

**College of the Desert  
Film Advisory Board Meeting  
September 21<sup>st</sup>, 2018**

Attendees:

Dan Taylor President, Inland Empire Film Services  
Sheri Davis Vice President, Inland Empire Film Services  
Scott Adkins, COD Director of Educational Centers, West Valley  
Kim McNulty, Vice President, Regional Strategy, OneFuture Coachella Valley  
Vinnie Sassone, COD Adjunct Instructor, Film  
Toni Bakal, COD Adjunct Instructor, Radio

**Key Takeaways & Next Steps**

- Create a course in basic accounting, budgeting and entrepreneurship
- Attend the OneFuture Meet the Creatives event on October 23<sup>rd</sup> and possibly let everyone know about a meeting/informational session in November at COD about the new film program.
- Create a LA Advisory Board but also utilize the contacts living in the Coachella Valley and those working still in LA that reside here.
- Connect with all of the high schools and programs so COD's film program can be the capstone program that these schools and programs filter into. Consider updating the poster with this theme.
- Work on getting blanket permits with cities in the Coachella Valley, start with Palm Springs.
- Create a training document students sign so they become responsible on set and know professional procedures for film sets.
- Work with Location Managers Guild to see if can have guest speakers.
- Connect with the Street Lights program that provides jobs for film students that qualify.
- Connect with DST Studios to see if you can use the facilities when they aren't using the studios.
- Work with the larger universities programs to make sure the COD program is preparing students for transferring and connecting with their programs.
- Plan to add Animation courses in the COD program.

## Notes:

Scott Adkins welcome and introduction.

Vinnie welcomes everyone and gives introduction.

Displays new film program poster and postcard that a student designed.

Displays the media, film and journalism pamphlet, information on the PS campus and a new catalogue which now has film production for the first time listed as its own section.

Kim: How long will it take to complete a certificate?

Vinnie: One year... discusses all of the courses in the certificate program.

Dan: What about a course in basic accounting and budgeting. When you mentioned business and learning, it popped in my mind.

Kim: Yes and entrepreneurship. It's the basics of business, they will have to learn how to work in business environments. Dan Goethe Acting Studio is opening up in Cathedral City and you might want to have him as an adjunct in that or a guest lecturer. He is was Kevin Buchannan in One Life to Live, and in a ton of shows, nominated for Daytime Emmy. He lives here and might be a good connection for this kind of a course.

\*Also Vinnie, try to come to the event on the 23<sup>rd</sup>, tons of Juniors and Seniors attending.

Vinnie: Reviews Accomplishments to Date

We have 2 certificates and 2 degrees: Basic and Advanced Certificates and AS Degree in Film Production. There is the Transfer degree to include new film courses as well.

We have three new courses: Cinematography, Documentary Film Production and Acting for the Camera.

In the Advanced certificate they can take photoshop, After Effects, and they could take the Accounting/Budget course you brought up.

The Transfer degree uses these new courses as well.

Sheri: There is a film program designed for minorities and we have an intern doing it

Dan: They guarantee you a job. You have to finish the course with the right scores.

Vinnie: On the list next is to create a LA based film advisory council. The Local Advisory Council is how do we get students into the classroom and do work out here. But eventually they are going to get out here and we want a group and committee representing LA. I do want to connect us.

Sheri: Filmmaker old model of filmmaking is to keep the same crew on all the films.

Vinnie: We want to have the connection to LA but we do want to connect with the people who are residents here that work in LA as well.

Kim: This is exciting, you have all these partners lining up in the right way with College of the Desert and you are getting a great group of advisors. Start to plug in to these groups that are established.

Vinnie: Would like to pick a day that you both (Dan and Sheri) can talk to the Production Students to discuss all the connections, groups and people they can meet out here.

Kim: Yes help them find what is here and relationships here.

Dan: Could find someone to teach a course on Location Management.

Sheri: Terminology alone is difficult. So many filmmakers say locations and Casting is your movie.

Vinnie: The production courses, in the curriculum committee we created this process oriented course so the outcomes match and we teach students the process and how to get jobs. Want to get specific people to come in in the process to speak on locations, on business on these topics.

Sheri: Most kids think they want to be a director or producer. You start presenting these other jobs and kids will find other interests and things they want to do.

Kim: A lot of folks come up through the ranks and get the skills and start as a PA and the more solid set of skills they have in the entry level job then they can make relationships and grow in their career path.

The other thing is the Walgreens model or what Eisenhower does with their clinics. You could have a direct connect to get the local kids up through your pipeline and with access to state of the art facilities.

Vinnie: We have articulation to Coachella and Palm Desert. The students can skip RTV 10 and take RTV 11.

Kim: Desert Screenwriters Guild has brought out resources and now has a producers guild that is connecting. There are professionals there that you could connect with. Cathedral City is working on facilities. COD might be able to do satellite things with these groups.

Vinnie: COD needs to hire a full-time film instructor. I'm helping build this to hopefully to be this person, but we need more adjuncts to teach and reach out and to bring this together. Would like a robust board to make these things happen and more people locally to help make this happen.

Kim: How is Digicom involved.

Vinnie: I'm not sure where they are right now, the film program at COD is what it is.

Kim: What is your vision for the film alone program so I can get a sense of what that is. I heard Digicom is going to do this, but tell me the vision for film.

Vinnie: It is a film program that teaches students not to just make films but to communicate through video.

Dan: You are trying to make this a school, you would love to see this happen here.

Kim: So it is all storytelling in a digital world. Where do you see the connection between digital media and video.

Vinnie: This program covers everything, Film and Video Production.

Kim: Ok good. So you're the Capstone for all of these programs.

Vinnie: Yes. We are at capacity already. We went from 0 to 60 we had to cap the course at 24. So I have 24 RTV 10 film production 1 students. I had students waiting at the door for people to drop out. A lot want to go into marketing, journalism and other fields. So the program is designed to allow people to make films but learn skills to make things for other people and go down multiple career

paths. Digicom is an education program where he teaches the teachers so I'm not sure yet what they have decided on for the two programs.

Kim: So David went into the schools and starting training students and educators. Are any of the students David is training students that can be hired etc.

Vinnie: I'm helping build this film program and I write certificates and I know they want this to happen and we have really great instructors, professors and faculty and a great Dean. We are at capacity and have all the courses in and we want to get to everybody. With the quickness with this and people realizing there is a film program here and they don't have to move and go away yet they can stay here for 2 years. Have a student going to UCLA but after taking some of the classes was wondering why he is leaving, but he is.

\*Discussion of the funds receiving through Strong Workforce program and the equipment we have received. New computers, green screen, cameras filling Laurillie's closet at KCOD, we are working out of KCOD. We are designing what this is going to be. The building we are in is going to be the film building for the next 3 years.

Kim: When we do this Meet the Creatives event, in your promotion of the Film program, you should say "FILM." Multimedia filmmaking is newscasters, journalists etc then we have photography, performing arts etc. But with your poster where it says FILM but you could list all the high school programs that lead to this Film program. At Hoover elementary school they are doing newscasts. The trick is to show people how it all comes together. Come engage on our business council and plug into that and that is the group of people that will help with that. If they can solidify this you can show the education programs building up to this. It sounds like you are just dealing with process. They are looking at what we can learn from each other etc.

Vinnie: We have a portfolio system all setup with Coachella and Palm Desert.

Kim: Try Cathedral City high school and see about what you can do about dual enrollment with their programs. Rebecca Patterson at Palm Springs high, you should try her, I haven't seen her setup. You are on the email distribution list and so are all those folks. Will send you those. Jamie O'Neill at Desert Hot Springs is great. Her kids did a print newspaper and the quality was amazing, she does video too. The other layer that we are connecting through. Kevin Bilbo works with all of these coordinators (Palm Desert High).

Vinnie: Michelle at COD is working on articulation, and talked about doing an event in October that we can invite everyone to come learn about this program.

Kim: Let's collaborate and I can help with getting everyone to the same table and I we can support you at OneFuture, we want to bring people to the table together. If that helps. October 23<sup>rd</sup> they will all be there.

Vinnie: Maybe October 23<sup>rd</sup> would be a great time to tell everyone we are having a meeting at COD about our film program.

Dan: Make agreements with one or more of the cities to get a blanket permit. Riverside City Council applies for one permit and can shoot anytime and anyplace and have to submit to the city where and when. Everything is on file insurance etc. I would sit down with PS, DHS etc. this will take time.

Vinnie: I love this and it is a great idea.

Dan: Will help you free up your students legally. I suggest start with Palm Springs and that gives them some freedom.

Sheri: Students aren't getting the soft skills and some feel entitled so be careful with their use of permits.

Vinnie: We started with their first script and they dream up scenarios but then when we plan out the shoot, they have to pair back and be more realistic. We want them to learn to get the permits and do this professionally. Once they do it in the first class they understand in a larger scope. We are teaching process.

Sheri: Chapman went to Big Bear and hired a graduate from Chapman to be in charge.. there were problems with this filmmaker. But New York Film Academy has great students.

Dan: I want to talk to the Location Managers Guild for them to see if they can help out, teach, guest lecture.

Vinnie: That would be great.

Kim: If you could build a reputation with this, to be creative and be solid, they can go anywhere. Creative people are a dime a dozen but if people are built with solid training that's great. You have really great small studio spaces and you could link them and become the center. You can be different. You need to protect those relationships.

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Dan: The PA program is called Street Lights that the intern that worked with us, where students get jobs. Connect with them to tell your students so if they qualify

so then you can send out a recommendation. He can come be a spokesman for the program and talk to your students.

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Dan: DST Studios is the biggest studio in the desert.

Kim: Ford Motor company built it to do shoots of their cars.

Dan: See if you can talk to them about using it and equipment. They have a studio that you can try to use when they are not using it. Greg runs it. It is hard to book the time because when they get a job for the space, they need it right away. Most of the jobs come in from the car manufacturer.

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Dan: You need to find a way to connect COD all the way to the Universities past you. You need to get into the high schools to show that COD is a pathway to UCLA, Chapman, etc. I would start connecting with those that are going past you, how can we get an articulation between our classes and those classes. It is important and the more pathways you can build the more you will have successful students.

Sheri: It definitely is the future and should be a goal.

Kim: If you can say come to COD, get these courses and connect people with these guilds etc. You could talk about core skills and transferable skills.

Be that program that puts out people that they can trust and rely on. These guys have great relationships and people trust them. They put it all together.

Vinnie: I'm going to do that contract with the students and they have to agree that they are going to do all these things.

Sheri: COD will have to agree with you on this contract and standing firm. No big studio will be build out here. You are two hours away. Asked if we could be a production hub, San Diego is a production hub because of the distance and there are studios there, SF is, people will get caught up with those dreams that aren't practical.

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Vinnie: Post-Production might be something to consider as you may not come out here to film your movie but you could come out here for 2 months to cut your movie.

Kim: Yes, build the bank of computers. There is a niche there.

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Vinnie: Another course to start working on is Animation.

Sheri: Yes

Kim: There was a great instructor 10 years ago at Indio using Maya. The COD wasn't ready at that time to draw them up.

Vinnie: This is a complete success for today. I'm privileged to be helping and we all have the opportunity to make this happen.

Kim: Make sure to stick with it and don't leave. Focus on the substance and foundation. You could be drawing people to COD for this. With October 23<sup>rd</sup>, Meet the Creatives.

Dan: You brought up Animation, when you move in that direction. I have a contact who you could contact for guest lecturing.

Vinnie: Plan to do more meetings

Dan: Can meet quarterly.