Film Advisory Board 11-19-12

Present:

Kristine Sanchez, APS/CTE

Diane Thomas, AHAHS

Jan Shearer, VVHS

Abel Abeyta, VHS

Carol Biondi, City of ABQ

Anthony Conforti, MACCS Charter School

Grubb Graebner, CNM

John Grace, DATA Charter School

Laurel Lampela, UNM

Toby Younis, UPublic

Rick Metz, UPublic

Ann Lerner, CABQ Film Office

Agenda Item

**City of ABQ- Carol Biondi-Dual Credit Opportunity-Video**

**RUNNING START FOR CAREERS**

Upublic.tv

Running Start For Careers—Mayor saw a need for CTE/Vocational careers that are not being filled. Getting students in touch with the Construction Industry and now with the Film Industry. Carol’s background is Marketing and PR. She is meeting with people in APS, CNM and the community to bring everyone together through this program. Doing more than just Film and Editing. Exposing students to all options within Film. FICAP-Film Industry Career Advancement Program.

* Dual Credit opportunity for all students with in APS and schools in the ABQ area. Carol focuses specifically on APS students.
* Juniors and Seniors in the ABQ area. Carol’s focus is to reach out to the business world for the Mayor’s Office.
* Kellogg Foundation is involved. Other large companies are interested in getting involved.
* Program begins in January, likely 3 afternoons/wk for 2-3 hours.
* Antoinette Pacheco- involved in getting students stipends for the work they do. This is through Running Start. Paperwork involved for students.

How is this different from what APS teachers are doing the day with their students?

Other APS students that do not have these classes have the opportunity to get involved. Also the curriculum is more involved. Curriculum is going to be written. Needs to compliment the programs within APS. Want to pull students into the industry that have not had exposure and also to include those that have had exposure. Universalizing what the Film classes within APS are already doing.

Does this program accelerate the students that have had exposure? YES

Elective credit through APS offered with this program.

Industry professionals will be brought into work with the students. Need students that have transportation. Need marketing for the program in order for it to succeed.

Program should compliment APS programs.

16 week program , 3 days a week. 2-3 hours a day would be ideal. More than 100 contact hours. It is equivalent to the CNM Film 1001 course.

Students will produce throughout the time. Students could transition over from APS, and students are “coached” into producing their own program.

APS and CNM agreed with the program.

Class size is important. Classes that are more than 17. Enrollment materials should be ready soon.

Hours that will work? 3-6pm Other suggestions—2 sessions (1-3:30) (3:30-6:30).

Need salary ranges for the positions that will be available

**SET-READY CERTIFICATION**

John Grace

Set safety certification course:

Set Readiness---people that already have experience come into work. Welders come in, but do not know their way around the “SET.” Need to give “Set Etiquette”

Rules of working on the set. Perkins Grant participants benefit from certification.

If a student attends this course then they can receive a “Set Certification Card” which is an employment advantage.

1st 2 classes are already scheduled. One in Santa Fe and one in ABQ. Through the IATSE 480 Film Union

Anthony Conforti---MACCS

In reference to NM Media Arts Standards---MACCS has been trying for a couple of years to interact with PED to establish MA Standards. PED is waiting on Common Core Content Standards. May be framed within the Common Core Standards.

Example state standards are esoteric. Language used may not be the best frame of reference. MACCS standards are over 5 years old. Must begin with a definition of *what media is*, and *what the jobs are going to be.*

Grubb---epistomological: what do you need to know. Skill-based requires that you be able to work collaboratively (focus in moviemaking world). Paradigm shift in how to approach industry.

Abel Abeita, VHS: Ill-fit to Common Core.

Diane—not limited to filmmaking world; more expansive.

Laurel—can you call it Digital Media?

John Grace—use industry to counter the CCSS initiative.

Toby—teaches a class in monetization. Transformation from analog to digital world. Investment is being made in digital arena. Monetizing product, and in what channels you distribute product. “Digital Content Production and Repurposing”. For ex., TV Program, dist, thru You Tube, etc. Moving images can be turned into stills and formed into a digital book. Content becomes very mobile. Consider ability to produce content, and your imaginative ability to repurpose it.

Anthony—many students who take media courses as electives may never use it vocationally. Use of media is not limited to vocational purposes, and has transferred to a life skill. (Laurel—awareness of visual culture) Need to have an understanding of production and impact models. Research indicates that media savvy is a cognitive development advantage.

Laurel—classes for digital media teacher licensure need to be hands-on.

Abel—need to take the lead ahead of PED.

John G.—some of the groundwork is done, through the existing courses

Nick Maniatis needs to meet with Hannah Skandera.

Strike a balance between abstract and vague. Look at appeal for entire state.

Grubb will invite Nick to meet with us; Dirk Norris should be involved as well. (State Film Office) Mimi Stewart should be invited as well.

Laurel asked whether Glenna V had made any progress on state standards; Anthony reports that no headway has been made.

Diane asked about a timeline to meet. Prior to next legislative session.

Nancy is on the advisory board for support of arts-based issues. Nancy will invite us to participate in their next meeting. Initiatives to remove Fine Arts Education Act of 2004. Nancy mentioned Vicki Breen at PED (manages the Fine Arts Ed Act); she may be able to advise the Board in terms of next steps for Media Arts Standards.

***Follow-up:***

***Grubb will notify us about potential meeting dates in Jan. with guests***

***Rick will email FICAP materials with teachers***

***Nancy will contact Vicki Breen***

***Items for Jan meeting:***

***Digital Ed Teacher Prep (Laurel Lampela, UNM)***

***Media Arts Standards***

***Update: Certification approval from Film Office (John Grace)***