

**Georgia Film Consortium Academic Advisory Council  
May 3, 2022 – via Microsoft Teams**

**AGENDA**

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**Welcome & Opening Remarks**

**Dr. Chris Daniel, Chair**

Meeting called to order by Dr. Daniel – call for approval of minutes.

May 6, 2021 minutes - Motion to Approve – Lemy Mercado and Second by Deon Kay – all approved

Nov. 3, 2021 – Motion to Approve – Theresa Steppe and Second by Mary Wearn – all approved

**1<sup>st</sup> Item on Agenda \_ USG Update**

**Stuart Rayfield, Interim Executive  
Vice Chancellor for Academic Affairs &  
Chief Academic Officer, USG**

Dr. Rayfield began with kudos from USG on GFC as an example of true collaboration...a star program across the state of GA. USG is “Wildly supportive of all of the work you are doing and is happy to partner in this way”

**Technical College System of Georgia Update**

**Dr. Kathryn Hornsby, Assistant  
Commissioner, Technical Education,  
TCSG**

Greetings from Dr. Hornsby who calls the statewide collaboration evidence of great teamwork in situating Georgia in workforce development.

**State of the Georgia Film Academy**

**Jeffrey Stepakoff, Executive Director,  
GFA**

The state of the GFA is awesome. The film Industry is growing. What really makes our entertainment industry so unique is its workforce. The *Spirit of Partnership* is the secret to our success...We all come together to build the future workforce. We have record enrollment this year and the film industry brought in \$4 billion in direct spend in GA last year (up from \$2b up 100% from when GFA began in 2015). At the moment, there is not an available sound stage in Georgia. The Film Academy has created a pipeline that includes high school, undergraduate and graduate programs and is working collegially to change the face of GA’s industry. The GFC has grown to 29 partners.

*Student Highlights*

Janine Townsend –GFA Alum and 2021 GSU graduate accepted a 2-day position at Moonshine Post – from August to December and was hired FT as post-production coordinator where she is learning every aspect of post-production

Taylor Carroll – Atlanta Technical – GFA Alum was in the first group of E-Sports / Gaming courses taught at Skillshot Media – Now works with Skillshot Media

**Course Level Assessments**

**Katie Shoemake, Educational Program  
Specialist, eCampus**

GFA AY 2021 Data Overview.....

1,687 total enrollment / 30 fac member / 90 individual sections / 16 USG / 4 TCSG / 4 Contin Ed Depts  
85% A, B, C completion rate  
Individual school reports via MoveIT

### **GFC & GF Programmatic Updates**

- GFC / Support Services Update: Accreditation efforts & MOUs –**Jon Sizemore, Associate Vice Chancellor, Distance Education and Innovation, USG**  
Thank you to all who have collaborated to make this collaborative successful. Continuing to monitor SACS actions and any accreditation concerns...
- MOU Renewals - MOUs ready to send out – will be circulating to campuses for signatures for upcoming fiscal year
- Non-Credit MOUs - Also working on MOU agreement for non-credit partners – hope to be wrapping this and sending out to MOU partners soon

### **AAC Subcommittee Updates**

**Wendy Guttin, Director of Academic Affairs, GFA**

- Course Evaluations – Special thanks to Steve Pearce, Becca Edwards and Stacy Rusnak for their work. New evaluation tool to be implemented Summer 2022
- Faculty MOU - Special thanks to Mary Wearn and Lemy Mercado and Laura Beth Daws for their work on Faculty MOU
- Bylaws – Special thanks to Jennifer Benson, Rebecca Alexander, Wesley Kisting for their work on proposed Bylaws. Will be distributed for a vote prior to the next AAC meeting

New courses are in development, launched Esports and Gaming, and seeing rapid growth in the editing pathway.

Turnkey tool kit – emails, social media posts, all to help spread word to our students to spread word about introductory courses...

Developing courses in (anticipated launch in 2023):

Camera

Costumes and Wardrobe

Unreal Engine (Software platform) digital environments for both gaming and Film &TV

This will be cross-listed in both post and esports pathways

Practicum – support graduate consortium and will give students hands on experience working on graduate thesis films

Website & Landing Pages – Each partner institutions need to have this landing page

### **Digital Entertainment & Esports**

**Josh Lee, Director of Strategy & Operations, GFA**

The Esports Industry is booming in GA and internationally (Digital Entertainment/Esports - 2<sup>nd</sup> most watched /played sport in the world) GA becoming esports capital (6 professional teams -1 is housed at Skillshot)

This fall GFA launched the Digital Entertainment /Esports certification that trains and places students in this industry

HS Updates – partnered with GA DOE to create full pathway for HS students – created new standards directly related to the film and TV industry...With industry partners, we have created specific standards for the TV / Film industry...Trained over 550 teachers over 5 years...

Summer Teacher workshops –  
summer camp year 2 will be rolling out

**Election and Installation of New Chairs**

**Dr. Chris Daniel**

- Dr. Mary Wearn – Chair
- Vice Chair / Chair Elect (TCSG) –

Nomination / Volunteers: Rebecca Alexander from Gwinnett - volunteer

- Secretary – Jennifer Benson (nominated by Chris Daniel)

**Items by Members –**

Joe Monaghan question: 1040 course – how is popularity of 1040 impacting 1000? GFA is monitoring this as we build schedules moving forward with an eye on these trends.....

Also hoping to see uptick in 1050

This past Friday – ATL Film Festival – Zach’s Wish – partnership with Trilith GFA / Make a Wish Foundation / Walked Red Carpet / Set construction class built 2 sets.....Good to see everyone come together to make this project happen

Chris Daniel – Thanks to all for support and collaboration...enjoyed my time...thrilling to think about what this group has accomplished during the past year

**Closing and Adjournment -**