

Georgia Film Consortium Academic Advisory Council
November 11, 2022 ~ via Microsoft Teams
Minutes

Welcome & Opening Remarks

Dr. Mary Wearn, Chair

Meeting called to order by Dr. Wearn

- Approval of minutes (May 3, 2022)

Motion to approve minutes by Norton Pease

Seconded by Barbara Tucker

Minutes approved.

Technical College System of Georgia Update

Dr. Kathryn Hornsby,
Assistant Commissioner, TCSG

Thankful for partner institutions and GFA staff for smooth operation. Pleased with how consortium is working. Two technical colleges joined consortium this past year. Exciting times to come!

University System of Georgia Update

Dr. Ashwani Monga,
Executive Vice Chancellor and Chief
Academic Officer, USG

He is new to the system. In addition to his administrative position, he is a marketing professor at GA Tech. He was drawn to GA by the collaborative nature of the schools within the system in GA. The best example of this collaboration is GFC. We need leaders that can help to “scale up” GFC and help with collaboration to further the potential for this program.

- Executive Director search

Dr. Art Recesso
Vice Chancellor for Academic
Innovation, USG

Search is going very well. Reviewing applications for the ED position. Plan to set up virtual interviews for first-round. Excited about the candidates that we have received. 19/20 applications; 9 short-listed... will be interviewing five remotely during the first week of December. Afterwards, two will be brought in for a tour and meeting with committee.

State of the Georgia Film Industry

- GFA Workforce updates

Kate McArdle
Director Film Workforce and
Career Development, GFA

The film industry is booming! 4.4 billion was spent in GA this year. There were 412 productions: 32 feature films, 36 independent films, etc. Spending is up from 4 billion last year. Current project of note: Coppola’s last project, Megalopolis, is in production. 4000 new jobs are estimated to be coming with industry expansions in GA. There is major growth in eSports and digital

entertainment. There is a focus on growing the post-production area. Internships are leading to consistent work within the industry for our students. Interns in production work in a wide variety of departments. Marvel/Disney is a big partner for internships. There is growth with vendor companies also partnering with us...moving into special effects and motion graphics. IATSE opportunity expanded for encouraging diversity in Savannah. There is a big need in Savannah for below the line craftpersons. The former film commissioner is staying on to assist with placement.

David Chesier question – Post production internship opportunities?

Answer: Moonshine Post, Deluxe, Company 3, and others... trying to expand the internship opportunities.

Joe Monaghan question – Any talks of strikes in GA?

Answer: We are full steam ahead in GA... no talk of strikes here.

Spotlight: student testimonials

Student - Anna Goricki – Art Deptment internship worked on a short film for the Make a Wish Foundation. Incredible experience! She was able to do each part of the art department; “a buffet.” She found her passion in the art department. Got an internship with 0305 Production Company and Passion flix. She worked in the construction department building sets. She liked going with a smaller company because she got a greater hands-on experience. After internship, she was hired as a PA... “designated sign-maker.” An important thing she has learned is making contacts... “it is about who knows you.” In July, she was hired on with Major Art Department... doing music industry, music videos and commercials. She is already doing art direction, set dressing, and serving as propmaster. Showed us a prop she made! 😊

Student - Grayson Turner – Takeover Productions internship – worked as a Set PA in AD department. The ADs took him under their wing. The internship gave him an opportunity to talk to all of the departements and learn about them. His goal is to get into a Camera Department. Since his internship he has moved on to different jobs and got his first camera-gig offer. He is having to turn down offers. He would not be where he is now in the industry without his GFA internship. The knowledge he gained in his GFA courses has helped him to stand out on set.

Course Level Assessments
Annual Report: Fall 2021-Summer 2022

Katie Shoemake
Associate Director of Engagement &
Analytics, eCampus

*Total student enrollment: 1999
3 new courses last year
3 schools sending students for first time
Reviewed learning outcome assessments – see slides for data details.
All partner institutions will receive a copy of the slides.*

Course Assessment Processes
- Course Assessment & Revision

Dr. Laura Beth Daws
Academics Consultant, GFA

Laura Beth Daws was brought on board to take assessment data and make improvements to classes as needed. Semester and holistic data will be reviewed and assessed. Currently, work is being done to conduct routine course evaluations and develop the evaluation and revision procedure for courses. Groups will be created for holistic program assessment: Group 1: includes intro courses and internship courses; Group 2: editing courses; Group 3: production courses in 2 sub-categories, Group 4: eSports and digital entertainment courses.

- Instructor Trainings

Training for GFA course instructors has been developed to encourage faculty development. There are a series of virtual workshops for faculty development training: creative classroom strategies, difficult students, etc. They are working on development of D2L and different generational learning styles workshops.

- Instructor Observation Process

Developing an instructor observation process. They want to develop a system for instructors to receive observations as a non-punitive opportunity to develop their abilities as an instructor. This pilot program will begin in January.

Timothy Howard comment: Encouraged the team to pay close attention to MOU with regards to SACS accreditation. We want to make sure the institutions are involved in the assessment and constant improvement of the program and its courses.

David Chesier question– Will graduate courses be assessed?

Answer: Yes, we will assess the graduate courses. We are beginning with undergraduate.

GFC & GFA Programmatic Updates

Wendy Guttin

Director of Academic Affairs, GFA

Thank you to Katie Shoemake and Laura Beth Daws for the work being done with assessment!

- Enrollment
 - *GFC partners will receive Chart/Graphs.*
 - *Great growth 11,000+ course registrations in 6 years of the program.*
 - *Fastest growth in GFA1040 – Intro to Post Production*
- Spring Courses & Registration
 - *Happening now!*
- New courses
 - *Production Crew Practicum*
 - *Allows undergrads to crew on graduate student films*
 - *See pathways graphic sent to partner institutions for new craft courses coming soon!*
- Website Landing Pages
 - *Partner institutions need to update, if you haven't already. Wendy Guttin can email guidelines.*
- Graduate Consortium
 - *Welcoming GSU to Graduate Program!*
 - *First cohort*
 - *UGA started their third graduate cohort*

- ***Columbus State will be coming on board next year.***
- **HS Updates**
 - ***Continue to do HS teacher trainings in the summer***
 - ***93 districts across the state of GA involved in these training programs***
 - ***Coming soon: Teacher training in eSports, etc.***
 - ***2 summer camps for high school students (14-18-year-olds) at Trilith***

Lisa Conley question - eSports high school program?

Answer: It will be located at Skillshot Media with possible start date in 2024.

Joe Monaghan question - Is D2L training required?

Answer: Full-time instructors will do D2L certification; the training will be available to all instructors.

Bylaws

Dr. Mary Wearn

- **Vote & adopt**

Thank you to the committee that worked on the bylaws:

Jennifer Benson, Emmanuel College

Rebecca Alexander, Gwinnett Technical College

Wesley Kisting, Augusta University

Motion to approve bylaws as written by: Barbara Tucker

Seconded by: James Mackenzie

Bylaws approved.

Items by Members

NA

Closing & Adjournment

Spring Meeting will be in May.

Meeting adjourned.

Respectfully submitted,

Jennifer Benson