



## POPS 2016-2017 YEAR-END REPORT - UTAH FILM CENTER

### 1. BUDGET EXPENDITURE REPORT AND INCOME SOURCE REPORT

	Legislative Appropriation	Funding Leveraged from Other Sources	Total Expenditures on Approved Education Programs	Legislative Appropriation % of Total Expenditures
Personnel	\$40,000	\$65,232	\$105,203	38%
Travel	\$2,750	\$4,404	\$7,154	38%
Materials	\$3,345	\$6,669	\$8,014	42%
Other (identify)	\$1,452	\$2,364	\$3,816	38%
<b>TOTAL</b>	<b>\$47,547</b>	<b>\$76,650</b>	<b>\$124,197</b>	<b>38%</b>

### 2. 2016 - 2017 TOTAL SERVICES PROVIDED

Districts	Charters	Schools	Home School Students*	Hours	Teachers	Students
10	7	81	0	152.5	197	7087

\*Home school student numbers are NOT included in the total number of students

3. Provide a description of the services rendered through POPS (may insert pictures). Explain collaboration with USOE and school communities in planning visits: preparation, follow-up and content consistent with state core standards and the contribution of the program to the imperatives and/or strategies of the Utah State Board of Education. (Describe each service/program type individually).

- a. Describe service and complete table: **Big Screen Science: Fostering Science Inquiry Through Filmmaking (August 2016–May 2017)**



[SHIFT PROMO VIDEO](#)

POPS funding enabled this popular eight-month professional development initiative to train STEM educators (grades 4 through 12) how to facilitate the production of student-produced instructional and documentary films. Big Screen Science participants were trained to integrate storytelling principles and the filmmaking process to craft compelling digital stories aimed at deepening content learning, enhancing STEM literacy and exciting students about potential STEM careers. Framed by essential questions, this technology-infused training allowed teachers to explore how constructing cinematic narratives combined with intentionally designed lesson plans increases student engagement, improves STEM skills achievement and energizes the classroom climate.

Incentives included a Utah Core Standards-Linked SHIFT filmmaking curriculum manual, 2.0 USBE professional development credit; a partial Educational Technology Endorsement for those who applied, and free one-year Utah Film Center membership.

Click [here](#) to watch an 8<sup>th</sup> grader’s music video called: A Mole of Bromine; and [here](#) to watch another 8<sup>th</sup> grader’s artistic interpretation of Photosynthesis - both pieces were made in Utah science classrooms this past school year.

District	Charter	School	Hours	Teachers	Students
3	2	8	30	30	1835

b. Describe service and complete table: **Through My Lens: Personalizing History Through Documentary Production (October 2016–May 2017)**

POPS funding also supported an intensive professional development initiative to train social studies and history educators (grades 4-8) to facilitate the production of student-produced documentary videos. In partnership with the Salt Lake Community College that provided the venue, and a few local documentarians who co-taught a few sessions and provided teachers with classroom resources, Through My Lens participants were trained to integrate fundamental cinematic principles and the filmmaking process to craft compelling stories and persuasive mixed media video productions. Framed by essential questions in history, this hands-on training allowed teachers to explore how digital storytelling, combined with intentionally designed lesson plans, can result in increases in positive learning behaviors and an opportunity for students to acquire, apply and build upon their core content knowledge. Emily Mortenson, a teacher in the program, attended the student film exhibition this past May and sent this email a few days later: “Thank you for an outstanding event and course. You were both so supportive, enthused, knowledgeable and patient. I needed a little "boost" this school year, which was provided in your class. I also loved the dignity you offered the students last night...to show them, not just tell them, of the value in their voice and efforts. Many thanks, Emily Mortensen.”

Incentives included a Utah Core Standards-Linked SHIFT filmmaking curriculum manual, 2.0 USBE professional development credit; a partial Educational Technology Endorsement for those who applied, and free one-year Utah Film Center membership.

District	Charter	School	Hours	Teachers	Students
5	3	10	30	20	930

c. Describe service and complete table: **Filmmaking in the Classroom (September, 2016)**

POPS helped fund a SHIFT professional development workshops throughout the 2016-17 school year in Provo, Utah. Filmmaking in the Classroom workshops are two-day intensive workshops for educators grades 4-12 interested in incorporating filmmaking and storytelling into instructional content. These hands-on professional development experiences provide 16 hours of in-depth direct instruction to teachers, providing them with an instructional skill set and media rich lesson plans to facilitate the production of content linked documentaries, public service announcements, instructional videos, and personal narratives. All eligible participants received USBE professional development

credit, and the POPS funding provided each educator with a Utah standards-linked SHIFT filmmaking curriculum guide to enhance implementation in their classrooms.

District	Charter	School	Hours	Teachers	Students
5	1	17	16	31	1070

d. Describe service and complete table: **Behind the Animation**



### [Behind The Animation Promo Reel](#)

This presentation takes 3rd-12th grade students on a journey of storytelling by going in-depth into the behind-the-scenes process of creating an animated film. A professional animator leads students through the creative process with specific attention paid to storytelling elements.

In this school year, two presenters created versions of their presentations that are geared toward older students. This expanded UTFC's reach beyond the elementary and junior high classrooms to include five high schools. In addition, one of the presenters was bilingual, which meant that UTFC was able to give eight presentations entirely in Spanish.

District	Charter	School	Hours	Teachers	Students
8	3	25	27	51	1495

e. Describe service and complete table: **Real to Reel**



**Real to Reel Promo Reel**

Real to Reel is a 4th-6th grade interactive classroom presentation that introduces students to various styles of documentary film. Students learn how filmmaking techniques affect our perception of the content.

Kids enjoy the hands-on storyboarding activity that comes at the end of the presentation. Here they can show what they’ve learned about how a story is told in a film. This year UTFc presented at two different language immersion schools - Chinese and Spanish - and in each one, the teacher said that they planned to implement storyboarding into their foreign language curriculum.

District	Charter	School	Hours	Teachers	Students
6	1	15	38	30	700

g. Describe service and complete table: **Tumbleweeds Trainings and Field Trips**

**SHIFT Essentials training at Tumbleweeds (September 2016)**

In this POPS funded 3-hour introductory workshop that was held in conjunction with the Tumbleweeds Film Festival, two SHIFT instructors showed educators the their potential to design breakthrough media arts experiences that reignite a young person’s passion

for learning. As part of the workshop, SHIFT educators demonstrated how to start the filmmaking process in the classroom; activities included a scaffolding activity, demonstrating how to utilize digital storytelling resources and share compelling student-produced work to inspire classroom integration and youth creativity and expression.

District	Charter	School	Hours	Teachers	Students
3	1	5	3	11	275



### **Tumbleweeds Festival Field Trips**

#### **[Tumbleweeds Promo Reel](#)**

Tumbleweeds Festival Field Trip experiences, part of the Utah Film Center’s Tumbleweeds Film Festival for Children and Youth, bring the world of international cinema to students and teachers. In September 2016 UTFC brought students together at the Salt Lake Main Library and the Rose Wagner Performing Arts Center to show them film as a shared cultural experience.

Teachers could decide for students to attend either the animated feature film *The Little Prince* or a curated program of animated shorts. *The Little Prince* was accompanied by a study guide written by UTFC’s education team. The shorts program included a post-film Q & A session with a local professional animator. The Tumbleweeds Festival Field Trips were attended by students in grades K-9.

District	Charter	School	Hours	Teachers	Students
3	3	8	8.5	24	782

4. DOCUMENTATION OF THREE YEAR ROTATION TO ALL SCHOOLS AND DISTRICTS

Number of schools served in each district.				
DISTRICT	2014 - 2015	2015 - 2016	2016 - 2017	Projected 2017 - 2018
Alpine	6	26	3	9
Beaver		1		
Box Elder				3
Cache				4
Canyons	7	1	2	
Carbon				10
Daggett				
Davis	3	5	4	11
Duchesne				
Emery				10
Garfield				
Grand				9
Granite	10	21	13	12
Iron				
Jordan	6	1	11	10
Juab				
Kane				
Logan				4
Millard				
Morgan				5
Murray	1	2		8
Nebo	1		3	2
N. Sanpete	1			
N. Summit				3
Ogden	1	10		7
Park City		2		
Piute				
Provo			15	15
Rich				2
SLC	20	24	27	33
San Juan				7
Sevier	2			
S. Sanpete	1	2		

S. Summit				
Tintic				
Tooele	3			8
Uintah				
Washington	1	18	2	
Wayne				
Weber	2		1	7
Charter	9	21	7	8
<b>Total # of Schools Visited</b>	74	134	81	
<b>Total # of Districts Visited</b>	16	12	10	

5. A SUMMARY OF THE ORGANIZATION’S SELF-EVALUATION

A. Cost-effectiveness:

The purpose of Utah Film Center’s (UTFC) educational programs is to provide educators and students with digital art and technology skills that deepen students’ understanding of educational topics. Studies from the National Assembly of State Arts Agencies have found that arts education, in complement to STEM subjects, can help students improve reading, language, math, critical thinking and social skills.<sup>1</sup> The Film Center uses high quality digital arts instruction aligned with the Fine Arts Core Curriculum to inspire and enhance teaching practice through professional development, and encourage students to engage and develop their unique voice by cultivating art and technical skills.

The Film Center’s educational programs reached 197 teachers and 7087 students in 81 schools in the last year, with an average of \$17.50 cost per student.

B. Procedural efficiency:

Utah Film Center’s educational programs are free to Utah teachers; UTFC works diligently to ensure equitable access to digital media training for all Utah teachers and schools.

UTFC’s educational programs have been designed with participant feedback to increase efficiency of training and ongoing support. For example, some trainings are intense and last a few days, while others are designed for trainers and teachers to meet consistently over the course of a semester. Utah Film Center staff travel around the state to train teachers, but most of the ongoing support is conducted online and over the phone. Program surveys are conducted on-line through Survey Monkey.

C. Collaborative practices:

<sup>1</sup> Critical Evidence: How the Arts Benefit Student Achievement (National Assembly of State Arts Agencies- NASAA) and Arts Education Partnership (AEP) in 2006: <http://www.nasaa-arts.org/Publications/critical-evidence.pdf>



Utah Film Center works closely with other POPS funded organizations, Utah State Board of Education specialists, school principals, district arts coordinators and Beverley Taylor Sorenson Arts learning program leads to identify schools and teachers who would benefit from digital media arts training and support.

D. Educational soundness:

All of the Film Center's educational programs are designed to enhance students' visual and media literacy, which is defined as "possessing an awareness and critical understanding of media as a consumer and producer." The filmmaking process, if done properly, results in media literate students who demonstrate conscientious media viewing and who can create media with a purpose. These projects are relevant and demonstrate a perspective, communicate the emotional impact of the topic, are evidence of a deep inquiry into the subject matter, are student-inquiry based, and evidence of successful collaboration. These elements will serve as an assessment of both the successful execution of a digital media arts final product as well as a keen reflection on the efficacy of the process.

All of UTFC's educational programs curriculum is informed by and linked to key educational standards including Common Core State Standards in English Language Arts (CCSS), the National Council of Teachers of English (NCTE), the International Society for Technology in Education (ISTE), and Utah Core State Standards for Media Arts.

E. Professional excellence:

UTFC's educational programs were led by Rick Wray and Suzi Montgomery, who have extensive educational backgrounds. In 1996, Rick cofounded Higher Ground Learning (HGL), a creative tutoring and mentoring center focused on creating customized learning models based on students individual learning needs. In 1999, he founded Utah's only nonprofit youth media center, Spy Hop Productions. In 2003, Rick was the recipient of the Salt Lake City Mayor's Service to the Arts Award and in 2010 was a Utah finalist for the Ernst and Young Social Entrepreneur of the Year. Rick then launched SHIFT, a full time teacher-training program focused on integrating emerging media forms into core content instruction. He was the Executive Director of SHIFT through June of 2016.

For seven years, Suzi served as the Executive Director of Higher Ground Learning, a creative tutoring and mentoring center focused on customized learning models. She holds a Bachelor's Degree in Anthropology from the University of Alberta and a Masters in French Literature and Teaching from the University of Utah. In June of 2016, Suzi became the director of education with the Utah Film Center. She now leads a team of educators and coordinators who have diverse backgrounds in education, animation and filmmaking.

F. The resultant goals, plans or both for continued evaluation and improvement:

The Film Center conducts online surveys through Survey Monkey to determine the impact of its educational programs on professional development and student outcomes. The evaluation uses both quantitative and qualitative tools consisting mainly of pre- and post surveys and interviews to determine how the programs impact teacher quality, enhance student engagement and support student achievement. A summary of findings is published annually showcasing key findings and statistics. The evaluations can also help guide any revisions to educational programs content and logistics. In the coming year, educational programs will utilize student surveys to better understand the impact of the use of digital media arts to deepen student engagement and learning.

6. EVIDENCE OF NON-PROFIT STATUS

Please see the attachments for a copy of Utah Film Center's 501c3 letter as proof of nonprofit status.





Department of the Treasury  
Internal Revenue Service

P.O. Box 2508, Room 4010  
Cincinnati OH 45201

In reply refer to: 4077589886  
Feb. 26, 2015 LTR 4168C 0  
75-3077559 000000 00

00027069  
BODC: TE

UTAH FILM CENTER  
DBA SALT LAKE CITY FILM CENTER AND  
ARTISTS COLLABORATIVE  
122 S MAIN ST  
SALT LAKE CTY UT 84101-1602

017998

Employer Identification Number: 75-3077559  
Person to Contact: Mr. Schatz  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Jan. 20, 2015, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in July 2003.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

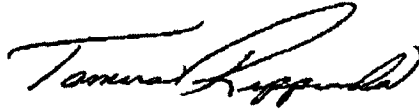
Please refer to our website [www.irs.gov/eo](http://www.irs.gov/eo) for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

4077589886  
Feb. 26, 2015 LTR 4168C 0  
75-3077559 000000 00  
00027070

UTAH FILM CENTER  
DBA SALT LAKE CITY FILM CENTER AND  
ARTISTS COLLABORATIVE  
122 S MAIN ST  
SALT LAKE CTY UT 84101-1602

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,



Tamera Ripperda  
Director, Exempt Organizations