

December 1, 2018

Honorable Susana Martinez, Governor
Honorable Brian Egolf, House Speaker
Honorable Mary Kay Papen, President Pro Tempore
Secretary Matthew B. Geisel, Economic Development Department

Madams and Sirs,

Pursuant to Section 9-15-4.1 NMSA 1978, the annual report of the Governor’s Council on Film and Media Industries (the Council) is as follows:

The quarterly meetings for 2018 of the Council took place on February 12th, May 10th, August 17th, and November 16th. We held two of these meetings via conference call in order to save budget for the New Mexico Film Office.

The Council is currently comprised of seven members, each appointed by the Governor to serve four-year staggered terms provided that the initial appointments shall be made so that one-half of the members shall be appointed for two-year terms and one-half of the members shall be appointed for four-year terms. The Executive Board consists of seven members and meets on an as needed basis. Please find a list of Executive Board Members and Board Members below.

EXECUTIVE BOARD	BOARD MEMBERS
Talia Kosh, Board Chairperson	Greg Hewett
Teri Farley, Emerging Media Chairperson	Alicia Keyes
Luke Renner, Outreach Chairperson	Rajeev Nirmalakandan
	Tonya Stinson

Per statute, the Governor's Council on Film and Media Industries is created to advise the department and the Governor on ways to promote film production in New Mexico, assist in the design and implementation of the department's strategic plan for building a media infrastructure in the state, assist in designing a workforce training program for film production and to make recommendations for incentives and funding for these efforts.

In 2013 the Council underwent an extensive strategic planning session. Most notably, during that session, we altered the Council’s mission statement to read:

“To serve as a resource and recommending body to the Governor and the NM Film Office (NMFO) to promote film, television and emerging media within and throughout New Mexico and assist in carrying out the Economic Development Department’s Film Division strategic plan.”

During 2017, the Council invited Nick Maniatis, NMFO Director to address the Council regarding

Legislative issues and updates; we also invited Jon Hendry (IATSE Local 480), Nani Rivera (IATSE Local 480), Steven Tomita (Belen Film Liaison), Kelly Stewart (Los Alamos Film Liaison), Eric Witt (SF Film Office), Jennifer LaBar (SF Film Office) and Jordan Guenther (Director, Brand Market and Advertising for NMTD) throughout the year. Please see all notes, agendas and minutes below and attached.

In addition to the above, we continued to focus on empowering our sub-committees in Outreach and Emerging Media to work with NMFO and the community to assist in supporting and promoting film, television and media within the State. Attached please find a report from each sub-committee chairperson on their initiatives and accomplishments for 2017.

OUTREACH/EDUCATION SUBCOMMITTEE REPORT

Chairperson, Luke Renner

In consideration of work performed throughout 2018, in alignment with: (1) the Council's strategic plan; and (2) working with the State Outreach Coordinator of NMFO on key Outreach efforts, the Council will continue on its path of programmatic and outreach support. Subcommittee on Outreach asserts that continuing to strengthen this relationship and working with and assisting the Outreach Coordinator with the Film Education Summit; is ways to best serve the NMFO.

The Sub-Committee on Outreach/Education reports and recommends the following:

The Sub-Committee recommends that the Council and the NMFO use its best efforts to continue to ensure that the relationship between the State Outreach Coordinator, NMFO Director and the Sub-Committees be a key collaborative partnership between the NMFO and the Council for the following programs and outreach efforts:

Film Education Summit: The NMFO hosted its annual Film & Media Education Summit in February 2018 and the Council has been instrumental in organizing a Sub-Committee of film educators to guide this event. The event was open to administrators, educators, guidance counselors and advisors from the secondary and higher education levels.

The Sub-Committee on Outreach (of the Council) recommends that this Subcommittee for the Film Education Summit be formed annually and at least two members of the Council should continue to be appointed by the Outreach Coordinator, at the suggestion of the Council, on an annual basis, to work specifically on the Film Education Summit. It is further recommended that the other members of the Sub-Committee for the Film Education Summit be film educators.

The keynote speaker for the event was Dr. Barbara Damron, New Mexico Cabinet Secretary of Higher Education who discussed the progress made in a common course numbering. The purpose of the common core numbering is to help with articulation of programs to make it possible for transfer students to complete a degree in four years.

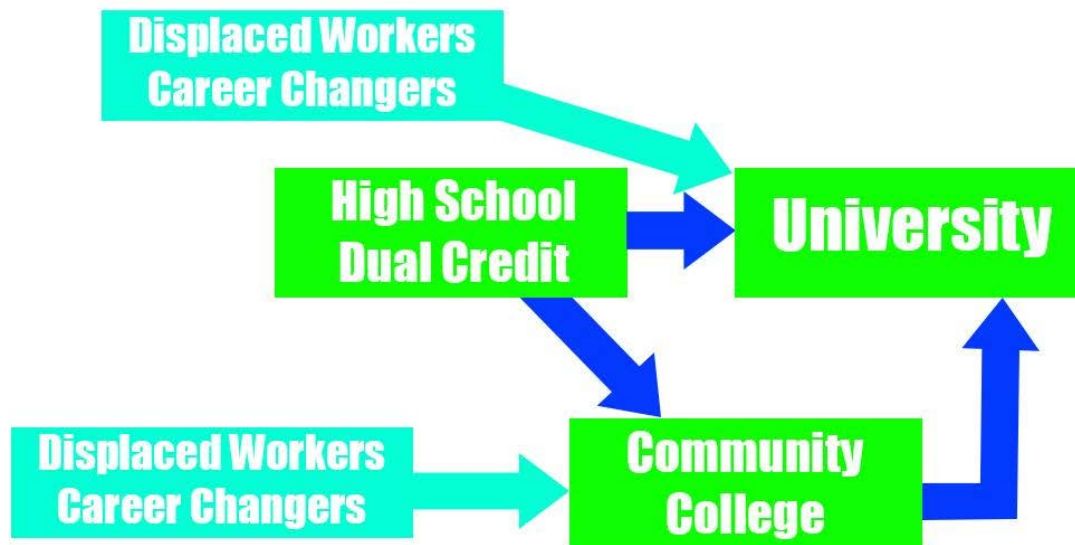
This keynote was followed by a panel discussion on dual credit students and the creation of articulation agreements to help student's complete degrees in a timely manner led by Bridgette Noonan (HED). It was revealed that there are challenges with creating articulations and having these conversations between two and four institutions. In one case, a student voiced having credits from a two-year satellite campus not transferring to the same institution's main campus. The last session focused on workforce development led by NMFO's Lisa Lucas and CNM's Grubb Graebner. This brought attention to areas where there are skilled workers needed along with the challenges in having students enter the workforce.

Based on articulation agreements being the main focus of the February 2018 Education Summit the NMFO Outreach Coordinator worked with the GCFMI Outreach Coordinator to research the number of programs in the state and created a shared folder for educators to pool articulation agreements to foster new two and four year institutional collaborations. In order to move this discussion forward and based on feedback on a NMFO post Education Summit survey the next educational gathering would be a work session focused on articulations and encouraging discussions between institutions. In order to stimulate conversation and identify further areas of exploration the GCFMI Outreach Coordinator would share strategic objectives at the summit. The following are the strategic objectives planned for the 2019 Education Summit subject to expansion based on ideas generated during the November 2018 working session.

The 2019 Education Summit to cover the following objectives:

Objective #1 Articulation of NM Higher Education Programs: Create an articulated pipeline for students from high school to community college and 4 year institutions in the New Mexico film and media programs. The current film and media courses taught at the community colleges transfer as electives or do not transfer without having a course to course articulation agreement.

- a. Increases Dual Credit continuation in NM HED Institutions
- b. Decreased student debt
- c. Quicker entry into the workforce
- d. Increased enrollment in NM four year institutions



Students from two-year community college programs spend on average five or more years trying to complete a four-year degree. This results in students taking longer to enter the workforce and increasing the amount of student debt.

Many two year schools in New Mexico provide dual credit classes which are necessary for high school students to graduate. The idea is that if a student has a college class accomplished while in high school they will be more interested in pursuing two-four year degrees. Film and media classes need to be articulated to create this as a successful model for continued education after high school.

Career Paths: NM High School Dual Credit or AP requirement one (3 credit class)
Dual Credit Master Agreements exist among community colleges and universities based on agreements set-up by regions.

Example: (San Juan College serves: Shiprock Associated Schools, Farmington Municipal Schools, Aztec Schools, Central Consolidated Schools, New Mexico Connections Academy, Gallup McKinley Public Schools, and Dulce Independent Schools).

Objective #2 Market Strategy for NM Film and Media Higher Education: Market New Mexico Higher Education to non-residents for increased enrollment and revenue. After articulation agreements are in place it is time to market to out-of-state residents. New Mexico has invested in the educational opportunities from the original MISP plan and continuous improvement/opportunities provided by the NMFO.

Strategy: Brief S.W.O.T. analysis required of where students are pursuing film and media education. These are the markets for New Mexico to compete against.

Develop a list of benefits:

- a. Higher opportunity to work on productions with people in the industry vs. CA. or NY

- b. Lower tuition cost
- c. Comparable programs of study
- d. Articulated programs / Educational Community between institutions

Objective #3 Student involvement in creating the marketing campaign: Campaign to be created in a collaborative project between NM Higher Education institutions. Students work on the real world project of recruiting students to NM by creating promotional videos for their existing film and media programs. Schools with articulation agreements collaborate using online video conferencing.

- a. Experiential learning applied to a real world problem
- b. Collaboration between school's sets framework for location neutral nm jobs
- c. Provides opportunity to track results and apply information to future student projects

Objective #4 Internships: Increased internships opportunities for two year colleges. One or two week opportunities using four-year institution housing during the summer to offset the cost of living in Albuquerque or Santa Fe while taking part in a short term studio internship. Example: UNM Housing and Lobo food card costs less than \$300 per student for seven days. This gives community college students and even four-year college students an opportunity to learn in the active filming Rio Grande Corridor.

EMERGING MEDIA SUBCOMMITTEE REPORT

Chairperson, Teresa Farley

Objectives are the areas of focus within which the Emerging Media Sub-Committee shall move forward. The Emerging Media Sub-Committee shall be charged with the task of further defining itself and its plan of action. With every course of action taken by the Emerging Media Sub-Committee, a conflicts check shall be undertaken with the NMFO.

Upon approval of a final strategic plan, Sub-Committees shall focus on selecting the most appropriate specific course of action for this strategic plan. Breaking down numerous steps or objectives; looking forward to the future, as well as short-term actions.

The Emerging Media Sub-Committee shall be responsible for implementing the strategic plan, monitoring and updating the entire Council and NMFO.

The Emerging Media Sub-Committees shall: Provide a roadmap of suggestions and ideas to lead the next Governor's Council in order to make smooth transition and plan for upcoming changes in the general climate of film industry for the future.

OBJECTIVE 1: Information gathering to make recommendations to support efforts to increase Emerging Media throughout all areas in New Mexico. This information gathering shall also focus on the question of how to maintain and sustain this niche area of the industry with attention to

infrastructure and continual growth in both film and emerging media.

In Spring 2018, the Emerging Media Sub-Committee formed a focus group of Emerging Media professionals from around the state and did an informal S.W.O.T. analysis of Emerging Media in New Mexico to identify needed improvement areas. The list of contributors is as follows:

- 1) Dianhdra Grill - UNM IFDM Program
- 2) Elaine Montoya – Motion Conference
- 3) Becky Pedilla – Zocoloco Studios
- 4) Shandiin Yazee – Meow Wolf
- 5) Lael Tucker - Network Administrator at UNM
- 6) Aaron Estrada – Metapipe
- 7) Derek Fisher -Associate Professor at NMSU
- 8) Jonathan Whetzel - Instructor at UNM and Software Engineer at Sandia Labs
- 9) Ryan Woodward – Ideum
- 10) Michael DuBerry - Northrup Grumman
- 11) Ryan Salway - Instructor at MACCS
- 12) Aaron Barreras - CG Technical Director for Synchronos Design
- 13) Kelly Stewart – Film Liaison
- 14) Teri Farley – Governor’s Council Member, Emerging Media Subcommittee Chair

Everyone on this Emergent Media Sub-Committee list is passionate about this industry and growing it in New Mexico. In my phone calls and emails to the members on this list, I approached them with a basic S.W.O.T. analysis of Emerging Media here in New Mexico.

The following is a list of items agreed upon by the Emerging Media focus group that we should focus on in order to grow Emerging Media here in New Mexico:

- 1) Introduce legislation to make computer programming/coding a requirement in K-12 schools. That could be as a required elective, a language credit or a math credit. Further research is needed into which option is the most viable.
- 2) Actively recruit companies, from other states to relocate to New Mexico. We need to work with the department of economic development and create a plan to target companies doing the kind of Emergent Media work we want in this state. Make it clear that Emergent Media has the same incentives as film here.
- 3) Help to build a sustainable workforce for incoming companies, so that they can succeed here. As a by-product, high schools, colleges and universities can draw from a pool of industry professionals to teach. This then creates a pipeline in education for students to roll into internships and jobs upon graduation, as they have learned the skills from working professionals who understand what their industry needs in the way of employees.
- 4) Work with the existing NM Tech industry and Startup Incubators to actively encourage our own state Emergent Media startups. Fat Pipe, Ideas & Coffee, Newton’s Cradle, The Sandbox,

WESST are resources in ABQ. CoLAB and the Santa Fe Business Incubator are based in Santa Fe. There are also resources in Los Alamos and Las Cruces helping to get fledgling businesses off the ground. Open a dialog about what is needed and how we can support the professionals who want to start a company based on our Emergent Media needs.

If NMFO doesn't have the funds to hire an Emergent Media director, the state should consider creating an Emergent Media Office that runs more or less like the NMFO. There is so much territory that falls under Emergent Media that a single director in the NMFO might not be able to keep up, even if there was one. The NMFO and Emergent Media Office could work on projects where the two cross paths in film, game & app development, but the Emergent Media Office could promote and support other areas in Emergent Media that fall outside the realm of film, e.g. science, medical, new energy, serious gaming, transportation, UI, etc.

OBJECTIVE 2: The Emerging Media Sub-Committee shall identify ways to further the objective of creating an environment in New Mexico fostering education and entrepreneurship in emerging media, including supporting NMFO in development of strategies to access the benefits of Emerging Media technology for the New Mexico economy.

A suggestion was made at the May GCFMI meeting to take advantage of free social media sites such as Facebook, Instagram, Snapchat and Twitter to promote the Film and Media Education (F.A.M.E) website idea out into circulation on free public platforms at no expense to the NM Film Office. The original F.A.M.E. website ran into obstacles with funding and although there is a lot of support for this type of in state unifying approach to connecting our Film & Media Education, educators and students, the website has failed to come to fruition. Using free public social media platforms is an attempt to move forward with the basic premise of a "one stop" location for educators and students to learn about opportunities available in Film & Media in the state of New Mexico, share and exchange news and receive encouragement. These sites could be self-populating by members and overseen by responsible volunteer administrators to make sure all posts are viable, professional, and up to the standards set by the NM Film Office.

OBJECTIVE 3: To do all other activities which are found to be generally supportive of the NMFO's goals, initiatives and objectives in NMFO's strategic plan.

Steps to take for 2019: The Emerging Media Sub-Committee chair, Teri Farley, would like to move forward with the following list of items in order to provide the NM Film & Media Office and the state of New Mexico a comprehensive action plan of activities for 2019.

OBJECTIVE 1:

- Continue to gain insights from the current Emerging Media focus group to address S.W.O.T. concerns and industry needs.
- Work with the NM Film & Media Office to come up with a game plan to address some of the items already identified in this report.
- As Chair of Emerging Media Sub-Committee, I'd like to volunteer to act as an Emerging Media liaison to bridge the gap between the Emerging Media side of the film industry and

the director of the Film Office.

OBJECTIVE 2:

- Work with the Education and Outreach Sub-Committee to research and determine what schools, colleges and universities are offering emerging media classes, courses and degrees here in NM.
- Help to create, moderate and populate a Film and Media Education (F.A.M.E.) online social media presence that showcases these schools, colleges and universities.
- Market these F.A.M.E. social media sites to the students and instructors looking to connect with the NM Film & Media industry.
- Research the emerging media needs of companies, such as Netflix, moving into New Mexico and determine how we can best meet those needs with our current student and professional base.
- Work with New Mexico based educational system to create a sustainable workforce to populate incoming job demands with suitable graduates and interns.
- Identify companies and organizations that would provide internships and hire graduates of New Mexico Emerging Media programs.
- List these internships on the F.A.M.E. social media sites.

OBJECTIVE 3:

- Work with the NM Film & Media Office to fill in the current deficit in their Emerging Media department.
- Make sure that all work done in Objectives 1 & 2 meets with the NM Film & Media Offices approval.

In conclusion, we are honored to be appointed to the Governor's Council and look forward to supporting her office, the Economic Development Department and the New Mexico Film Office throughout our terms.

Respectfully submitted:

Talia Kosh, Chairperson
Luke Renner
Teri Farley
Greg Hewett
Alicia Keyes
Rajeev Nirmalakandan
Tonya Stinson

cc: Keith Gardner, Chief of Staff, Office of Governor Susana Martinez
Nick Maniatis, Director, New Mexico State Film Office