

Georgia Film Consortium Academic Advisory Council Spring Meeting

Via Microsoft Teams

May 6, 2021

1:00 p.m.

Welcome and Opening Remarks: Dr. Kevin Demmitt, Chair, gave a welcome to the Advisory Council and, in particular new member institutions: Albany State University, Augusta University, College of Coastal Georgia, Emmanuel College, and Ogeechee Technical College . Motions to approve the agenda and minutes were approved.

Technical College System of Georgia Update: Dr. Katheryn Hornsby affirmed that TCSG is pleased to be part of Consortium and expressed her admiration of how far GFC programming has come.

University System of Georgia Update: Dr Tristan Denley commended the GFC consortium members for patience and steadfastness during the pandemic and expressed his excitement about new academic programming. He congratulate Mr. Jeffrey Stepakoff and the GFA team on their hard work.

State of the Georgia Film Academy: Mr. Jeffrey Stepakoff noted the enormous and continued growth of the GFA. He noted the state of film in GA is unprecedented with \$2.2 billion spent in film and television during the pandemic and nearly 100% of Georgia film industry back to work. He stated that film was the fastest growing industry in Georgia and that the success of the state in this arena was due to tax credits, infrastructure, and a strong workforce. Mr. Stepakoff reiterated GFA's role as a professional organization and a unit of the USG that provides support to the GFC, which is a self-governing academic consortium. He noted that there were now 28 institutions participating in programming and that programming included work with high schools as well as a Graduate Consortium. He said the work of the GFA moving forward will focus on sustainability.

GFC CAA MOU Implementation: Mr. Jon Sizemore reminded members that the MOU requires them to list GFC instructors on SACSCOC rosters. Because GFC instructors are often credentialed via industry experience, alternative credentialing will sometimes be necessary. Each institution should have an alternative credentialing policy. The USG system office can help with language if institutions are working on such policies.

Mr. Sizemore also noted that the MOU requires evaluation of Instruction in the Consortium, which will be modelled on eCampus's evaluation system. Ms. Sarah Kuck from eCampus: explained the evaluation system includes student evaluation of instruction; evaluation of instructional adherence to MOU (verification of attendance, grades on time, etc); and success metrics of the course (ABC rates, withdrawals etc.).

Mr. Sizemore reminded the Academic Advisory Council that the MOU requires members to have an institutional landing page, which must conform to MOU language. Institutions should review their own pages for compliance, making sure that the GFA relationship is not labeled a "partnership." USG is developing language and style guides.

Mr. Sizemore noted that GFA is working with individual institutions to facilitate GFC faculty appointments. UWG is helping with hiring. USG HR paperwork is used and faculty get USG (not institutional) email accounts. GFC faculty do not have institutional Banner accounts. For institutions who cannot onboard via Ingress, information is transmitted via secure file transfer.

Summer and Fall Courses and Registration: Ms. Wendy Quin Guttin reported that despite the pandemic, there was some positive enrollment growth from fall 2020 to spring 2021. She noted that fully online and hybrid models have led to positive student experiences, especially for those at a greater distance from industry hub. Even as the GFC moves back to face-to-face instruction, online and hybrid options will continue to be offered.

Newly developed GFC pathways will be offered this fall (Film and Television Production; Film and Television Post-Production; Digital Entertainment, Esports, and Game Development). New upper-level coursework connected to Nexus degrees and minors will also be offered this fall.

The GFA 1500 Esport syllabus will be sent out shortly. Craft courses being piloted will be releasing in 2022.

Ms. Guttin announced she would be on maternity leave for summer. GFA is also looking for a manager.

Course Level Assessments Annual Report: Fall 2019 – Summer 2020: Ms. Sarah Kuck (eCampus) reported that eCampus experience will be leveraged in assessment for GFC. Ms. Jullili Fowler and Mr. Kendall McCamy of eCampus presented an overview of fall 2019, spring 2020, and fall 2020 enrollment, demographic, and assessment data.

Ms. Guttin noted GFC will be moving into more specific SLO/KPI matrix for fall, which will be much more effective for incorporating data into program outcomes. Revised syllabi reflect core-specific SLO changes.

Creation of Subcommittees: Dr. Kevin Demmitt introduced the following subcommittees:

By-Laws Working Group (Jennifer Benson of Emmanuel College and Rebecca Alexander of Gwinnett Tech volunteered for the group)

Faculty MOU Working Group (needs volunteers)

Student Evaluation of Course Working Group (needs volunteers)

MOU for Non-Credit Programs Working Group (Theresa Stepp from Clayton State and a few others already working on this)

GFC and GFA Programmatic Updates: Mr. John Sizemore described the structure of the USG Nexus degree, a 2 year program that includes upper-level course work and experiential learning. USG is creating forms for new Nexus proposals. Dr Rebecca Corvey can assist institutions with student KSAs, career placement, and occupational employment data for Nexus proposals. Institutional program outcomes will also be required in the proposal.

Ms. Wendy Quinn Guttin discussed the Graduate Consortium. MGA has launched an MFA and Columbus State will launch an MFA in fall. GSU recently gained approval for an MFA. KSU and UWG will be developing programs. Other institutions are welcome to join. The Graduate Consortium MOU will be updated.

Mr. Daniel Kelly reported on secondary education programming. The GFA recently worked with DOE to create state standards. Hundreds of teacher state wide have been trained in AVID and dramatic writing. There will be a summer camp this year.

Election and Installation of New Chairs: Dr. Kevin Demmitt installed Chair-elect Chris Daniel into the Chair's position. Dr. Demmitt called for nominations for a Vice Chair from a USG institutions. Mary Wearn from Middle Georgia State University volunteered and was elected Vice Chair. Dr. Demmitt called for nominations for a Secretary. Dr. Dana Gibson from Columbus State volunteered and was elected Secretary.

Items by Members: Ian Feinberg from USG reported institutional challenges with hiring processes. It was noted that there are common procedures for USG and TSCG GFC hiring.

Closing and Adjournment: The fall meeting will be in October or November. A motion to adjourn was approved. The meeting was adjourned at 2:37.