Television, (12) Computer Applications, (13) Digital Music, (14) Digital Journalism), (15) Digital Photography, (16) GIS, and others. Addressing each sub-sector is a challenge as it is difficult to identify the colleges and departments offering such programs due to the naming convention used by these institutions.

### Resources to Region

Thus far, the ICT-DM grant provided the region with a comprehensive industry advisory board of 35 industry partners from both ICT and Digital Media businesses including Qualcomm, Digitaria, Connetic, Manpower, AppleOne, Volt, Rancho Santa Fe Technology, Solar Turbines, Groovy Like a Movie, Realtidbits, SAIC, The Select Group, FICO, City Clerk's Office, Booz Allen Hamilton, KUSI-TV, Productions, FOX5, EastRidge, The San Diego Association of Governments (SANDAG), UCSD Supercomputer Center, San Diego Workforce Partnership, and others. These advisors participated in three industry advisory meetings, and collaborated in our skills panel research conducted in collaboration with the Centers of Excellence and the San Diego Workforce Partnership to be made public in October.

### Activities completed in 2013-14

This DSN grant provided (1) Four Advisory meetings, (2) Course Redesign Conference, (3) Sponsored 5 faculty to the MPICT Winter Conference, (4) established the career pathway matrix for the Business Information Worker, (5) Sponsored 12 faculty to the Digital Media Educator Conference, (6) provided mini-grants, (7) offered faculty externships-job shadows to 15 professors, and (8) collaborated with the statewide sector navigator to implement the NetLabs user groups (this will bring an additional \$20,000 to the region for NetLab implementation). In addition, the ICT-DM and Advanced Manufacturing partnered promote support for the Doing What Matters initiative and the Region's Community Colleges at the various Chambers of Commerce and securing the endorsement of Jerry Sanders for our projects.