



Information, Communications, Technology and Digital Media Sector Observations

ICT-Digital Media Sub-Sectors

The ICT-Digital media sector includes fifteen subsectors including the following:

<ol style="list-style-type: none"> 1. Network Administration 2. Computer Programing <ul style="list-style-type: none"> ○ Software Development – Systems Software ○ Software Development- Application Development 3. Desktop Support- Software 4. Desktop Support - Hardware 5. Database- Design and Management 6. Systems Analysts 	<ol style="list-style-type: none"> 7. Digital Photography 8. Office and Computer Applications 9. Graphic Design 10. Digital Music 11. Radio and Television 12. Information Security Analysts 13. Digital Journalism 14. Web Development – Front end 15. Web Development- Back end
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All the nine colleges and continuing educational center in the region provide certificates and degrees (applicable only to the colleges) in Office applications and computer programming. The remaining subsectors are also offered in the region but not at each institution. The Business Information worker certificate emerged in San Diego after extensive conversations with local industry partners such as owners and executives from placement companies.

Business Information Worker Certificate							
Courses & Their Respective Titles Offered at the Nine Colleges in the Region							
Course Titles	City-Mesa-						
	South Western	Palomar	MiraCosta	Imperial Valley	Miramar	Cuyamaca	Grossmont
Intro to Keyboarding	BUS 182	BUS 165 or OIS 101	BOT 100	BUS 152	CBTE 101, 94 or 95	BOT 100	BOT 100
Intro to Microsoft Windows	BUS 139	CSIT 130	CSIT 110	CIS 100 (Computer Literacy including Windows)	CBTE 114	X	X
Intro to Microsoft Word	CIS 121 B	BUS 170 or OIS 136.2	CSIT 125	CIS 120+121	CBTE 120	BOT 114	BOT 114
Intro to Microsoft Excel	CIS 122 B	BUS 175	CSIT 128	CIS 124+125	CBTE 140	BOT 115	BOT 123
Intro to Microsoft Outlook	X	BUS 189	X	X	CBTE 164	BOT 151	BOT 151
Principle of Information Systems	CIS 101	CSIT 101	CSIT 110	CIS 101	CISC 181	CIS 110	CSIS 110
Business Communications	BUS 212	BUS 205	BUS 290	BUS 260	BUSE 119	BUS 128	BUS 128
Human Relations	BUS 152	BUS 140 (Customer Relations)	BUS 136	BUS 136	BUSE 150	BUS 115	BUS 115

ICT-Digital Media 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



The Information Communications Technologies & Digital Media Sector Navigation Team

CALIFORNIA COMMUNITY COLLEGES

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).



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.

Activities Completed up to August 30, 2014

1. Organized an ICT-DM Regional Advisory group with 39 industry partners actively participating in regional advisory meetings.
2. Four ICT-DM advisory meetings
3. Sponsored and/or organized three ICT-DM College days in three colleges within the region
4. Collaborated with BATEC and the National Center for Systems Security and Information Assurance (CSSIA) to secure seven faculty slots in these institution's training institutes at no cost to the grant or the colleges.
5. Sponsored 17 faculty (including 4 high-school teachers) to attend the Mid Pacific ICT, The Summer Cisco Institute, or the Digital Media Educator's Conference
6. Provided funding for the Digital Media Educator's Conference
7. Collaborated with the Regional Consortia, Centers of Excellence, and the San Diego Workforce Partnership to fund the ICT-DM research addressing supply and gap-analysis.
8. Provided faculty externships to 14 teachers in the region, including three high school teachers.
 - a. The teachers visited Manpower San Diego, Digitaria, Qualcomm, Groovy Like a Movie, Rancho Santa Fe Technologies, Solar Turbines, Fox-5 TV, Merlin Productions, KFMB, NBC San Diego,
9. The regional LMI and gap analysis for ICT-Digital Media will be available October 2nd .

