



Study Session of the Board of Trustees

April 18, 2019 at 12:00 p.m.

SBCCD Boardroom, 114 S. Del Rosa Dr., San Bernardino, CA 92408

1. **CALL TO ORDER – PLEDGE OF ALLEGIANCE**

2. **PUBLIC COMMENTS ON AGENDA ITEMS**

The San Bernardino Community College Board of Trustees offers an opportunity for the public to address the Board on any agenda item prior to or during the Board's consideration of that item. Matters not appearing on the agenda will be heard after the board has heard all action agenda items. Comments must be limited to five (5) minutes per speaker and twenty (20) minutes per topic if there is more than one speaker. At the conclusion of public comment, the Board may ask staff to review a matter or may ask that a matter be put on a future agenda. As a matter of law, members of the Board may not discuss or take action on matters raised during public comment unless the matters are properly noticed for discussion or action in Open Session. Anyone who requires a disability-related modification or accommodation in order to participate in the public meeting should contact the Chancellor's Office at (909) 382-4091 as far in advance of the Board meeting as possible.

3. **PRESENTATION**

3.1 Media Academy (p3)

Presented by: Dr. Iris Kern-Foster and Lucas Cuny

4. **ADJOURN**

The next meeting of the Board: Business Meeting – May 16, 2019 at 4pm.

BOARD STUDY SESSION - APRIL 18, 2019 EXECUTIVE SUMMARY

Purpose of this presentation

To provide the Board of Trustees with an overview of the Creative Industry Academies (CIA) at San Bernardino Valley College and Crafton Hills College, including:

1. AN OVERVIEW OF HOW THE ACADEMIES CURRICULUM ALIGNS TO THE CREATIVE INDUSTRIES

CRAFTON HILLS COLLEGE	BOTH COLLEGES	SAN BERNARDINO VALLEY COLLEGE
eCommerce · Website Development & Design · Animation · Video Games · Augmented Reality · Virtual Reality · Data Visualization and Publishing Design	Social Media · Product Design Marketing · Advertising	Broadcast Television · Podcasts · Film · Entertainment · Streaming Services · Sports · Over the Top Distribution Channels · Imbedded News · Interactive Storytelling

2. THE RESEARCH DATA SHOWING THE ANTICIPATED GROWTH IN REGIONAL JOBS RELATED TO THE CREATIVE INDUSTRIES:

A projected 2.6 million creative industry related jobs in California.

- 1.0 million are Directly employed
- 1.6 million Indirectly generated jobs
- Median Income in these industries: \$45,163.66 and above
- 5,569 new Creative Industry related Jobs in the surrounding counties (Orange, Riverside, San Bernardino, San Diego) in the next 5 years

3. THE CONCEPTUAL PLANS THAT HAVE BEEN DEVELOPED TO PREPARE STUDENTS FOR THE INDUSTRIES

CRAFTON HILLS COLLEGE	SAN BERNARDINO VALLEY COLLEGE
<ul style="list-style-type: none"> • Launching 5 new AS degrees • 12 stackable certificates. • 15 new and updated courses 	<ul style="list-style-type: none"> • Launching 6 new stackable certificates • Updating current degree offering. • 19 existing and updated courses
Certificates stackable across both colleges	

Outcomes and next steps

The outcome of the SBCCD Creative Industry Academies includes noteworthy growth in the number of students who enroll in the Creative Industry courses at each college, as well as a steady growth in the number of students who confer program aligned degrees and certificates.

What can the Board do to help?

It is our shared mission to become known as the go to colleges for students seeking the knowledge and skills required in order to secure a high paying job in the creative industries. We would appreciate the boards support in the achievement of our shared mission.



Presentation to the SBCCD Board of Trustees - 04/18/2019

Presented by Dr. Iris Ken-Foster and Lucas Cuny

Making a living in the IE Creative Industries



The Creative Industries Includes:

2

eCommerce, Website Development
& Design, Animation, Video Games,
Augmented Reality, Virtual Reality,
Data Visualization and Publishing
Design

Broadcast Television, Podcasts, Film,
Entertainment, Streaming Services,
Sports, Over the Top Distribution
Channels, Imbedded News, and
Interactive Storytelling

Social Media, Product Design,
Marketing, Advertising



CENTER FOR DIGITAL MEDIA

INLAND EMPIRE MEDIA ACADEMY

PRODUCTION OPPORTUNITIES

The Goal:

- Increase the Inland Empire's market share in the Creative Industries
- Provide students with the knowledge and skills required to gain careers in the high paying creative industries





CENTER FOR DIGITAL MEDIA

INLAND EMPIRE MEDIA ACADEMY

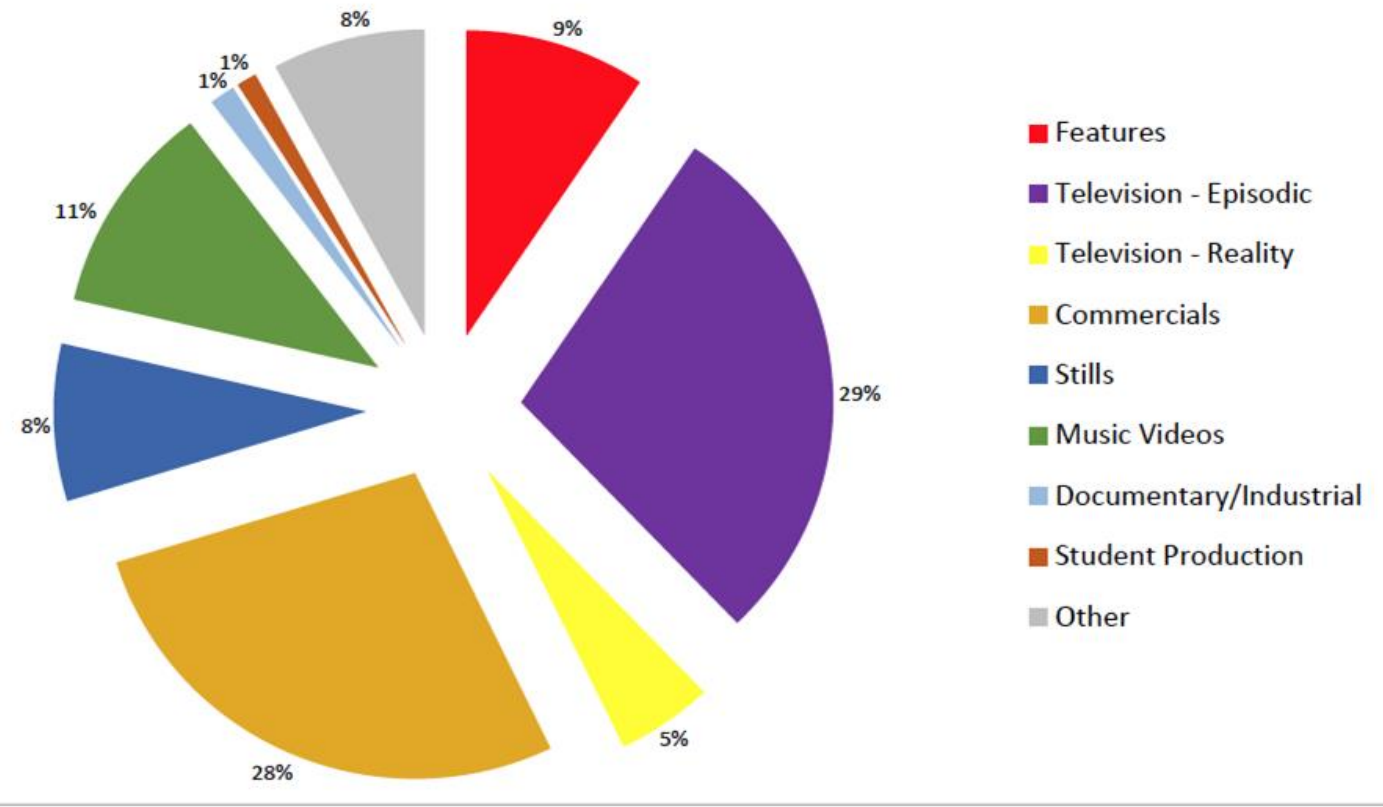
PRODUCTION OPPORTUNITIES

Jobs and Employment:

- 2.6 million creative industry related jobs in California:
 - 1.0 million are Directly employed
 - 1.6 million Indirectly generated jobs
- Direct + Indirect = 15.4% of California's total employment.
- \$227.8 billion labor income - \$604.9 billion in annual output.



The IE is Hollywood's Backlot or OC's patio



“Seal Team”
San Bernardino



“The Voice”
Fontana



“Toyota Commercial”
Angelus Oaks

The Inland Empire currently hosts...

6

- 72,000 creative industry jobs
- 40% of the jobs in the Creative Goods and Products sector
- 31% of the jobs in The Entertainment and Digital Media sectors
- **Still WE can do Better!**
- SBCCD can become the “training ground” for the Creative Industry



Digital Media Job Outlook

Data on Design, Animation, and Development

5 - Year Change in Employment Projections (Employees and Self-Employed)

	Software Developers & Programmers	Art Directors, Graphic Designers & Desktop Publishers	Multimedia Artists & Animators	Web Developers	NEW JOBS
Region	Change	Change	Change	Change	TOTAL
Orange County	1,743	45	27	153	1,968
Riverside County	186	93	9	49	337
San Bernardino County	315	67	4	48	434
San Diego County	2,182	26	-2	141	2,347
California	38,149	1,134	61	3,063	42,407

Source: EMSI, Occupational Overview (Q1 2019 dataset)

Broadcast Media Job Outlook

Data on Broadcast Media

5 - Year Change in Employment Projections (Employees and Self-Employed)

	Broadcast & Sound Engineering Technicians & Radio Operators	Film & Video Editors	Entertainers & Performers, Sports and Related Workers	Producers & Directors	Camera Operators, Television, Video, & Motion Picture	Total Job Growth
Region	Change	Change	Change	Change	Change	Change
Orange County	79	48	56	90	14	287
Riverside County	44	17	17	31	4	113
San Bernardino County	20	6	8	11	3	48
San Diego County	-17	14	18	16	1	32
California	541	42	268	1,186	-76	1,961

Source: EMSI, Occupational Overview (Q1 2019 dataset)

Preparing for high paying jobs in Digital Media

Entry Level Annual Earnings by Industry for San Bernardino County

Creative Industry	Median Annual Earnings
Software Developers and Programmers	\$100,455.75
Art Directors, Graphic Designers, Desktop Publishers	\$50,833.87
Multimedia Artists and Animators	\$68,215.96
Web Developers	\$52,457.90

Source: EMSI, Occupation Report (Q1 2019 dataset)

Preparing for high paying jobs in Broadcast Media

10

Entry Level Annual Earnings by Industry for San Bernardino County

Creative Industry	Median Annual Earnings
Broadcast and Sound Engineering Technicians and Radio Operators	\$45,163.66
Film and Video Editors	\$66,196.98
Entertainers and Performers, Sports & Related Workers	\$46,404.67
Producers and Directors	\$88,218.52
Camera Operators, Television, Video, & Motion Picture	\$53,206.25

Source: EMSI, Occupation Report (Q1 2019 dataset)



IE MEDIA ACADEMY

CENTER FOR DIGITAL MEDIA





CENTER FOR DIGITAL MEDIA

To be the program of choice for students seeking to acquire the knowledge and skills required to secure a job and/or to pursue a 4-year degree in a creative industry.

INLAND EMPIRE MEDIA ACADEMY

To provide students with opportunities for integrated practical experience and to serve as an exemplary platform for students' media art.

PRODUCTION OPPORTUNITIES

To create educational, thought-provoking and inspirational programs and news and serve as a creative incubator and broadcasting platform for the SBVC and CHC Creative Industry Academies.

The Academy's Pillars

13



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Education...



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Integrated Educational Approach

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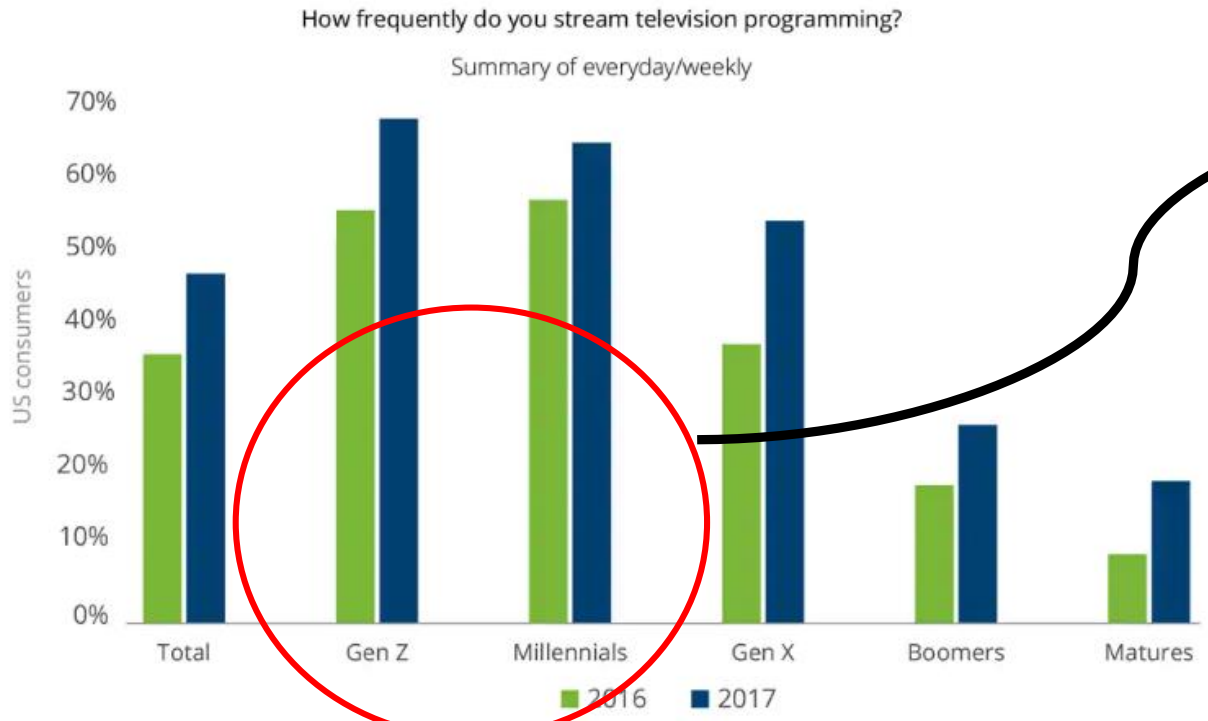
- New and/or revised **Degrees and Certificates** aligned to **current industry standards**
- **KVCR Based Internships** and Production opportunities
- **Non-credit programs:** Providing Industry relevant skills for working professionals
- **Pathways from K-12:** Dual enrollment programs & enhanced articulation agreements





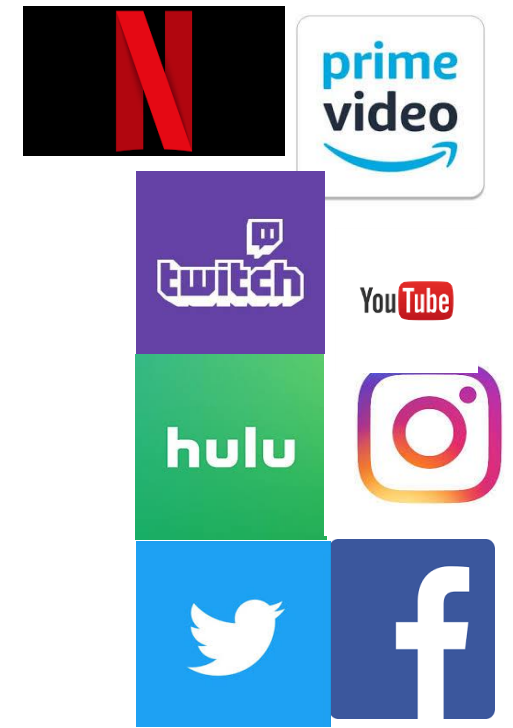
Focus on Refining the Educational Experience

Figure 3. Video streaming becomes an everyday or weekly activity



Source: Deloitte *Digital media trends survey*, 12th edition.

Deloitte Insights | deloitte.com/insights





Focus on Refining the Educational Experience

17

Enriching the Students' Experience



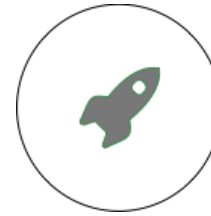


SBVC 4 - Year Creative Plan

Launching 6 new certificates and updating current degree offerings....



- Facilities upgrades
- Production Insurance
- Large scale productions
- Hire student support staff
- Begin summer youth camp



- Begin an externship program
- Industry film festival
- Seek grants and donors
- Update equipment (8K) and curriculum as needed

FALL 18/19

FALL 19/20

FALL 20/21

FALL 21/22

Re-write and update current curriculum



- Implement updated curriculum
- Start Media Academy Community Memberships
- Begin Guided Pathways Cohorts
- Explore potential for Bachelor's Pilot Program



CHC NEW 4 - Year Creative Plan

Launching 5 new AS Degrees and 12 Certificates....



- Web Development
- UX Design
- Digital Animation
- Graphic & Media Design



- Virtual & Mixed Reality App Development
- Game Development
- Internet of Things

FALL 18/19

FALL 19/20

FALL 20/21

FALL 21/22

Develop Digital Media Plan, Courses, Degrees & Certificates



- Digital Illustration
- Game Art and Assets
- Multimedia Art
- Social Media Production





SBVC Updated Locally Approved Curriculum – 18/19

20

FTVM 098 - Media Arts Work Experience	FTVM 101 - Introduction to Electronic Media	FTVM 102 - Introduction to Media Aesthetics and Cinematic Arts
FTVM 110 - Announcing and Performing in Electronic Media	FTVM 111 - Introduction to Audio Production	FTVM 112 - Digital Audio Post Production
FTVM 114 - Digital Video Editing	FTVM 120 - Basic Writing for Broadcasting	FTVM 121 - Media Writing
FTVM 122 - Acting and Directing	FTVM 130 - Survey of TV Studio and Film Production	FTVM 131 - Lighting and Cinematography
FTVM 132 - Commercial Video Production	FTVM 213 - Radio Station Operations	FTVM 215 - Intermediate Radio Station Operations
FTVM 222 - Independent Study	FTVM 233 - TV Studio Production	FTVM 234 - Intermediate Video Production
FTVM 235 - Cinema Production		



15 New CHC Multimedia Courses - approved s19

21

Multi 100 - Multimedia Foundations	Multi 130 - Digital Illustration with Adobe Illustrator I
Multi 111 - Adobe Photoshop I	Multi 131 - Publication Design with Adobe InDesign
Multi 170 - Website Design with Adobe Dreamweaver	Multi 211 - Adobe Photoshop II
Multi 171 - Adobe Animate	Multi 212 - Digital Media Careers
Multi 173 - User Experience Design	Multi 214 - Digital Media Portfolio
Multi 150 - 3D Modeling and Animation with Maya I	Multi 152 - Motion Graphics with Adobe After Effects
Multi 250 - 3D Modeling and Animation with Maya II	Multi 230 - Digital Illustration with Adobe Illustrator II
Multi 151 - Video Editing with Adobe Premiere	



New Programs Launching 20-21

22

3+1 Creative Industry Aligned Degrees and One Transfer Degree

*AS-T Film, TV, and Electronic Media	A.A., Film	A.A., TV	A.A., Media Production
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6 Creative Industry Aligned Certificates (Stackable)

Media Development	Production	Post-Production
Social Media Studio Production	Social Media Field Production	Social Media Narrative Production

* Degree Already Offered

 **New Programs Launching 19-20**

23

3 Creative Industry Aligned Degrees

**A.S. Graphic and
Media Design**

**A.S. Digital
Animation**

**A.S. Web Development &
Interface Design**

4 Creative Industry Aligned Certificates (Stackable)

**Graphic and
Media Design**

Digital Animation

**User Interface
Design**

Web Development



Stackable certificates between 2 colleges

24

Example:

- A.S. Web Development & Interface Design (CHC) & Certificate in Social Media Studio Production (SBVC)
- Certificates in Digital Animation & Technician Theater Entertainment Technology (CHC) & Post Production (SBVC)

Example:

- A.A., Media Production (SBVC) & User Interface Design (CHC)
- *AS-T Film, TV, and Electronic Media(SBVC) & Digital Animation (CHC)

FTES & Completion Projections

FTES	FY 19	FY 20	FY 21	FY 22
Multimedia	96	123	159	207
*All Digital Media & Related Disciplines	494	640	832	1082
Center for Digital Media	FY 19	FY 20	FY 21	FY 22
Degrees	2	19	25	32
Certificates	6	8	10	14

FTES	FY 19	FY 20	FY 21	FY 22
RTVF (FTVM)	54	56	58	60
*All Media Academy Disciplines	1914	1971	2030	2094
RTVF	FY 19	FY 20	FY 21	FY 22
Degrees	10	11	12	13
Certificates	4	8	12	15

Practicum...




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Practicum

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- **“Summer camp” Programs:** Geared toward future students
- **Internship Programs:** Work experience opportunities with KVCR and local area businesses
- **Marketing Brochures, Posters and Flyers:** Promoting campus based clubs, events and activities.
- **Business Partnerships:** Applying knowledge to workplace product creation.
- **IDTech Camp Workshop:** Student workshop facilitator and leadership Opportunities
- **Game and App Development**






Practicum

Fall 2019	Spring 2020
Media Writing – Feature or Narrative Series Writing Project	Monthly Film Screening Series
Field Production – Humans of the SBCCD District Interview Projects	Wolverine Con with Film Festival
Advanced Video Production – Short Subject Documentaries focused on the Inland Empire	Production of Feature Film or Narrative Series
Live Event Coverage – SBVC Athletics or Theater	Docuseries Production

Exposition

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Exhibition

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- **Gallery:** Student shows
- **Portfolios:** Professional Reviews
- **Regional and National Competitions:** show casing student work

- **Broadcast Media shows:** Hosted in partnership with KVCR
- **Screening:** Monthly Film Series
- **Industry Festival:** Best of Graduates
- **Media Con:** Brings in SBVC and CHC



EMPIRE/KVCR

Partnership Opportunities



- Partnership with **EMPIRE | KVCR** will provide:
 - Career development **Pathways through Internships**
 - Opportunities for consistent reviews of **Student Portfolios**
 - High quality **Student Mentoring and Hands on Training**
 - A culture and venue to develop **News Content for Digital Platforms**
 - **Student developed** educational, thought-provoking and inspirational **content** that offers the viewing audience a trustworthy safe-haven from commercially driven media outlets

EMPIRE | KVCR | NEWS

EMPIRE | KVCR | CREATIVE INDUSTRIES

- **EMPIRE | KVCR** - Student Mentoring and Instructional Opportunities
- **CREATIVE INDUSTRIES** - Oversight, Execution and Staffing of Weekly News Package 2 / 3min.
 - **STUDENT CREATED NEWS PACKAGES:**
 - *A **news package** is a creative, visual, and long form of storytelling found on television newscasts. The **news** is conveyed to an audience by packaging together a story that includes characters, facts, plot twists, and a climax to provide entertainment value at the same time.
- **CHC** - Creation of Professional Graphics Packages for a 3 min Weekly News Package Schedule
- **CHC** - Marketing materials and other visual forms of communication for the NEWS LAB initiative
- **SBVC | CHC** - Use of EMPIRE | KVCR | NEWS LAB Professional Studios at offsite location
- **SBVC | CHC** - Use of EMPIRE | KVCR | STUDIOS a Professional Facility on the campus SBVC
- **DISTRICT WIDE** : Increase Support for Journalism students to tell Inspired News Stories

EMPIRE | KVCR | NEWS

STRATEGIC VISION

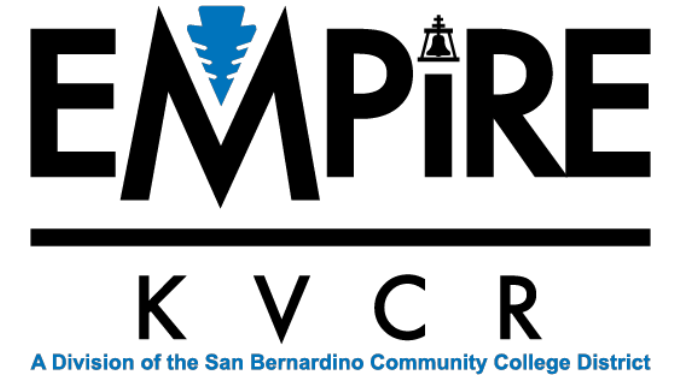
- **EMPIRE | KVCR | NEWS (E | K | N)**
Will be an industry-leading news content ecosystem servicing inland southern California.
- A division of **EMPIRE | KVCR | NETWORK**
That is technologically advanced, informative and trustworthy.
- In the community **E | K | N** is engaging in conversations, sharing stories and keeping our neighbors updated daily.



EMPIRE | KVCR | NEWS NEWS LAB FACILITIES

EMPIRE | KVCR | NEWS will create a permanent second professional studio facility for **EMPIRE | KVCR | NETWORK**

- The primary function of the **News Lab** facility will be to provide the division admin, news staff, talent and production teams a single location for day to day operations.
- This facility will house the **EMPIRE | KVCR | NEWS DESK** and all technology needed to delivery a professional high quality nightly newscast.
- This facility will serve as a learning environment and will provide a second home for content to be created for all divisions of **EMPIRE | KVCR | NETWORK.00**



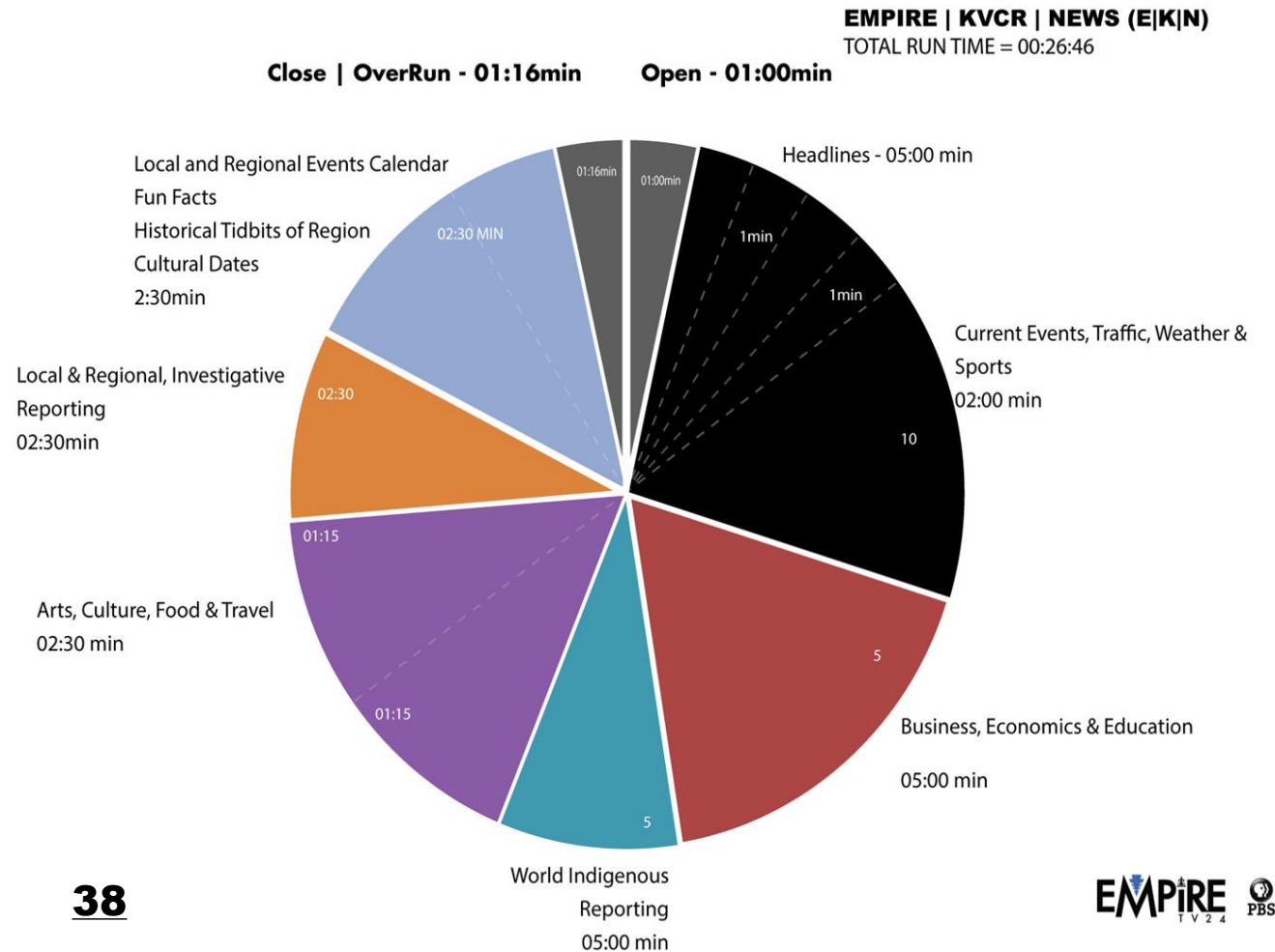
EMPIRE | KVCR | NEWS

PROGRAMMING

WHAT IS EMPIRE | KVCR | NEWS

Five nights a week live to tape news program covering the following areas:

- ◆ Open
- ◆ Headlines
- ◆ Current Events, Traffic, Weather & Sports
- ◆ Business, Economics & Education
- ◆ World Indigenous Reporting
- ◆ Arts, Culture, Food & Travel
- ◆ Local & Regional, Investigative Reporting
- ◆ Local and Regional Events Calendar
- ◆ Fun Facts
- ◆ Historical Tidbits of Region
- ◆ Cultural Dates
- ◆ CLOSE | OverRun



EMPIRE | KVCR | NEWS PRODUCTION TECHNOLOGY

THE FUTURE OF LOCAL NEWS PRODUCTION IS DIGITAL

Production -

EMPIRE | KVCR | NEWS will utilize IP-based video solutions for the acquisition, transmission, routing, distribution and management of its **NEWS CONTENT ECOSYSTEM.**



EMPIRE | KVCR | NEWS TV | RADIO

Riverside-San Bernardino-Ontario, CA x

COMMUNITY CONNECTIONS

% of adults in the Riverside area who say ...

Local journalists are in touch with the community

59%

Local journalists are out of touch with the community

41%

Local news media have a lot of influence

39%

Local news media do not have much influence

61%

They have spoken with a local journalist

12%

They have not spoken with a local journalist

88%

LOCAL NEWS MEDIA COVERAGE

% of adults in the Riverside area who say their local news media mostly cover ...

The area where you live

44%

Another area, such as a nearby city

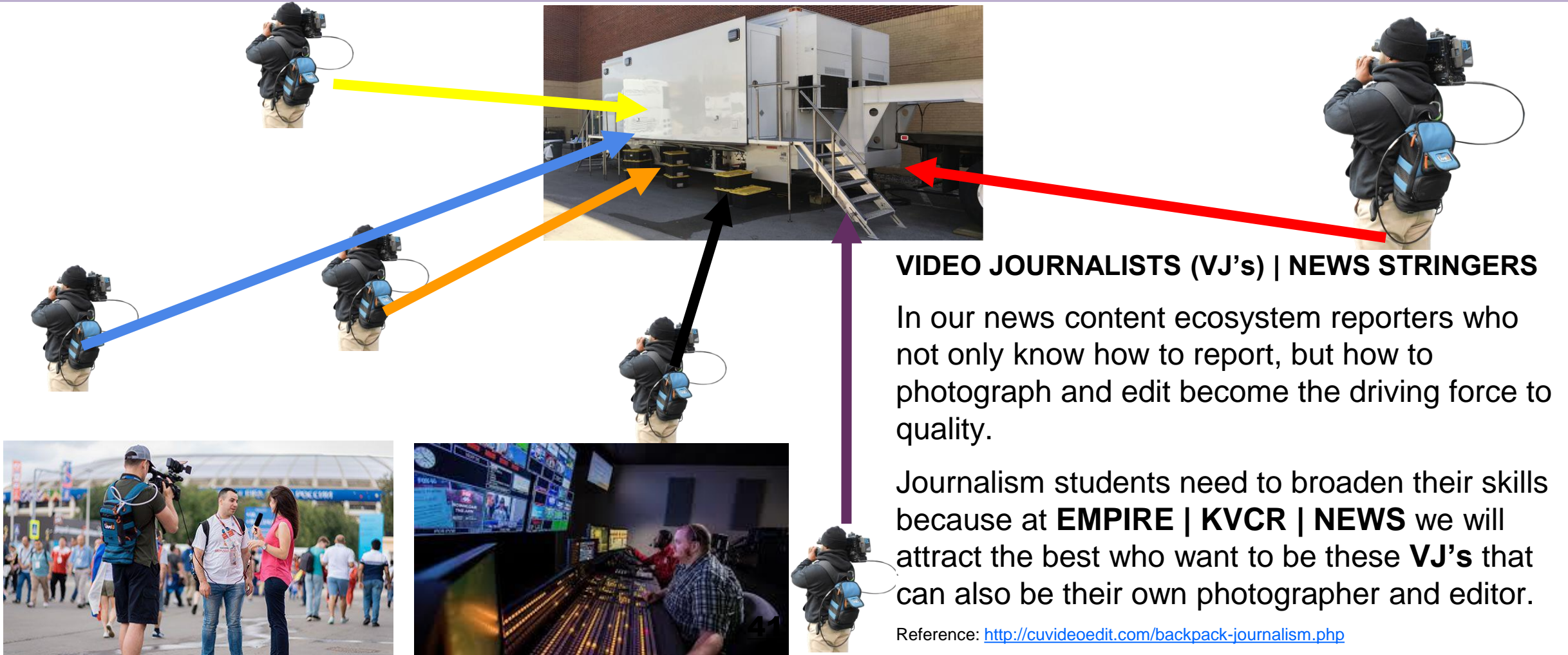
56%

Our people is what will make **EMPIRE | KVCR | NEWS** Successful

- **Hire talented journalists /anchors / reporters / technicians | industry at competitive rates**
- Community residents who see their local journalists as connected to the area gives their local news media far higher ratings than those who do not.
- For example, those who say journalists are in touch with their community are 3% more likely to say their local media is doing a good job of dealing fairly with all sides – 73%, compared with 42% among those who say their media are out of touch.
- Similarly, 35% of those whose local media cover the area where they live say they are very confident in their main local news source, compared with 25% of those whose local media cover a different geographic area.
- ***As John Micklethwait, editor-in-chief of Bloomberg News, penned in his recent piece "[The Future of News](#)": “News is an industry in transition, not in decline. It is re-emerging as something more digital, more personalized, more automated, more paid for.”***

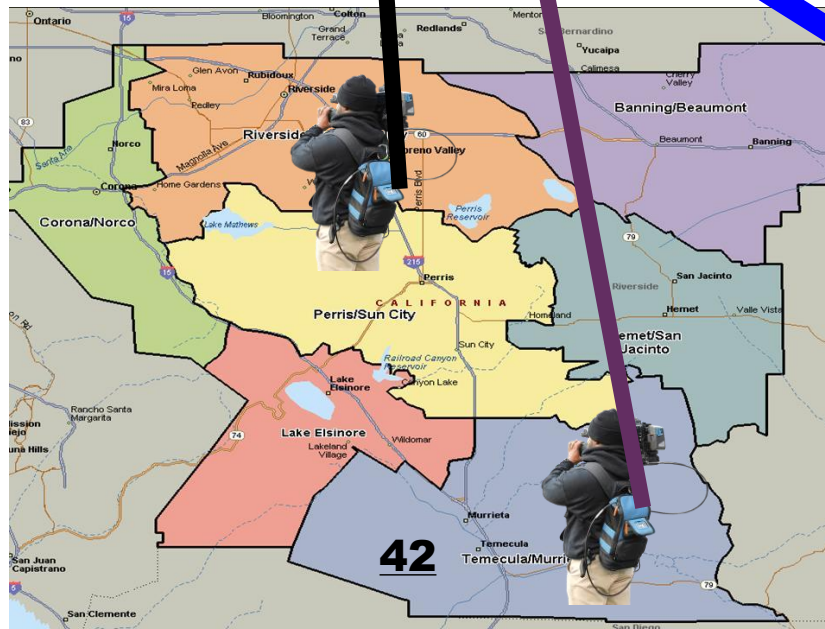
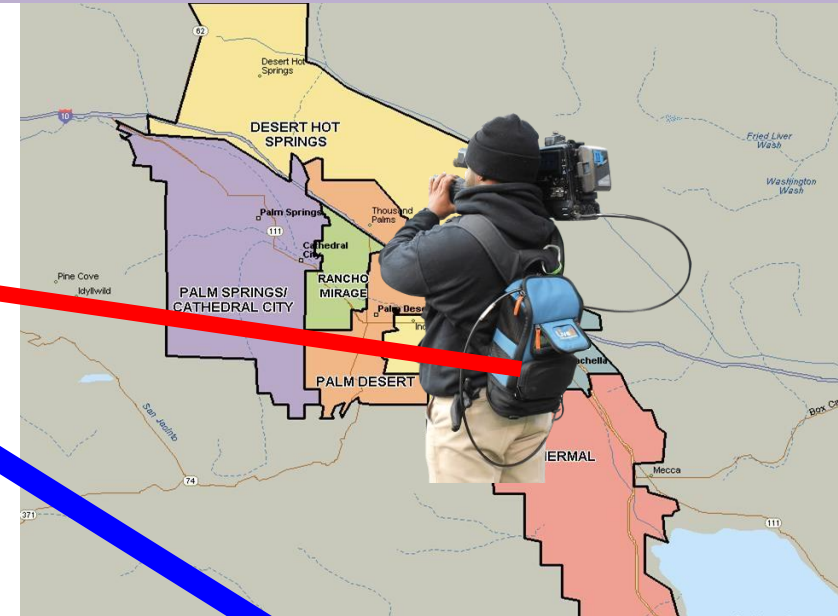
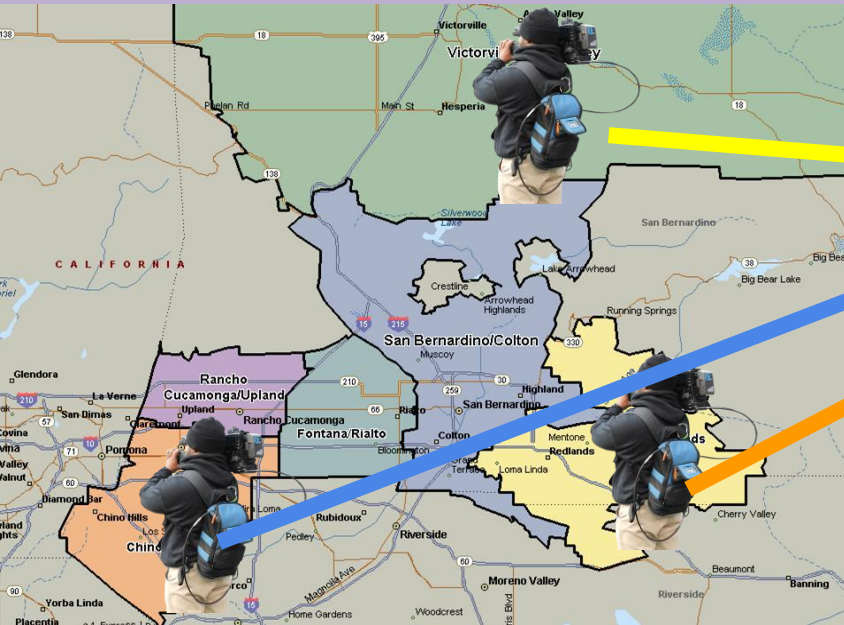
EMPIRE | KVCR | NEWS

PRODUCTION



EMPIRE | KVCR | NEWS

PRODUCTION



EMPIRE | KVCR | NEWS

BROADCAST TV 24.1

HOW WILL WE OFFER EMPIRE | KVCR | NEWS

- **Off air antenna:** Inland Empire, Ontario and Lower Desert areas and Palm Desert Area
- **Cable and AT&T Uverse:** Carries 24.1 in Inland Empire, Ontario, Low Desert and Palm Desert areas.
- **Satellite:** All of Southern California. (Los Angeles, Ventura, Orange, Riverside and San Bernardino Counties
- **Frontier FIOS:** Channel throughout all of Southern California and Palm Desert



Nightly time slot will accommodate our large commuter community

EMPIRE | KVCR | NEWS

RADIO

We have a massive commuting culture here in Inland Southern California more than 40 percent of residents from San Bernardino and Riverside counties commute to work outside the region. They are spending 3 hours each day in traffic (or 15 hours a week). 50 weeks out of the year - 750 hours (93.75 additional days lost in traffic). **EMPIRE | KVCR | NEWS** will accommodate this audience.

MORNING 15 Min

- (2:00) TRAFFIC : UPDATES 5am - 10am
- (1:00) WEATHER
- (6:00) REGIONAL AND LOCAL EVENTS
- (5:00) **Business, Economics & Education**
- (1:00) Legal IDS / Partners



EVENING 15 Min

- (2:00) TRAFFIC : UPDATES 4p- 9pm
- (1:00) WEATHER
- (6:00) REGIONAL AND LOCAL EVENTS
- (5:00) **EMPIRE | KVCR ARTS / SPORTS / MARKETS**
- (1:00) Legal IDS / Partners

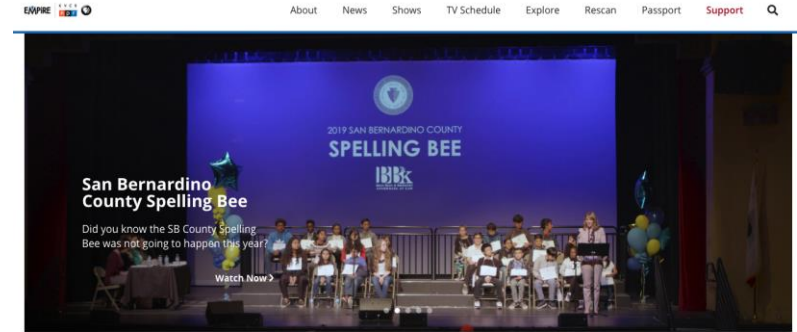


EMPIRE | KVCR | NEWS DELIVERY TECHNOLOGY

THE FUTURE OF LOCAL NEWS DELIVERY IS DIGITAL

Delivery -

- Broadcast tv - (24.1)
- Websites - (empirekvcr.Org)
- Mobile devices - (empire | kvcr | digital)
- Ott devices - (empire | kvcr | digital)
- Live stream - (empire | kvcr | digital)
- Scalability - (ip based infrastructure)

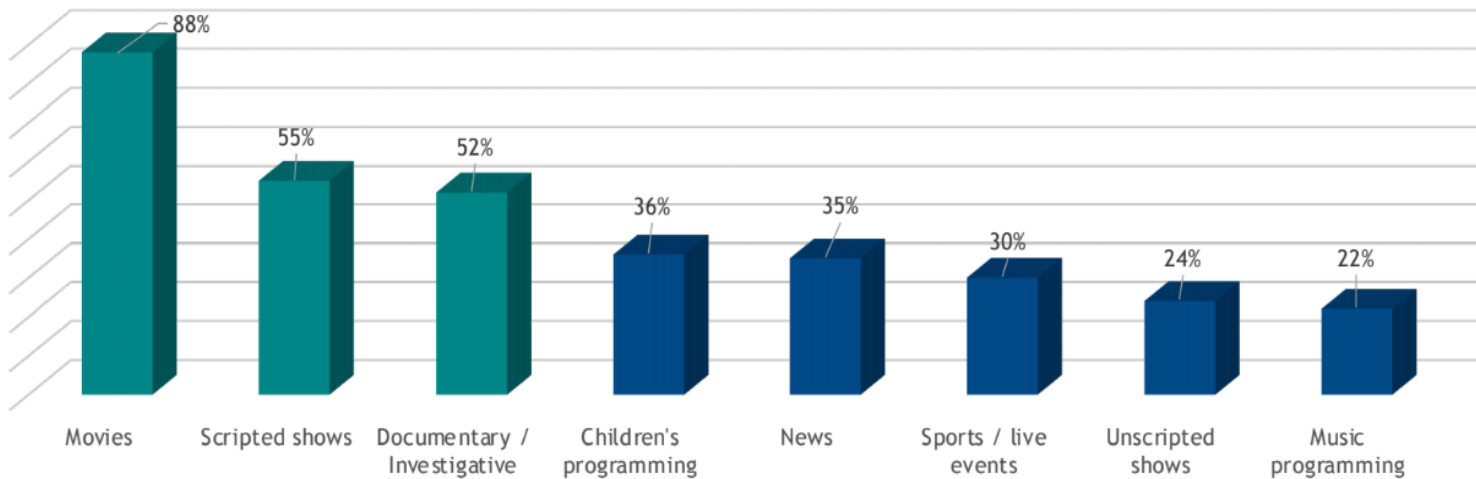


EMPIRE | KVCR | NEWS

DIGITAL PLATFORM

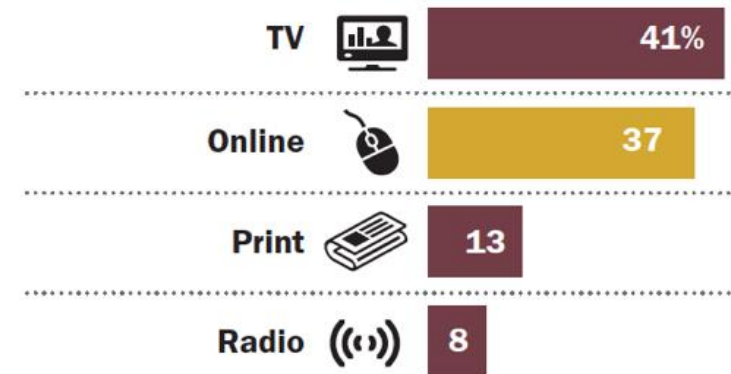
What types / genres of programs do you typically watch on streaming platforms?

All PBS Viewers



Nearly the same share of Americans prefer to get local news online as the television set

% of U.S. adults who prefer to get their local news via ...



REFERENCE

<https://www.journalism.org/2019/03/26/for-local-news-americans-embrace-digital-but-still-want-strong-community-connection/>

Source: Survey conducted Oct. 15-Nov. 8, 2018.
 "For Local News, Americans Embrace Digital but Still Want Strong Community Connection"

Changes are Underway...

44

- Updating instructional spaces and labs with industry aligned tools and equipment
- Increasing our Regional Outreach and Marketing Campaigns
- Expanding Industry Partners and Internship Opportunities
- Retaining Industry experts to teach classes and to support the learning process.
- Proactive Scheduling for the 19-20 Launch of new Courses, Programs and Certificates



21st Century-Ready Instructional Space & Equipment

45



VR/ AR LAB



MAC LAB



**STUDENT ACCESS TO
TECHNOLOGY**

INDUSTRY STANDARD WORKSTATIONS AND SOFTWARE



THANK YOU