2019 was a year of significant growth and change for the Sacramento Educational Cable Consortium (SECC). The organization acquired two new positions to assist with its continued expansion of committees and to help meet the higher demand for productions.

SECC moved to a new location with more space for the additional staff as well as a warehouse space to house the production van, which was purchased and fabricated locally.

The various committees that SECC facilitates continue to grow and expand. This year many of the committees collaborated on various projects and productions with an emphasis of empowering SECC members to control their cable program content as well as to collaboratively share expertise with other districts.

SECC continued its efforts to expand services to schools and the community and has been successful in utilizing a variety of technologies to provide quality educational resources to Sacramento.

CABLE PROGRAM HOURS OVERVIEW

Educational Cable Channels 15 and 16 programming hours were as follows for 2019, listed by types of programming and total number of hours.

Locally Produced Programs by SECC Staff and Consortium Members: **6,862 hours**
Locally Produced Cable Classes: **4,040 hours**
Satellite and Imported Educational Interest Content: **6,618 hours**

BESTNET

During 2019, SECC with the assistance of its members, Sacramento County Office of Education and the Sacramento Cable Commission, established a new process to complete the final school site connections to BESTNet. SECC member schools needing to still connect to BESTNet solicited high level quotes from several companies that could provide the remaining schools with dark fiber under the same scenario as the existing BESTNet infrastructure (schools connect to their district offices.) With SMCTC approval, districts went through the E-Rate process (which included notification to Comcast requesting them to bid) and subsequent awards for dark fiber connection to most remaining unconnected BESTNet sites.

Under this process, most of the remaining non-connected sites contracted, under E-Rate to start building process. SMCTC agreed at its June 2018 meeting to continue its funding to match (50% districts/50% SMCTC) the “out of pocket” costs for the fiber for the remaining sites on the original list.
MOBILE PRODUCTION VAN

With special support from the Sacramento Metropolitan Cable Television Commission, SECC was able to build a new mobile production van, which allowed for more productions and increased student involvement.

Locally purchased and outfitted, the cost-effective SECC Mobile Production Van was immediately put to use in schools across Sacramento County. Since its debut in March, the van has provided video production opportunities for local media students and many increased hours of educational content as requested by consortium members.

Video: https://www.secctv.org/video/secc-mobile-production-van/

LOCAL PRODUCTIONS/PROGRAMS

During 2019, SECC partnered with many consortium members to assist in creating local productions that highlight a variety of educational programs. The following are a few of the local programming highlights.

Summer Meals Program

With a broad coalition of schools, organizations and local leaders, Dr. Richard Pan, California State Senator, brought elected officials and community groups together to launch an ambitious project of expanding the Summer Food Service Program, with the goal of feeding one million meals to children in the Sacramento area in the summer months. SECC and consortium members covered the event and created customized district promos to help share the Summer Meals Program information with their local students and families.


San Francisco Jazz Video Conference

Music students at Samuel Jackman Middle School were able to connect live with musicians at San Francisco Jazz in a highly interactive virtual field trip. Utilizing BESTNet, Jackman Middle School was one of three California middle schools to be invited to participate in the program and SECC provided local technical support and recorded the event.


Social Emotional Learning (SEL)

In Sacramento City USD, SEL/Academic integration is through the use of a Social Emotional Learning (SEL) Skill Development Framework which aims to connect skills to academic learning in an intentional and explicit way. As students learn an SEL skill through an activity, they build a reference point that can be applied in high quality academic tasks to deepen learning. To share this concept with area educators and families, SECC partnered with Sacramento City USD experts to explain the framework and practical implementation.
Sacramento County Teachers of the Year
The Sacramento County Teachers of the Year program highlights educational innovation, student learning and the rewards of teaching throughout the county. SECC was on hand at the recognition dinner to record speeches by each of the nominated teachers. In collaboration with SCOE, SECC was able to share the speeches as well as studio interviews via the educational cable channels.


Early Literacy Series
SECC and Elk Grove USD produced a four-part series for families on early literacy strategies. The programs provided tips and resources for all parents and community members to help their children feel successful by reading aloud with their children, learning letters and sounds, practicing high frequency words and early writing techniques.

Video: https://www.secctv.org/egusd-early-literacy-series/

Poetry Out Loud
The Sacramento County Poetry Out Loud Competition encourages high school students to learn about great poetry through memorization, performance and competition. Modeled after the National Spelling Bee, the Poetry Out Loud program began in local high school English classrooms, with winners advancing to school-wide and then regional competitions. Students at Rosemont High School help serve on the production crew each year to help capture this artistic academic event.

Video: https://www.secctv.org/sacramento-county-poetry-out-loud/
String Project
The Sacramento State String Project is the flagship program in the Western US that provides carefully structured group lessons in violin and cello for Sacramento County students. The lessons are taught by the dedicated and talented Sacramento State School of Music undergraduate and graduate teachers and supervised by experienced teachers. SECC covers the spring performance to share the students musical learning with Sacramento families.


Next Generation Science Standards
In preparation for the new school year, Elk Grove Unified School District hosted several professional development training events for teachers. SECC captured the presentations to share with all teachers, specifically new information regarding the Next Generation Science Standards (NGSS).


College Readiness
As many students prepare for life beyond high school, SECC assisted local districts with sharing college readiness information and presentations with families. Preparing a college resume, transitioning to a community college and enrolling at a university were some of the topics covered by SECC production crews.

Video: https://www.secctv.org/video/egusd-pathways-college-resumes/

SCOE Academic Decathlon Super Quiz
The Sacramento County Office of Education Academic Decathlon Super Quiz takes the energy and excitement of a competitive basketball game and channels it into students testing their knowledge in various school subjects. Always one of SECC’s most watched programs, SECC captured this event for the 7th year in a row.


Sacramento Student Media Day
SECC teamed up with the Center High School Media Communications Academy and Sacramento Alliance for Women in Media to hold the second-annual Sacramento Student Media Day. Over 250 students and teachers attended the event which offered 25 different sessions from Sacramento video professionals on topics from television marketing to interview tips and tricks. SECC crews captured many of the presentations to continue the learning beyond the event.

Videos: https://www.secctv.org/sacramento-student-media-day-2018/
SEVA PROGRAM

SEVA Studio Labs
The SEVA Studio Labs continued to be a joint project with SECC, the Sacramento Metropolitan Cable Television Commission and Sacramento school districts, creating and encouraging video production in schools with training opportunities and equipment assistance. Student created school news programs have regular airtime on educational cable each week to highlight the use of the SEVA Studio Labs and share what’s going on at local schools.

2019 Participating Sites
Andrew Carnegie Middle School
Arden Middle School
Bell Avenue Elementary School
Einstein Middle School
Fairbanks Elementary School
Glenwood Elementary School
Main Avenue Elementary School
Natomas Middle School
Pacific Elementary School
Phoebe Hearst Elementary School
Rosemont High School
Smythe Academy 7/8
Sylvan Middle School
Toby Johnson Middle School

SEVA Studio Profiles
In addition to hands-on support for each SEVA Studio Lab, this year SECC began producing SEVA Studio Profiles. A profile includes interviews with the teacher, administration and media students in the program along with examples of student videos. The profiles explore how students are using the video equipment to share information with their school community as well as the unique opportunity the studio provides students to learn many soft skills that will give them an advantage in the future. As a companion piece, SECC builds a web page for each SEVA Studio Lab on the SECC website to increase awareness about each studios’ achievements.

For more information and videos visit: https://www.secctv.org/seva/seva-studio-labs/
SECC 2019 Report

SEVA Teacher of the Week
Each week, a different SEVA Media Teacher is selected and celebrated on SECC’s website. SECC shares the website link and information with the teacher’s school and district. A video is created for each teacher, featuring interviews from students who share how much their teacher means to them. These pieces allow SECC to show our local media teachers and the impact they are having on our students and community.
Website: https://www.secctorg/seva/teacher-of-the-week/

SEVA TV
As an extension of the SEVA Contest, SEVA TV continues to showcase student produced content and allows students another venue to share their vision. Hosted by local students, SEVA TV features student interviews and original videos that are shared beyond the four walls of their classroom. The entire community has an opportunity to see the amazing productions local students can create.
Website: https://www.sectorg/seva/tv/
Real World Experience for Students
As an extension of the SEVA Studios program and the SECC Mobile Production Van, SECC has been able to incorporate local media students on production crews. Students can apply to be a part-time on-call production assistant through the SECC website. Students work as paid production assistants with SECC staff throughout Sacramento County on real-world productions to practice their camera, lighting, audio and teamwork skills in a professional setting.

EVENTS

2019 30th Annual SEVA Award Night

The Student Educational Video Awards hit an important milestone this year - 30 years! Award Night was held Sunday, May 5th with an abundant crowd in attendance at the University Ballroom at Sacramento State. This culminating “Academy Awards of Sacramento” event represented a year-long media production effort for over 1,200 students from more than 50 schools throughout the Sacramento region. Statuettes were awarded to the top educational videos submitted in five categories spread across all grade levels – from Kindergarten to College. A panel of judges spent countless hours over a two-week period watching each video and giving each video producer both positive comments and areas for improvement. All videos entered in the contest were celebrated and each award recipient was given the opportunity to make an acceptance speech in front of the packed house. Student video crews served as Red Carpet paparazzi, interviewing student producers and distinguished attendees.

To view photos and video of this year’s event go to: http://www.secctv.org/seva/award-night/

June 2019 SEVA Teacher Workshop
In support of our region’s media teachers and the SEVA Studio Lab Grant project (funded by the Sacramento Metropolitan Cable Television Commission), SECC held a one-week intensive video journalism workshop in June. Over 30 SEVA teachers from different districts around the county attended this event at Center High School. Teachers spanned the gamut from elementary to high school and included first-time broadcast teachers as well as veteran media teachers. The workshop provided inspiring sessions in the morning and challenging, hands-on assignments in the afternoons. SECC staff were on hand all week long to support teachers along with instructors from The Academy of Scholastic Broadcasting group. Attending teachers utilized only the video equipment that their students are able to use at their school and completed projects that they can assign to their students in the following school year. In addition to the intense training they received, teachers were able to strengthen relationships with their peers and build a network of support.

**COMMITTEES**

This was an unforgettable year for SECC’s various committees. Committees meet four to five times a year, each time at a different district site, to build alliances, strengthen relationships and share best practices. Collaboration was a major theme across the board and to help support this SECC hosted a Winter Holiday Open House where all committee members were invited to see the new office space and mingle with their colleagues from all over Sacramento County.

**Public Information Officers (PIO)**

The Sacramento Area Educational Public Information Officers Committee focused this year on Emergency Preparedness Plans and Communications, as well as collaborations with other committees such as the newly formed Family Engagement Forum.

Another focus of the committee this year was programming. Each district has time on the community channels and the PIOs were very interested in ensuring this content was shared out in every way possible. Elk Grove even used student video submissions from the Student Educational Video Awards for various topics.

**Capitol Region Educational Technology Cohorts**

The “Tech Cohorts” are an SECC coordinated ad-hoc committee of all Capitol Region Educational Technology leaders including CTO’s, Executive Directors, Directors, etc. Round table sharing is a huge component of the Cohorts meetings, many “lessons learned” have saved countless hours of staff time and provided unique insight into licensing and equipment purchases.

**Digital Media Content Committee (DMCC)**

SECC’s Digital Media Content Committee is a collaboration of key regional curriculum and technology experts who gather to discuss best practices for educational technology.

This year was a year of partnerships for the DMCC Committee. During the various meetings districts highlighted the important partnership they have created. Some of these included the partnership with Common Sense Media and Escape the Bus, a program that takes escape rooms to various school sites to build community.

**Family Engagement Forum**

Representatives from school districts across Sacramento County have come together to form the Family Engagement Forum.

The goal of the forum is to engage families so they can actively support their student’s learning. This is the newest committee for SECC, but the amount of collaboration and sharing the group was able to achieve in their first year was incredible. This year the main topic for the forum was communication and how to get families involved/aware of the various information that needed to be shared. The districts were able to share what works in different communities and many resources were shared, including videos.
SEVA Teachers
The SEVA Teacher Committee encourages all Sacramento County media and SEVA teachers to get together to share what is going on in their classrooms. Following the lead of other committees, SEVA teachers offer to host the meeting at their site, showcasing their SEVA Lab.

This committee is the perfect opportunity for media teachers to collaborate, share resources and learn new production techniques and ideas from their colleagues. The highlight of the year for the SEVA Teachers was the first Summer Media Workshop.

“Likes” on Facebook grew by nearly 70 percent during this period. This larger reach allowed SECC to communicate directly with communities involved with every production to let them know more about the production, including when they could watch the production on the educational cable channels, as well as watch the full production after the initial cable air dates. The SECC website was updated regularly with information from every member district to provide vital background information for programs on the channels. Since the goal is to shine a light on great work from districts, the SECC website focused heavily on highlighting specific information, but always provided a link back to district websites. The SECC website continues to be the backbone of all SECC promotions.

Follow SECC activities on YouTube, Facebook, Twitter and Instagram.

Promotion Calendar
Through increased collaboration with new and continuing groups and committees, SECC was able to create a master calendar with input from all consortium partners. This calendar can be used to program the channels as well as content on social media, in order to better serve member districts with the types of content they are looking for right when they need it. With the plentiful supply of SEVA Videos on many different topics, SECC was able to help districts promote themes while at the same time promoting great work from their very own students. Additionally, timing-specific videos were shared with Metro Cable 14 so as to widen the audience even further.

SECC is proud of the growth and accomplishments of its membership during the past year. SECC is appreciative of SMCTC; the funding and more importantly, the interest and political support of education for the teachers, students and parents. Without the interest and support from the Cable Commission, many of the fantastic technological opportunities that are available to Sacramento educational community would not exist.