

**Ventura County Office of Education/VC Innovates
All County Advisory Meeting**

April 17, 2017, 6:00-8:00PM

INDUSTRY SECTOR: Arts, Media & Entertainment

FACILITATOR: Michel Etchart

RECORDER: Kaitlin Marriot

PARTICIPANTS:

Educator	School District
Alicia De La Torre	SVUSD
Andrew De La Torre	Moorpark High School
Barbara Pickles	OUHSD
Cameron Crouch	Foothill Technology High School
Fundi Legohn	OUHSD
George Gabriel	CEC Moorpark
Greg Dehn	FUSD
Greg Penny	VCOE/SVUSD
Irene Silbert	SVUSD
Jason Beaton	VCOE
Joe Chacon	VCOE
Joey Lang	CVUSD
John Franchi	VCOE
John Hoj	OUSD
Karen Rodrigues	VUSD
Kimberly Hoj	OUSD
Laurie Arnold	SPUSD
Luke Golden	SVUSD
Matthew Abbe	SVUSD
Michael Swank	OUSD
Phil Taggert	VUSD
Raymond Hebel	MUSD
Rich Sigerist	VUSD
Robyn Lyon	MUSD
Tara Krisch	CVUSD
Tom Friedman	OUSD
Tony Luboff	VCOE
Tony Peluce	OPUSD

Industry Partner	Company
Amanda Graves	Santa Barbara International Film Festival
Bruce Novotny	Film Editor
Carl DiStefano	Paramount Pictures
Ian Fish	Sounds Fishy, LLC
Jessica Standifer	Santa Susana HS
Patrick Davidson	Caps Media
Stewart Addison	Panny Hire LLC
William Maple	Maple & Associates, LLC

Agenda & Minutes

Introduction

6:00-6:20 Salon A, B, C – Welcome and Overview/Dinner; everyone given a card to fill out and bring with them to the breakout session “Tell us about the impact the industry/education partnership has had on you.”

6:20-6:30 Transition to Breakout Rooms

Breakout Sessions

6:30- 6:45- Introductions and Industry Overview

- Facilitator/Liaison Mike Etchart, first started to introduce himself and the faculty and staff from VC Innovates and the Career Education Center. He said that Arts, Media and Entertainment Industry is the most populated and the most popular industry sector in the country so we are honored to have such amazing educators and business partners within Ventura County be a part of educating students in the AME industry.
- We went around the room and introduced all of the business partners and educators. We had people who were in the stage craft and production fields, movie making and film fields, a retired Disney executive, a paramount executive, graphic production teachers, and graphic designers, Partners who have worked on television shows. We truly had an amazing assortment of individuals who currently work and have experience in the AME industry.
- Content Specialist Juliet Herman, spoke about how the advisory meeting was going to run and what the point of the meeting was and what is the role of both the educators and the business partners during this meeting.

6:45-7:35- Reciprocity Ring

- After the introduction we separated into three groups because we had such a large size of attendants.

- The first group talked about how important attitude is and how they look for employees with a good attitude and a good work ethic
- Another business partner in the first group stressed the importance of flexibility in the work place. As the industry changes and technology changes, they look for employees who are flexible and able to change with the industry.
- The industry partners also stressed the important of understanding different mediums and to learn about “below the line” jobs. For example, any type of union position in the industry. Employees and especially the millennial generation need to be flexible and start at the bottom and work their way up the chain. Also, in the AME industry, it is important to be able to accept and take criticism in the workplace.
- The business partners really wanted the educators to know how important it is to keep up-to-date with the technology since there are a multitude of different software out there in the industry, like Sierra OAS.
- The educators wanted to have lesson plans that were self-motivating for students to learn more about specific jobs in the industry, and wanted their students to be a life learner when they entered the workplace. They also want a flexible curriculum that adapts with the changing times. They want to have software that is up-to-date in the classroom; that way they can learn the software before they get working in the industry.
- The educators wanted to know how the business partners got their job that they have now and what that journey was to get there.
- The business partners said that it takes a strong inner core and to never turn down a job just because it wasn’t where they wanted to end up. That it is about the journey and stressed the importance of getting a union job first.
- The business partners also told the educators to make sure that their students have skills that are transferable between certain jobs and software. That way they don’t have tools in just one basket. Maybe try free-lance work, or use social media and YouTube.
- The educators wanted to tell the business partners that they really teach their students to have social skills and to be able to work in a collaborative environment. They want their students to work together on projects and other tasks, that way they can develop those skills.
- The educators wanted more business partners to come in and speak to their students. The business partners said they would, as well as encourage the educators to go to vendor fairs based in technology. Send students to Kids to Sinegair.

7:35-7:55- Discussion Prompts:

Educators: What is one area of growth you have had in your program that you would like to share with the group?

Industry: What are your thoughts about the future of your profession or industry?

- **Teachers-** Least likely students to excel have become the most engaged
- **Business Partner-** Never more exciting time to be in the industry
- **Teachers-** Writing to directing to producing, goal of training videos by students.
- **Business Partners-** Move from fun to paycheck when looking for your first job
- **Teachers-** Students have a hard time not changing with the changing industry. Storytelling and good design are important in the industry.
- **Business Partner-** Career paths that people don't know follow the apprentice system- Go from the bottom up.
- **Teachers-** Collaboration between students
- **Business Partners-** Take every opportunity- know the consumer first and get information fast
- **Teachers-** The importance of tech in the classroom.

7:55- 8:00 Wrap Up

- Overall we had really positive feedback about the discussion. We had a lot more educators in the room than business partners. However, the business partners had much more to say. I really believe that both the educators and the business partners learned a lot during the meeting and took away the answers to both of their questions.

8:00 Meeting adjourned – next meeting TBD