



SEVA Media Teacher Meeting

Monday, January 11, 2021 • 3:00pm to 4:30pm

Zoom Meeting

Meeting Notes

Introductions & Round Table Sharing

- Teachers expressed that distance learning has been challenging, especially in regards to media. Patience, celebrating small successes, flexibility, and continuing to focus on how to make learning fun are just a few of the ways teachers have been successful during these challenging times.
- Other great programs teachers have been utilizing include Google Classroom, Google Suit (to share documents), Google Slides, Zoom (to record news segments), [Flipgrid](#), [StreamYard](#) and [WeVideo](#).
- Successful strategies include assigning each student a specific task, getting students to give constructive feedback to peers, pairing veteran students with beginners and working in teams to create scripts, edit, and shoot stories.
- Krissy Kolpacoff (Hein Elementary School) shared how students and the school have come together to create news and messages for the community. The weekly video includes Hawk challenges such as student's New Year's resolutions, shoutouts from teachers, and even a talent show that showcases students interests and abilities. Kolpacoff shared that focusing on a more direct and structured approach has helped keep her students on task.
- Brook Beckett (Galt High School) is excited for the new Zoom update that allows you to rearrange the order of people on Zoom. Beckett also shared that the equipment SECC provided has helped with distance learning because students are now using the same technology. WeVideo has also been a great tool for seeing where students are with projects.
- Brain Weitzel (Del Campo High School) does viewing days with the students and allows them to be the critics and give constructive peer feedback. Weitzel shared that this approach has been very successful. Del Campo is also using StreamYard which has been great for broadcasting.
- Melissa May (Inderkum High School) has been using WeVideo as a tool to find ways to collaborate and expand topics to include other teachers and classes. May also found a software called [Rundown Creator](#) which has helped with writing scripts online and can be utilized as a teleprompter.
- Scott Southard (Folsom High School) is using Adobe Spark and Adobe Suite. Southard has noticed that some of the at home content has been more professional and creative than previous years by giving students more creative flexibility.
- Cael Kuhlman (Natomas High School) has also experienced more professional results by giving students creative freedom. Kuhlman has noticed more opportunities for in-depth interviews with school athletes and teachers.
- Joe Parente (Process Theatre) has been experimenting with Zoom through bringing people from all over the world together for concerts. Parente also shared that he has been working with students through Zoom to provide hip hop classes three times a week from a local Sacramento State hip hop instructor.
- Stephen Smith (American Lakes Elementary School) has been giving his students more creative licenses and has been letting them use special effects in their videos to make it fun and exciting.

Markofer ES Presentation

Tammy Null's class is voluntary, and students must go through an interview process before joining. This gives students excitement and the feeling of accomplishment once they get in, which Null feels contributes to their motivation. Null's class uses Google Classroom as their main source of communication and sharing. The class first starts with creating a script, then a brainstorming session and add new ideas to their script. After the students have created a script Null uses StreamYard to conduct their news segments. After reviewing the scripts anything in red gets dropped, this way students know exactly what to keep or remove from the scripts. Each part of the script is numbered so that students can drop in the segments and the editor knows exactly how they connect with the script. The students really enjoy using StreamYard as you can go in and open all the projects for each student, just like they are in class, and allow them to practice their lines before they press record. Students come in through different time slots and record for their 5-10 minutes and then it is rotated to the next student. Null shared that they have been creating segments such as the New Year ball drop, DIY crafts, pizza reviews, and other fun segments that the students find engaging.

There is a free and paid version of StreamYard, the main difference is the ability to put your own logo on your video footage. Null stated the cost for the year is around \$80-\$100, but to give StreamYard a call and let them know you are a teacher and see if they have any discounts available.

SECC Updates

SEVA Award Night

Doug Niva asked the group for feedback regarding last year's event and suggestions for this year.

- Some students knew they didn't win because they were not asked to do an acceptance speech. This year all students will be asked for an acceptance speech.
- Teachers expressed that the red carpet was fun and a great way to get students involved and build excitement.
- Teachers expressed they would like to see more live elements or a way for students to interact. Possibly live interaction through Zoom or having students who are the finalist wait in a Zoom waiting room until announced and give a live speech.
- Nick Maltbie (James Mckee Elementary School) had parents record a Pre-SEVA segment with their students last year. It was fun and was used in their school broadcast.
- Tammy Null and Trevor Harding did a live watch party with their students.
- Melissa May suggested teachers hosting Zoom parties to give that live element and allow students to engage with each other.
- [Paperlet](#) live documents could be a way for students to interact during the event.

A new idea for this year is having parents and students submit videos that will be used prior to award night as trailers for the event and during award night as commercial breaks. Teachers loved the idea of including "commercials" before and during award night and asked for a digital flyer that could be sent out to parents.

SECC is always looking for new swag to give out to students. T-shirts, stickers and lanyards have been used in the past. New suggestions included cell phone pop sockets and hydro flasks.

As Award Night approaches SECC will be looking for more ideas and feedback from teachers. Niva asked that anyone interested in being a part of this planning process send him an email. He will reach back out to find possible meeting dates and times.

SEVA Producer Interviews

SEVA Producer interviews will be collected a little differently this year. In the past SECC has gone out to school sites to collect interviews, last year due to COVID-19 students were asked to submit videos themselves. This year there will be a few options including self- interviews, Zoom interviews and pop-up interviews with students and families socially distanced in their front yard.

SEVA Contest 2021 Poster

Please e-mail Doug, Jessica, or Amitie if you would like more posters.

SEVA T-Shirts Available

T-shirts will be available shortly, please contact Doug, Jessica, or Amitie if you need any shirts for new students.

SEVA Zoom Office Hours

SECC staff is ready to help answer any questions teachers or students may have. If you are interested in setting up a time for your students to have a Zoom call with the SECC team, please reach out to Doug. This could be during your regular class time or after school, whatever works best for you and your students.

SEVA Judging Sessions

Scheduling for SEVA Judging is under way! Please connect with Doug or Jessica if you are interested in signing up. Participants may even receive a snack pack to enjoy during their judging virtual session

SEVACON Events

January 28th – PIXAR's Bob Peterson – Co-Director & Writer of Up

Studio Logos vs. School Logos

SECC is creating plaques for each SEVA studio. Each plaque will include a logo for the studio, many sites have already worked with Bella Levya to have a logo created for their program but there are quite a few schools that don't seem to have a logo yet. If teachers would like to have a studio logo created please reach out to Jessica.

Equipment Needs

Equipment is limited but available, please contact Doug for any needed equipment.

Upcoming Events

February 8th – Host: Andrew Carnegie Middle School

June 14th – Host: Mitchell Middle School