

CSU The California State University

**ENTERTAINMENT
▶ ALLIANCE ▶**

2023 IMPACT REPORT



OVERVIEW

The CSUEA connects the students, faculty and alumni, of the largest and most inclusive public university system in the nation, to the entertainment arts and media industry. Our programs support CSU students on their journey from campus to career by removing some of the financial and structural barriers to getting “a foot in the door” to these ultra-competitive fields.



MISSION

We are committed to elevating the CSU community to succeed in the entertainment industry through mentoring, professional work experiences, resources, jobs and industry relationships. We empower students to be able to afford and access entry-level positions and meet the right people that can help advance their professional goals.

Our hardworking, talented students are pushing the boundaries of creative expression by telling their diverse stories. Their voices and their stories must be elevated to help us transcend divisions and develop the next generation of inclusive media arts and entertainment leaders.

The key value we offer the industry is access to a giant pool of diverse and inclusive talent who are hungry for opportunity, well used to the hustle, and ready to get the work done. Our programs help address systemic change that needs to happen to California's entertainment industry for it to remain relevant, profitable, equitable and just.

THE POWER OF 23

Our campus network of 477,000 students, 4 million alumni & top-rated entertainment arts and media programs is a diverse, inclusive talent pipeline to the entertainment industry.

STATE of the CSUEA

“

Thanks to the tireless efforts of our Advisory Council and supporters this past year, we created valuable and unique opportunities for our students, which we are confident will have an enduring impact on our future entertainment workforce. We are thrilled that our program will be based in the heart of the entertainment industry at Cal State Northridge. Our team is proud and grateful for the work we have done together.

A generous donation from the Harry & Judy Friedman Foundation is supporting the creation of the CSU Game Show curriculum. Courses will begin instruction in Fall 2024 at Cal State Los Angeles. They were developed with veteran game show producers, including Bob Boden, Joey Ortega and the legend himself, Harry Friedman, executive producer of Jeopardy and Wheel of Fortune. We are delighted to welcome him to our Council.

Orchestrated by Council member Daria Overby, STARZ renewed their commitment to supporting students by funding the post-production completion of their films. The screening they hosted in October 2023 showcased some of the best creativity across the CSU system. We look forward to the next cohort's showcase. Partnering with a larger coalition of the Entertainment Equity Alliance, we are helping to coordinate a mega Career Expo in June 2024, increasing access and opportunity for our community.

Our Production Accounting training and certificate program funded by Lionsgate and championed by Jamila Daniels, developed an innovative curriculum and will be launched by CSUN in 2025. The Dolby Foundation extended their support of our program, making workshops, training programs and attendance at industry conferences possible for our faculty and students. We are grateful to Anita Stokes for her unwavering advocacy.

A systemwide partnership with Adobe provides increasing technology access across multiple disciplines, thanks to Courtney Miller. Students and faculty attended industry networking events and conferences free of charge thanks to SMPTE and the Sports Video Group, with much gratitude to John Shike and Pat Griffis.

Angeline Buenaventura made the time to network with students, providing them critical insight on future opportunities at Netflix. David Eilenberg shared excellent advice with faculty at the TV Academy's Media Educator Conference. Carole Kirchner and Teri Lopez collaborated with CSUN and the Writer's Guild to host their Diversity training workshops.

Shari Holly and her team at Pipelines Pro are keeping students all across California motivated and engaged to pursue their education and career goals with our virtual professional development workshops. We are collaborating with high schools and community colleges to boost enrollment in CSU entertainment programs, and serving as curricular advisors to support Film & TV magnet schools in Los Angeles including Roybal and VOCES.

Our alumni continue to shine and soar in the entertainment industry, in great part due to the pathways created by the hard work of many members of this council. You are giving back to our campuses by inspiring students, and more importantly helping to create innovative curriculum that will make our campuses a talent pipeline so you can confidently hire them.

Thank you!

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CSU SCOPE, INVESTMENT, AND DIVERSITY

Size

The nation's largest 4-year public university system with **23 campuses & 8 off-campus centers**



Graduates more than

132,000 students annually



A network of **4 Million** alumni



Awards nearly

50% of California's Baccalaureates



Educates **477,000** students & employs **56,000** faculty & staff



Over **180,000** CSU students are seeking entertainment careers

Money

The CSU returns **\$7** for every **\$1** invested



The CSU employs **150,000** Californians



The CSU creates over **\$26.9 Billion** in California economic activity



1 in 10 CA employees is a CSU grad



California has a **\$507 Billion** creative economy



In 2022, California hosted **1.8 million** jobs of which **50% were creative**

Diversity

Nearly **1/3** of CSU students are first generation college students



Grants of **%50** of its degrees to LatinX, Black & Native American students



21 of 23

campuses are Hispanic Serving Institutions (HSIs) with at least **%25** Lantinx student enrollment



The CSU confers **%62** of California Hispanic student bachelor's degrees



Nearly **1/2** of CSU students are underrepresented minorities (URM)



The CSU confers **%38** of California Asia/Asian American student bachelor's degrees



The CSU confers **%43** of California American Indian/Alaskan Native student bachelor's degrees

TRANSFORMING THE INDUSTRY

Strategic collaborations with global entertainment companies, associations, and conferences offer the best of Hollywood to students and faculty for nominal or no cost. We are continually developing new partnerships to add to our growing list of sponsored student & faculty memberships and industry conference discounts.



CORPORATE PARTNERS

CORPORATE DONORS

Lionsgate

For collaborating on webinar events + access to internships and entry level opportunities.

STARZ

For donating funds for student filmmakers in post-production + hosted film festival to showcase their films

Moet Hennessey

Hosted a webinar panel and provided access to internship prioritizing diversity in the industry

Adobe

Multiple high profile industry speakers for events + software access for students in need

DOLBY

Established a \$25k Grant Fund for CSU students

Endemol

Sponsorship for multiple Advisory Council Meetings and Unscripted TV Curriculum Development

Twitch

Established a \$25k Scholarship Fund supporting streamer talent + provided curricular innovation support + speakers for panels

CORPORATE IN-KIND DONOR

TV Academy Foundation

Hosted Advisory Council Meeting + Visited CSU campuses for career development events + apprenticeship program for CSU students in Unscripted TV

SAGAFTRA LA

Hosted annual Advisory Council Meeting + multiple career and union events with TV actors

Paramount

Hosted annual Advisory Council Meeting + networking event + facility tour for CSU leaders and students + hosted Latino Heritage Month event

Univision

Hosted annual Advisory Council Meeting + networking event for CSU alumni

Netflix

Hosted annual Advisory Council Meeting + coordinated networking event + facility tour for CSU leaders and students

Sony Studios

Hosted annual Advisory Council Meeting + studio tours

Dreamworks Animation

Workshops, career advice, & access to internships and entry level opportunities

Backstage Casting

Unique access codes for CSU students to post casting calls + in-kind publicity via articles on outstanding CSU faculty & alumni

People Grove

Panels and Speakers. University Partnerships. Software training. Grants

Mentor Collective

Corporate discount for pilot program connecting students to industry mentors

Parker Dewey

Unlocked access to their opportunities for CSU students + hosts a specialty site for CSU students seeking to optimize their resumes

The Wrap Pro

Discounted student and faculty memberships + publicity for CSU campuses

Youth Mobile Festival/Mobile World Congress

Free conference passess for students

Blackdog Gaming Ventures esports Pitchfest

Free passes for students and faculty

Amazon Web Services

Consulting Partnership on cloud technology solutions for CSU animation departments

Entertainment Careers Database

Discounted membership for CSU students of entertainmentcareers.net

Emerson LA

Preferred pricing for Summer Internship Housing Program

Oculus @Meta

Donated 50 Oculus headsets to CSUs teaching AR/VR/XR

Unity Technologies

Panels and Speakers. University Partnerships. Software training. Grants

Skywalker and Sound

Speakers for events & seminars

Viacom CBS

Webinars and trainings for CSU students, staff, and career centers on how to break into the industry

Walt Disney Animation Studios

Free student passes to CTN Expo + featured student profiles in their portfolio exhibits + free passes to Lightbox Animation ARt Expo + provides panelists for an on campus event

Frame.io

Pilot program for CSU faculty and students - gifted full access to software for a year + to keep up with industry standards

Warner Bros. Pictures

Hosted panels with high-end industry professionals working on newly released films + free publicity materials and access to screenings

Winston Baker Entertainment

Free and discounted access opportunities for networking events and industry panels

MasterClass

100k FREE subscriptions for students, faculty, and staff

FOUNDATION PARTNERS

CAA Foundation

Curriculum development partnership for CSU pipeline high school The Roybal Learning Center

Endeavor Foundation

Access to their Excellence Program that democratizes access to and information about the entertainment industry

House of Blues Music Forward Foundation

Access to career development programming & grants in music fields + multiple free events and opportunity sessions + provided venue space for events and career workshop

Entertainment Industry Foundation (EIF)

Introductions to foundations for program support + opportunities for students

Social Change Fund United

Recruits CSU students for their social justice fellowship program

Harry & Judy Friedman Foundation

Provided funding for game show curriculum

PROFESSIONAL GUILD PARTNERS

Motion Picture Editors Guild

Union workshops + high profile below the line talent for career panels

SAGAFTRA LA

Hosts career and union events with TV actors + Union 101 workshops

SAGAFRTRA SF

Pro bono legal advice for students & alumni signing first contracts + workshop and panel speakers

SMPTE (Society of Motion Picture & Television Engineers)

Free access to hiring events, networking and training + speakers & career panels

The Recording Academy

Facility tours and career advice for CSUEA Summer Housing Students + produced a Behind the Scenes at the Grammy Awards webinar panel

Writers Guild of America Foundation

Free access to events and trainings for students and faculty

Entertainment Industry Foundation (EIF)

Introductions to foundations for program support + opportunities for students

NON-PROFIT PARTNERS

Entertainment Impact

Helped negotiate partnership with masterclasses + pro bono consultation on CSU Entertainment Alumni fundraising campaigns

Entertainment Industry College Outreach Program (EIOCP)

Provided entertainment opportunities for CSU BIPOC students

BRIC Foundation

Access to Diversity in Entertainment Educational Council + CA Workforce Grant Collaboration

New Filmmakers LA

Free student memberships + access to events & screenings + visual storytelling workshops + speakers & panelists for events

Entertainment Industry Professionals Mentoring Alliance (EIMPA)

Mentorship Partnership connecting CSU students with their industry professionals database

Entertainment Equity Alliance

Working group of industry leaders dedicated to workforce pipeline development and production support

Staff Me Up

Access to webinar participants + free access to their platform for CSU students

Group Effort Initiative (GEI) Entertainment Diversity Internship Fund

Partnered on inclusion and diversity pipeline for CSU students in LA County for internships and career training

International Documentary Association

Produced film workshops on CSU campuses

Yes2jobs

Organized Entertainment Career Prep Workshops

Women in Film LA

Worked with CSUEA on a “Campus to Career Initiative” grant collaboration

BRIC Foundation

Access to Diversity in Entertainment Educational Council + CA Workforce Grant Collaboration

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Mentorship Partnership connecting CSU students with their industry professionals database

2023 - 2024

EVENTS CALENDAR



2023

JULY

- 11** A Conversation with 1st Assistant Editor Ben Insler
- 20** Problemista Screening
- 26** This Fool Screening
- 28** San Jose Film Collective

AUGUST

- 1** A Conversation with 1st Assistant Editor Ben Insler
- 2** Music Forward - All Access Virtual
- 3** Master Crafts in collaboration with Variety
- 10** Entertainment Careers: How To Succeed
- 22** Animate from Audio
- 28** Adding Voice Over to Student Work
- 28** Integrating AI & Adobe Express for Digital Fluency

SEPTEMBER

- 13** How To Get Your Dream Job with Adobe Express
- 28** The 1st BIPOC Film Festival
- 29** The Young Sports Talent Investment Forum

OCTOBER

- 7** Melodia Behind the Beat: The Business Minds Behind the Music Artist
- 10** Graphs & Data Visualization
- 10-12** 5th Annual Women's Empowerment Symposium
- 11** Lessons in Chemistry Screening
- 12** The CSUEA & GEI: Info Session & Resume Workshop
- 14** The CSUEA & Steam Education: Central Coast Mobile Fab Lab Celebration

- 15** Young Entertainment Professionals - Production Mixer: Jumpstart Networking

- 17** Adobe Express & Adobe InDesign

- 18-20** Eagle-Con's 10th Anniversary Convention

- 19** Lessons in Chemistry Screening

- 20-26** The CSU Media Arts Festival

- 26** Moët Hennesey & The CSUEA - Summer 2024

- Diversity Internship Program Info Session

- 27** The CSUEA & Backstage: Casting for Film & Television

NOVEMBER

- 4** Girls Make Beats Gala
- 6** New Filmmakers LA - Radford Studio Center Lot Tour for College Students
- 10** Paramount Finance Rotation Analyst Info Session
- 14** SMPTE - AJ Bleyer Guest Speaker Event
- 15** Television Academy Foundation - Virtual Internship Info Session
- 15** "Careers in Sound" featuring Company-3 Senior Re-Recording Mixer Alan deGraaf

- 16** COOP Careers & CSU - From College to Career
- 28** Society of the Snow Screening
- 29** Black Cake Screening

DECEMBER

- 1** The Zone of Interest Screening
- 1** Academy Gold Rising Information Session
- 4** Starz Writers' Intensive
- 7** The Iron Claw Screening

2024 JANUARY

- 23** Silicon Valley Video Summit

FEBRUARY

- 8** GEI x Signature Post - Post-Production Studio Tour and Q&A
- 8** Lionsgate & Starz - Internship Information Session
- 13** GEI X NRDC: Climate Storytelling

- 15** The CSUEA & CSUN Department of Cinema and Television Arts - Harmony in Diversity: Celebrating Black Voices in Film & Television Scores

- 28** SMPTE - The Reality of Virtual Production

- 29** Breaking the Internet: Social Media Strategy for Artists

MARCH

- 1** The CSUEA & Pipelines - BTS: Production Assistant 101

- 13** AVG Pre-Apprenticeship Speaker Series

- 16** Free Portfolio Review at 2024 BRIC Summit

- 22** The CSUEA & Pipelines - Creative Entrepreneurship: An Inside Look the Pros, Cons, & real Experiences of Starting a Business

- 28** Changing Perspectives of Women in Entertainment

APRIL

- 5** Teeing Up Success: A Conversation with the Director of The Long Game

- 8-15** Cal State CREATE with Adobe and Apple

- 11** The Greatest Hits Screening

- 11** NBCU Academy - Next Level Summit: Unlocking Your Leadership Potential

- 12** Paramount On Tour

- 12** The CSUEA & Pipelines - Demystifying Mentorships: Why Mentorship is a Superpower to Success

- 18** The Agent's Journey with Ryan Orozco of William Morris Endeavor

- 20** PBS SoCal's Fine Cut Film Festival Summit

- 23** Latino Communications Institute of CSU Fullerton - The Entertainment Industry For Diverse Young Professionals

- 26** Backstage: Casting for Film & Television

MAY

- 2** Creative Futures: Careers in Emerging Media

- 3** Harmony in Heritage: A Celebration of The Beauty & Struggles of "Filipiniality"

- 17** The CSUEA & Good Energy present: Climate Lens Workshop

GET INVOLVED

SUMMER HOUSING GRANT

An internship can change the course of a student's career while supporting a company's hiring needs. Our students are diverse, eager and humble youth working multiple jobs to make tuition and rent in expensive cities. Few students can afford the luxury of an unpaid or low paid internship, and the cycle of a less inclusive industry continues. 10-weeks costs approx. \$3k/student



Industry Workshop Grant

Host or produce an industry-related events for students & faculty at your company or sponsor one at a remotely located campus. Average cost is \$2k per grant, which covers honoraria & travel. This is particularly helpful to non-urban campuses.

Mentor a CSUEA Student

We'll connect you directly to a motivated, vetted CSU student seeking advice in your career area.

Sponsor a Themed Networking Event or Speaker Panel

- Latino Heritage Month, Black History Month, and Asian American and Pacific Islander Heritage Month
- CSUEA Connects - A Bi-Monthly Alumni/Student Connection Event.
- The Culture of the Business Speaker Series

Faculty Development Grant

Help professors stay up to date with industry trends, technologies and skills that are passed on to students in their classrooms and production spaces.

Become a CSU Advisory Council Member

or recommend someone in your network

SPONSOR OUR CSUEA ANNUAL BOARD MEETING

IS YOUR BRAND LOOKING TO ENGAGE AN AUDIENCE OF DIVERSE COLLEGE STUDENTS?

LET THE CSUEA CREATE A CUSTOMIZED EVENT FOR YOUR NEEDS

To keep these events and programs going, we are seeking your continued support to expand our impact.

Please share this report with your network.

Thank you & keep in touch!

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