

Board Film/Video Committee Meeting

10/29/2018, 4:30-6:00pm

Present: Elodia, Jan, Barbara, Olivia, Cristina, Claudia, Marissa, Cynthia

From Board minutes from 3/28/2018

2.7 – Film proposal by Autografo Films: Barbara Flores presented a proposal from Autografo Films. The purpose of this film series of three episodes (30 minutes each) is to correct many of these misperceptions and to provide greater understanding about what biliteracy and dual language programs can accomplish for the English language learner (EL). Barbara stated she likes the quality of the videos and this series will serve two main purposes: It will 1) help the general public better understand the important role biliteracy and dual language programs have on EL's, with California is an exemplar state; and 2) facilitate the professional development of teachers on how to implement biliteracy and dual language programs in their schools. The total for the 3 videos will be \$250,000. Barbara Flores stated CAFE would control the footage and content. Barbara stated that one way to raise the money would be to ask districts to purchase this product in order to use this as a public relations tool to highlight their district or school. MOTION #5- It is recommended to set up a small committee to explore cost and production of these videos. The board members on the committee are: Marissa Lazo-Necco, Barbara Flores, Annie Rodriguez, Cristina Alfaro, Olivia Yahya, Claudia Lockwood, and Martha Zaragoza-Diaz. Moved: Cristina Alfaro Second: Barbara Flores Approved: Yes

Agenda

Welcome: Jan welcomed and gave brief updates to board members as they called in.

Purpose of the Committee: to explore the message, format, production and costs of videos

Needs in the field for videos (length, format, etc.):

Barbara began with three reasons-

1. Public relations, promote CAFE (we are very influential, people look up to CAFE- opportunity to impact the growth of multilingual programs- urgency, the time is now- the general public are not in the know)
2. Provide info to the field about model programs/work we are doing at CAFE, dual immersion, multilingual initiative, EL Roadmap, and legislative updates.
3. Advertise our services that are based on research, pedagogy, parent engagement, new initiatives- expand and refine services.

We need to be out there- small informative clips, highlight stellar bilingual programs.

Accessible on our CAFE website, Facebook, other social media- combo of different lengths- promotional and a little more depth, informing community on Prop 58 next steps, guidelines, CA Global 2030, Seal of Biliteracy

More policy or opportunity to inform field with best practice/pedagogy (instruction in the classroom with teacher and students, real life application). Also powerful to have board members, superintendents, administrators and parents included-it takes everyone to make this happen.

Highlight critical issues- there is confusion in the air with dual language- translanguaging, etc. Have experts in the field who can speak to the current issues.

Prioritize ideas- take baby steps, consider cost sources- Sobrato grant, Gates Foundation

How different would these be from SEAL videos? Have parents and students be the voice

Presentation by Francisco (from San Juan, Puerto Rico):

Using technology is in our favor. Brief bio- artist, comedian, TV producer. Elements in production are in accordance as to what is required- very high respect for quality- motto is first content, second visual. Both need to be the same level of quality. Established 25 years ago and received a 2001 Emmy award- this speaks to his commitment to quality. (2001 was first time Puerto Rico was included in Emmy category.)

Main product- Autografo- a collection of videos of the stories of the people who build his country. Complimentary product to the textbook in the school system. Has to be truth, not hearsay. Need to make sure to be strict in the pre-production. Very important tool in education system in Puerto Rico. Focus on work that leaves a mark and has a purpose- nothing boring. Education is the key. Knowledge/technology to make it fun/cool/attractive.

Summary of company history- (see video links provided)

Link to Pablo Casals – world renown cellist- this video will give an idea how they handle graphics, music- reaches out to young people.

Story-telling- The story of the fight for Bilingual Education needs to be told- never forgotten- who gave passion/blood for defending bilingual education.

Propose 3 separate videos no longer than 20-30 minutes- to process/convey:

- 1- The past
- 2- Where are we now
- 3- Where are we going to, what do we want to accomplish

Turn story into powerful, energetic production so that people really want to know.

Define who is the audience- Teachers? Students? General public?

Will need list of players- those who are still living or family members who can speak for those who are no longer with us.

The past 20 years he has been thinking of how to share challenges and how to overcome challenges- to be inspirational. Maybe the audience will be the next generation. Technology connects the world.

Three main videos but also smaller vignettes, depending how aggressive CABA is with social media.

Important that this does not go by and is not lost in time or lost in translation. Look to the future to stand in the present and be supported by the past. Lot of fun, lot of fight, pursue excellence. Very passionate, throw self in. Story by CABA, production in Puerto Rico. Helps Puerto Rico with work given current situation.

Discussion:

Barbara- The sky's the limit. Vignettes are important- caliber, content, quality, delivery. Autografo includes music, visuals. She hopes all committee members are able to watch videos.

Cristina- artistic, holistic, so much part of who we are and what we do. Looks forward to working on this project.

Jan-Advocate, move forward, maintaining home languages, respond to what's going on currently in California. Social media- shorter vignettes. We need to move strategically, what the outcomes are, look for more bids (this is part of the process).

Francisco- Twenty minute stories will go so quickly- not one minute to pause. It's like baking a cake- once built, it's baked and garnished. The pieces are lengths of videos for specific social media on specific subject. List of subjects, interview very strong people- it is wise to get all of the ingredients to bake the cake. Then slice for specific needs. Put into social media- high-top notch quality. Will be able to have tons of feeds and clips from high quality production. Suggest to look at whole project then slice it. Would be the wisest way to communicate specific subject, issue, interview, current state. Available to answer/clarify any questions. (Leaves conversation).

Claudia- ELLLI publications committee- any room to collaborate with them?

Olivia- Look for funding, what is the story and who is the audience we want to key in on. The story changes depending on audience. Request funding from foundations. Step back, let's get other bids- a minimum of 3. Don't want this to impact our budget. Look at the big picture.

Marissa- See the importance of capturing CABE's story in an artistic way. That's how people join in on the conversation. New CABE home is a place we can use to capture stories. Who is the target audience? How do we grow without hurting us financially? Staff impact, need a dedicated CABE person to guide co-production. A little overpriced? Would like to see other proposals. Once you are in it, you are invested. Should consider staff cost in production costs.

Elodia- Impact on staff. Who would be assigned? Look at different options, other production companies. Align with vision of the board. Supporting the cause, campaign. Act on policies

Next steps:

- Prioritize.
- Review proposal.
- Craft a synopsis, role of the video, create RFP, draft language, share with group. May deviate from current proposal. What would we like to have, keeping budget in mind. Maintain good relations while looking at other perspectives.
- Bring draft RFP (Jan, Cynthia, and Claudia) back to group- fine tune. Also, consider funding sources (example-Coca-Cola).
- Who are our story-tellers in the community? Research film-makers in our community- diverse videographers.
- Board approved \$25,000 for initial work on video production.

Closing