

SEVA Teacher - Notes

May 30, 2018

Rosemont High School Library

9594 Kiefer Blvd

Sacramento, CA 95827

5pm to 7pm

Upcoming Dates:

September 10, 2018 – 5pm Next SEVA Teacher Meeting @ Center High School

November 5, 2018– 5pm SEVA Teacher Meeting @ Del Campo High School

November 10, 2018 – Student Media Day @ Center High School

January 14, 2019– 5pm SEVA Teacher Meeting @ Sunrise Elementary School

June 10, 2019– 5pm SEVA Teacher Meeting @ Toby Johnson Middle School

Opening

SECC Background:

- Sacramento Educational Cable Consortium works to provide quality educational resources to learners of all ages in the Sacramento community. Part of our mission is to provide collaborative opportunities for those in the K-20 education community with similar goals, such as the SEVAs.
- Educational programming is shared on Comcast cable channels 15 & 16, Consolidated Communications channels 21 & 22, and AT&T channels 14 & 99.

Introductions:

- Doug Niva – email: doug@secctv.org cell: (916) 261-7008
- Liz Rhodes – email: erhodes@secctv.org
- Abby Pane Jaske – email: abby@secctv.org

Support

How can we better support media teacher training and future growth of your program?

Topics:

- Support within elementary schools would be great, more of sitting down with colleagues for collaboration.
- SECC is available for Facetime meetings or help of any kind, feel free to call Doug if you're having technical issues or need any kind of assistance.
- Tricaster is an issue, would be nice to have a backup unit or upgrade to a new unit and keep the old as a backup. SECC does have two spares for emergency use if needed.
- Lighting failure is a common issue with older florescent units.
- Microphone with cord disconnect has become a problem.
 - Sony Bluetooth wireless microphones are a great solution. Here is the link:
https://www.bhphotovideo.com/c/product/1029165-REG/sony_ecmaw4_wireless_micro_for_mic.html
- Technology is moving quickly and it is difficult for the schools/districts to keep up, therefore there is a lot of outdated equipment and programs.

- Would be great if there was a way to show the connection between what is learned in various grade levels and how important it is to have a smooth transition from elementary school all the way through high school.
- Would like to be able to see how much a site license costs and what it looks like exactly. What is the real reason behind not being able to make license purchases?
- More funding from the district level would be appreciated. The grants are really helpful and there is emotional support but would like the financial support as well.
- Concern about losing students because of how class is listed.
 - UCOP website lookup Del Campo High School shows how class is listed - <https://hs-articulation.ucop.edu/agcourselist#/list/details/1734/>

Ideas:

- Mentorship program for more experienced media teachers with newer programs.
- Inviting Principals to the SEVA Award Night.
- Using site professional development meeting day to meet with industry people, maybe virtually.
- No district money is spent on textbooks for media classes, could that money be used in other ways?
- Create way to keep in contact/share resources:
 - List serve
 - Google Plus community

SECC Open Items:

- Creating school packages with information about programs that can be used for promotion and sharing with school and local community as well as the school district and Cable Commission.
- Share feedback with board in regards to funding and district meeting days.
- Research the best way for group to keep in contact. Create and share with the group.

Group training events, one on one assistance, remote tech connections?

Topics:

- SECC is available to help with any needs, especially technology related.
- Some teachers have reached out to Doug to get the "honest mechanic" quote before purchasing equipment.
- Doug is available to assist remotely in emergency situations.
- Appreciate group training events.
- ASB Summer Video Workshop at Center High School July 23rd-26th still has two spots open. \$370 entry fee. Learn how to teach your students by doing what you would ask them to do.

Opportunities to network with media teachers to borrow ideas, lessons, know-how, mentorships?

Topics/Ideas:

- Mentorship program pairing more experienced programs with newer ones.
- Using district or school meeting days to meet with industry people instead of those just within the district.

Student Media Day – Saturday, November 10 at Center High School

Topics:

- Cost of \$10 is good for schools, may have to raise price depending on number of attendees.
- Join us for a day of media training with Sacramento's TV & Radio professionals at Center High School. Open to all K-20 students & teachers. This event is sponsored by the **Center High School Media Communications Academy**, **Women in Media – Sacramento** and the **Sacramento Educational Cable Consortium**.

Ideas:

- Ideas for sessions:
 - On camera presence
 - Terminology
 - Transitions
 - WeVideo
 - Advanced after affects
 - Hacks for equipment that is expensive
 - Olivia DiGennaro as speaker
 - Closed captioning
 - Copyright
- Have students film, edit and submit a video all that day. Maybe only use cell phone to film.

SEVA Contest

Rubrics:

Topics:

- Rubrics were created to help with understanding of what judges are looking for in each category. These are the same rubrics that the judges use.
- Some teachers use the rubrics in their classrooms to rate videos before they are submitted to the SEVAs.
- PSAs must be 30 seconds long, they can be disqualified if they are not within a second of this length.
- Educational content has different criteria in every category. Please see the rubrics for more information on how 20 points are awarded.
- There is frustration around videos being submitted under incorrect category. Rubrics can help ensure videos are being submitted correctly.
- The School News is still one category but there are different rubrics for newscast and news story to ensure judging is fair.
- Documentary can be any length.

Ideas:

- Pitch idea to SECC (Doug and/or Abby) in the fall. You can use a short video clip to show general concept and they will provide feedback.
- Way to collaborate online with older students giving feedback to younger students using rubric.
 - Use of Flipgrid so you can add attachments and provide video feedback.
- Possibility of adding an animation specific category. SECC has considered this before but is concerned about adding additional categories as time for show is limited.

SECC Open Items:

- ~~Adding links for examples of each category on the same page as the rubric.~~{DONE}

Entry Form & Process (online data submission, YouTube link, USB drive, physical paperwork)**Topics:**

- SECC prefers for YouTube submissions.
- Most stressful time of the year for many.
- Students wait till the last minute to fill out paperwork.
- Can be difficult to keep track of all of the forms and needed documents.

Ideas:

- Way to return to the form to complete it, instead of just having one shot to fill it out.
- Using a Docusign
- All students and teachers filling out the schools release form in the beginning of the year to use for SEVAs.
- Google Doc that has all of the same information and can be copy/pasted into form.

Judging Process (Panels of judges per category/grade and introduction of two-tiered panels)**Topics:**

- SECC will begin two-tiered judging process this year to help ease judging process. First round will select best 10-15 videos to then be finalist in second round judging.

Ideas:

- Limit the amount of videos each school can submit. SECC feels that this is the opportunity for every student to share their vision so we will not limit the number of videos that can be submitted.
- Having peer review for first round of judging before videos are submitted, maybe even for selecting finalist videos in actual SEVA judging.
- Share with the schools who makes it into the top 10 or 15.
- Would really like for students to be involved in judging process. Maybe use 3 students as 1 judge.
- Which categories are best for students to judge? Recommend Creative Expression for high school.

What type of feedback is important to students?

Topics:

- Students really enjoyed getting paperwork back.
- Some felt that there was not enough time put into comments, would like more than two or three sentences.

Music resources (Audioblocks, WeVideo) and exclusion of YouTube sourced music

Topics:

- YouTube is no longer allowed for music sourcing as many of them do not have the proper licensing to be shown on tv.
- Do not use Freeplaymusic.com site as additional licensing is needed to play on cable channels.
- Audioblocks has a discount for licensing – <https://www.audioblocks.com>
- WeVideo is another great alternative
- Make sure to include any music sources in actual credits of video.

Ideas:

- Download songs by type from Audioblocks for students to use and to avoid any issues with having a single license.
- Have one member of each group create a basic beat in Garageband then group can expand on the beat if they would like to use it.
- Have students create two versions of video if they want to use other music, one for SEVAs and another that they can share with their friends.

Closed captioning for entries (optional for 2019, required for 2020)

Topics:

- SECC's board has mandated that in 2020 closed captioning will be required for all videos submitted to SEVAs.
- Concern regarding the effect it will have on the visual art of videos.
- Time that it will take to include for every video.
- Del Campo High School was taught how to close caption correctly by deaf/hearing impaired class. Uses the same class to have on air signer for newscasts.
- Has other uses as well such as noisy classrooms and students who's primary language is something other than English.

Ideas:

- YouTube has option for closed captioning that can be reviewed and updated.
- It should not be included on the rubric if it is not mandatory.
- If this is board mandated they should provide support.
- Standards of what this needs to look like.
- Have a meeting dedicated to this topic.

SECC Open Items:

- Speak to SECC Board about funding and standards.
- Remove from rubric for this year.
- Add to meeting agenda for September.

Award Night

Location

Topics:

- Sac State is going through renovations so we are not able to submit request at this time. We are currently looking for alternative spaces as a backup. Will need a space that can fit up to 1,200-1,400 people to allow for growth of program.

Ideas:

- McClellan Conference Center
- American River College

Sunday event (5pm Red Carpet, 6pm show start)

Topics:

- Sunday event was nice because it made for a more relaxing day without the concerns of school before.
- Some students were not able to attend because of religious reasons.

Ideas:

- Possibility of having event on Saturday instead.

Red Carpet

Topics:

- Students missed actual red carpet.
- Very valuable for students. Lots of excitement!

Ideas:

- Extra step and repeat for pictures afterwards.

Awards & Recognition

Topics:

- Would like one certificate for every student.
- More honorable mentions in each category, others enjoy the elite status that there is now.

Ideas:

- Send out PDF of awards to every teacher after event so that duplicates of awards can be made if needed.

Equipment Assistance

SEVA Studio Lab Grants

Topics:

- Lots of refreshes currently happening.
- If you submit for a grant SECC will do everything they can to help make sure you receive the grant.

Future Meetings

SECC Provided Dinner

September, November, January, June

Topics/Ideas:

- Would like one topic per meeting.
- Second Monday of each month, unless it is a holiday, at 5pm.
- Rotate sites so everyone can see each different level.
- Possible visit to a tv station.
- Updates on what's new/trending in technology. Maybe have demos / NAB trip.

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