



CENTER FOR A
COMPETITIVE WORKFORCE

**WEBSITE DESIGN
AND DEVELOPMENT**
REGIONAL PROGRAM ADVISORY MEETING

Los Angeles Community College Program Look Book

POWERED BY



California
Community
Colleges



LOS ANGELES COUNTY
ECONOMIC DEVELOPMENT CORPORATION
Collaboratively Advancing Growth and Prosperity for All

In partnership with the Center for a Competitive Workforce, the Regional Directors of Employer Engagement, and the Los Angeles County Economic Development Corporation



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MEETING AGENDA

Date and Time	February 19, 2021 from 10am-12pm
Occupation	Website Design and Development
Opening Remarks	Welcome and Introductions Isabel Duran, LAEDC Center for a Competitive Workforce Richard Verches, CCW Sector Overview Charlotte Augenstein, Regional Director
Discussion Moderated by Claire Anderson	Topics: <ul style="list-style-type: none">- Workforce and industry trends- Technology, software and equipment- Workforce gaps- Talent pipeline
Curriculum Review	Colleges represented include: <ul style="list-style-type: none">- Citrus College- El Camino College- Glendale Community College- Los Angeles City College- Los Angeles Mission College- Los Angeles Pierce College- Rio Hondo College- Santa Monica College- West Los Angeles College
Closing Remarks	Next Steps and Adjournment Richard Verches, CCW



CENTER FOR A COMPETITIVE WORKFORCE

Mission

Center for a Competitive Workforce (CCW) was established in 2017 as a Strong Workforce Program regional project of the 19 community colleges in the Los Angeles region in collaboration with the LA/OC Center of Excellence for Labor Market Research (COE) hosted at Mt. San Antonio College and the Los Angeles County Economic Development Corporation (LAEDC).

In partnership with the COE and LAEDC Institute for Applied Economics, CCW has published multiple labor market reports that analyze labor supply and demand data for middle-skill occupations in high-growth industries to inform and influence the development of new or modified career education and workforce development programs and curricula. CCW supports quarterly convenings with education, workforce, nonprofit, government and industry leaders in three of the LA region's most highly concentrated and fastest growing industry sectors of advanced transportation, bioscience and digital media/entertainment, with the co-equal goals to strengthen industry engagement with community college faculty and to connect more community college students to meaningful work-based learning opportunities, as one of the best ways to constructively prepare them for the 21st century jobs and careers in the fast-emerging and rapidly-changing knowledge-intensive industries that will drive our regional economy today and tomorrow.

CCW, in partnership with the regional directors for employer engagement, is piloting seven regional advisory committees to further strengthen regional alignment of and ongoing connections between faculty and industry. CCW has developed two online platforms: a biosciences industry portal and a regional Workforce and Education Partner Portal that employs technology to increase the speed and richness of industry-college connections, to seamlessly access and deploy the economic intelligence gleaned through industry engagement, and to rapidly expand and scale the number of work-based learning and employment opportunities for career education students and graduates with certificates and degrees.

Learn more at www.CompetitiveWorkforce.LA.



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LOS ANGELES COUNTY
ECONOMIC DEVELOPMENT CORPORATION

Funded by the California Community Colleges Chancellor's Office under the Strong Workforce Program (SWP) as a Los Angeles Regional Project.

The Los Angeles County Economic Development Corporation (LAEDC) was founded in 1981 as a nonprofit, public-benefit organization to harness the power of private sector in collaboration with L.A. County, to guide economic development and create more widely shared prosperity. LAEDC collaborates with all stakeholders in the region including education, business, and government. Learn more at www.LAEDC.org.



Contact Information



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Isabel Duran, Administrative Manager, LAEDC
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REGIONAL DIRECTORS OF EMPLOYER ENGAGEMENT

Regional Directors play a key role in implementing activities and achieving outcomes for their designated sector by working with community colleges in the designated region to strengthen connections between career education and business and industry.

The Regional Directors develop partnerships with business and industry, working closely with key talent including Regional Chairs, Centers of Excellence, Technical Assistance Providers, Pathway Coordinators, Statewide Directors, and other Regional Directors of Employer Engagement.

For more information regarding Regional Directors and their industry sectors, use the following link:
www.laocrc.org/member-resources/rdee

Los Angeles County Regional Directors

Bruce Noble, Energy, Construction and Utilities

Bruce.noble@riohondo.edu

Charlotte Augenstein, Information and Communication Technology (ICT) and Digital Media

Charlotte@Glendale.edu

Judy Fox, Business and Entrepreneurship

Jfox@cerritos.edu

Katie Mishler, Advanced Transportation and Logistics

Kmishler@cerritos.edu

Ozzie Lopez, Health

Olopez63@mtsac.edu

Ruth Amanuel, Global Trade

Ramanuel@lbcc.edu

Shari Herzfeld, Health

Sherzfeld@riohondo.edu



INDUSTRY REPRESENTATION

Dana Coffman, Director of Social Impact Marketing at Taskforce



Working at the intersection of art and culture - Taskforce builds capacity and community for the most influential nonprofits, brands, and people taking on the most pressing challenges facing our city, nation, and world. Previously Dana managed teams at unicorn tech start-ups Meero Photo and Bird Rides, helping them to scale in markets across the US. He holds a BA from Occidental College and an MS from the University of Southern California.

Jim Molloy, Vice President of Digital Development at DeanHouston



With a background in graphic design, Jim began designing and developing websites in the late 1990s. Today he leads a team of designers, web developers and digital strategists in serving business-to-business clients from startups to Fortune 500 companies. Together they craft digital solutions that go far beyond websites to include mobile apps, interactive presentation tools, marketing automation platforms and analytics dashboards.

La Mer Walker, Co-Founder & Chief Design Officer at Valence Enterprises



Originally a trained Architect, La Mer works across the digital innovation arena to help build holistic platforms that have story-centric brand foundations that connect in deeply emotional ways with audiences. Prior to his work in Co-Founding Valence at Upfront Ventures, La Mer led the Experience and Communication Design cohorts for Boston Consulting Group's Digital Ventures division from its inception as a leading enterprise innovation foundry. He has also had experience building brands and experiences across multiple industries as well as teaching digital brand building at leading institutions in Southern California.

Luke Lancaster, Director of User Experience at RAPP



Luke is a seasoned user experience designer having spent over 25 years developing iconic brand experiences such as Match.com, Chick-fil-A and The Home Depot. For the past 13 years he was the Director of User Experience at The Richards Group leading a team of usability experts enhancing usability and conducting user research. Currently, Luke is the Director of User Experience at RAPP designing the connected customer journey of brands such as Toyota and Lexus.

Greg Kaufman, Vice President of Analytics Enablement at RAPP



Greg leads the Analytics Enablement practice at RAPP, a core capability within the agency's Marketing Sciences COE (Center of Excellence). At the intersection of analytics and technology, his multi-office team supports the measurement implementation needs of diverse brands by ensuring accurate data collection and the activation of analytics platforms. With a 20-year background in marketing technology, digital media, and tag management, Greg provides deep subject matter expertise and consultation across myriad client engagements.



Maggie Hendrie, Chair of Graduate Media Design Practices & Undergraduate Interaction Design at Art Center College of Design



As the department chair of Art Center College of Design's Interaction Design program, Maggie has more than 20 years of experience in new interactive product/service strategy, digital product design, project management, user-centered design, usability and user experience testing, strategy and organizational Planning. She previously held director positions within companies such as: Sony Pictures Entertainment, US; Whittman-Hart/MarchFIRST, Inc.; Caresoft Inc.; and Manifest Digital. In addition, Maggie consults for numerous clients including Toyota, Kaiser and Accenture.

Michael McManus, Vice President & Communications Director at CannonDesign



Michael is a communications strategist specializing in the design industry. His work ranges from writing for national magazines and newspapers to implementing complex communications plans and building digital marketing strategies that fuel business growth. As the communications director at CannonDesign—a global design solutions firm focused on the built environment—he's managed the creation of several high-performing websites that enhance the firm's reputation and brand, nurture prospects and create an engaging online experience. He leads a team of creative writers, PR gurus and storytellers focused on showing clients and the world what's possible with great design. Michael holds a master's degree in writing from Portland State University.

Michael Tringe, Co-Founder & CEO at CreatorUp



Mike is an LGBT co-founder and CEO of CreatorUp, a global leader in digital media training and video content creation. Our mission is to increase access to media skills education globally for underserved communities, and to place our network of certified creative professionals on paid jobs from our network of clients. CreatorUp is a platform for companies to get custom videos made at scale by its network of 5,000 certified creative professionals who have been paid over \$6M over the last 4 years. Mike has worked for over 15 years in education and entertainment, including top companies like Creative Artists Agency and National Geographic Films. He earned his MFA from USC School of Cinematic Arts and a BA in History and Science from Harvard University.

Walter Bonnett, Los Angeles GM & EVP of Strategy at DeanHouston



Walter has more than 21 years of marketing experience in the industrial B2B marketplace. At DeanHouston, Walter is responsible for developing the strategic framework and Go-To-Market- Strategies for their clients. Prior to this role, Walter worked for PSG®, a Dover company, a leading manufacturer of positive displacement pump and supporting technologies. At PSG, Walter was responsible for leading all facets of PSG's global marketing efforts including strategic branding, digital strategies, community relations, sales lead generation, etc. Established in 1988, DeanHouston, Inc. is a full-service, business-to-business (B2B) marketing communications firm, headquartered in Cincinnati, OH, with offices in Chicago, Los Angeles, Nashville and Shanghai, China.



COMMUNITY COLLEGE PROGRAM DATA

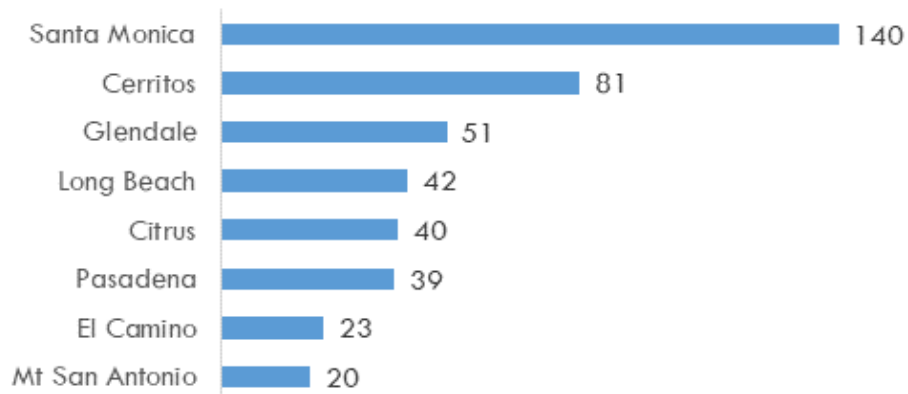
The Centers of Excellence (COE) for Labor Market Research deliver regional workforce research and technical expertise to California Community Colleges for program decision making and resource development. This information has proven valuable to colleges in beginning, revising, or updating economic development and Career Education (CE) programs, strengthening grant applications, assisting in the accreditation process, and in supporting strategic planning efforts.

The Centers of Excellence Initiative is funded in part by the Chancellor's Office, California Community Colleges, Economic and Workforce Development Program. The Centers aspire to be the leading source of regional workforce information and insight for California Community Colleges. More information about the Centers of Excellence is available at www.coeccc.net.

For more information about the COE, contact:

Luke Meyer, Director of the Los Angeles/Orange County Center of Excellence hosted by Mt. San Antonio College, at Lmeyer7@mtsac.edu or (909) 274-6106.

Website Design and Development Enrollments: Three-Year Average





COMMUNITY COLLEGE REPRESENTATION

- Citrus College
- El Camino College
- Glendale Community College
- Los Angeles City College
- Los Angeles Mission College
- Los Angeles Pierce College
- Rio Hondo College
- Santa Monica College
- West Los Angeles College



Citrus College

Program Name(s)

- Certificate in Digital and Web Design
- Certificate in Website Development
- A.S. Degree in Digital and Web Design

Website

<https://www.citruscollege.edu/courseofstudy/Pages/DIGITAL.aspx>

Competencies Focus

The Digital and Web Design certificate is designed to introduce and develop the basic skills necessary for success as an entry level graphic, digital or web designer. Fundamental to the core of a strong design sensibility, the computer is an essential tool for design success and a complement to composition, design principles, layout, and typography.

The Website Development Certificate of Achievement is one of several certificate options available in the Information Technology and Information Systems (IT IS) program. The core competencies for this certificate include foundational skills in Information technology (ITIS 104-Information Technology, ITIS 107-Network Technology, and ITIS 115-Computer Information Systems) as well as foundational skills in computer programming (ITIS 141-Programming Fundamentals). Students will advance from the core competencies to develop skills necessary in the field of web creation and design. This includes building dynamic and responsive web sites that can be delivered in a variety of formats such as computers, tablets, and smartphones.

Students completing the Digital and Web Design A.S. Degree will demonstrate knowledge of: computer operating systems, digital file formats, web page layout and build fundamentally sound web pages and sites, and basic HTML, Photoshop, Illustrator, Dreamweaver, InDesign and Quark techniques. They will develop and build a comprehensive portfolio representing the body of work completed in the program.

For more information, contact Matt Parsons at mparsons@citruscollege.edu.



El Camino College

Program Name(s)	Digital Arts Certificate of Achievement
Website	https://www.elcamino.edu/academics/finearts/art/digitalarts/
Competencies Focus	<p>The Digital Arts Certificate program offers a wide range of classes designed to prepare students for employment in one of six areas of emphasis: Graphic Design, Illustration, Digital Photography, Web Design, Computer Animation, and Motion Graphics. Classes also appeal to students currently employed and wishing to upgrade their professional skills, or to those pursuing transfer. After completing the same foundation of studio art and design classes, students choose which of the six areas of specialization to pursue and then follow the sequence of courses leading to that area's certificate. Student proficiencies are demonstrated by in-class exercises, creative projects, objective tests, and critiques. Program assessment is measured by portfolios, exhibitions, juried competitions, program completion, and periodic program review. Students will build a portfolio and develop skills qualifying them for entry into a wide variety of design professions requiring proficiency in the use of digital media.</p>

For more information, contact Joyce Dallal at jdallal@elcamino.edu or (310) 660-3593 ext. 3533.



Glendale Community College

Program Name(s)	Web Development – Degree and Certificate options
Website	https://www.glendale.edu/academics/degree-certificate-programs/certificate-programs/web-development
Competencies Focus	<p>This degree or certificate is designed for both the IT professional and the college student seeking a thorough preparation for the field of Web development. Course work includes Internet technologies, Web graphic design skills, programming and scripting for the Web. Students must complete all required courses for a minimum of 24 units.</p> <p>Program Learning Outcomes: Upon successful completion of this program, the student will be able to use industry standard tools and techniques to produce, publish and maintain Websites and Web content. A major skill-building project spanning three semesters is included in the course work.</p>

For more information, contact Simon Mirzayan at simon@glendale.edu.



Los Angeles City College

Program Name(s) Graphic Design Associate in Arts Degree

Website <https://programmapp.lacitycollege.edu/academics/interest-clusters/eb982172-f69e-4017-8454-c714c3dbc9f6/programs/f81b6695-556e-453c-e960-7aacc138f9e6>

Competencies Focus The Graphic Design AA degree prepares students for transfer to competitive university, college, and art college programs. The program also provides the foundation for professional careers in graphic design, computer graphics, advertising design, and commercial illustration. The creative and practical aspects of visual communication are equally stressed, with an emphasis on contemporary trends. Digital work is grounded in fundamental art skills and methods. Students enrolled in the program will utilize the Art Department's computer labs.

Learning outcomes:

- Acquire and integrate visual art concepts and/or technical skills.
- Practice and learn visual art concepts by performing skill-based exercises.
- Design and implement independent skill-based projects to demonstrate acquired knowledge and mastery.
- Engaging in inquiry and critical thinking and evaluation process.
- Demonstrating, in portfolio-level projects, the skills and knowledge necessary for entrance into a graphic design program at a four-year college/university or for entrance into the workforce as an entry-level designer.

For more information, contact Juliana Medina at medinaj@lacc.edu.



Los Angeles Mission College

- Program Name(s)**
- Full Stack Developer Certificate of Achievement
 - Full Stack Developer Associate in Science (AS)

Website <http://lamission.edu/Computer-Science/Course-Descriptions.aspx>

Competencies Focus The Full Stack Developer Certificate of Achievement provides skills required to code and maintain web applications, with two options: Option A – Use the .NET for client-side and server-side web programming, Option B – Use MEAN (MongoDB, Express, AngularJS, Node.js) development environment.

The A.S. Degree in Full Stack Development provides necessary skills required to design and code web applications. Core skills include introduction to computers, databases, programming logic and design, and programming languages. The emphasis in Full Stack Develop provides comprehensive coverage of both client-side and server-side web programming. In teaching programming and scripting languages employed to build desktop and mobile applications. Relational and NoSQL databases are also introduced.

For more information, contact Milan Samplewala at samplem@lamission.edu or (818) 833-3385.



Los Angeles Pierce College

At this time, Los Angeles Pierce College does not have a Website Design and Development program.

To learn more about their Computer Science and Information Technology courses, click here: http://www.piercecollege.edu/departments/computer_science/.

For more information, contact Natalia Grigoriant at grigorn@piercecollege.edu.



Rio Hondo College

Program Name(s)	Graphic Art and Design: Certificates of Achievement, Associate Degree in Science and Associate Degree in Arts
Website	https://www.riohondo.edu/arts/front-page/programs-offered/graphic-design/
Competencies Focus	Graphic Design courses at Rio Hondo go beyond software training. Design issues, aesthetics, critical concepts and problem-solving are integrated into every aspect of our classes. Courses are taught by art and design educators with strong academic and professional experience in art and design. We teach our students the skills needed to transfer to a four-year degree program or to enter the professional workplace. Research, conceptualization, presentation, and portfolio preparation are essential tools needed for students and professionals in the 21st-century workplace.

For more information, contact Alex Gárdos at agardos@riohondo.edu or (562) 463-7679.



Santa Monica College

Program Name(s) Website Software Specialist; Website Creator

Website <https://www.smc.edu/academics/classes/college-catalog/documents/2020-2021/20-21-SMccatalog-AcadCarPaths.pdf>

Competencies Focus A Website Software Specialist designs, develops, and manages websites with the skills needed to be successful in today's job market. A Website Software Specialist needs to be knowledgeable in variety of Internet technologies (HTML, CSS, JavaScript, and server-side scripting), as well as Web authoring applications such as Dreamweaver, Photoshop, and WordPress. They are primarily responsible for developing user friendly and interactive Web pages, integrating and optimizing different multimedia components, and implementing hosting, publishing, and development workflow strategies.

This Website Creator program provides students with the basic skills needed to create websites. Students will use web authoring programs for web page creation and site management. They will extend their skills in the development of websites through the use of HTML, cascading style sheets, and client and server-side scripting. Focus will be on the creation of effective user-interfaces and website design principles using various state-of-the-art technologies for the web. Upon completing this certificate, students will be ready to plan, build, promote, and maintain a professional website.

For more information, contact Fariba Bolandhemat at bolandhemat_fariba@smc.edu or (310) 434-4372.



West Los Angeles College

Program Name(s)	Computer Web Support and Database
Website	http://www.wlac.edu/Computer-Science/Web-Support.aspx
Competencies Focus	<p>The Computer Web Support and Database Administration program at West Los Angeles College is designed to provide students with the expertise needed to work in the exciting world of website development. Students will learn the essential skills most in demand by employers: a solid understanding of HTML5 and CSS3, the ability to use front-end technologies like Javascript and jQuery, as well as a knowledge of server-side technologies like PHP, SQL and Ruby on Rails, plus Web application development.</p> <p>The Associate Degree of Arts & Science or Certificate of Achievement at West Los Angeles College is ideal for those who have a limited amount of time and who want to gain a broad understanding of web technology. This program is great for students, mid-career professionals, or those seeking a new occupation.</p> <p>To accommodate the busy schedule of students who need to work while studying, classes are conveniently scheduled in the evenings and weekends.</p>

For more information, contact Anna Chiang at ChiangAs@laccd.edu.