

San Bernardino Valley College – Inland Empire Media Academy

Update as of Spring 2020

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



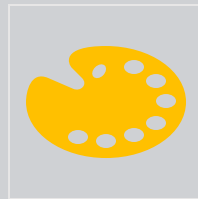
Updated
Curriculum –
Launch Fall 2020

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...

Day 1 of Quarantine: I'm gonna read my Bible more and grow in my relationship with God!

Day 12:



San Bernardino Valley College - 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

Program: SAMPLE DOCUMENTARY BUDGET
Format: HD

Producer/Director: Great filmmaker
Locations: Los Angeles, New York, Houston

Budget date: 6/1/2015

Research: 8 weeks
Prep: 6 weeks
Shoot: 35 days (over 12 wks)
Wrap: 1 weeks
Edit: 20 weeks
Total Post: 28 weeks
TOTAL: 55 weeks

ACCT	DESCRIPTION	AMOUNT
1000	Project Development Business, FTVM	48,357
2000	Producing Staff Business, English, FTVM	105,000
3000	Rights, Music & Talent Music, English, Philosophy, Theater	31,350
4000	Crew & Personnel FTVM, Business, Theater	210,923
5000	Production Expenses Business, Math, FTVM	30,586
6000	Travel Culinary, Business, Automotive	6,636
7000	Post-Production FTVM, Computer Science (CS), Music, ART	74,445
8000	Insurance Business, Computer Science	15,300
9000	Office & Administration Accounting, Business	28,495
10000	Publicity, Promotion, Website ART, CS, Business, Comm	18,735
	SUB TOTAL	569,827
	CONTINGENCY 10.0%	56,983
	FISCAL SPONSOR FEE 5.0%	31,340
	GRAND TOTAL	658,150



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!