

MINUTES
Sacramento Educational Cable Consortium
Board Meeting
Thursday, February 13, 2020

Present:

Joni Jones	Twin Rivers Unified School District
*Steve Mate	Elk Grove Unified School District
*Mark Lawler	Robla School District
*Jason Gregg	Natomas Unified School District
*Kim Harrison	Folsom Cordova Unified School District
*Jerry Jones	SCOE
Joe Parente	Process Theater Inc
Liz Rhodes	SECC
Doug Niva	SECC
Abby Jaske	SECC
Jessica Rhodes	SECC
Amitie Tofanelli	SECC

Not Present:

	Sacramento City Unified School District
*Gabe Ross	Los Rios Community College District
*Marvin Lord	Center Unified School District
*Barbara Schiffner	Twin Rivers Unified School District
Peter Skibitzki	San Juan Unified School District
Michael Borggaard	Elverta Joint Unified School District
Gerardo Martinez	Gault Joint Unified School District
Lois Yount	Gault Joint Unified School District

(* Indicates SECC Executive Board Member)

Call to Order & Order Agenda:

Steve Mate called the meeting to order at 12:05pm.

Reports:

A. December Minutes

There were no changes or additions to the minutes.

B. December Financial Report

Mark Lawler reported that the financials align with the budget. There were no requested changes.

Jerry Jones moved to accept the December Financial Report and approve the minutes. Kim Harrison seconded, and the motion passed unanimously.

BESTNet/Cable Commission Update: BESTNet Renewal

Liz Rhodes announced that Comcast has received the new agreement, which has been accepted by the Cable Commission staff. The final step is for Comcast to review and share any feedback.

The agreement is on the March Commission meeting agenda, which Rhodes requested for Steve Mate and Jerry Jones to attend. Jones asked about what concerns may arise from Comcast and Rhodes responded that the prepay for the backbone is something that has never been done before so Comcast may be looking for the catch, but there isn't one. If there are substantial changes requested by Comcast the agreement will come back to the SECC Board, if there are only minor changes it will stay within the group that has been working on the agreement.

Executive Director's Report:

A. Programming Update:

Doug Niva reported that prior to winter break SECC shot several instructional videos with Trevor Harding, a SEVA teacher from Sunrise Elementary School. SECC has generated seven training videos that were recently released to the SECC website and YouTube. SECC will continue to collaborate with teachers to establish more content for this training series, so that teachers may share their experience and knowledge within the community.

Niva stated that production has multiple projects in the works for March, including Poetry Out Loud and The Academic Decathlon with SCOE, as well as a video about the LCAP with Folsom Cordova.

Jessica Rhodes added that SECC's focus for April programming will be math and poetry tying in perfectly with Poetry Out Loud. Jessica Rhodes communicated that the committee programming requests for April are testing, summer programs, summer meals, library programs, and teacher recognition. May Programming will reflect similar themes with the addition of college preparation, digital citizenship and mental health.

Rhodes asked the Board if there were any topics that SECC should focus on regarding programming. SECC receives a majority of funding due to cable channels, thus the emphasis on sharing relevant content. Rhodes also spoke about the importance of using social media and websites to highlight these topics. Mate responded that Elk Grove has started collaborating with Care Solace, a free resource to assist families with mental health resources. Mate suggested this may be a topic that SECC could highlight.

Niva stated that SECC has a script for a LCAP PSA that can be tailored to each district. This idea of creating a general framework that can be customized for each district can be expanded upon and makes it easier for future PSAs. Rhodes stated that the idea behind creating this framework for a LCAP PSA was brought about by Daniel Thigpen and Angela Griffin from Folsom Cordova. Rhodes stated that the idea of programs that can be tailored to each district has been discussed during several PIO meetings and the group is excited about the possibilities. Rhodes discussed strategies of getting this information out to districts as the PIOs are the vehicle to reach out to the parents and community.

B. Census 2020 Involvement:

Rhodes stated that an important topic that was discussed during the PIO meetings was Census 2020. The concerns that the districts have are how to get the Census information out to those that are undocumented so that funding can be properly allocated and received. Rhodes acknowledged that this issue may be a bit outside of the normal realm for SECC, but there is value in finding a way to help and connect districts. SECC takes into account the interests within the community and prioritizes support in topics that resonate within the community as a whole.

Rhodes stated that SECC has a Census PSA in the works and would like to share it with the Board in case there are any concerns on the topic being something that the Board may feel SECC should not work on. Rhodes expressed that this topic may also be a project for SEVA Studio students to collaborate on and broadcast across their school morning-show.

C. SEVA Labs – Update:

Rhodes stated that the budget for SEVA Labs has been built and sent to the Cable Commission for approval.

Niva announced that the five schools for this round of equipment are Bell Avenue (Robla), Albiani Middle School (Elk Grove), Sutter Middle School (Sacramento City), Sierra Enterprise (Elk Grove), and Folsom Middle School (Folsom Cordova). SECC hopes to place an equipment order next week and as SEVA entries come in SECC will pass out the equipment to the SEVA Labs simultaneously. SECC will share the student submitted videos with the districts in hopes that the created content can be used by various departments within the district.

D. SEVA Judges:

SECC is thankful for all of those who volunteer their time to assist in SEVA Judging. Rhodes expressed the value that SEVA Judging provides, as many teachers are seeing these videos for the first time allowing them to really see what their students are accomplishing and the difference they are making as a teacher. Niva took the teachers through the judging process at the last SEVA Teacher Meeting so they could see the full judging process. Niva spoke about deterring students, and teachers, from using stock footage as the primary visual in SEVA videos. Rhodes added that there is a concern with Closed Captioning causing fewer entries, but SECC has shared the importance of closed captioning on all entries as it is necessary to be inclusive.

E. SEVA Summer Workshop

SECC is in the process of developing this year's SEVA Summer Workshop. This year's workshop is a hands-on instructional experience that will provide media knowledge for teachers at all levels so that they may acquire the skills necessary to expand their SEVA Studios. The cost will be \$400 per person, with the ability to accommodate 30 attendees. Rhodes stated that Niva will have the enrollment form up shortly.

Rhodes stated that trainers were brought from out of state for the last Summer Workshop, but these trainers were not able to provide the next level of training. Rhodes acknowledged that there is a wealth of knowledge in the local area and SECC can utilize the connections that are already there instead of bringing in outside trainers. Niva added that SECC will be bringing in TriCaster trainers for an intensive training and certification session in May. This training will cost between \$1,400 and \$2,000. By having the training locally there will be no travel cost and teachers will have the opportunity to network. This training will also bring expertise into our community that can be utilized during the Summer Workshop and other future trainings. SECC is looking at six teachers to send to this training and are in contact with the CTE coordinators to identify the correct attendees. The hope is to have a date established by next week.

F. 2019 Annual Report

Rhodes announced that the 35-year logo and annual report will be presented at the next meeting.

G. Time of Remembrance Update

SECC and Elk Grove Unified School District continue to collaborate on the Time of Remembrance project, to bring forth amazing first-hand historical accounts that can continue to be shared throughout the community. Rhodes expressed that Gail Desler and Kathleen Watt are working on an all call that will be shared across the districts. SECC and Elk Grove are looking for anyone that has a story they would be willing to share. SECC hopes to connect with more individuals through the Board and the PIO's. Rhodes expressed that Family Engagement may be the most viable option to obtain such accounts.

Niva stated that another project in development is the idea of capturing student's stories of coming to this country. Rhodes added that there are many stories from refugees from Afghanistan that are now in the area. There are few videos that have been made regarding this topic that have helped show refugee students as human beings and focuses on what's important in life. These videos make a difference at the local level and make an impact within the community. SECC's long term goal is to put these concepts into SEVA labs, schools, and the community to create an understanding as these refugees continue to join the community.

H. K-ZAP Radio Pathway Proposal (Joe Parente)

K-ZAP is looking to implement a radio class with radio DJs and students focusing on voice-over talent, podcasts, promoting music, and putting music on YouTube. Dennis Newhall and Chris Collins will be instructing students through extensive coursework as a pilot program. Parente stated that classes would be during weekends or evenings and that K-ZAP is looking for three students that can begin training with Newhall immediately and provide pre-recorded content for a 12:00am to 6:00am spot on K-ZAP.

Rhodes stated that the reason this is being presented to the Board is due to the uniqueness of this student opportunity. Including the value of a good voice, especially a student's voice within the community. Rhodes inquired

about how to reach out to districts to make them aware of this opportunity and requested the Board think of any ideas that could propel this project forward.

Parente discussed other possibilities to highlight and promote content within the community such as K-ZAP partnering with SECC and promoting the SEVAs on the air as well as the ability to listen to K-ZAP over the cable channels.

Committees:

- A. DMCC: March 11, 2020 - Galt Elementary
- B. Capital Region Technology Cohorts: March 6, 2020 - Davis
- C. SEVA Teachers: June 8, 2020 - Franklin High School
- D. PIO: April 2, 2020 - SCOE
- E. Family Engagement: February 12, 2020 – Center

Round Table Sharing:

Jerry Jones (SCOE) - Jones stated that resources for disaster relief are now available and can be provided upon request. Jones expressed that most of the content is related to the disaster in Butte County. Districts are starting to realize with PG&E power outages, they cannot function without power for multiple sites and data needs to be stored somewhere off site. Cell towers are usually used as backup, but with power outages this may not be an option. Districts have taken many things for granted and now need to prepare for challenges they may face in the near future. Jones stated that SCOE's presentation at the Tech Cohorts Meeting will be on this.

Jason Gregg (Natomas) - Gregg stated that Natomas is moving forward with Zayo. Natomas will have three outage windows due to Zayo. Outage dates are as follows, Feb 26th, March 4th and March 11th. Technology III position is opening up within the Natomas School District.


Opportunity for Public to Address the Board:

None

Future Agenda Items:

Meeting adjourned at 1:39 pm.

Respectfully Submitted by Gabe Ross, Secretary, on

Approved:  10/6/20
Secretary of the Board Date