

East Bay Regional Occupational Program

Program Update for the ROP West End Media Center

An AUSD BOE Presentation

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West End Media Center: Location

- The West End Media Center is located in three classrooms and the TV Media Studio portable at the old Woodstock Elementary School Site on Third Street
- Physical site is shared by AUSD Special Education Department and
- Alternatives in Action (AIA), a non-profit organization, and their affiliate programs
 - Bay Area School of Enterprise (BASE), a charter school
 - Home Sweet Home and Home Project
- Site is referred to as the Woodstock Collaborative
- Close to Encinal High School, Island High School and Alameda Science and Technology Institute High School
- The future home of the Alameda Boys and Girls Club

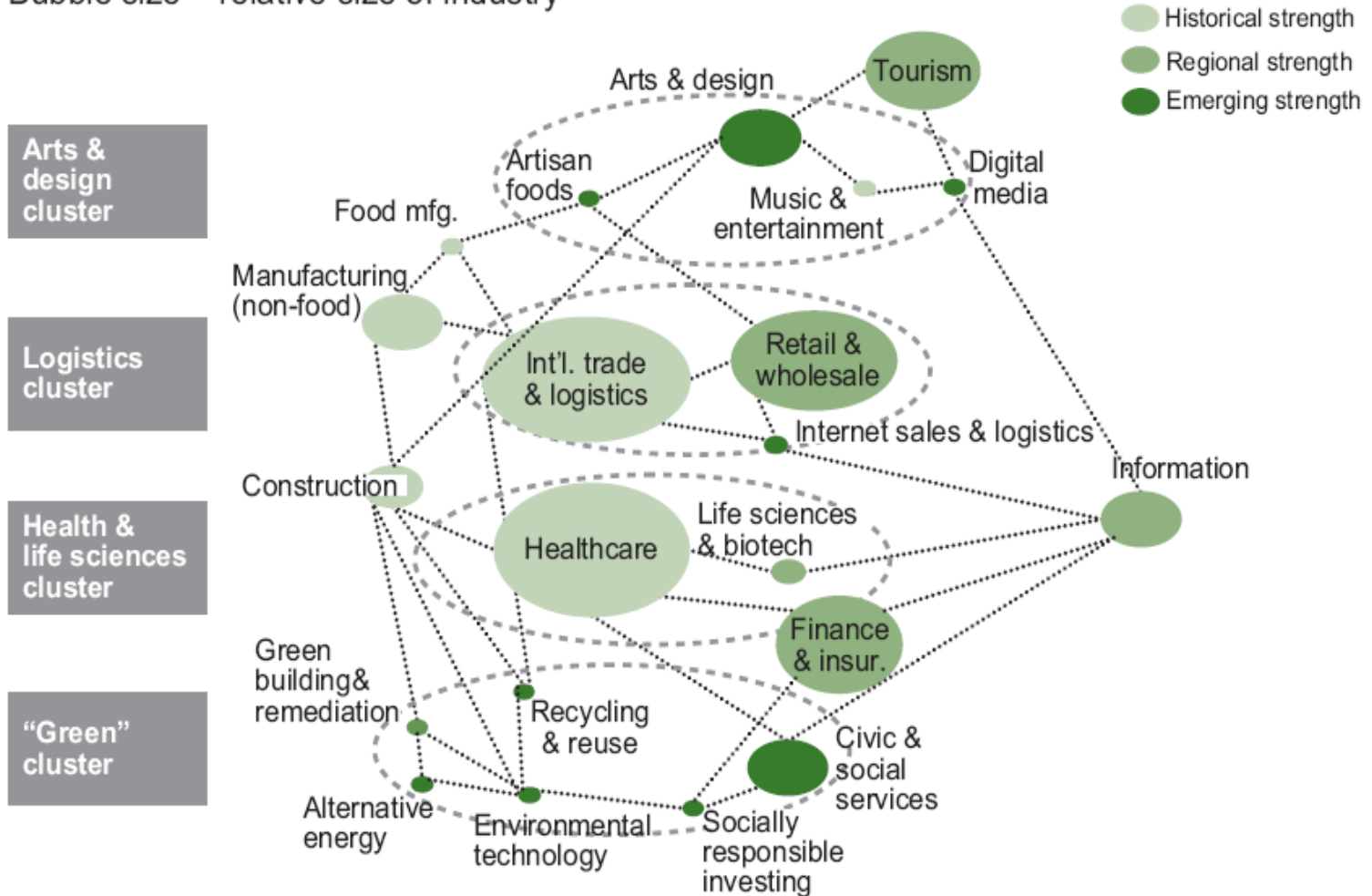
West End Media Center: Documented Labor Market Demand

- Current labor market studies show that Digital Arts and Audio Video Media are an emerging strength with a strong potential for career growth in the East Bay area.
- The California Employment Development Department shows an employment increase of 35% for Multi-Media Artists and Animators and an increase of 22% in the Audio Video field for the East Bay area through the year 2016.

Emerging Industry Sectors and Clusters

CONCEPTUAL FRAMEWORK: INDUSTRIES EMERGING AND CLUSTERING IN OAKLAND FROM HISTORICAL/REGIONAL SECTOR STRENGTHS

Bubble size = relative size of industry



West End Media Center: A Vision of Equity and Opportunity

The West End Media Center programs:

Replicate successful programs currently offered only at Alameda High School

Provide training in emerging digital media careers for students attending Alameda's West End High schools



Create opportunities for inclusion of AUSD Special Education students and residents of Alameda Point Collaborative

Plant the seed for a Regional Occupational Center which could grow and expand with the creation of the East Bay Regional Occupational Program

Create and expand career technical education classes which increase student engagement and result in lower drop out rates and prepare students for post-secondary education and employment

West End Media Center: Career Pathway and Programs of Study

- Industry Sector: Arts, Media and Entertainment
- Career Pathway: Media and Design Arts

ROP Courses currently offered at the WEMC

TV Media 1: Students gain entry level experience in producing and editing short video programs. Career exploration in the field of television and media arts is emphasized. *UC a-g approved and articulated with Peralta Community College District.*

TV Media 2: Students will demonstrate proficiency in operating complex technical equipment and advance in the skills necessary to create polished studio productions. Students cover community events and assume leadership roles in order to successfully manage their project from script to screen. *UC a-g approved and articulated with Peralta Community College District.*

ROP Courses offered at the WEMC

(con't)

- Introduction to Animation: Students will learn a wide range of animation styles from storyboarding through flip-book, claymation, stop –motion and paper cutout. Students will gain exposure to industry professionals and career development as well.
- Video Game Design: Students will gain hands-on experience in designing, drawing, animating and programming their own video games. Advance concepts of game engines and player design are also introduced.

An intro from the students.

- Movie from Ginger.

Animation PSA

- Insert James Palmer's Movie

Major Accomplishments: Semester One

- Two Multi-Campus video screenings held.
 - 150 students and community members at each event.
- Animation class created original Public Service Announcements for Alameda Parks and Recreation
- Held first West End Media Center Orientation
 - 80 students in attendance.
- Broadcasted Five Original Youth created TV shows.
- Live TV production:
 - Three football games, Board of Education and City Council Candidates Debate
- Semester One ADA: 15 students per course.

Major Accomplishments

Semester Two

- Second Semester Orientation.
 - Secured forms of interest from 120 interested youth.
- Hours of hands-on use with professional industry standard equipment.
- Co-Hosting Film Festival at the Historic Alameda Theater.
 - Featuring student work and Oscar nominated documentary “Trouble the Water”

Challenges of Year One

- Site and Facilities
 - Aging elementary classrooms
 - Lack of ROP planning around facility needs
 - Security Issues
 - Budget challenges to both ROP and AUSD to properly address program needs
- Off site location and lack of transportation to site results in high absenteeism for some students

What have we learned?

- There is a demand on the West End for these programs.
- Collaboration between on-campus organizations is beneficial to all parties.
- Inter-department cooperation is essential to success.
- Attractive and functional classroom environment is essential for student and program success.

Future Plans

- Despite active recruitment efforts, Encinal High School students are having difficulty participating in off-site programming.
- Suggest moving TV Media One and Two and 2D Animation courses to Encinal High School campus for easier student access.
- Continue to operate TV Media studio on Woodstock campus while we complete facilities Master Plan to address long-term location.
- Continue to expand local industry connections for entire New Media pathway.
- Suggest schedule collaboration/discussion to meet the needs of new programming at Encinal High School .
- Plan to use Perkins Grant funding and district in-kind support to provide adequate facilities at Encinal High School through the facilities plan process.

May 7th: Showcase! Get your Seats Now.

- Insert Poster Graphic