2019/2020 Goals

• Update equipment
• Update Curriculum
• Hire Staff
• Grow Internships
• Large scale productions
• Community Events
• Film Festival Expansion
• Field Trip
• Marketing
• Enrollment Increase
Complete

Updated Curriculum – Launch Fall 2020
New Certificates
Course Content updates to match new technologies

New Program name set to launch fall 2020
Film, TV, Media
FTVM

Guided Pathways – soft launch 19/20
Multiple Paths created
• FTVM
• Art
• Theater
In Process

• Equipment
• New Staff
• Internship expansion
• Large Scale Projects
• Monthly Community Based Workshops
• Film Festival Expansion/Community Events
• Marketing Planning
Film Festival Expansion

- Planned a multi-day event
- Panels, Workshops, Expo
- Screenings in Auditorium
- Supposed to be April 7th thru 11th
- Then Covid-19 Struck
- Went online
  - Streamed fest live on Facebook and YouTube April 23rd and 24th
  - KVCR also ran it on their Facebook page as well
  - Conducted a Conference via zoom with 6 vendors
  - Converted nearly 3% of viewers to YouTube Subscribers
  - Converted 7% Facebook Viewers to subscribers
  - These are above average in terms of marketing conversion rates which are typically 1-2%
Field Trips

• Studio Tour
• Tech Tour – Panavision, Fotokem, etc.
• 4-Year University Tour
• Other stops pertaining to media arts
• Planned for Spring 2020, postponed for the fall
• Set to take 50 students providing food and transportation
Enrollment

• No solid numbers until EMP
• Anecdotally all classes offered this past year were not on the verge of cancellation
• All faculty stated that they "felt the classes seemed full this year"
• Added sections
• For AY 20/21
  • Have Co-enrollment agreements with two San Bernardino Unified High Schools set to start Fall 20
  • Added more sections as well
Coming soon...

- New Activities
  - Podcast Channel
  - Virtual Art Gallery
  - Streaming of concerts and plays
- More Equipment Purchases
- Professional Expert - Career Development
- LiveStream | Co-Partnership with EMPIRE | KVCR for the delivery of student-created content.
- Lastly New Name...
San Bernardino Valley Colley - Institute of Media Arts

• Why the Change...
  • Institute implies practical education
  • Expansion in services
  • Guided Pathways Coordination
  • Further campus collaborations outside of Media arts
Film Budget

- Careers in Media Beyond
  - Film
  - Art
  - Theater
  - Music

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KVCR and the Campus

• All students can benefit from KVCR
• Larger companies such as Disney, Netflix, WB possess multiple opportunities
  • Business, Computer Science, Biology, Criminal Justice, History, and of course media arts concentrations, FTVM, Music, Theater, Visual Arts
• Opportunities can exist for all students
  • Project Based learning in the classroom
  • Internships
  • Applied activities
Community Events

• Three Screening Events that the Academy Sponsored
• Malik Stalbert’s Film, "Derelict"
• Last year’s film festival winner screening with filmmaker "Lalo’s House."
• Animation Show of Shows
• In the works a monthly screening "Films on Film."
  • Will work with a local exhibitor screening rare, classic, and cult films
  • These films will be screened on 16 and 35mm.
  • Open to all faculty throughout the college who wish to present films with a brief lecture and discussion
Thank you!