



# MOBILE MEDIA

Centers of Excellence  
October 20, 2011  
CCCAOE 2011 Fall Conference



# Today's Agenda



- Overview of the Centers of Excellence
- Key Findings from Mobile Media Study
- Industry Panel's Perspective
  - Hilltop Creative Group
  - SproutStart
  - gridMOB
- Q&A



# Centers of Excellence



- An Economic and Workforce Development (EWD) Initiative from the California Community College Chancellor's Office.
- 4 funded + 1 affiliate regional centers in CA.
- Mission: In partnership with business and industry, we deliver regional workforce research customized for community college decision making and resource development.



# Mobile Media



- Definition of mobile media: Technologies used to develop, integrate and support mobile websites and applications.
- Emergence and growth of mobile media
  - Mobile websites have increased by over 2,000% in the last two years (source: dotMobi).
  - By 2014 there will be 142.1 million mobile media users (source: eMarketer)



# Jobs in Mobile Media



- Traditional jobs impacted by the growth of mobile media include:
  - Software Engineers
  - Web Developers
  - Computer Programmers
  - Computer Support Specialists
  - Graphic Designers and Multi-Media Artists
  - Project Managers



# Emerging Occupations



- New job titles include:
  - Mobile Application Developer
  - iOS Developer, Android Developer
  - Mobile Web Developer
  - Mobile Application Engineer
  - Mobile Application Architect
  - Mobile Game Designer
  - Manager Mobile Development
  - Mobile User Experience Designer



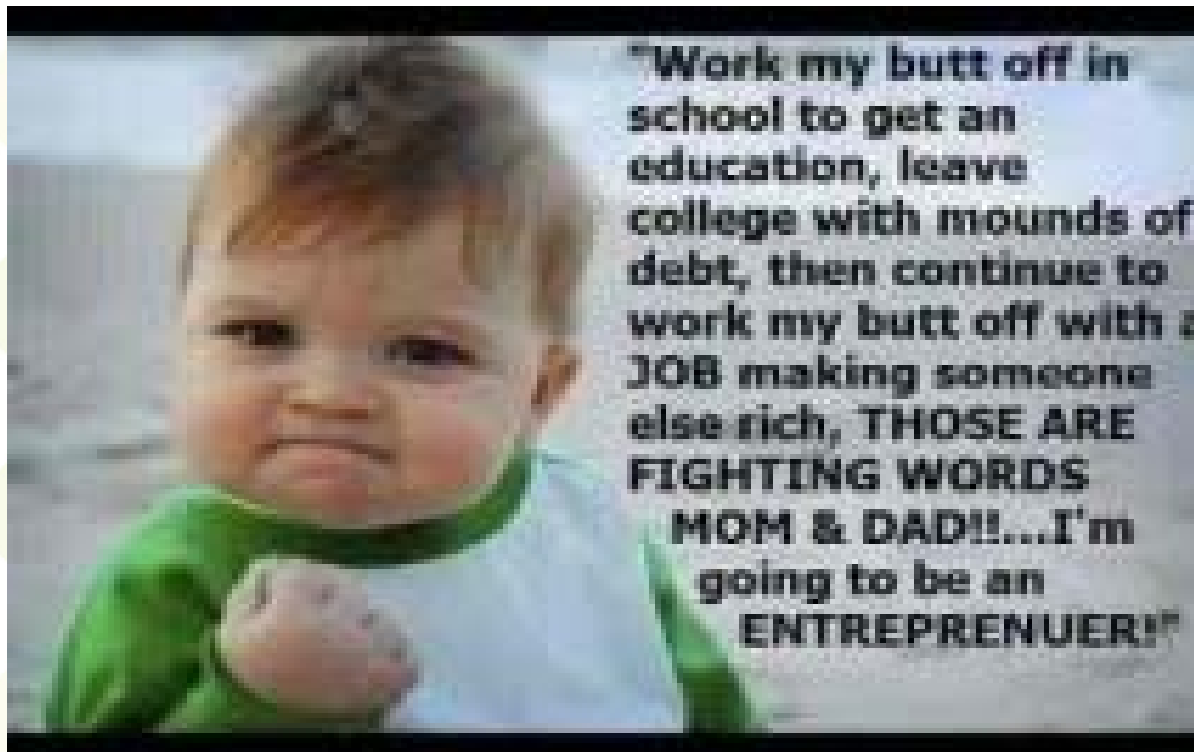
# Entrepreneurship



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- Students can learn to develop and sell mobile websites and applications



# Study Highlights



- Surveyed 403 employers statewide
- Analyzed “Real-Time” Labor Market Data
- Key Findings (*see handout*):
  - High demand jobs
  - High earning potential
  - Employers have difficulty hiring qualified employees
  - Specialized training and education is needed



# Industry Panel



- Paul Bola, Hilltop Creative Group

<http://hilltopcg.com/>

- Stephen Silver, SproutStart

<http://www.sproutstart.com/>

- Les Borsai, gridMOB

<http://gridmob.com/>





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# Q1: What do you look for when hiring someone to work in mobile media?



Your own multi-platform mobile application



**ECONOMIC & WORKFORCE DEVELOPMENT**  
through the  
CALIFORNIA COMMUNITY COLLEGES

# Q2: Do you have difficulty finding qualified job applicants?



# Q3: What can the community colleges do to prepare students to work in mobile media?



**Q4: What trends do you foresee within mobile media and how do you think they will impact the workforce?**





# Q&A





Visit our websites for reports  
and other resources:

[www.coeccc.net](http://www.coeccc.net)

[www.path2careers.net](http://www.path2careers.net)



# Thank You!



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