

Georgia Film Consortium Academic Advisory Council
May 11, 2023 ~ via Microsoft Teams
MINUTES

Welcome & Opening Remarks

Dr. Mary Wearn, Chair

- Approval of minutes (November 11, 2022)
Minutes approved.

University System of Georgia Update

Dr. Art Recesso
Vice Chancellor,
Academic Innovation, USG

“It has been quite a year!” Welcomed Scott Votaw in his new role as Executive Director. We are a bit behind schedule on strategic planning initiative, but still planning to move forward with it... planning to get started with it in the next month. Looking at the learner value proposition for adults. Want to look at why they go to college. Enrollment is dropping in higher education, so looking at adults as an untapped learner population. Need to look at how programs and classes need to be designed for this population. We need to understand why adults choose to grow their knowledge and how adults go about growing their knowledge. GFA can model for institutions how to manage industry demand with adult learner population. Discussion. We will look at what institutions are already offering and how to scale it up for the GFA consortium to build assets to help grow enrollment in partner institutions.

Technical College System of Georgia Update

Dr. Kathryn Hornsby
Assistant Commissioner, TCSG

Congratulations to Scott Votaw! We look forward to being part of the strategic planning process. Looking forward to leveraging the USG and TCSG resources for the good of the whole. We are eager to pursue new initiatives in order to offer new opportunities to students around GA.

State of the Georgia Film Academy

Scott Votaw
Executive Director, GFA

It has been like “drinking through a fire hose since coming on board,” but we are doing a lot... we are talking and thinking through needed restructuring. Scott grew up in GA and worked globally in the film industry professionally. He moved back to GA in academia. As GFA Executive Director, he is committed to sensitive and transparent programmatic choices, and more communication and collaboration with GFA plans moving forward. We have a lot that we can do... need to look at how emerging technologies are impacting the industry and academia.

State of the Georgia Film Industry

- GFA Workforce updates

Kate McArdle

Director Film Workforce and
and Career Development, GFA

We have a robust internship program. Students interning with the following companies: Disney/Marvel, Hulu, Netflix, Paramount, NBC/Universal. We are working on opportunities with Amazon and Apple. Students worked on the following productions: *Megalopolis* (might be Coppola's final film - many students interned and were hired on for this film), *Slumber Party*, *Holly*, *Lily*, *The Other Black Girl*, *The Piano Lesson*, *Hysteria*, *Pretty Stoned*, etc. Some of the titles are working titles. Some students interned in post-production facilities including: Moonshine Post-Production, Company 3, and Bravo Ocean Studios...also, MBS. Little bit of a slow down in summer, but don't foresee any shutdowns due to WGA strike.

- **Spotlight: student testimonials**

ZaCouria McGowan – started internship on *Wolfpack* working in the production office after taking the Production Office Management course. She surprised the department staff with the knowledge that she already possessed. She ended up being hired on and followed on to next project... and then followed supervisor/coordinator to a third production. She will start another project at Tyler Perry Studios next week. She credits what she learned at GFA with her success. She loves production office work and the opportunities to meet lots of people through her work in the production office. However, she is interested in being an AD.

Course Assessment Processes

Dr. Laura Beth Daws

- Course Assessment & Revision

Academics Consultant, GFA

Hired to look at course assessment and revision plans for GFA courses. We know this is important to get right for institution accreditation. We are collecting data each semester.

All GFA courses are on a calendar to review beginning in August. We will need an AAC member or faculty member with subject matter expertise to help review and be a part of this process.

- **Instructor Trainings**

Surveyed instructors on topics that instructors would like the trainings to cover. Held four webinar-type trainings to help instructors with their professional development.

- **Instructor Observation Process**

Reviewed 15 GFA instructors this semester. They are great! This is factored into their professional development.

Discussion:

Since institutions need to demonstrate oversight of the GFA programs... the assessment data will be shared with the partners at the November meeting.

There will be a plan to get information back to members from course assessments, so if there are changes that need to go through curriculum revision at institution-level the members will have them. Any changes will be carefully thought out due to impact on member institutions.

GFC & GFA Programmatic Updates

Wendy Guttin

- MOU Renewals Director of Academic Affairs, GFA

MOUs are coming up for July 1. No substantive changes. Just updating dates and contacts. Any changes, please reach out to Wendy prior to July.

- Enrollment

Data will be sent out with the minutes for members to review.

Saw a slight dip in Spring 2023 from Spring 2022 except for graduate students. There is a decline in continuing education area, so they will reach out to those programs to see how GFA may support promotion efforts.

- Summer and Fall Courses & Registration

294 = current summer enrollment

485 = current fall enrollment

Numbers are tracking normal/consistent with previous years. GFA1000 will be launching in Savannah.

- Website Landing Pages

Make sure these are created and linked to GFA website. Make sure language is consistent with regards to “consortium” for SACSCOC. They are happy to help members with questions about updates.

- Graduate Consortium

UGA and GA State graduate programs - launched some new courses to allow undergraduates to collaborate with graduate students.

- Esports: looking to grow this area. It is an exciting area of growth in the industry.

- Secondary Schools Updates

We have some new staff and we are prepping for a busy summer with summer camps for high school students. They will take place at Trilith Studios. Students work start to finish on a production. The Alliance Theater is partnering to provide actors through their summer camp program. First time Esports Production camp is being offered at esports facility. More information is available on the website. We are continuing to do teacher trainings for high school teachers.

Propose holding Fall AAC meeting in person at Trilith Studios. It would be great for on-site visit and to see each other face-to face.

Election and Installation of new Chairs

Dr. Mary Wearn

- Rebecca Alexander (GTC) – Chair

- Vice Chair / Chair Elect (USG)

- Congratulations to Maisha Akbar, Fort Valley State University!

- Secretary

- Congratulations to John Havard, Kennesaw State University!

Items by Members

Invitation - Atlanta Metropolitan State College Film Festival

<https://filmfreeway.com/AMSCFilmFestival>

Closing & Adjournment

Respectfully submitted,
Jennifer Benson