

Digital Media Leaver & Completer Survey
Cabrillo College
Planning & Research Office
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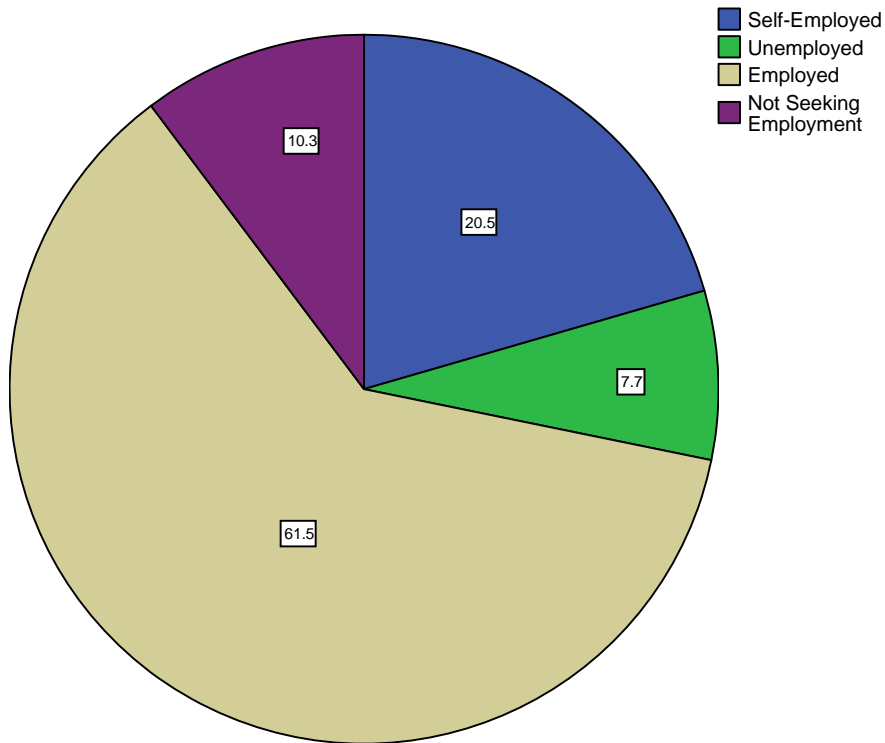
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Cabrillo College's Planning & Research Office identified 39 former Cabrillo College students who had completed or simply left the Digital Media program. These students separated from Cabrillo College in either 2005 or 2006 and were surveyed in 2006 or 2007, respectively. This paper presents information on these students' employment, benefits, wages and satisfaction with the Digital Media program.

Employment

Former students showed a high rate of employment; thirty-two (82%) of the former Digital Media students were employed a year after separating from the College. Of these, eight (20.5%) were self-employed. Only three students (7.7%) were unemployed; one was still a student at another college and one had been laid off in January of 2007.

Employment Status



Of the respondents who were employed about **three quarters (74%) were working in the field** or using their digital media skills as part of their job (e.g., Office manager). Thirty two of the thirty nine respondents provided their current job title, which are presented below.

Job Titles of Former Digital Media Students

Art Teacher	Math Teacher (6 th Grade)
Artist	Office Manager
Assistant Layout Person	Office Manager/Designer
Assistant Layout Person	Owner
Assistant Principal	Project Manager
Church Administrator	Quality Assurance Tech
Computer Lab Manager	Retired
Computer Systems Maintenance Tech	Software Administration
Digital Media Developer	Student Mental Health Counselor &
Graphic Artist	Assoc. Clinical Social Worker
Graphic Designer	Survey Broker
Graphic Designer	Teacher's Assistant in CTC & Graphic
Graphic Designer	Designer
Graphic Specialist, Marine Science	Teacher
Institute	Teacher, English
Instructor	Web Designer
Instructor	Web Developer
	Welder

Former Digital Media students were employed in a variety of sectors and locations.

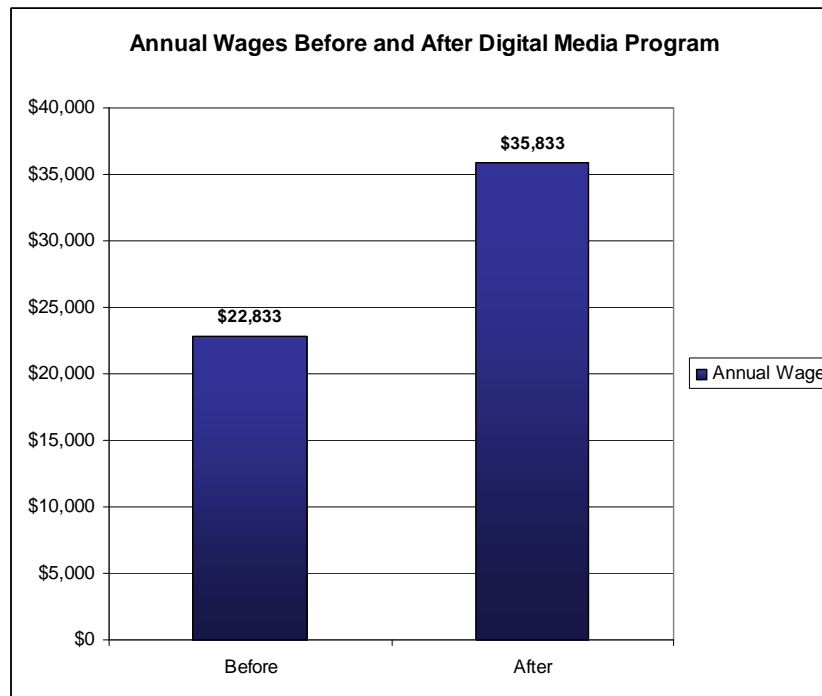
Employers of Former Digital Media Students

Anhcan	MPUSD, Monterey School District
Aptos Methodist Church	Novograde & Co.
Branciforte Middle School	Pajaro Valley Prevention & Student
Cabrillo	Assistance
Cabrillo College	Sametz Blackstone and Associates
Cabrillo Digital Media	San Jose Unified School District
Cabrillo Extension	San Lorenzo Valley School District
Candice Graphics	Scott Design
Five Branches Institute	Seascape Report
Gonzales High School	Self-employed in computer graphics.
IBM	Threshold Enterprises
Language Weaver, Inc.	U.C., Santa Cruz
Monarch Media	Web Design

Wages & Benefits

Most students experienced a gain in annual wages after completing the program. There are a few students who opted to re-train for a new career purely for quality of life reasons rather than as a way to increase their income. In this sample there were two individuals who experienced large declines in their income after completing the program. Before they entered the program, they had been making \$150,000 per year and \$60,000 per year, respectively. Each also worked fewer hours after completing the program (50 hours per week to 20; and 60 hours to 40, respectively). Despite the decrease in income, these individuals satisfaction with the program was high (a “5” and a “4” on a five point scale), suggesting that they were pleased with the transition from a high paying but unsatisfying job to a career that was more suited to their interests and lifestyles.

Excluding the two formerly high-paid individuals who were changing careers for quality of life reasons, leavers and completers experienced a \$13,000 increase in their annual earning power.



There were no large or significant differences in the proportion of individuals who reported having benefits before attending Cabrillo College versus after completing the Digital Media program.

Satisfaction

Respondents' job satisfaction was significantly higher after completing or leaving the Digital Media program, 4.3 vs. 3.3 on a five point scale.

Also of note, the former students' satisfaction with the Digital Media program itself was quite high –averaging of 4.6 out 5 possible points.

Comments & Suggestions

The respondents were asked several open-ended questions as part of the survey. Their responses are given below.

What further classes or training might you take in the near future?

3D Animation, XML
Computer classes
Computer skills
Digital Media, Film, Art
Digital Media/Fine Art/Education (Teaching Certificate).
Dreamweaver, Book Design, Spanish/French/Italian
Flash plus website work.
I'd love to take more graphic design classes but limited time and \$.
I am attending a 4-yr to get BA.
If there were more classes available in Digital Media I would take them
Linux, Sys Admin
More advanced web design courses, industry has moved beyond courses offered.
More Digital Media as programs
Not sure of specifics, going to transfer to PFA in Graphic Design.
One more HTML class or language class (Japanese)
Perl, XML, LINUX, C++
Portfolio, Digital Publishing
Self-enrichment
Software upgrades require skills upgrades.
Take Flash again.
Transfer classes.
Web design - deeper knowledge; Dreamweaver - in-depth classes

What improvements would you like to see in the courses or program?

Art critique
Classes building clientele, how to do contracts
Consider Advanced Web Design Classes (HTML Training)
Courses teaching database supported web design.
I'd like an approach that gives the student everything they need to do a software or HTML project and allows them to do their own, if they wish, as long as they cover all of the elements.
I'd like to participate without the demands of completing projects.
I'd like to see a course on California History.
I doubt the practice of having a Dept. head also teach 3 courses will change, but this leads to their teaching courses they have less skill in than other less-tenured instructors in their dept. Not a situation which benefits students.
I liked the dynamic and challenges at Cabrillo College. John Sky is a great teacher.
Larger classrooms with more computers all located near the computer lab.

More advanced classes in web design needed.

More advanced classes.

More classes entirely online, more classes in action script and Java script. More emphasis on design and art.

More night classes needed with highly qualified Digital Media instructors.

More preparation for tasks if running a business - doing freelance. DM 109 was the only really good class for this.

More upper level Digital Media courses needed. Class cancelled 2005.

More Work Study Opportunities

Most courses were great and I wouldn't change them.

My job had nothing to do with Cabrillo classes. More emphasis on portfolio.

Night classes essential! Once took classes there were no more classes for freelance artists.

None. Program is very good.

Overall, I think exercises that represent "real world" projects are the best.

Sequence courses (required) offered every semester.

The program work loads were appropriate and the teachers well versed and treat teaching skills.

My only problems were college logistics e.g. lab being closed right before final projects due, etc.

Upset when class was cancelled due to low enrollment.

Regarding the instructors, what improvements would you like to see?

A few DM instructors didn't have the breadth of experience in the field necessary.

All good.

Everyone is marvelous.

Good.

Great instructors. Paul Sizemore should teach more classes.

How to bid for jobs would be an important skill to teach.

HTML class was very frustrating at first because of glitches in the network when trying to use F.T.P.

HTML would have been more helpful if the tutor knew the program and/or the teacher had time to give individual assistance.

John Govsky is a great teacher with great work ethic and academic potential.

John Govsky is the best instructor. Wendy Norris is the best on her teaching. Edward Parrish, great knowledge and informative.

Margaret Loos excellent, make her full time! JoJo was nice but kind of boring, nice class organization & assignments though, but boring lecture & delivery. John great, fun & knowledgeable. Beth Regardz good & knowledgeable. Dawn excellent!

More guest lectures from pros in the field of Digital Media.

More rigidity in their expectations. Perhaps some testing to make new material more permanent and concrete.

My instructors were excellent!

No improvement needed.

None. Instructors are great.

None. Instructors were great.

One instructor didn't have patience with beginners.

Pretty good.

The DM teachers are all very good at what they teach and how. Unfortunately, after all the layoffs I had a teacher with tenure teaching my 1st html class, David Warren. He was a very nice person, but not very good at teaching html.

They have been excellent.

Varied. Some were fabulous.

When I got an instructor I didn't like I dropped the class. Overall, most instructors were excellent.

What skills would you have like more training with?

All the courses I took very up to date.

Art.

Good preparation provided.

How about a class on networking to get you connected in your field; and finding and applying for grant money to fund art projects.

How to get clients and get into the market!

How to get high tech equipment in the classroom.

How to make business contacts - how to do a bid - approx market value of different kinds of work. What specific jobs DM skills prepare us for.

I use a lot of what I learned. HTML coding and graphics great.

I was taught how to build and upload websites - and how to work with a client. I could have been better prepared by being taught about search engines and how best to code for them.

I wish I had taken XML & Perl & C++

More creative design for web.

More practical application of skills (vs. "artistic"), for example: color correction in Photoshop rather than illustration skills.

None. I feel very prepared for the work that I currently do.

Not sure.

Organizational skills.

Website class, focus on server.

Work load, developing work flow with team environment.