



MARIPOSA COUNTY

Administration/Community Development • 209-966-32



RESOLUTION - ACTION REQUESTED 2014-557

MEETING: October 28, 2014

TO: The Board of Supervisors

FROM: Mary Hodson, Interim CAO

RE: Letter of Support to MCHS for Grant Application

RECOMMENDATION AND JUSTIFICATION:

Ratify a Letter of Support from the Mariposa County Community Development/Grant Coordinator for the Mariposa County High School's \$35,000 Planning Grant Application for a Specialized Secondary Program (SSP). The grant is a planning grant with a time frame of December 2014 to August 2015. After the planning phase is completed, an application will be made for a two year SSP implementation grant. The planning grant will be used to identify a sequence of classes required for the two targeted career pathways, the design curriculum to be developed for two new classes, and provide professional development. Being able to provide these additional classes will provide our students with valuable career training opportunities and hands-on experience.

There is no impact to the County as this is a school grant application with no involvement from the County. This particular county employee was asked to write a letter of support because of the community development impact of the proposed SSP.

Please see the attached summary for additional information on the grant application.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board has authorized letters of support by various other County Department Heads and county staff on issues and matters that they believe will benefit the citizens of Mariposa County.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Do not ratify the letter of support. Staff will contact the Mariposa County High School and request that the letter of support be withdrawn.

FINANCIAL IMPACT:

There will be no financial impact, as the County has no affiliation with this grant aside from a letter of support

ATTACHMENTS:

SSP_SummaryMCUSD (PDF)
ltr of support (DOCX)

CAO RECOMMENDATION

Requested Action Recommended

Mary Hodson

Mary Hodson, Interim CAO 10/22/2014

RESULT: ADOPTED BY CONSENT VOTE [UNANIMOUS]

MOVER: Lee Stetson, District I Supervisor

SECONDER: John Carrier, District V Supervisor

AYES: Stetson, Jones, Bibby, Cann, Carrier

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TARA G. SCHIFF
Community
Development/Grant
Coordinator

Walt Hebern
Multi-Media Instructor
Mariposa County High School
5074 Old Hwy N.
Mariposa, CA 95338

RE: **Letter of Support from Mariposa County Community Development**

Dear Mr. Hebern:

Mariposa County Community Development is pleased to support the Mariposa County Unified School District Specialized Secondary Program (SSP) grant that will be used to expand one targeted career pathway; which will be the pathway of **Media and Design Arts** with classes that will cross over into **Performing Arts**.

Over the past two years, the MCHS multi-media department has bridged the gap between schools and businesses. In collaboration with the Mariposa Chamber of Commerce, the 30 second commercial program is aimed to produce advertisements for local businesses and has such created a platform where students can work with local business owners on a professional level.

This SSP will further enhance the professional growth of local multi-media students to prepare them for a career in that field with a focus on hospitality and tourism; which is relevant to our community. From an economic development viewpoint, this program is truly advantageous to the students, businesses and the overall economic sustainability of Mariposa County.

This planning grant will be utilized to identify a sequence of classes required for the two targeted career pathways, design curriculum to be developed for two new classes, and provide professional development; which would continue to supplement the school/business program.

With this in mind, I completely support and encourage the application of this grant for MCUSD Specialized Secondary Program.

Please feel free to contact me with any questions.

Sincerely,

Tara G. Schiff, Community Development/Grant Coordinator

**Specialized Secondary Program Grant
Summary
October, 2014**

Fiscal Agent: Mariposa County Unified School District

Consortium Name: Mariposa County Unified Schools

Funding Amount: \$35,000

Project Overview:

The MCUSD Specialized Secondary Program (SSP) grant will be used to expand one targeted career pathway that falls under the umbrella of the **Arts, Media and Entertainment Industry Sector**. The pathway selected will be: **Design, Visual and Media Arts** with classes that will cross over into **Performing Arts**.

The grant is a planning grant that would be implemented from December 2014 to August 2015. Upon successful completion of the planning phase, application can be made for a two year SSP implementation grant. The planning grant will be utilized to identify a sequence of classes required for the two targeted career pathways, design curriculum to be developed for two new classes, and provide professional development.

The career pathway focuses on the integration of academic and CTE curricula under the California Common Core Standards, and the development of links with local business and community. With the use of available technology, this pathway will provide the students with the capabilities of doing extensive research, composing instructional, promotional, and cultural videos, and establishing communication links with, and outside of, their community. Students will gain social skills and critical thinking skills through group and self-directed activities. The target group will consist of students in grades 9-12.

English 11: This class will focus on American Film, screenwriting, and reading scripts both as literature and as examples of how to write a TV/ Film script. This would also include how to storyboard using Pixton.com and Celtx, and acting for film. As part of the course, writers/directors

will learn to promote themselves using social media, creating a YouTube channel, LinkedIn Portfolio, etc.

Media Production: This class will focus on filming and producing local commercials, video segments for SierraTel TV, and school and community highlights. Objectives include community and business promotion and preservation of historical and cultural events. The class will also create a video web presence similar to Mammoth Channel where student work can be published in a video format. A video studio will be expanded at MCHS where students will be able to tape and stream live video segments using up to three cameras.

Major Partnerships:

To date MCUSD has articulation agreements with Columbia College for the Digital Photography class and the Multimedia Communications class. Students successfully completing these classes receive full college credit.

Expand and formalize partnerships with the Mariposa County Chamber of Commerce, the Mariposa/Yosemite Tourism Bureau, and local business owners. To date MCHS students have created the following:

- Ten commercials for local businesses
- Four Videos highlighting Mariposa culture and a 'flash mob' promotional video for the Mariposa County Chamber of Commerce
- A destination video highlighting Coulterville and a commercial featuring the Claim Jumpers for the Mariposa/Yosemite Tourism Bureau