

Digital Media and Communications Technologies

Roundtable Report

November 14, 2005 1:00 – 3:00 PM

Assembly Select Committee on Critical Issues
State Capitol Room 127

The Honorable Mervyn M. Dymally, Chair

Attendees:

Dr. Patrick Ainsworth, California Department of Education
John Avakian, California Community Colleges
Sasha Braude, Adobe Systems, Inc.
William Bronston M.D., Digital Arts Studio Partnership
Martha Diaz, Diaz and Associates, Digital Arts Studio Partnership volunteer
Doug Brown, Senate Committee on Economic Development
Don Doyle, California Department of Education
Michael Edmonds, Autodesk
Jaime Fall, Workforce Strategies, Labor and Workforce Development Agency
Kathy Hatch, American Electronic Association
Paul Hughes, Adobe Systems, Inc.
Denise Jennings, Youth Media Oakland
Marcia Kimmell, Arts Deco and Window of Opportunity
Dennis Mangers, California Cable Television Association
Manny Marantal, Microsoft Corporation
Eric Roth, Visual Effects Society
Kathleen Milnes, Entertainment Economy Institute
Paul Minicucci, Digital Arts Studio Partnership
Randy Nelson, Pixar University
Jay Roth, NewTek
Ken Orduna, District Director, Office of Assemblyman Dymally
Dan Okensfuss, Office of Assemblyman Dario Frommer
Mike Proscio, Labor and Workforce Development Agency
Brian Sigenshow, Office of Senator Liz Figueroa
Warren Quann, Chief of Staff to Assemblyman Dymally

1. Assemblymember Dymally opened the meeting with a warm welcome to the assembled leaders from industry, education, government and the community. He affirmed the vital importance of the day's issues as the absolute track of the future where 1/3 rd of California's economy derives from information technology. "The field will not thrive if it depended on private or Federal support if a state commitment does not lead the way". "We are falling behind other countries who see digital technology as the center of their economic development agendas". "We must try and do something important together here for the first time!"
2. At the request of Assemblyman Dymally, all present introduced themselves.
3. Paul Minicucci, Chair of the California Digital Arts Studio Partnership (DASP), summarized the history of DASP, the current and pending legislation and the historic context for today's meeting. (see Attached) We are at a "tipping point" whether we act or do not act together.
4. A poignant discussion took place on five policy questions, facilitated by Kathleen Milnes. The essence of the 90-minute discussion...followed by summations and an action agenda is below.

Policy Issue #1. Workforce development in digital media arts and communication technology are being developed by corporations in other countries attributed to their lower wages, better arts and creative technology training in schools, and government support fiscal incentives.

Why not California?

- There is no shortage of talent in California but, industry is focused on bottom line!
- Issues turn on talent and cost (e.g. best skills available for the lowest price)
- Media in California is a “Design centered” industry and is the economic engine “the differentiator” versus implementation centered industry
- Still, Implementation is better when both are under the same roof. Integration still most efficient in CA with onsite collaboration and integration providing increased creativity and control
- Other countries are making this a clear strategic priority. They come to U.S. to see what industry needs and then put in programs and dollars to better compete with U. S. companies.
- Creativity demands more training, integrating aesthetics with science/math
- High-end design and creative talent, 25% of workforce, hired here – thus technical worker bees have been the first jobs to be outsourced, but this is shifting- eroding - now.
- New technology allows more and more real-time global production and interconnectivity which is changing needs and emphases in market
- The issue isn’t cost per hour of an employee but output per employee. The US worker is competitive based on productivity and throughput of product.
- Top public and private leadership have not come together to decide on California’s broad scale economic future dependent on information technology and establish ongoing an effective system-change commitment.

Policy Issue #2. Are Public/Government policies and incentives different in India, Ireland, China, France, making them more successful in establishing positive environments for public/private partnerships?

- Lots of intentionally nurtured creativity is growing fast in other countries. Serious investments growing exponentially, study to ‘leap frog’ ahead of US e.g. China/India/Singapore plan to take lead in design schools with nationwide curriculum, resources and trade initiatives - not so in CA
- UK programs – government/private strategy (Minister for Creative Sector)
 - Start early with K-12 in partnerships where standards applied cross curriculum not just in isolated media technology classes
 - Industry produces materials to meet the standards with training aimed at creative product design not just tech skills. Key combination joins leadership and “core” skills.
- CA policy makers/legislators have fallen behind the industry absent an informed public citizen and family advocacy base demanding priority attention to modernize the education system and apply the benefits of tech to community life. No organized effort to change policy
- System change needs to be both top down AND bottom up! Industry cannot be expected to subsidize the massive change needed to the CA system. Motion picture industries allow countries to have global influence, that despite critical mass of talent here, it is exported and growing elsewhere. Design leadership will follow and emerge from outsourcing technical and educational capacities

Policy Issue #3. What incentives could we develop in California to support public/private partnerships which enhance workforce development in digital media arts and communication technology in our education system

- Support strategic planning and collaboration efforts with organized industry so that statewide infrastructure to come to scale and investment in research on workforce and impact of technologies
- Create state liaison with teachers to share information, best practices and assure time to communicate (i.e. subs, travel, time off)
- Establish priority funding, communication lines, and organization of field to elevate all youth not just artists and professionals. These skills are needed by everyone to be targeted to different levels of capacity.
- Certificate programs for professional career development and organization essential

- Distinguish between product/project development versus curriculum based training
 - core competencies
 - deliver across all curriculum
 - design and aesthetics mastery not just technical skills
- Study and show the cross industry use and application of digital tools and skills beyond the entertainment industry constellation
- Prioritize Industry resources for regional models willing to “play ball” in system change partnerships
- Need ongoing quantification of value and dynamics of third largest industry with demonstration of job decline and revenues leaving CA!

Policy Issue #4 What agreements exist or are needed with the education system to insure industry standards and a competitive curriculum in our schools?

- Establish interagency agreements with cross curriculum applications and research
- Quantify jobs and revenues with accurate research data to demonstrate need as in e.g. biotech, health care and nursing, life sciences, construction, etc.
- Institute ‘project-based’ teaching and work application criteria with curriculum requirements
- Establish liaison, infrastructure and standards to bring to scale, share bests practices and communications with instructors. (\$\$\$, time and leadership are key).
- Create industry certificate programs for documenting professional skills and professionals
- Provide financial incentives to schools for instructional programs using state adopted curriculum standards
- Encourage Investments in developing critical thinking and visual literacy skills
- Consider Teacher Training Centers similar to Georgia and Maine for industry support foci.

Policy Issue #5. How can we develop public private partnerships that will increase:

- ***art and creativity training in our schools***
- ***use corporate capacity to assist in developing teachers and workforce***
- ***increase industry input to set standards and building curriculum***
- Establish and support teacher professional association and development conferences
 - Information, support and access for educators to Industry conferences
- Support teacher development track to (1) credential teachers in digital media and (2) teach all teachers how to teach digital arts
 - Administrators must be included in training to guarantee support
- Forge education system inter-segmental collaboration coordinated with interagency prioritized investments in digital media and communication technologies
- Make investment in national infrastructure and standards
- Share student work and organize coordinated regional and statewide festival showcases
- Support after-school day and weekend access and training as the norm.
- Create communication strategy and lines to disseminate information and opportunities
- The indication of commitment by the public sector?
 - Funding
 - Communication to disseminate field info and opportunities
 - Implementation and adoption leveraging existing networks
- Communicate opportunities for teacher learning to K-12 teachers
- Use art education to communicate, issues like color and composition need to be integrated into communication curricula.

What specific initiatives/elements need to happen?

- State must provide **financial incentives** to education, public agency and industry for system-wide, prioritized development (Standards development, seamless K-16 curriculum, Economic Strategy Panel, Workforce Investment Board, Industry associations, CA DASP)
- Establish a single liaison and Digital Arts & Information Tech **Cabinet level secretary (Creativity Secretary)**

- Organize and launch statewide – regional Digital Arts Summer School modeled on **CA State Summer School for the Arts model....”CA Digital Arts Summer”**.
- Establish an annual **planning and development conference** on field-wide working partnerships and best practices.
- Deliver **legislative hearings and legislative package** for 2006 (AB 252, AB 1582, ACR 78)
- Establish expanding models to achieve Informal **articulation between high schools and colleges** supporting outside of classroom days and weekend programming
 - Portfolio development
 - Summer programs
 - Collaborative teams
- Develop public/family media arts technology **booster and advocacy movement**
- Teach **“media and design” across the curriculum**
- Host a California Media Arts **“Birds of a Feather”** mobilization at SIGGRAPH
- Industry needs to set the **standards and the accountability agreements**
- State leadership **support of Digital Arts Studio Partnership (DASP)** to serve as intermediary between all stakeholders with planning, research and strategic staff budget

Next steps:

- **Feedback** to be provided from Mr Dymally after Silicon Valley industry leadership meeting to be held November 15, 2006
- Create a **CALL TO ACTION** and Meeting Report Summary to disseminate to all invitees
- **Op-ed pieces and investigative reporting** of status of CA field compared to international public private strategies competing for global leadership beyond US and CA
- Convince the **CA legislature** that this policy agenda and program needs to be a high priority receiving both support and funding
 - Individual Meetings to be arranged with the bi-partisan leadership of Assembly and Senate through Mr. Dymally
- Establish recommendations for design and secure **support for AB 1582** (Dymally) incentives for industry engagement in public-private partnership model program
- Hold **Statewide Invitational Digital Media Arts & Telecommunication Technology Partnerships Conference** to be planned and funded for early Fall of 2006
- Select Committee on Critical Issues to arrange at least **two meetings/hearings (North/South CA)** co-sponsored by local industry, Education and government partners Targeted for Early March?
- **Administrative sponsorship** to be sought for statutory reauthorization and sunset extension of Digital Arts Studio Partnership through Assembly Bill 252 (Nava)
 - Meet with the Lt Governor. to explore willingness to accept role
 - Alternative DASP administrative placement with local community college district / CA DASP agreement