

2022 IMPACT REPORT



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CALIFORNIA'S CREATIVE ECONOMY

CALIFORNIA
HAS A CREATIVE
ECONOMY OF

\$507
BILLION

&

4 MILLION
JOBS 
THE MOST IN THE NATION

CALIFORNIA'S
CREATIVE ECONOMY
HAS GROWN

16.9%
IN THE LAST DECADE

CALIFORNIA'S
CREATIVE ECONOMY:
VIBRANT & GROWING

50%

OF CREATIVE OCCUPATIONS
REQUIRE A **BACHELOR'S
DEGREE
OR HIGHER**

Statistics from the 2022 Otis Report on
the Creative Economy of California

**“It is up to us to renew the California
Dream for a new generation...
California’s brighter future isn’t in front
of us - it’s inside each and every one
of us... There are few institutions that
serve people at the scale of the
California State University...”**

– California Governor **Gavin Newsom**



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

“We’ve had an amazing year, thanks to the tireless efforts of our Advisory Council, and an incredible new addition to our team, Alma Lopez-Tilghman, who is working hard from LA to grow our partnerships and impact.

We are proud to be a founding member of the larger **Entertainment Equity Alliance**, collaborating on increasing access and opportunity with DEI leaders, including the Arts, Media, and Entertainment (AME) sector of California's Department of Education, the Group Effort Initiative, BRIC Foundation, Handy Foundation, House of Blues Music Forward Foundation, the Entertainment Industry Foundation, and more.

STARZ committed funds to start a Production Completion fund for student content including features, shorts and animation. This fund will help our creators get to the finish line by funding post-production and festival submission costs.

We’re excited to launch a Production Accounting training and certificate program with our partners **Lionsgate**, who have generously funded faculty stipends to develop innovative curriculum with valuable input from Lionsgate production accountants. We’re launching new courses in unscripted, including game shows, docu-series and competition formats. We are in talks with **Amazon Studios** to partner on VFX training in their new production spaces.

Dolby continued their funding commitment to our program, making workshops, training programs and attendance at industry conferences possible for our faculty and students.

Our partnership with **Adobe** expands this year with the Frame.io pilot project, which provides technology access to faculty across multiple disciplines. NorCal students got a private career mentoring session with Steve Wozniak, co-founder of **Apple**, thanks to our partnership with **SMPTE** and the **Sports Video Group**. We also sent students to work the **Super Bowl**, by partnering with their recruiters.

The CSUEA Spring 2023 Entertainment Career Fair at Long Beach brought SoCal students and recruiters face to face to manifest the CSU talent pipeline. Our summer housing program is finally back! We will be offering free student housing in LA for students who hustled to get internships via the **Academy Gold Program**, the **TV Academy Foundation**, and many other entertainment companies.

CSU Alumni and our program alumni continue to shine and soar. They are giving back to our campuses by inspiring students with masterclasses, and hiring them. Our faculty are making groundbreaking, award winning content. Directors are including our students on their film productions. We are keeping students motivated and engaged to pursue their education and career goals by running bi-monthly virtual professional development workshops in partnership with **Pipelines Pro** attended by hundreds of students systemwide. We are collaborating with K-12 educators to boost enrollment in CSU entertainment programs, and serving as curricular advisors to support the Roybal School.

It takes a tribe to raise a child, and a bigger tribe to elevate our students and alumni to entertainment industry success. We can’t do it without you. We are tremendously grateful. Onwards and upwards!”

– **Dina Ibrahim**, Executive Director,
The CSU Entertainment Alliance



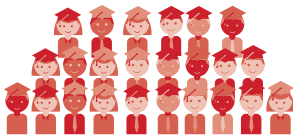
CSU SCOPE, INVESTMENT, & DIVERSITY

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 over **150,000** Californians

The CSU creates over **\$26.9 billion** in CA economic activity



1 in 10

CA employees is a CSU grad



CA has a **\$507 billion** creative economy



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

DIVERSITY

Nearly a third of CSU students are first generation college students



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



21 of 23

Campuses are Hispanic Serving Institutions (HSIs) with at least **25%** Latinx student enrollment



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



Nearly half of CSU students are underrepresented minorities (URM)



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



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

PROGRAMS & IMPACT

CSUEA programs offer learning, career development and networking opportunities to empower students to pursue successful careers in entertainment arts & media.

GRANTS

2017-2022 HIGHLIGHTS & STATS

Grant Proposals:

354

Funding Requests Total:

\$948,000*

of CSU Campuses Awarded Grants:

22

Total Funding Awarded:

\$333,000*

of students, faculty, and staff reached through CSUEA grant funds:

41,180*

*Numbers reflect close approximations

INTERNSHIP & HOUSING

We offer accessible, low-cost professional work and mentorship experiences at high profile companies and Hollywood studios to help CSU students get their first break in an ultra-competitive industry.

- Our internship class can be taken by ANYONE to include EVERYONE, from high school to first year students all the way to up to super seniors and post-graduation. This breaks barriers to access for those who were not qualified yet by their majors, or might delay graduating to gain internship work experience.

HIGHLIGHTS & STATS

FREE SUMMER INTERNSHIP HOUSING:

45 Students Housed for free in Hollywood while they intern

CSU CAMPUSES SERVED FOR SUMMER HOUSING:

61%
14 of 23 campuses

TV ACADEMY UNSCRIPTED APPRENTICESHIP PROGRAM:

16 Students participated
5 Students Housed
4 Students Offered full-time positions

CSUEA INTERNSHIP COURSE PARTICIPANTS:

315 students from **15** different campuses

COMPANIES PARTICIPATING:

190+

GEI/EVOLVE ENTERTAINMENT DIVERSITY INTERNSHIP PROGRAM PARTICIPANTS:

105 Students in the program **70** placed in Internships or Jobs

COMPANY HIGHLIGHTS:

STARZ, Lionsgate, Netflix, The Cartoon Network, Disney, NBC, Sirius XM, Crown Media Family Networks, Endemol Shine, Westlake Recording Studios, Mandalay Entertainment, Amazon Prime Video, SeeChange Institute, ILMxLAB, Bunim-Murray Productions, High Noon Entertainment, & 44Blue Productions

INDUSTRY MENTORSHIP & STUDIO TOURS

offered via CSUEA Advisory Council members Maureen Droney, Carole Kirschner, Doug Jackson, Gregg Katano, Bettye Saxon, David Eilenberg, & Juan Rodriguez

GRANT HIGHLIGHTS

With our grant support, CSU students and faculty are expanding their career building opportunities, learning industry standard technology and keeping up with skills trends. Between Fall 2021 and Fall 2022, we received \$155k in funding requests to invite high profile guest speakers, run workshops, attend industry conferences, and faculty professional development.

We granted close to \$100k of those requests and are delighted with what the grantees achieved with those funds. Check out the highlights below. We hope to grow our programs with help from donors & corporate partnerships

San Jose State University:

Listen Differently Symposium: The Department of Film & Theatre at San Jose State University hosted the symposium, "Listen Differently: Black Feminism, Music, and Popular Culture,". The symposium prioritized Black feminist thought and criticism in the Arts and Humanities by welcoming one of its most powerful practitioners—Dr. Tricia Rose — to the Hammer for a keynote address and conversation with independent Bay Area hip hop artist and journalist, Rocky Rivera.



San Francisco State University:

Hollywood Jib Workshop: Greg Acosta is an experienced camera, jib, and Steadicam operator with over thirty years of experience in multi-camera studio environments, live award show productions, as well as on-location reality shows. Greg regularly works for Paramount, CBS, and the NFL and earned an Emmy nomination for his camera work on the production of Survivor.

Re-Shaping Our Archives: The School of Cinema hosted industry professionals in film exhibition, curation and archiving. Students learned cutting edge strategies for public engagement of curated or researched media works. The series opened avenues of opportunity and interest to a diverse group of students, who may not have previously considered careers in media curation or archiving. The series resulted in a significant increase in students successfully registering for internships in these areas.



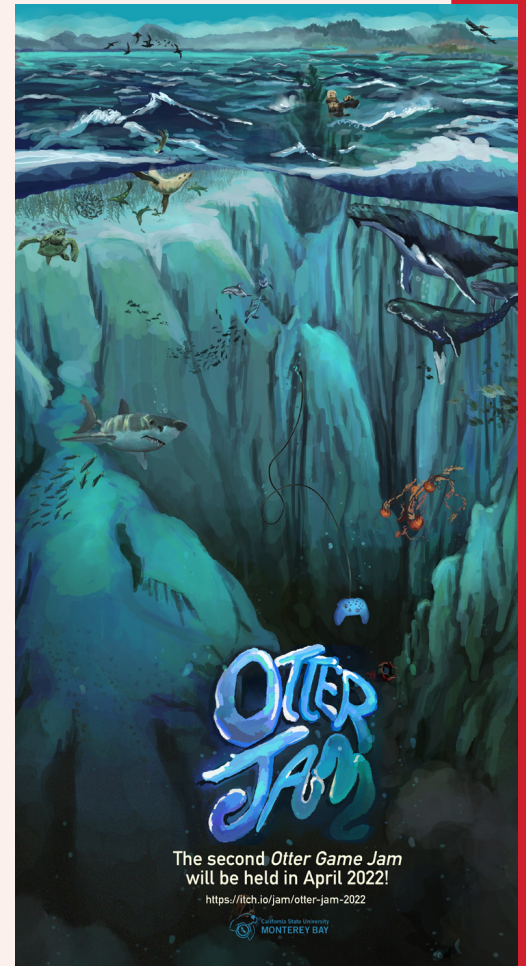
Coppola Theatre, 1600 Holloway Ave San Francisco, CA 94132

CSU Monterey Bay:

Game Design Jam: CSU Monterey Bay hosted their first ever OTTER JAM! The event brought together industry, CSUMB students, and community college potential recruits to work on game designs in a structured and exciting new way. The event gave students a head start on capstone game design projects. Students engaged in cross discipline collaboration through play testing. The theme of the jam was climate change and extinction within "serious" or "art" games as well as entertaining games, all while providing skill building opportunities for their future careers.

Sacramento State University:

Mentoring and Elevating the Next Generation of APIDAs in News, Theatre, and Cinema: Multiple CSUs, as well as high school students and community members participated in this webinar. It showcased successful Asian Pacific Islander Desi American (APIDA) leaders in media and entertainment. It was a valuable opportunity for students to identify and see themselves in these professions. It also provided a sense of belonging and a positive narrative toward unity for the APIDA community, which has experienced heightened discrimination in recent years.



SACRAMENTO STATE
STUDENT AFFAIRS

SAVE THE DATE

CSU The California State University
2021
Mentoring and Elevating the Next Generation of APIDAs in News, Theatre and Cinema & Student Fall Welcome

Joseph I. Castro
CSU Chancellor

Robert Nelsen
Sacramento State
President

Wenda Fong
CSU Student TV Producer
and Creative Educator

Richard Lui
Investment and Finance Anchor
for KQED and NBC News

David Henry Hwang
Producer, Creative
TV and Screenwriter

and other speakers...

SEPTEMBER 17, 2021 9:30 AM - 1:00 PM

Free Event

To attend, visit:
<https://tiny.cc/API5ept17>

For accommodations or questions,
please contact: saseep.contact@csus.edu

ENTERTAINMENT ALLIANCE
ASSOCIATED STUDENTS, INC.
SACRAMENTO STATE
Student Organization Leadership

STUDENT ACADEMIC SUCCESS AND EDUCATIONAL EQUITY PROGRAMS

CSU Fullerton:

Theater & Social Justice: Playwright Heidi Schreck joined CSU Fullerton students to discuss her play, *What the Constitution Means to Me*, the Equal Rights Amendment and abortion rights. A speaker from Planned Parenthood answered questions and provided resources to students. The event served as a forum for students and other community members to discuss solutions for current challenges including abortion bans and legislation harmful to the LGBTQ+ community.

Digitally Archiving Historic Theatre with VR, 3D LiDAR, and Photogrammetry: CSU Fullerton Faculty member JR Luker led a Study Tour to Copenhagen engaging students from all CSU campuses and all backgrounds. They made global professional connections while exploring the history and evolution of entertainment design and technology using VR, 3D LiDAR Scanning, and Photogrammetry for digital archiving.



DOES THE US CONSTITUTION PROTECT WOMEN'S RIGHTS AND LGBTQ+ RIGHTS?

ON DECEMBER 10, 2021:
The Supreme Court of the United States accepted the Texas law banning abortions after 6 weeks.

ON FEBRUARY 28, 2022:
The Senate refused to support the Women's Health Protection Act.

IN JUNE 2022:
The Supreme Court will decide whether to accept the Mississippi law to ban abortions at 15 weeks, a decision which risks overturning nearly 50 years of settled law.

WHAT CAN WE DO?
Come to a free reading of Heidi Schreck's play

WHAT THE CONSTITUTION MEANS TO ME
and start a conversation of what the founding document means to you and to us all in 2022.

Schreck's timely and boundary-breaking play breathes new life into our Constitution and imagines how it will shape the next generation of Americans. Fifteen-year-old Heidi earned her college tuition by winning Constitutional debate competitions across the United States. In this hilarious, hopeful, and aching human new play, she resurrects her teenage self in order to trace the profound relationship between four generations of women and the founding document that shaped their lives.

WHEN: FRIDAY, MARCH 11, 2022, 5:30-7:00PM. MONDAY, APRIL 4, 2022, 5:30-7:00PM.

WHERE: THE RECITAL HALL IN THE CLAYES PERFORMING ARTS CENTER.

WHO: ALL STUDENTS, FACULTY AND STAFF AT CSUF ARE WELCOME. NO TICKETS REQUIRED.


BONUS! On Saturday, April 9, 2022, from 10:00am-noon, join students from across the country and Heidi Schreck herself to discuss the play via zoom!











IS THE CONSTITUTION REALLY DOING WHAT IT IS SUPPOSED TO DO?

DID YOU KNOW?

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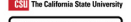
WHEN: Friday, March 11, 2022, 5:30-7:00pm. Monday, April 4, 2022, 5:30-7:00pm.


WHERE: The Recital Hall in the Clayes Performing Arts Center.

WHO: All students, faculty, and staff at CSUF are welcome. No tickets required.

BONUS! On Saturday, April 9, 2022 from 10:00am-noon, join students from UHuen, Marymount Manhattan College, James Madison University, and Sam Houston State University, the University of Oregon, and Heidi Schreck, herself. to discuss the play via Zoom!







ADVISORY COUNCIL

Diverse, multifaceted leaders, executives, creators, guilds and foundations representing entertainment studios, technology companies, streaming platforms, music & independent companies.

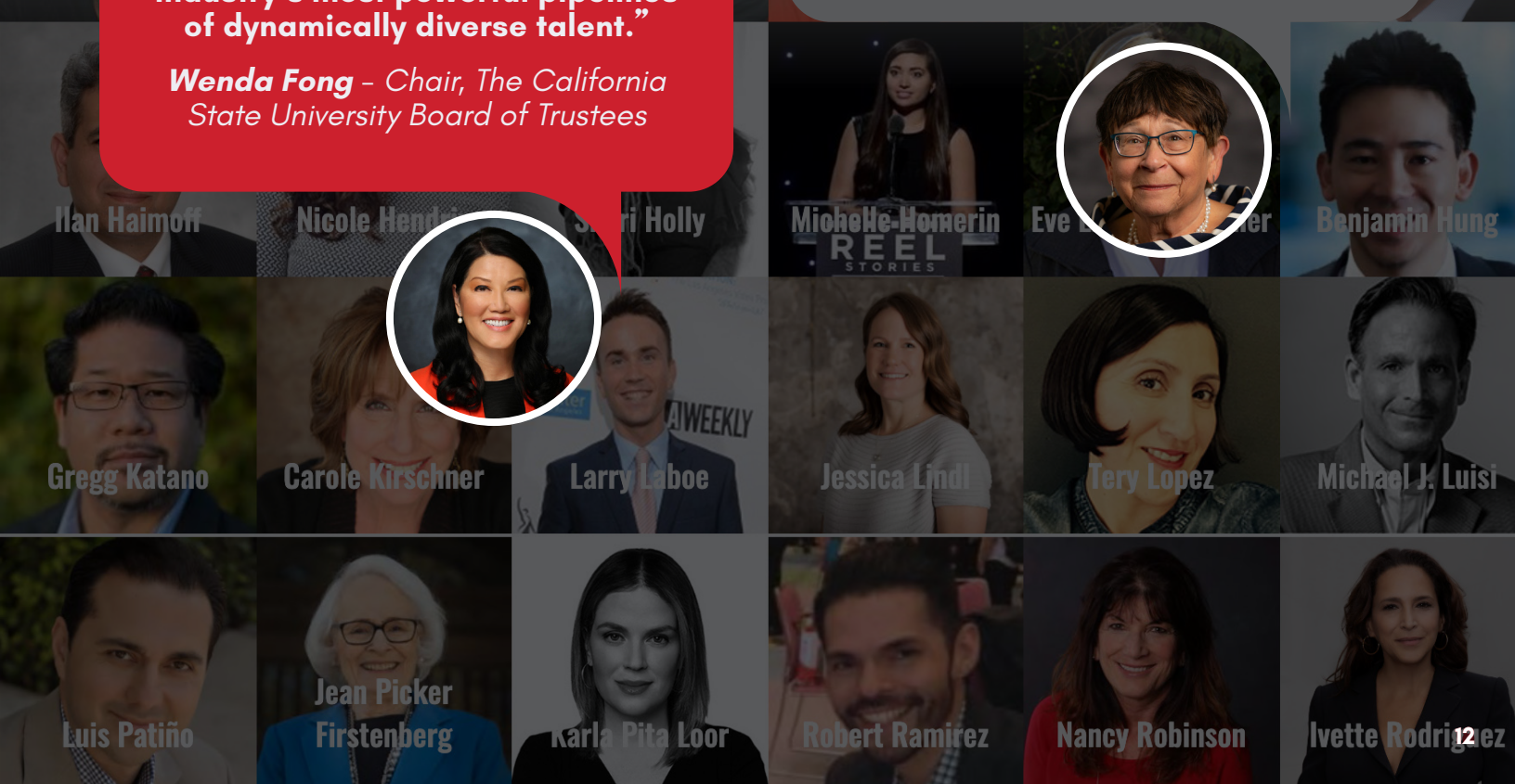
The Council guides our strategic industry partnerships, develops curriculum, helps us target recruit for students and faculty hires, and provides career development and networking opportunities.

“Throughout my 45-year career in television as a producer, director and creative executive, I have dedicated myself to expanding opportunities for those who aspire to follow in my footsteps, especially women and people of color. So I am thrilled to now serve the California State University, which - thanks in large part to the extraordinary work of the CSUEA - is one of the entertainment industry’s most powerful pipelines of dynamically diverse talent.”

Wenda Fong - Chair, The California State University Board of Trustees

“Since its inception, the California State University has served as a national model for inclusive excellence in higher education. By transforming the lives of its students, elevating families and communities, and preparing the vibrantly diverse and highly educated workforce of today and tomorrow, the CSU is driving California’s brightest future.”

Jolene Koester - Interim Chancellor, The California State University



INTERNSHIP PROGRAM EMPLOYER TESTIMONIALS

“We ended up hiring Kate for our new year long paid internship position at KQED Education! Thank you for the recommendation. I'm really impressed by her initiative and calm energy -- and storytelling instincts. I really appreciate you reaching out about her!”

— **Annelise Wunderlich**,
Executive Producer,
Education at KQED Public Media



“Jordan has become more or less the ideal against which we judge all other interns, to be honest. Jordan is a hard worker, a team-worker, and as if that wasn't enough, Jordan has a vast array of skills that have materially helped the show in ways that viewers and members can see every week. You only have to explain things to him once, and he just gets it. His attitude makes the team feel more optimistic and positive, and when he's not here we miss him. Just keep them coming. Go Matadors! Honestly, just thank you for introducing us to Jordan. We can't wait to have him back!”

— **Brett Erlich**, Supervising Producer,
"The Young Turks", Main News Show



“Anizza does a fabulous job at seeing the big picture. She acknowledges what is happening on the show, sees how our department fits into said big picture, and does very well at anticipating needs. She then takes initiative to complete tasks before it is asked of her. She has become a real asset to our team!”

— **Jessica Honeycutt**,
Manager, Iiota Productions, LLC for
“The Late Late Show with James Corden”



“If Jacob is an indicator of what is being taught in your program, you are covering the major areas of audio/video production. KOFY-TV is very happy with our involvement in the Internship program. We had a fantastic experience with Jacob and this internship program.”

— Mark Butler, Producer, KOFY-TV20



“I believe the relationship between Valerie Allen Public Relations and the CSU Entertainment Internship Program is great! Carlo came in with enough information about his requirements and what was needed from us and we were able to accommodate those requirements. Carlo was an absolute pleasure to work with and an asset to our team. He handled everything in a professional manner, was a fast learner, and completed tasks effectively and efficiently. He was sure to communicate everything with his supervisors so we were all kept up to speed on the status of his work. Whenever he would finish a task, he would let us know and take it upon himself to work on something else until he was given direction. Overall, Carlo was a great intern this semester and we were so lucky to have him!”

**— Deeana Betsamo,
Publicist, Valerie Allen Public Relations**

“Disney+ is essentially a startup within the larger Disney company, meaning that things here are pretty hectic and frequently changing. Kori was always able to jump into new projects and learn on the fly to make them a success. She also always had a bright, positive attitude regardless of the situation. She will be missed! Kori's work and work ethic were always top-level.”

— Griffin Schmidt, Disney+



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 DONOR

STARZ

25k Grant for post-production funds for CSU students to professionally complete their films

Adobe

Gold Level Sponsor for 2021 Summit + multiple high-profile industry speakers for events + software access for students in need

DOLBY

Established a \$25k Grant Fund for CSU students + Gold Level Sponsor for 2021 Summit

Endemol Shine

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 + organized HQ tour for SFSU Esports students

Submittable

Corporate discount for CSUEA + donated sponsorship funds to support the CSUEA Internship Program

CORPORATE IN-KIND DONOR

TV Academy Foundation

Hosted annual Advisory Council Meeting + CSU Alumni networking events + piloted a post-grad 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

Univision

Hosted annual Advisory Council Meeting + networking event for CSU alumni

Netflix

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

Sony Studios

Hosted annual Advisory Council Meeting + studio tours

Frame.io

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

Dreamworks Animation

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

Oculus @Meta

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

Unity Technologies

Panels and Speakers. University Partnerships. Software training. Grants

Skywalker 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 on campus events

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

Backstage Casting

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

Mentor Collective

Corporate discount for pilot program connecting students to industry mentors

PeopleGrove

Alumni-based mentorship platform used by SFSU, CSULA, & CSUN

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 passes 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 at entertainmentcareers.net

Emerson LA

Preferred pricing for Summer Internship Housing Program

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

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

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

SAGAFTRA SF

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

NON-PROFIT PARTNERS

Entertainment Impact

Helped negotiate partnership with masterclass + 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

Pipelines Pro

Moderates & produces bi-monthly entertainment career virtual event series with recruiters and professionals

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



GET INVOLVED

Summer Housing

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. Our current budget houses 10 students, and we receive over 50 applications a year. 10-weeks costs approx \$3k/student.

Industry Workshop Grant

Host or produce an industry- related event 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.

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.

Mentor a CSUEA student

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

Become a CSU Advisory Council Member

or recommend someone in your network.

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. Programming starts Fall 2023
- The Culture of the Business Speaker Series. Programming starts Fall 2023

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.

#CALSTATEGREAT: INDUSTRY RECOGNITION

2022 CAMPUS, STUDENT, FACULTY & ALUMNI HIGHLIGHTS

California State University, Long Beach

Mario Arita, Film & Electronic Arts
Department production management
student at CSULB Film served as a Crew
Member for 2022 Superbowl LVI Halftime
Show. He found out about

the “field team”
position while attending
an event hosted by the

**CSU Entertainment
Alliance (CSUEA)**. For Mario

this was an opportunity he will never
forget and an experience that greatly added to his
educational experience while pursuing
his film degree at CSULB.

[https://www.csulb.edu/department-of-film-electronic-arts/article/
csulb-film-student-serves-as-a-crew-member-for-2022](https://www.csulb.edu/department-of-film-electronic-arts/article/csulb-film-student-serves-as-a-crew-member-for-2022)



San Francisco State University

SFSU alumna Caitlin Hernandez, interviewed in the Washington
Blade, about navigating her career as a blind writer. Her work
has appeared in “Aromatica Poetica,” “Wordgathering” and
in “Barriers and Belonging,” “Firsts: Coming Of Age Stories
by People with Disabilities” and other anthologies.

[https://www.washingtonblade.com/2022/10/27/queer-
crip-and-here-meet-blind-writer-caitlin-hernandez/](https://www.washingtonblade.com/2022/10/27/queer-crip-and-here-meet-blind-writer-caitlin-hernandez/)



San Diego State University

CSDSU student Cierra Watkins founded the Black Renaissance
Theatre. In just over a year, it has blossomed into a collective
of creatives who are amplifying Black voices and talent on
stage, on-screen and behind the scenes of both stage
productions and film.

https://newscenter.sdsu.edu/sdsu_newscenter/news_story.aspx?sid=78965



San Francisco State University

SFSU alumnus Jonas Rivera named Vice President of Film Production at Pixar. Hailing from Castro Valley, California, Rivera graduated from San Francisco State University with a degree in film production. He became Pixar's first production intern when he was hired in 1994 to work on *Toy Story*. Rivera is an Oscar-winning producer of *Inside Out* and *Toy Story 4*.



<https://www.awn.com/news/oscar-winner-jonas-rivera-named-executive-vp-film-production-pixar>



California State University Los Angeles

Cal State LA faculty awarded a \$100,000 grant to support interdisciplinary LGBTQ digital storytelling map. The goal of the project is to increase the visibility of LGBTQ stories and spaces and connect queer people globally to reduce social isolation.

San Jose State University

SJSU Professor Magadalini Eirinaki is highlighted in Washington Square Magazine for using the power of AI to help students learn to become socially responsible AI engineers. After 15 years at San José State – an institution Eirinaki says lives up to its ranking by Money magazine as the “Most Transformative University”.



California State University Dominguez Hills

CSUDH alum Johnny Gonzales' film, *In the Water; Behind the Lens*, becomes an award-winning documentary. It was also an official selection at the Paris Independent Film Festival, New York Lift-Off Film Festival, Catalina Film Festival, and aired on PBS stations throughout July 2022.

<https://news.csudh.edu/csudh-alum-surf-documentary/>



2021-2022 EVENTS CALENDAR

2021

JULY

- 1 COOP Careers' Post-Grad Workshop Series
- 13 Variety's State of Independent Film in the Streaming Era Panel
- 14 Variety Sports and Entertainment Event
- 16 Variety Streaming "Instant Gratification: The Exploding Opportunity of FAST TV"
- 20 Geena Davis Institute Influencer Screening and Live Q&A with select Cast-Members of CW show "Kung Fu"
- 22 COOP Careers' Social Hour
- 28-29 Adobe for Education Summit

AUGUST

- 12 Variety Creators Fest
- 19 The Writer's Room 5050 Webinar: How to Sell Your Show
- 20 The Writer's Room 5050 Webinar: How to Pitch a TV Series
- 26 Truth Seekers Summit: Variety and Rolling Stone Explores the Art of Documentary and Storytelling
- 27 Networking into Sports Authentically, Bravely, and Competently

SEPTEMBER

- 17 Sac State Mentoring and Elevating the Next Gen of Asian Pacific Islander Desi Americans (APIDA) in News, Theater, and Cinema Summit
- 17 Hollywood Post-Production MasterClass with Vashi Nedomansky, ACE Presented by Adobe

OCTOBER

- 6 Pipelines and Niantic Behind the Scenes of Design and Production Panel (Game Design, Animation, VFX)
- 8 Superbowl Experience One-on-One with Lance Dennis
- 14 CSUEA and Warner Bros. Dune Webinar
- 22 CSUEA and Pipelines Campus to Career Panel
- 27-28 ViacomCBS Summer 2022 Internship Info Session 15-17

NOVEMBER

- 3 ViacomCBS Summer 2022 Internship Info Session - Film Industry Focus
- 6 Motion Picture Guild, Pipelines, and CSUEA Guild Assistant Editors Panel
- 9 Screenwriting 101 Class by Mercedes Garcia
- 12 DolbyU Internship Program Virtual Student Visit

NOVEMBER (CONT'D)

- 15-17 Television Academy Foundation's Annual "Faculty Seminar: The Conference"
- 18-19 Masterchef Season 12 Finale Taping for CSU Students

DECEMBER

- 3 Music Forward Resume Workshop
- 9 CSUDH The Future of Esports Forum
- 9 CSUEA and Warner Bros: Meet the Production Designers From "The Matrix: Resurrections"
- 10 Walt Disney Animation Studios Student Summit
- 16 Screenwriting 101 Class with Mercedes Garcia
- 17 CSUEA and Pipelines: Crash Course in VO

2022 JANUARY

- 12 CSUEA and CSULA Entertainment and Arts Alumni Association "Careers to Entertain" Webinar
- 25 Group Effort Initiative and The Creative Coalition of Color: Introduction to Film Marketing and the Creative Arts Industry

FEBRUARY

- 2** Music Forward Foundation Scholarship Info Session
- 7** CSUEA Fireside Chat with Felisa Israel
- 9** CSUEA and Academy Gold Rising Hollywood Resume Workshop
- 11** Careers to Entertain Featuring Carmen Cuba
Game Design, Animation, and VFX with Niantic
- 18** Group Effort Initiative and Management 360 Interview Skills Zoom Workshop
- 23** Motion Pictures Editors Guild, CSUEA, and Pipelines Assistant Editors in Hollywood Part 2

MARCH

- 1** Listen Differently: Black Feminism, Music, and Popular Culture
- 1** SJSU Adobe Digital Literacy Day
- 8-30** College + The Future Creative Jam LIVE
- 21-25** Game Developers Conference in San Francisco
- 23-25** Television Academy Foundation College Television Summit

APRIL

- 7** CSUEA, SMPTE, and SFSU Multi-Camera Production for Live Streaming Event
- 8** Adobe Hollywood Post-Production Workflows

APRIL

- 12** Adobe and Frame.io: Meet the Makers
- 12** Live out L!ve LA and Grammy Museum Beyond the Mainstage
- 22** Group Effort Initiative and Endemol Shine Unscripted Development Event
- 29** CSUEA and Pipelines Creative Portfolios 101 with LinkedIn
- 29** Preserving Queer Cinema with Jenni Olsen

MAY

- 4** Climate Change and Sustainability in Latin American Design and Cinema
- 27** CSUEA EIF Career Programs and Crewvie Overview

JUNE

- 25** Group Effort Initiative Bootcamp
- 30** CSUEA and CSULA Entertainment and Arts Alumni Network Careers to Entertain

JULY

- 26** Group Effort Initiative and Anomaly Site Visit

AUGUST

- 25** SMPTE Cameras and Color Science

SEPTEMBER

- 1** CSUEA Candid Convo with SFSU Alum Michael J. Payton of "The Murder Inc. Story"

SEPTEMBER

- 1** Adobe Post-Production Deep Dive with Devinsupertramp
- 17** CSUEA and Pipelines Intro to Post-Production in Hollywood
- 22** Adobe The Power of Authenticity with Social Media Videos

OCTOBER

- 3** DolbyU on Campus
- 12** CSUEA My Dream Quinceanera Webinar
- 13** Paramount Campus and Early Career Virtual Information Session
- 14** CSUEA Meet the Producers of Black Adam
- 14** SF Sketchfest Presents: Comedy Night with Theme Park Improve at Gatorfest
- 21** CSUEA and Pipelines Get Hired: How to Break into the Entertainment Industry
- 21-25** CSU Media Arts Festival Finalist Screening
- 25** Paramount Campus and Early Career Virtual Information Session
- 26** CSU Media Arts Festival Award Presentation
- 27-29** Television Academy Media Educators Conference
- 27** COOP Careers Info Session
- 28** Animation Show of Shows CSULA Screening

NOVEMBER

- 2** Feminist Filmmaker Fellowship and Cinema Collective Screenwriting Workshop at SFSU
- 2** Elevator Pitch Competition Finals
- 3** COOP Careers Info Session
- 3** The 22nd Annual Animation Show of Shows SFSU Screening
- 8** Silicon Valley Video and SMPTE: Preparing the Next-Gen Workforce for Media and Entertainment
- 9-10** Paramount Multicultural Media Summit
- 10** Academy Gold Rising Internship Application Workshop
- 15** COOP Identifying Your Superpower Session
- 16** COOP Establishing a Growth Mindset Session
- 17** CSUEA and Group Effort Initiative Info Session/Webinar
- 18** CSUEA, Pipelines, and Prettybird Music Production 101 with Candice Dragonas

DECEMBER

- 1** SMPTE Holiday Party
- 1** Television Academy Foundation Summer Internship Program Info Session
- 2** Academy Gold Rising Info Session and Resume Workshop
- 9** COOP Careers Info Session
- 13** Warner Bros. Batman Screening for CSU Students

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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CSU The California State University

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