



School Board Briefing/Proposed Action Report

Informational (no action required by Board) **Action Report** (Board will be required to take action)

DATE: October 26, 2016
FROM: Dr. Larry Nyland, Superintendent
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I. TITLE

Accepting The Seattle Foundation/Vulcan Foundation grant to fund Creative Advantage/CTE Media Arts Skills Center Programs and Creative Advantage Regional Arts Showcase

For Introduction: November 16, 2016
For Action: December 7, 2016

II. WHY BOARD ACTION IS NECESSARY

Per Board Policy Nos. 6114 and 6220, acceptance of grant funds greater than \$250,000 requires approval by the Board. This motion would authorize acceptance of funds from the Seattle Foundation/Vulcan Foundation up to \$465,000.

III. FISCAL IMPACT/REVENUE SOURCE

The revenue source for this motion is a Vulcan Foundation grant of \$465,000 to fund two projects: Creative Advantage/CTE Media Arts Skills Center Programs and Creative Advantage Regional Arts Showcase. Funds will be given to The Seattle Foundation as the fiscal agent, then distributed to SPS. These funds will be for two years, from December, 2016 through December 2018. Seattle Public Schools plans to spend additional funds to support the media arts skills center program, but these funds are not a required as a match for the grant. See attachment for detailed budget.

Expenditure: One-time Annual Other Source

IV. POLICY IMPLICATION

Per Board Policy Nos. 6114, Gifts, Grants, Donation and Fundraising Proceeds, and 6220, Procurement, acceptance of grant funds of greater than \$250,000 requires approval by the Board.

V. RECOMMENDED MOTION

I move that the School Board approve the acceptance of grant funds of \$465,000 to establish the Media Arts Skills Center Programs and a Regional Arts Showcase in the 2016-17 and 2017-18 school years.

VI. BOARD COMMITTEE RECOMMENDATION

This motion was discussed at the Audit and Finance Committee on November 10, 2016. The Committee reviewed the motion and moved the item forward to the full Board with a recommendation for approval.

VII. BACKGROUND INFORMATION

The Creative Advantage is a city-wide initiative to establish equitable access to arts education for each and every student in Seattle Public Schools. The Creative Advantage is made possible through a public-private partnership with Seattle Public Schools, the City of Seattle Office of Arts & Culture, the Seattle Foundation, and community arts organizations.

This funding will support two district Creative Advantage programs:

1. Media Arts Skills Center Program

A part of Career and Technical Education, the Seattle Skills Center provides a 2-year sequence of advanced learning with hands-on application of both industry and college preparation programs. Current programs in the Seattle Skills Center include medical careers, digital animation and gaming, aerospace, culinary arts and more. 11th and 12th grade students from **any** Seattle Public School can apply to attend a skills center program. This funding will help create a new Media Arts Program within the Skills Center.

Why create a Media Arts Skills Center Program?

Creative industries are growth industries in Seattle. These include industries such as computer gaming, music production, film production, graphic design and fashion. The City of Seattle is leading research in partnership with the University of Washington to determine the prevalence and impact of creative industries in the region, including the gaming and tech sectors. Expanding this research effort to include information on how we prepare young people for the economy is a critical component of this effort.

Secondary students have asked for opportunities to connect arts to careers. In focus groups with secondary SPS students conducted by the Seattle K-12 Arts Learning Collaborative in April, 2012, students said that they wanted more opportunities to make connections between arts and careers, specifically music production, film production, animation, gaming, and fashion. While some high schools already have strong programs such as Theatre Technology at Roosevelt High School and Film and Video Production at Ballard High School, these programs are only available to the students who are enrolled in those schools. By creating a Media Arts Skills Center Program that is open to all SPS 11th and 12th graders, we ensure that access is available to all Seattle students.

2. A Regional Arts Showcase

The Regional Arts showcase is an opportunity to celebrate the arts learning taking place in Seattle Public Schools. In its first year, the Showcase will highlight visual and performing arts

from activated schools within The Creative Advantage. In subsequent years, each region within SPS will have the tools to participate in a regional celebration of the arts.

VIII. STATEMENT OF ISSUE

Whether to accept the Vulcan Foundation grant of \$465,000, via The Seattle Foundation.

IX. ALTERNATIVES

Not approve the acceptance of the funds. This is not recommended because this program offers benefits to our students including: opportunities to explore careers in Creative Industries, increased engagement through hand-on learning, and opportunities to receive college credit or certification.

X. RESEARCH AND DATA SOURCES / BENCHMARKS

Relevant examples of skills center programs

The Digital Animation and Gaming Skills Center is run by the Academy of Interactive Entertainment (AIE). AIE provides the technology and equipment and the district pays for their instructor and materials/supplies. AIE initially also provided the facility in Seattle Center, but they moved to West Seattle High School in 2014 when AIE wanted to use the Seattle Center space to expand their college-level courses. Since that move, enrollment has decreased.

There is also an SPS-run Multimedia Broadcasting skills center program at Nathan Hale High School. In other areas of Career and Technical Education, a co-teaching model with industry professionals successfully supports computer science courses. This model can be applied to the Skills Center Media Arts Program to provide authentic professional experiences to students.

Creative Advantage community arts partners lead out-of-school-time programming that also connects young people to arts-based careers. EMP and Arts Corps, both Creative Advantage arts partners, facilitate a summer Hip Hop residency program for teens. An example of creative workforce development, this program boasts a three-week residency focused *on creative songwriting, performance techniques, and beat production*. Programs such as this complement skills center programming thru continued engagement outside of regular school hours. (Grammy Award-winning duo Macklemore & Ryan Lewis are also partners, while The Allen Foundation is a lead funder for this effort.)

Yakima has a Digital Media Skills Center that is available to students from multiple school districts in the region. While their Skills Center model is different from Seattle's, it may be a useful program to learn more about before developing our own.

<http://www.yvtech.us/programs.html?programid=10>

XI. TIMELINE FOR IMPLEMENTATION / COMMUNITY ENGAGEMENT

Quarter, Year	Deliverable
Fall, 2016	Hire CTE Media Arts project manager

Winter, 2016-17	Research report on Media Arts Skills Center Programs complete. Selection of summer and 2017-18 skills center programs, partners, and locations made.
Spring, 2017	Students register for summer and fall programs. Staffing for summer and fall programs
Summer, 2017	Launch 3 new summer media arts courses. (~75 students) Build out of new media arts program completed
Fall, 2017	1-2 new media arts skills centers launch (50-100 students)
Summer, 2018	3 summer programs from last year + 3 new summer programs (300 students)
Fall, 2018	2 nd cohort begins in <u>existing</u> media arts skills centers (50-100 students) 1-2 <u>new</u> media arts programs begin (50-100 students)

XII. ATTACHMENTS

- Creative Advantage Media Arts Skill Center Proposal (edited)
- Regional Arts Showcase Proposal