

DMEEC

WELCOME TO THE 2021 DIGITAL MEDIA EDUCATORS CONFERENCE

COST & LOCATION

Admission Cost is \$50
Virtual Conference



California
Community
Colleges

REGISTRATION

Register Today!
[Engagez.net/dmec2021](https://www.engagez.net/dmec2021)

DMEC 2021 **GENERAL OVERVIEW**



REGISTER TODAY

Technical Sessions

Keynotes

Vendor Booths

Chatrooms

Cost: \$50 for each attendee & free access to
conference sessions post-event

Have Questions?

Contact us via email at events@wastc.org.

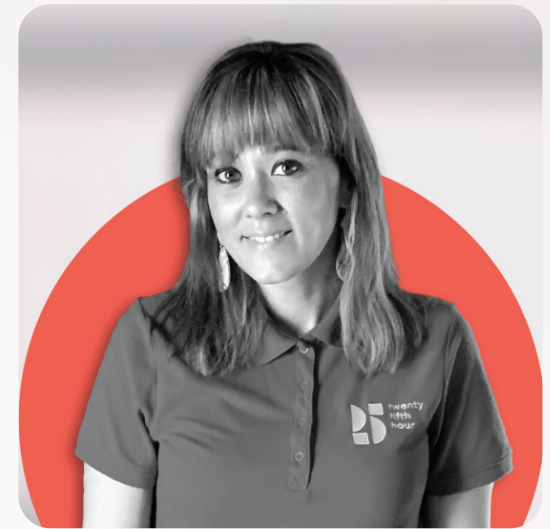
[ENGAGEZ.NET/DMEC2021](https://engagez.net/dmec2021)

DMEC 2021 KEYNOTES



Crystal Berry 25th Hour Communications, Inc.

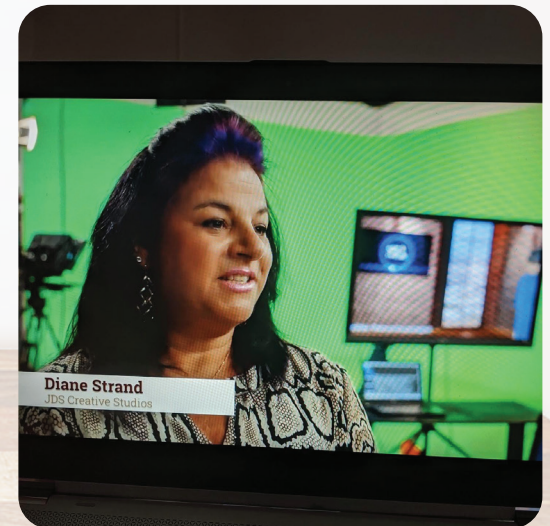
Working with community colleges across the country we have been afforded the opportunity to approach DEI through student life, services, marketing and promotion, and more. Join us as we talk through client successes and case studies. Walk away with 3-5 tactics and an outline of annual goals to add to your DEI toolbox!



THURSDAY 9:00-10:00 AM

Diane Strand JDS Studio

Discussing my personal experience of working in the industry as a woman, having a Successful video production company that employs more woman than men and works to train not only woman in the industry but also those with special needs and creating a bridge for them to work in the mainstream in a career of passion.



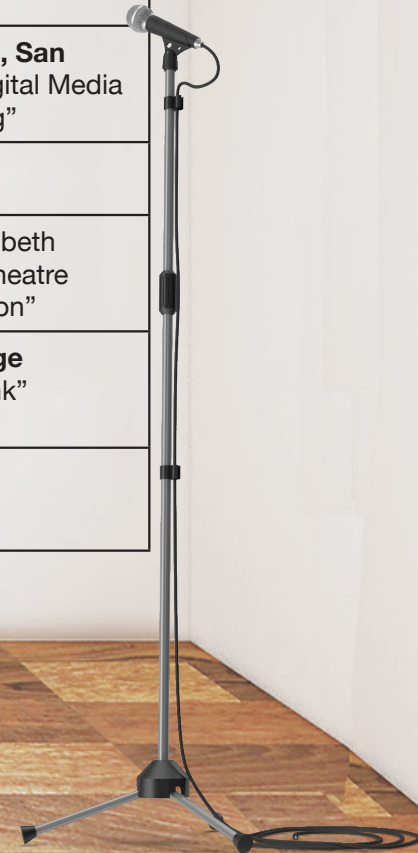
FRIDAY 9:00-10:00 AM

Track 1

Track 2

Track 3

	JOBS JOBS JOBS!	INDUSTRY SPEAKS!	IN PRACTICE!
9:00-10:00 AM	Keynote: Crystal Berry of 25th Hour Communications, Inc. "DEI 360"		
10:15-10:45 AM	A1: 25th Hour Communications, Inc. "This is what the best of the best look like!"	B1: Adobe + Apple on Mobile "Adobe + Apple on Mobile: iPad to Mac and Back"	C1: Spark Decks "Raise the Room: Create More Productive, Inspiring, and Equitable Classes for Students"
11:00-11:30 AM	A2: Key Code Education "Entry level skill sets, what you need to start your career in media."	B2: Adobe "Adobe Educator Program"	C2: Butte College/CCC XR-Initiative "CCC XR-Initiative"
11:45-12:15 PM	A3: Melissa Washington Inc. "LinkedIn - Your Career & Your Brand"	B3: Adobe "Low-lift, High-Impact Digital Learning"	C3: Balboa High School, San Francisco "Engaging Digital Media Across Distance Learning"
LUNCH			
1:30-2:00 PM	A4: AP42 "Hybrid Classes: Live vs. Virtual"	B4: Millagro Marketing LLC "Inclusion of Diverse Audiences in Digital Content Development"	C4: Laney College "Macbeth ZoomZine - A Media & Theatre Department Co-Production"
2:15-2:45 PM	A5: Aspira Consulting "How to Tell Your First-Generation Story to Get Hired"	B5: Ohlone College "Esports 2021 Overview"	C5: Berkeley City College "Metahumans and Livelink"
3:00-4:00 PM	End of Day Wrap Up / Zoom Breakout Sessions		



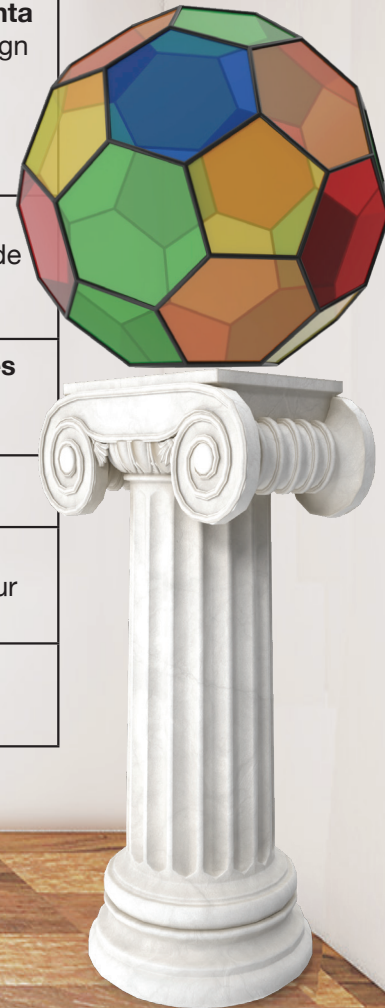
THURSDAY SCHEDULE

Track 1

Track 2

Track 3

	JOBS JOBS JOBS!	INDUSTRY SPEAKS!	IN PRACTICE!
9:00-10:00 AM	Keynote: ” Diane Strand of JDS Studio “Diversity and Inclusion in the Work Place to Include Woman & Special Needs”		
10:15-10:45 AM	A6: Associated General Contractors of California & 3Fold Communications “Not Your Dad’s Marketing Strategy: Recruiting Young Talent to the Trades in a Digital World”	B6: Apple Inc., Pasadena City College “Creative Coding with Swift”	C6: Golden West College & Santa Monica College “Using 3D Design To Inspire Creative Concepts”
11:00-11:30 AM	A7: San Francisco Bay Center of Excellence for Labor Market Research “Digital Media Careers: What’s in Demand”	B7: TRANSFR “Classroom to Career Pathways with Innovative Simulation-Based Training Programs”	C7: Golden West College “Why Should We Value Thinking Outside Of The Box”
11:45-12:15 PM	A8: Santa Rosa Junior College “Drones: The Good, the Bad, and the Ugly”	B8: uCertify “Industry Certifications in the Creative Space”	C8: DVC Music Industry Studies “DVC Music Industry Studies”
LUNCH			
1:30-2:00 PM	A9: AVIXA: “Building Equity Through Audiovisual Industry Partnerships”	B9: F2T Films “#KidsOnTech: When Turning Back The Clock Is Not An Option”	C9: Santa Rosa Junior College “Starting a Drone Program at your School”
2:15-3:15 PM	Social Time / Zoom Breakout Sessions		



FRIDAY SCHEDULE

Track 1: Jobs Jobs Jobs! - Day 1

DESCRIPTIONS

10:15-10:45 AM	This is What the Best of The Best Look Like!	25th Hour Communications, Inc. Crystal Berry	Often times advertising dollars get outsourced, but exactly how many times? A college's average media dollar can be sliced by almost 2/3 if they pick the wrong agency model for their campaign goals. A college's SEO can be deteriorated simply by incorrect directory profiles on the internet. A college's social media platforms could gain followers by identifying the correct campaign goals. Join us as we talk through a dozen or more guiding principles to keep your decision making intact and on point. Takeaways include hard copy or digital hand out of 12 best practices to make sure you are where you need to be in this digital space- paid or non-paid!
11:00-11:30 AM	Entry Level Skill Sets, What You Need to Start Your Career in Media	Key Code Education and parent company Key Code Media Matt Stroup	We'll discuss the hard and soft skills needed to gain an entry level position in the industry, primarily as an Assistant Editor or Post Production Coordinator.
11:45-12:15 PM	LinkedIn- Your Career & Your Brand	Melissa Washington Inc. Melissa Washington	Transform your profile from online resume to an online professional profile.
1:30-2:00 PM	Hybrid Classes: Live vs. Virtual	AP42 Imelda Alejandrino	Is virtual or live classroom better? Hybrid?
2:15-2:45 PM	How to Tell Your First-Generation Story to Get Hired	Aspira Consulting Oscar Garcia	From first-generation student to first-generation professional, every student has their own unique personal story. In this presentation: How to Tell Your First-Generation Story to Get Hired, you will learn the foundational steps in guiding students into developing their career story for employers. This presentation will show you how to prepare your students for their career journey and how to help them promote their story on social media and with their network.

Track 2: Industry Speaks! - Day 1

DESCRIPTIONS

10:15-10:45 AM	Adobe + Apple on Mobile	Adobe & Apple Inc. Donna Caldwell and Dan Senstock	It has never been easier to take your creativity to new places, from retouching and compositing photos to creating illustrations with tools designed just for the Apple Pencil and iPad, while working within familiar workspaces you use on your desktop. Take these iPad creations to your Mac and back again to transform them into anything you can imagine. Learn more about the “iPad to Mac and back” workflows with Adobe applications including Photoshop, Illustrator, Lightroom and Fresco.
11:00-11:30 AM	Adobe Educator Program	Adobe Clara Galan	Hear about the new Adobe Creative Educator program for educators in every subject area and grade level.
11:45-12:15 PM	“Low-lift, High-Impact Digital Learning”	Adobe Todd Taylor	This session demonstrates how and why all educators in all disciplines can leverage Adobe Creative Cloud to transform teaching and learning across the curriculum for all students. We begin by sharing low-lift, high-impact approaches to experiential learning, and then share a wide array of digital teaching practices that scaffold from simple but powerful starting points.
1:30-2:00 PM	“Inclusion of Diverse Audiences in Digital Content Development”	Milagro Marketing LLC David Ocampo	Case statements from a variety of Universities, Community Colleges and higher education institutions on developing digital content to reach diverse audiences in a changing post millennial demographic .
2:15-2:45 PM	Esports 2021 Overview	Ohlone College Deborah Lemon	A colorful overview of the continued rise of esports and esports industry, reviewing current statistics on the demographics, revenues, growth trajectory and future trends.

Track 3: In Practice! - Day 1

DESCRIPTIONS

10:15-10:45 AM	Raise the Room: Create More Productive, Inspiring, and Equitable Classes for Students	Spark Decks Eva Jo Meyers	If you are excited about creating more engaging and inclusive classes, this session is for you. Knowing how to “raise the room” through carefully facilitated activities, so that we are promoting the underlying values of equity in each and every interaction, is a critical skill that supports student learning and empowerment. This session will help participants share and learn from each other, modeling the inclusive practices that can help us honor and include everyone.
11:00-11:30 AM	CCC XR-Initiative	Butte College / CCC XR-Initiative	Collaborating with XR technologies across multiple California Community Colleges.
11:45-12:15 PM	Engaging Digital Media Across Distance Learning	Balboa High School & San Francisco Jeff Larson	In this session I cover how instructional design and learning strategies, alternative software, and tools helped me to be able to continue teaching relatively robust, industry connected, introductory and advanced digital media courses to my students on Chromebooks during the onset and extension of the pandemic shutdown.
1:30-2:00 PM	Macbeth ZoomZine - A Media & Theatre Department Co-Production	Laney College Steve Shlisky	The COVID impact on Laney College’s Theatre Department’s production of “Macbeth” prevented any in-person class, rehearsal, or performance. So that department teamed up with the Laney Media Department to experiment with solutions to preserve the theatre student’s experience.
2:15-2:45 PM	Metahumans and Livelink	Berkeley City College Mary Clarke-Miller	Demonstration on how to use live link to bring life to the Metaverse

Track 1: Jobs Jobs Jobs! - Day 2

DESCRIPTIONS

10:15-10:45 AM	Not Your Dad's Marketing Strategy: Recruiting Young Talent to the Trades in a Digital World	Associated General Contractors of California & 3Fold Communications Taylor Toledo Kearns	<p>Marketing to 20-somethings about career opportunities in construction doesn't have to be complicated. The challenge is that too many workforce initiatives focus on how they were recruited and not what is attractive to this younger group. This session will take the audience through the decision-making journey of Gen Z and Gen Alpha, looking at motivations, messaging, and marketing tactics from their point of view. Using "Build California," a successful workforce initiative that actively engages digital natives, we'll talk about how recruiting has shifted away from flyers, job boards, and career fairs to online influencers, virtual trends, and experiential marketing - and why integrating both traditional and digital may be your best bet. Outcomes of this session include a summary of Gen Z and Gen Alpha's decision-making process and motivations, recommended messaging, and an attention-grabbing media mix that recruits younger employees.</p>
11:00-11:30 AM	Digital Media Careers: What's in Demand	San Francisco Bay Center of Excellence for Labor Market Research John Carrese and Chris Lee	<p>Savvy with social media. Communication. Marketing. Sales. Graphic design. Business planning and development. If any of these describe you then you might already have the skills for a career in digital media! Come and learn more about career opportunities in digital media, where we'll share current labor market data on the top jobs employers are hiring for and the most in-demand skills requested by employers in the digital media industry.</p>
12:45-1:15 PM	Drones: The Good, the Bad, and the Ugly	Santa Rosa Junior College Donald Laird	<p>When most people hear the word drone, they think of military weapons - but the can be so much more. Learn about how drones are being used for good, as well as the less-savory.</p>
1:30-2:00 PM	Building Equity Through Audiovisual Industry Partnerships	AVIXA Joseph Valerio	<p>Learn how some K-12 and community colleges are partnering with the audiovisual (AV) industry to integrate its technical skills training into their programs. Joseph Valerio, Director at AVIXA (the Audiovisual and Integrated Experience Association), shares local success stories from programs building new pathways into jobs offering equity and a living wage for students around California.</p>

Track 2: Industry Speaks! - Day 2

DESCRIPTIONS

10:15-10:45 AM	Creative Coding with Swift	Apple Inc. & Pasadena City College Masood Kamandy and Jennifer Dame	Have you ever thought of coding as a way to make your next masterpiece? New learners can now learn Swift by making art. Join Masood Kamandy, Pasadena City College instructor, and Jennifer Dame from Apple Inc. to learn about creative coding with Swift.
11:00-11:30 AM	Classroom to Career Pathways with Innovative Simulation-Based Training Programs	TRANSFR Ashley Cusberth	<p>In this interactive session, CEO and founder Bharani Rajakumar covers the importance of using technology to create a sense of community-and make technology accessible to everyone. Open-access and unrestricted exploration via VR is the first step.</p> <p>What if schools and employers could use the existing Virtual Reality equipment and not just to inform but to inspire? VR be used to invite creativity, open doors to new exploration, teach, train, support and inspire.</p> <p>Join to learn ways to close the skills gap, explore emerging industry technologies, and create a pathway to the many well-paying, in-demand jobs in America.</p>
12:45-1:15 PM	Industry Certifications in the Creative Space	uCertify Manish Gupta	A discussion of industry certifications, benefits of getting certified, and employment opportunities.
1:30-2:00 PM	#KidsOnTech: When Turning Back The Clock Is Not An Option	F2T Films Paul Zehrer	'Kids and tech' is a hot button topic affecting people's lives worldwide, particularly in a post-Covid world. In addition to parents and children themselves, schools, policy-makers and tech giants all have a vested interest and are seeking to find answers to emerging problems and dilemmas that have been exacerbated by the global pandemic.

Track 3: Best Practices! - Day 2

DESCRIPTIONS

10:15-10:45 AM	Using 3D Design To Inspire Creative Concepts	Golden West College & Santa Monica College Stephen Burns	<p>In this age of proliferation of digital tools, 3D Design have been becoming ever so popular in the commercial industry as they use 3D design to communicate their message and identity.</p> <p>This lecture will share some of the pertinent tools and workflow to take student's creative education to the next level.</p>
11:00-11:30 AM	Why Should We Value Thinking Outside Of The Box	Golden West College Stephen Burns	<p>This presentation will focus on how I teach ways to challenge oneself to create uniquely each time a new project is created. I will share habits that are essential for producing unique creative outcomes. We will discuss how to avoid constraints in being maverick and how to strengthen innovative thought processes.</p> <p>The goal is about discovering who you are as an creative and how to develop a style that is uniquely yours. To do this we need to keep all possibilities open on the creative table and sometime this may involve subjects that frighten us.</p>
12:45-1:15 PM	DVC Music Industry Studies	DVC Dr. Nick Vasallo	<p>A discussion of industry certifications, benefits of getting certified, and employment opportunities.</p>
1:30-2:00 PM	Starting a Drone Program at your School	Santa Rosa Junior College Donald Laird	<p>Thinking of adding drone technology to your program? Learn some of the issues that come with that, including what you need to have to get your program off the ground.</p>