

Impact: Results & Use of Results Reported by Goal

Annual Program Plan Theatre Arts

Strategic Direction 1 - Student-Centered Curriculum

Annual Program Plan Theatre Arts

Analysis of Data

Reporting Year: 2019 - 2020

Conclusion: Trending Up

Analysis of Data: STRATEGIC DIRECTION #1

Provide clear pathways for students through the curriculum

Analysis: Since 2014, Theatre Arts has had the proficiency award, certificate and degree patterns posted on our homepage along with education plans for our ADT, AA degrees in Acting and Directing as well as many of our 1-year CTE patterns. Guided Pathways aren't new to us. Since that time our completers have grown consistently and, perhaps most importantly, we are seeing our students "stack" credentials as they progress from proficiency awards to AA degrees. While our overall number of awards is down this year, our AA degrees are at an all-time high of 40. Also, our THA/TTHA Majors are up to 323 from 234 last year.

We are seeing a direct line of students progressing from proficiency awards to certificates and then on to AA degrees. We suspect that our proficiency award numbers may have been impacted this year by Covid-19 as we usually do a program-wide push towards application for awards in the Spring, but this was sidelined when we transitioned to fully online offerings on short notice.

AWARD	19-20	18-19
AA	10	15
ADT	30	12
CERTIFICATES	12	1
PROF AWARDS	31	64
Totals	73	92

Entered By: John Loprieno

Analysis Dates: 09/30/2020

Suggested Actions

Suggested Action: Action: We plan to continue to work with the Guided Pathways team to share what we have learned and promote student success and completion.

Strategic Direction 1 - Student-Centered Curriculum

(09/30/2020)

Analysis of Data

Reporting Year: 2019 - 2020

Conclusion: No Trends Noted

Analysis of Data: Create curriculum that supports online student success

Analysis: Prior to Covid-19, our main online offerings were our General Education THA M01 Introduction to Theatre and M04 Theatre History classes. It is concerning that THA M01 has an 89% Retention rate and only a 75% Success rate. We've found that THA M01 Retention online is 89% and Success online is 71% and THA M01 on-ground Retention is 91% and Success is 84%.

Success and Equity by Course: Clearly we need to focus on our online sections of THA M01 to increase Success across the board. Most alarming is the Success rate for African American students in our M01 classes which is only a disappointing 57%. This will have to be addressed in the coming year.

As one might expect, our THA M01H classes have a Retention rate of 98% and a Success rate of 94%. However, our THA M04 only has a Success rate of 74% for Latinx students. This is also a concern that must be addressed.

Entered By: John Loprieno

Analysis Dates: 09/30/2020

Suggested Actions

Suggested Action: Action: Theatre Arts is determined to offer experiences and access to productions that have been written, produced and directed by people in the BIPOC community. In our M01 and M04 online classes, we draw on the productions that feature these artists on Digital Theatre Plus. Production such as "The Container" by Clare Bayley and "Pipeline" by Dominique Morisseau as well as contemporary Shakespearean adaptations by the Royal Shakespeare Company such as "Othello" directed by Iqbal Khan offer students theatrical experiences produced by diverse artists and depict the experiences of BIPOC. We also produced "The Last Days Of Judas Iscariot" by Stephen Adly Guirgis with a multi-racial cast on our mainstage last Fall. More can clearly be done.

Addressing Social Justice Themes Within Strategic Direction: This last summer the entire Theatre Arts faculty engaged in a discussion around Writer/Director Lamar Perry's Instagram post entitled "Dear White American Theater." The consensus was that Mr. Perry's damning assessment of the treatment of BIPOC theatrical artists by the American theatre was, sadly, an honest and objective indictment. In this post he states: "We watched you program play after play, written, directed, cast, choreographed designed, acted, dramaturged and produced by your rosters of white theatremakers for white audiences while relegating a token, if any, slot for a BIPOC play." Last year we had 46 students in the African American demographic to my knowledge; none of these students took a leadership role in production. While we have many Latinx students writing and directing our Original One Acts, we need to encourage other groups to participate and take on writing and directing responsibilities.

(09/30/2020)

Analysis of Data

Reporting Year: 2019 - 2020

Conclusion: Trending Up

Analysis of Data: Degree and Certificate Completion: Last year THA/TTHA awarded 24 (up 35%) Degrees, 11 (Up 5%) Certificates, and 63 Proficiency Awards. The total awards from THA/TTHA is now at 98 up 6.52% from last year and up 197% from 2014-2015.

Strategic Direction 1 - Student-Centered Curriculum

Entered By: John Loprieno

Analysis Dates: 09/28/2019

Related Documents:

[THA TTHA Digital Badges Drafts.pdf](#)

Suggested Actions

Suggested Action: With the continued growth of our Completers, this appears to support the idea that our students are “collecting” stackable credentials. John Loprieno, Department Chair has asked the District Graphic Designer, Janeene Nagaoka, to design correlating digital badges for each of our Proficiency Awards, Certificates and Degrees and will be meeting with CTE administrators and LinkedIn personnel to discuss making these LinkedIn certified badges for display on that site. (09/28/2019)

Analysis of Data

Reporting Year: 2019 - 2020

Conclusion: Trending Down

Analysis of Data: Productivity Analysis: Theatre Arts productivity for the 2018-2019 year was down about 9% to 444 from our previous year of 492. Our productivity was actually UP about 4% in the Fall of last year to 462 from 447 the previous year.

Entered By: John Loprieno

Analysis Dates: 09/28/2019

Suggested Actions

Suggested Action: The largest drop we saw in productivity was in our summer session as we dropped from a high of 870 productivity in the Summer of 2017 to an all-time low of 419 in the summer of 2018. The reason for this drop can best be explained by the implementation of two new initiatives for THA/TTHA. We began our TYA Summer Theatre Camps and started our Community Partnership with YMT. While the partnership with YMT is at its core a fundraising opportunity, it is also an outreach program that brings middle and high school students from the Agoura Hills, Westlake Village and Thousand Oaks communities to our campus for a production of a large scale musical. In the summer of 2017 we offered our TTHA M11A class that was 3 units for these students, we discovered that the 3 units (or 150 required hours) was too much for this short term project, since that time we have furthered through curriculum 1 unit TTHA courses M12A-C called Technical Theatre Practicum I, II and II to accommodate this new partnership. TTHA M12A-C can be offered for the first time this Fall of 2019 and we anticipate enrollment of 30+ students in the M12A-C courses and the non-credit Technical Theatre classes that are cross-listed with it. This new 1 unit offering has also opened opportunities with TOHS, HSAC and CSUCI and we hope to be offering these courses at those other institutions in the coming year. (09/28/2019)

Analysis of Data

Reporting Year: 2019 - 2020

Conclusion: Trending Up

Analysis of Data: Student Demand: Theatre Arts shows 234 unduplicated majors in the Fall of 2018. This is up almost 7% from last year.

Enrollment: Overall enrollment in Theatre Arts is up from last year about 3% as we now generate 199.86 FTES. We added more than 50 students in over-all enrollments, bringing our total number of enrolled students in THA/TTHA classes to 3105.

Entered By: John Loprieno

Strategic Direction 1 - Student-Centered Curriculum

Analysis Dates: 09/28/2019

Suggested Actions

Suggested Action: Curriculum Last Updated: The curriculum for both THA and TTHA was to be completed last year. At this point, all of our Technical Theatre courses were moved to the TTHA designator and changed to the 100600 Stagecrafts Top Code to be better aligned and tracked through the CTE framework.

CURRICULUM

Theatre Arts 5-year curriculum update was completed in January of 2018. The 2-Year update for the CTE Technical Theatre portion of our program is now scheduled for January of 2020. The curriculum for an honors version of our GE offerings THA M01 Introduction to Theatre and THA M04 Theatre History have been completed by Suzanne Fagan and Haleh Risdana and we have enjoyed a 20% increase in enrollment in these classes since we began offering the honors sections in the Fall of 2017.

(09/28/2019)

Strategic Direction 2 - Student Access

Annual Program Plan Theatre Arts

Analysis of Data

Reporting Year: 2019 - 2020

Conclusion: Trending Down

Analysis of Data: STRATEGIC DIRECTION #2

Increase enrollment of disproportionately impacted groups

Analysis: THA/TTHA enjoys a higher than campus rate of participation from our African American students (3.93% vs campus 2.12%). While up from last year, our service to Latin X students is not up in number to 439 but still below the campus average (29.68% vs campus 36.05%). Their Success rate is at 78% which is equal to the college average, but below our Success rates in Theatre Arts. Students with Gender stated as "unknown" (is this the best terminology?) has grown steadily over the last several years and is now up to 3.5%. We're not sure if this is because more students are now comfortable identifying as non-binary or if our numbers in this area are actually growing, but Theatre Arts has always tried to create welcoming and nurturing environments for all of our students.

Entered By: John Loprieno

Analysis Dates: 09/30/2020

Suggested Actions

Suggested Action: Action: THA/TTHA has been looking into bringing in guest artists and productions that offer greater diversity in both content and performer demographics. Obviously, this cannot happen until we've managed Covid-10 concerns. THA continues to participate in Multicultural Day activities and through the development of our Theatre for Young Audiences program with material like "21 Chump Street" by Lin Manuel Miranda, we will continue to heighten our visibility to disproportionately impacted populations both on campus and in the community through our outreach efforts. Additionally, Theatre Arts has been offering classes at the CYA for the last year and we are writing a Playwriting Certificate this year in hope that these students will be able to complete that Certificate by year's end. (09/30/2020)

Analysis of Data

Reporting Year: 2019 - 2020

Conclusion: Trending Down

Analysis of Data: Improve and expand courses and services for middle and high school students

Analysis: THA/TTHA is proud to be one of the programs that initiate new programs and class offerings. Last Fall, Dual Enrollment classes at Thousand Oaks High School (TOHS) resulted from that high school asking our program to "take over" their Theatre program. We had hoped that this would be an equitable partnership, but TOHS was expecting Moorpark to shoulder all of the production costs and the management of their PAC which was both impractical and unsustainable for our faculty.

Entered By: John Loprieno

Analysis Dates: 09/30/2020

Suggested Actions

Suggested Action: Action: We have since ended that relationship with TOHS, but Theatre Arts continues to offer Dual Enrollment classes at other area high schools as well as the CYA. Overall, THA/TTHA majors are up to 323 from 234 last year. The "17 and under" demographic of THA/TTHA majors is up to 17%. This could be because of the Dual Enrollment classes at TOHS and the California Youth Authority. We will see what that number looks like at the end of this academic year. (09/30/2020)

Strategic Direction 2 - Student Access

Analysis of Data

Reporting Year: 2019 - 2020

Conclusion: Inconclusive Data

Analysis of Data: Equity observations show that Basic Skills students show an 80% retention rate in our THA/TTHA classes which is lower than the campus 86% number, though the success rates of these students that are retained is higher than the campus average of 76% at 80% in THA/TTHA classes. Our 1st Generation Student population is up to nearly 15% now with 70% of these students coming from the Hispanic community with retention and success rate being at 94% and 86% well above the campus average of 88% and 78%. We have also enjoyed a growth from 5 to 42 students in the EOPS sector this last year with 65% of the student coming from the Hispanic demographic. While our retention rate for this group is the same as the campus average of 87%, the THA/TTHA success rate is much higher than the campus average of 76% at with THA coming in at 83%. These students also perform very well in our on-ground classes and succeed at 84%, also higher than the college average. We do have a concern with the Black and African American students and their performance in the online classes as their success rate there drops to 59%. THA faculty is in the process of building test banks and course materials that are both more diverse in the body of theatrical literature that is being presented in these classes and also embrace open source resources.

Entered By: John Loprieno

Analysis Dates: 09/28/2019

Suggested Actions

Suggested Action:

In 2015-2016 our success with Students Over 50 was only at 68% that number is now at 84%. Of concern this year is the 78% success rate of the 25 to 49 year old population in our program. In our GE/Online classes we see that the numbers for this group are between 70-74%. One could conclude that these "returning" students are participating in these online classes as they work or return to college. We are hoping that the varied class length offerings of our online classes will offer greater and more flexible options for this population. (09/28/2019)

Analysis of Data

Reporting Year: 2019 - 2020

Conclusion: No Trends Noted

Analysis of Data: CTE TOP Code Alignment

In our curriculum update last year, we moved all of our Technical Theatre classes into the TTHA designator to better track our Technical theatre students for CTE reporting and funding purposes.

The continued need to run our Technical classes at 20-25 students based on lab space size and safety concerns, tends to drag our productivity numbers down over-all. As we continue our partnerships with TOHS, CSUCI and HSAC we are seeing a growing demand for Technical Theatre courses that we are offering in "off-campus" environments.

Entered By: John Loprieno

Analysis Dates: 09/28/2019

Suggested Actions

Suggested Action: While this is exciting on many levels for both recruitment and visibility in the community, adding more of these lower capped classes could continue to hold down our productivity numbers. To compensate, we've continued to be more strategic in our online offerings through the addition of 18, 16, 12 and 8 week offerings of THA M01 and M04. (09/28/2019)

Strategic Direction 2 - Student Access

Analysis of Data

Reporting Year: 2019 - 2020

Conclusion: No Trends Noted

Analysis of Data: The Theatre for Young Audiences continues to perform for the community in plays picked specifically for a younger audience. In addition, a new venture was introduced in the Spring of 2019: a residency at Campus Canyon College Preparatory Academy. TYA students enrolled last semester became teaching artists specializing in William Shakespeare's Twelfth Night. Working with the 8th grade English teacher, Ms. Elise Clapp, a program was designed where these teaching artists would come in and facilitate theatre games and workshops for the 43 8th graders to give them a better understanding of the language, the characters, the plot as well as aspects of theatre such as costuming, audio, and the craft of acting. This was an incredibly rewarding experience, so much so that Brianna Csellak, teaching artist, has committed to becoming a drama teacher for middle schoolers. Both sets of students learned from each other. The teaching artists were put into leadership roles where they excelled. The 8th graders, along with Ms. Clapp and Assistant Principal Julian Gomez, were able to take a field trip to the Moorpark College Performing Arts Center. There, they observed professor John Loprieno's Acting II class performing Shakespeare monologues and scenes and they also heard about our CTE program and all the opportunities that that program can provide.

Entered By: John Loprieno

Analysis Dates: 09/28/2019

Suggested Actions

Suggested Action: TYA and COMMUNITY OUTREACH

For the past two years, the theatre department has been hosting students enrolled in the Safe Passages Program of Thousand Oaks, CA. Safe Passages "focuses on two densely populated micro-communities characterized by a high concentration of gang recruitment and crime. The program assists the target community's youth population in navigating through the critical gang recruitment and grooming years (ages 5 through 12)." Theatre for Young Audiences has taken these students through acting exercises and theatre games that encourage an active mind set, persistence and grit, independence, collaboration, mindfulness and empathy. This has been done through one day workshops as well as week-long camps during the summer. (09/28/2019)

Analysis of Data

Reporting Year: 2019 - 2020

Conclusion: No Trends Noted

Analysis of Data: The FREE college wide/High School matinees continue to grow in popularity. High School instructors continue to contact the Theatre Arts program asking for performance dates and times. This coming year we will be presenting Shakespeare's Romeo and Juliet and we are already taking reservations from high schools for that production.

Additionally, we have continued our special 30min presentation for the younger "students-to-be" of the Childhood Development Center. Last year, 30 kids under five and their parents attended this event for "SPAMALOT." This event has become a favorite for both the students in the Theatre Arts program and the CDC.

Entered By: John Loprieno

Analysis Dates: 09/28/2019

Suggested Actions

Strategic Direction 2 - Student Access

Suggested Action: At the matinees, for “Three Sister” 11.32% of the students surveyed said that they had never seen a live performance before with slightly less than 5% saying the same for “Spamalot”. These numbers are considerably lower than that’ve been in past years and we’re hoping that these FREE matinees have helped lower this percentage! (09/28/2019)

Analysis of Data

Reporting Year: 2019 - 2020

Conclusion: No Trends Noted

Analysis of Data: Youth Correctional Facilities

Full time theatre professor Suzanne Fagan has had a history of bringing the arts to the incarcerated through her work with The Actors’ Gang Theatre Company in Los Angeles, CA led by Artistic Director Tim Robbins. A rehabilitative theatre arts program can reduce in-prison infractions by 89% and a 10% recidivism rate for the students who participate. Because of her passion with this underserved community, she has made it a priority to extend the services and performances of the theatre department whenever an opportunity presents itself. Because of this, the Moorpark College students, through the Theatre for Young Audiences class, has performed Lin-Manuel Miranda’s musical 21 Chump Street as well as the one-act

Entered By: John Loprieno

Analysis Dates: 09/28/2019

Suggested Actions

Suggested Action: This is a Test at the Oxnard Ventura County Juvenile Justice Facility. In addition, Ms. Fagan was instrumental in securing a THA M01 Introduction to Theatre class which began this Fall 2019 on the campus of the Camarillo Ventura County Juvenile Justice Facility. This class is being taught by part time professor Moira MacDonald on Tuesday nights. The feedback that Ms. MacDonald has been receiving from the students has been extremely positive and the hope is to continue to build these type of relationships. (09/28/2019)

Strategic Direction 3 - Student Success

Annual Program Plan Theatre Arts

Analysis of Data

Reporting Year: 2019 - 2020

Conclusion: Trending Up

Analysis of Data: STRATEGIC DIRECTION #3

Provide opportunities for students to link their academic programs to their career interests

Analysis: Through continued coordination with industry professionals on our Advisory Board, corporate vendors and faculty industry contacts, THA /TTHA has been able to track industry trends and standards. Through generous CTE funding opportunities, we have been able to provide our students with updated LED lighting, digital audio and industry standard control boards for use in practical application on stage.

It's important to note that THA/TTHA Retention is 91% and Success is 81% higher than the campus averages of 90% Retention and 78 % Success. Though this is down from our 84% Success rate from last year, the rates for our Technical Theatre or TTHA classes are significantly higher than the college average at 96% Retention and 94% Success. Labor Market projections (see attached) indicate that there will be slight upticks in our job sectors in Ventura County up 7.2% through 2023. Of course, most of our students will be working in Los Angeles County and those projections were included in the data provided to us. Additionally, we have no idea how Covid-19 will impact the Entertainment Industry. Perhaps with more people being able to work at home, production that was moved out of state may return to California. Time will tell on this item.

Entered By: John Loprieno

Analysis Dates: 09/30/2020

Suggested Actions

Suggested Action: Action: Through partnerships on campus with FTMA, Game Design, EATM and the new MakerSpace, THA/TTHA students have been able to explore the many fields of experience and potential employment areas through these collaborations. With the addition of the new Hospitality program at Moorpark College, we are hoping to partner our Performing Arts Management course with Marketing in Business and Public Relations in Journalism. Through the continued development of our Theatre for Young Audiences program, we have added curriculum for Puppetry and Teaching Artists to further the efforts of our students who would like to pursue a career in educational theatre. (09/30/2020)

Analysis of Data

Reporting Year: 2019 - 2020

Conclusion: Trending Down

Analysis of Data: Student Work Experience:

Moorpark College THA/TTHA students have been completing internships on and off campus at a growing rate. In our Scene Shop alone during the 2019/2020 academic year, the practical workplace exercise we provided consisted of:

- In the shop portion of TTHA M11 – 4,730 hours of student lab time (this includes M11 and non-credit classes)
- 272 hours on site internships (one internship was paid)
- 150 hours off site internships (Civic Arts Plaza internship, 2 theater students interned with “A Music Man”)
- A total of 5 internships and 422 hours for the school year
- 1120 student worker hours (2 of the students were on work study)
- No independent study

Strategic Direction 3 - Student Success

Youth Music Theatre - 1020 hours (not included in above total, this number includes M12 and the non-credit classes)
TOHS Tech Lab Classes-4500 hours

Entered By: John Loprieno

Analysis Dates: 09/30/2020

Suggested Actions

Suggested Action: Student work hours and internships were adversely impacted by Covid-19 at the end of the 19-20 academic year. This trend will continue as long as the PAC is shut down. (09/30/2020)

Analysis of Data

Reporting Year: 2019 - 2020

Conclusion: Trending Up

Analysis of Data: Our overall RETENTION remains at 91% and our SUCCESS is up a point from last year to 84%, both higher than the campus wide averages that are at 88% and 78 % respectively.

Entered By: John Loprieno

Analysis Dates: 09/28/2019

Suggested Actions

Suggested Action: Course Success: Overall students are passing Theatre Arts classes at 84%. This is higher than the campus average of 78%. Our on-ground success is up from last year's 87% to 91%, and our online success is up from 73% to the campus average of 76%. Raising the online success rate was one of our specific goals for this last year. Still of concern is the success rate of our THA M04 class online which is at 68%. We have had several internal discussions about the viability of offering of Theatre History THA M04 and M04H in both online and on-ground formats. We will not be offering an online section of this this coming Summer in hopes of increasing the on-ground enrollment in the Fall. We will try only one on-line offering of THA M04 in the Spring moving forward. (09/28/2019)

Analysis of Data

Reporting Year: 2019 - 2020

Conclusion: Trending Up

Analysis of Data: LABOR MARKETS

The labor market data provided through the Center of Excellence notes the projected growth and wages for Ventura County, the South Central Region and the State of California. This does not encompass the Los Angeles region where the majority of our students will eventually seek employment. The projected growth and wage rate data for Los Angeles from EDD will be submitted as an attachment.

EDD September 2019 Data Set

Occupation Profile Projected Growth

From 2016-26

Median Wage

Audio and Video Equipment Technicians	VC +20% LA +14.1%	\$22.77
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Strategic Direction 3 - Student Success

Artists/Performers/Agents/Managers	+17.7%	\$33.44
Set and Exhibit Designers	LA +6.9%	\$28.81
Producers and Directors	VC +40% LA +12.8	\$47.72
Make-up Artists, Theatrical and Performance	LA +5.7%	\$35.80
Costume Attendants	+5.3%	\$21.47

Entered By: John Loprieno

Analysis Dates: 09/28/2019

Related Documents:

[TTHA LMI Wages 2019.pdf](#)

[TTHA LMI Projected Growth 2019.pdf](#)

Suggested Actions

Suggested Action: Labor Markets in LA and Ventura counties show a growth in both Set and Exhibit Designers (up 6.9% 2016-2026) and Audio Technicians (up 20% in Ventura County and 14.1 percent in Los Angeles). Both of these sectors could include technicians that need to have experience and a working knowledge of LED light equipment, their programming and operation. The projected growth in both of these areas surpass the projected number for the state as Los Angeles and Ventura counties enjoy vigorous production work. The hourly rate for these technicians ranges from \$23.00 to \$30.00 an hour. (09/28/2019)

Analysis of Data

Reporting Year: 2019 - 2020

Conclusion: No Trends Noted

Analysis of Data: LIGHTING: The second CLO for the TTHA M23A/B Lighting Design class states that students will: "Demonstrate the ability to articulate the understanding of the basic principles of light, shadow and the theories of color and lighting." This outcome applies directly to LED lighting as the lights all come with color modulation built into the actual instrument requiring specific training in the wiring, rigging, programming and focusing of these instruments. It is important to note that these new technologies are being utilized in corporate trade shows, night clubs, restaurant events and other 'non-traditional' theatrical lighting applications. Consequently, these jobs, while also freelance in nature, would not be reflected in the EDD labor market job titles as they now exist.

With an expected growth in this sector of more than 20% in LA County alone, the need for trained TTHA technicians is clear. The rising trend for these jobs in LA show an increase of 1510 new jobs by 2026. With our proximity to the entertainment industry in Los Angeles, Moorpark College is uniquely positioned to fill this need. EDD shows that these jobs can command hourly rates in the Set and Exhibit sector ranging between \$17.41 and \$30.21 and Audio workers ranging from \$12.00 and \$23.03.

Entered By: John Loprieno

Analysis Dates: 09/28/2019

Suggested Actions

Suggested Action: Through our CTE funding, we recently purchased a scissor lift for reaching the lighting rails in both the main stage and studio theatres. By providing our students with the training in the operation of a scissor lift, we prepare them with skills that can be utilized in theatrical, film, television, convention center and concert venues.

Strategic Direction 3 - Student Success

This specific skill is a vital part of hanging and rigging lights, scenery, audio and projection equipment. As evidenced through our coordination with M & O, this scissor lift touches many applications and industries. Students trained in its use and operation will greatly enhance their marketability and employability in other job sectors. In a conversation with a recent TTHA graduate, Nick Shepard, he shared that he was able to secure a position with a rigging company, and beat out the competition for the job, because of his experience with this lift

The training in the hanging, focusing, programming and operation of LED lighting technologies prepares students for a variety of industries as well as the entertainment industry. The practical application of LED technologies will touch every convention center, exhibition hall and concert venue in the United States. With this new technology, Moorpark College will be training students in the hanging, focusing, programing and operation of this new technology and they will fulfill these needs across our county and the state. (09/28/2019)

Analysis of Data

Reporting Year: 2019 - 2020

Conclusion: No Trends Noted

Analysis of Data: COSTUMING AND MAKE-UP: Costuming and Theatre students attended Careers in Costuming workshop at the Disneyland Resort this year whereby they were given a tour of the costuming and wig facilities at Disneyland. They were provided a lengthy discussion on costuming and careers Disney offers in this area. I have since been provided with information on their internships for our students.

We received a great number of airbrushes and airbrush compressors through EILM(??) for our newly developed TTHA M29 Special Makeup FX Class. Airbrushing continues to set us above and beyond any makeup class taught at community college. With our most recent opportunity to work with the Malibu Haunt, we will use our airbrushes to create makeups as they would do at any number of the more popular haunts such as Fright Fest, Halloween Horror Nights or Knotts Scary Farm whereby knowing how to airbrush puts those MUA applicants on the top of the hire list. We have also committed to airbrush for the Transfer Social. At the Transfer Social students will have the opportunity to be airbrushed with the name of their Transfer School to show their support.

Jesse Harbison of Malibu Wine Safari's has recently contacted us and we are in discussions to assist them with their new Malibu Lights: Haunted Nights. This seasonal event will utilize the talents of our costumers and make-up artists as well as our student performers. While this is a new initiative, it is our hope to help the winery build out this exciting new event that would allow our students to secure seasonal employment for every year.

Entered By: John Loprieno

Analysis Dates: 09/28/2019

Suggested Actions

Suggested Action: The costume lab has expanded into what was once a walk-through hallway. Doing so has given students the ability to work more comfortably and more safely. It has given us the ability to work on numerous projects at once by having for workspace to do so. M&O built a sewing bar for us that now comfortably support our sewing machines and the hundreds of students who have used them for all manner of sewing. Our sewing lab supports requests from M&O to sew together mesh awnings and we also sew-up banners for the copy center who support all manner of copying and printing for campus.

As our CTE program continues to grow, we recently expanded our make-up program and Haleh created the TTHA M29 Production Makeup SFX class. With our proximity to Los Angeles, and the San Fernando Valley where many private makeup schools offer Makeup Programs averaging \$23,000. for 8 weeks, there is a labor market opportunity for MC students who can not afford to attend these private schools. Based on CLO surveys, 50% of Production Make-up students that take THA M28 wish to pursue one of these private

Strategic Direction 3 - Student Success

schools. TTHA M29 requires learning how to make makeup fx prosthetics and molds—both required basics for a working makeup fx artists, and require mindful execution for both safety and attention. It is because of the addition of this class that we are able to offer highly sophisticated make-up artists to Malibu Wine Safari's, Universal's Halloween Horror Nights and Knott's Scary Farm's Halloween events (09/28/2019)

Analysis of Data

Reporting Year: 2019 - 2020

Conclusion: No Trends Noted

Analysis of Data: - Voice and Diction leads to Voice Over work

Peggy O'Neal continues to inspire students to follow her path into the world of professional Voice Over. Peggy's efforts to build out the "portable" voice-over cart have paid huge dividends. Alumni of the Voice and Diction classes are working on-line, on film, stage, video games and television.

Entered By: John Loprieno

Analysis Dates: 09/28/2019

Suggested Actions

Suggested Action: Some of the most recent successes include: Pierce Langley has just completed his 21st audiobook job! He's averaging 1 out of 3 auditions. Nathan Weinstein and Pablo Nagaganset have both also booked VO jobs through ACX. Yossi Berrocal Flores just booked her first video game voiceover. One year after treatment for thyroid cancer, she is overjoyed to have recovered her voice and is looking forward to many more. Philip A Jones is continuing his professional VO work on the animated webseries Creepy Pasta, and has become the announcer for in-store announcements for a local 99 cent store. Andrew Belmares is opening soon in a production of The Merchant of Venice - a co-production of California Shakespeare Co and Elite Theatre. Elizabeth Melcher and Alyssa Carillo cast in To Gillian on her 37th Birthday at the Elite Theatre, Oxnard. Through Peggy's outreach and development of "The Gray" with Lady Parts Collective in LA, MC Theatre Arts students had the opportunity to perform this original play that deals with the complexities of Title IX issues at The Hollywood Fringe Festival in June 2018. Student Director Alyssa Carillo and actors Ben Argabrite, Emily Tacen, Elizabeth Melcher, Austin Nixholm, Tyla Vlavianos, Michael Abrahamian, Debra Vasquez, Tammy Hill, Serena Aburahma, Lilly D'Angelo all participated in this production. (09/28/2019)

Strategic Direction 4 - Campus Safety and Wellness

There are no Data Analysis and Suggested Actions for this Strategic Direction

Strategic Direction 5 - Organizational Effectiveness

Annual Program Plan Theatre Arts

Analysis of Data

Reporting Year: 2019 - 2020

Conclusion: Trending Up

Analysis of Data: Reinforce culture of continuous improvement through professional development

Analysis: Our Costume and Make-up program continues to flourish and grow. Jesse Harbison of Malibu Wine Safaris has recently contacted us and we are in discussions to assist them with their new Malibu Lights: Haunted Nights. This seasonal event will utilize the talents of our costumers and make-up artists as well as our student performers. While this is a new initiative, it is our hope to help the winery build out this exciting new event that would allow our students to secure seasonal employment each year.

As our CTE program continues to grow, we recently expanded our make-up program and Haleh created the TTHA M29 Production Makeup SFX class. With our proximity to Los Angeles and the San Fernando Valley where many private makeup schools offer Makeup Programs averaging \$23,000 for 8 weeks, there is a labor market opportunity for MC students who cannot afford to attend these private schools. Based on CLO surveys, 50% of Production Make-up students that take THA M28 wish to pursue one of these private schools. TTHA M29 requires learning how to make makeup fx prosthetics and molds—both required basics for a working makeup fx artists, and require mindful execution for both safety and attention. It is because of the addition of this class that we are able to offer highly sophisticated make-up artists to Malibu Wine Safaris, Universal's Halloween Horror Nights and Knott's Scary Farm's Halloween events.

Entered By: John Loprieno

Analysis Dates: 09/30/2020

Suggested Actions

Suggested Action: Action: Until Covid stopped our class production, Haleh was working towards developing the same relationship she has with the costumers union 705 with the Makeup Union IATSE 706 for our up and coming professional makeup and makeup fx artists.

Another CTE-oriented effort is The PACT Initiative. The Production Assistant Costumer Trainee, is a 2 year paid position that provides on-the-job training for one or two of our graduating or recently graduated costuming students. This position pairs a recent graduate with a fully-fledged Union Costumer whereby together the training happens. The goal is to train the upcoming costumer with the current skills and expected outcomes one may be expected to know while working in the industry so they can join IATSE 705 and become a working Union costumer.

The importance of being a Union Costumer and a member of IATSE 705 compared to being an independent costumer is exponential in terms of success as a professional costumer and longevity in surviving a very competitive career. In the past, in order to be part of IATSE 705, one must have put in 30 working days on a Union production or in a Union-approved costume shop; and that type of work was forbidden to be given to any non-Union members. Having a non-Union costumer work a show or be on set of a Union production and not be a member could shut down an entire production with one phone call. The importance of the PACT Initiative for a new and upcoming costumer is an opportunity from IATSE 705; and we in the costume department at Moorpark College have been chosen to be the direction they are looking at to fulfill the position.
(09/30/2020)

Analysis of Data

Reporting Year: 2019 - 2020

Conclusion: Trending Down

Analysis of Data: Course Sections and Productivity:

Strategic Direction 5 - Organizational Effectiveness

Analysis: THA/TTHA over-all productivity was down again this year to 416 from last year's 444. The most influential factors were the 3 Fall classes that we offered at TOHS for Dual Enrollment and 1 in the Spring. We were promised 35 students in each class, but the reality was that the average enrollment in those Dual Enrollment classes was 16. This was one of the many miscommunications that we had with TOHS causing us to end that relationship. Also, our Spring classes moved online for Covid-19 and students fell off at the end of the semester.

Entered By: John Loprieno

Analysis Dates: 09/30/2020

Suggested Actions

Suggested Action: Action: The number of sections we have offered since 15-16 to 19-20 has grown from 50 to 66. Our productivity should increase when we start offering fewer sections with more students enrolled per section. We have already started to implement this through the fallout created from Covid-19. Looking forward, we don't have the TOHS Dual Enrollment situation anymore and Covid-19 is forcing us to cut back on sections. (09/30/2020)

Analysis of Data

Reporting Year: 2019 - 2020

Conclusion: Trending Up

Analysis of Data: Retention and Success by Special Population:

Analysis: Retention and Success by Special Population: While THA/TTHA's Retention rates are more or less aligned with the campus, we have mixed results in terms of Success with special populations. We are above the college average in Financial Aid (77% THA/76% Campus), Basic Skills (83%/71%), 1st Generation College Students (83%/79%), 1st Time Student (77%/75%), Honors Students (95%/93%), Dual Enrollment (86%/82%) International Students (100%/90%), Economically Disadvantaged (81%/74%), but THA/TTHA performed lower than the Campus average with Veterans (46%/72%).

Entered By: John Loprieno

Analysis Dates: 09/30/2020

Suggested Actions

Suggested Action: Action: The cost of our textbooks for our GE THA M01 classes (our biggest classes) was very high. We have developed a program-wide Zero Cost alternative for these texts in the hopes that it will increase the Success rates for our Economically Disadvantaged students. All faculty teaching THA M01 have now transitioned to the ZTC option. Special attention should be paid to our Veteran population. As a by-product of Covid-19, the "monologue shows" of the 1980's are making a comeback as witnessed by HBO's "Coastal Elites." We will start to embrace this trend by adding monologues to our slate of Original Student One Acts and we can encourage Veterans to write and perform monologues from their perspective. (09/30/2020)

Analysis of Data

Reporting Year: 2019 - 2020

Conclusion: No Trends Noted

Analysis of Data: SUZANNE FAGAN

Suzanne Fagan was hired for the Fall of 2016 as faculty in Theatre Arts and she will be in her fourth and final year of tenure. Suzanne is a highly creative artist, collaborator and educator who has directed and produced for the main stage, studio theatres and has built up our growing Theatre for Young Audiences program that has performed at middle

Strategic Direction 5 - Organizational Effectiveness

and high schools, the Youth Detention Center in Oxnard and she has designed the curriculum and training manual for the camp counselors for our TYA Summer Camps. As part of her Tenure process, Suzanne has attended the OTC in Anaheim this year to develop new best practices in online delivery and share them with our faculty in hopes of bringing up our online number. She has already become a leader on campus in the DE realm and her work with open source text books is going to be implemented in all of our GE THA M01/M01H Intro to Theatre Classes in the Spring of 2020.

Suzanne has also taken on the following projects:

Multicultural Day

Ms. Fagan has been a big supporter of the Multicultural Day events, always providing some sort of edu-tainment for the students and participants on that day and now joining the Multicultural Day Committee. Last year, Ms. Fagan chose one of the student one-acts, I. L.O.V.E. Y.O.U. to represent the theatre department. The one-act, written and directed by Moorpark College Theatre student Margot Rowe, was one of the more popular events of that day. The play is based on an individual who is deaf. Ashlyn Katz, a Moorpark College theatre student, is an ESL student due to the fact that both of her parents are deaf. Ms. Katz was able to bring the deaf and hard of hearing culture to the stage through her performance and talk-back after the show. In prior years, Ms. Fagan presented the live-taped theatre performance of The Container. This show is a site-specific piece of theatre, the entire play takes place in a shipping container. It is the story of immigrants trying to find a better life for themselves and their families as they attempt to cross the border.

Acting for Film and TV

The Acting for Film and TV class continues to grow. This is due in large part to the equipment that has been added as well as the field trips to TV studios. Ms. Fagan, working with Michael Grimes of the FTMA department, acquired use of the recording studio in the Communications building. In previous semesters, this was used for only musical recordings. Ms. Fagan purchased various backdrops including a green screen, camera stands that can hold smart phones and tablets and portable light fixtures to build the equivalent to a home studio. The entertainment industry relies heavily on self-taped auditions. In these self-taped auditions, actors are expected to have access to a decent uncluttered background and good lighting and audio. The smart phones and tablets these days provide sufficient sound and camera quality. Students can practice doing self-tapes in this new recording studio and have done so several times for classes. Students can also use this equipment if an outside audition should arise. In addition, for the past three semesters, the Acting for Film and TV students have had the incredible opportunity to see a live taping of a TV show which also raise money for the THA program. The travel expense to these studios has been funded by CTE money. Students have seen The Ranch, The Neighborhood and The Conners. This experience continues to be extremely inspiring for the students.

Entered By: John Loprieno

Analysis Dates: 09/28/2019

Suggested Actions

Suggested Action: VCCCD Leadership Cohort

Suzanne Fagan is excited to participate this year in the 2nd VCCCD Leadership Academy. Her first meeting will be October 11th from 9:00am – 4:30pm. The book(s) that will be discussed for now is Language and the Pursuit of Leadership Excellence. It was suggested by Dean Jennifer Kalfsbeek –Goetz that Ms. Fagan participate in this academy. (09/28/2019)

Analysis of Data

Reporting Year: 2019 - 2020

Conclusion: No Trends Noted

Strategic Direction 5 - Organizational Effectiveness

Analysis of Data: HALEH RISDANA is currently on her 8th year of service at MC and was given Tenure in 2018. While Haleh has previously been focusing on her classroom responsibilities, this year she continues to become more visible around campus serving on various committees, CTE and Guided Pathways, collaborating with other departments on campus, leading makeup and costuming workshops for middle school and high school students and giving tours of our facility anytime she is asked to; while she continues to provide tremendous support for the Theatre Arts through her expertise with both costume and make-up design. Her professional development activities have included but are not limited to:

- The Oregon Shakespeare Festival
- Pashur's Makeup Workshops
- Airbrush Workshop
- Canvas DE Certification

Haleh continues to take lead on the CTE Advisory Board efforts and CLOs for the program. Haleh has continually placed her students in professional positions, in and around, Hollywood as both Costume and Make-up artists, supporting the efforts of the CTE portion of our program. Haleh has steadily grown both the Make-up and Costume classes and through the CLO assessment process we have made investments in the facilities, equipment and materials for both of these growing sectors. Her students continue to enjoy success in the entertainment industry and as transfers to a variety of Universities and colleges. Riley Kennedy is now pursuing costuming at CSUN Last Spring she was a paid costume intern at MPC; and this summer she was hired to be the costume manager and stitcher for the Kingsmen Shakespeare Co. Ashley Baker has since received her BFA in costuming and is not pursuing her MFA in costuming. In-between her educational pursuits, she has worked for many theatre including Disney in the area of costuming. Jennifer Taliaferro posted online "I completed almost every course available in the PAC (MPC Performing Arts Center) and graduated in 2017. I am now using my experience/knowledge in a large local theatre in Arkansas called Theatre Squared. Thank you to all the instructor's....for making my experiences at Moorpark College unforgettable...." Jeremy Ives has been touring with The Blue Man Group for more than 5 years. He took Costuming and Makeup when it was one class. He continues to strive for success and recently wrote "hello wonderful Professors! I have learned much and will return to CA while on tour as the Video Head for The Blue Man Group show Speechless...thank you for all the training, education and support." Recent grad, Nichole Jackson took lead on costuming our summer musical CLUE! Her designs were unforgettable and were the highlight of the review in the Moorpark Acorn. She was invited to attend our Advisory Board last year as a student where she connected with the Costume Union IATSE 705 representatives there. She was recently hired by Universal and can't be happier about it— especially about getting her UNION card! Brenna Williams graduated from Southern Oregon University with a BS in Theatre Arts. She is currently working for the Wallis Annenberg Theatre and for the Arts for Learning Conservatory as a Prop Master and Stage Manager. Derek Stern graduated with his BA in Theatre from SFSU. He is currently working at Berkeley Repertory Theatre & SF Playhouse." Alumni student Shawntelle Blowmeyer moved to a military base. Once there, she participated in creating makeup fx for simulated tactical exercises. She has become in charge of creating and making the makeup fx for such military events. Student Samantha Vick has joined The Costumer's West Guild. She is now a member and is excited about networking and progressing his interest in the costuming profession. She is currently designing and working on costume mock-ups for our upcoming production of Romeo and Juliet where she will be the lead costume designer. Students Penny Hill and Jenna Pokrzywnicki are attending CSULB where they are thriving in their pursuit of a BFA in Costume Design.

Entered By: John Loprieno

Analysis Dates: 09/28/2019

Suggested Actions

Suggested Action: Haleh developed TTHA M29 Special Makeup FX and this was the first year we offered it. Under the advisory board's suggestions, special makeup fx offers the students who take it the ability to be hired with advanced makeup skills that sets them apart from others pursuing work as makeup artists. TTHA M29 Special Makeup FX class was added this past Spring 2019. Students enrolled from various semesters...some as far back as 2012. Besides the students having a exceptionally great time learning all the advanced makeup skills, one of the students Anna Pacheco had resigned from college after giving it a go some years ago. She said this class was why she returned. She is now enrolled in other classes on campus pursuing her AA degree and has also taken on a position in the newly formed student club Fright Club where she is the activities advisor. In addition, TTHA M29 had middle school student Emily Swanson enrolled. This was her second makeup class — as she completed makeup 1, and progressed into makeup II (TTHA

Strategic Direction 5 - Organizational Effectiveness

M29). After completing TTHA M29 she worked on the summer Sitcom @ FTVM as a makeup assistant. She loved the experience and has now signed up to work on our fall production in the area of makeup as she works towards obtaining college credits as a 14 year old. Haleh is working hard towards marketing her classes to the community and through networking as a way to set MPC apart from other community colleges and from private makeup schools.

(09/28/2019)

Dean Signature - Dean Signature indicates review.

There are no Data Analysis and Suggested Actions for this Strategic Direction

Assessment: Program Overview (SWOT)



Annual Program Plan Theatre Arts

CTE Program: Yes

Program Description: THA/TTHA OVERVIEW

In keeping with the college mission, The Theatre Arts program, as part of its instructional program, produces annually:

- (2) Faculty directed main stage productions: one in the Fall and one in the Spring semester that feature Student costume/makeup/wig designed, scenic construction, lighting and audio set-up and operation.
- FREE matinees for Moorpark College and area high school students
- Faculty directed production during the Summer Sessions
- Performances of student written and directed one act plays in both the Spring and Fall semesters with full Student costume, make-up/hair and lighting support from TTHA classes.
- Performances of student improvisational comedy in both the Spring and Fall semesters in conjunction with the FTVM program as well as independent productions in the PAC and in the community.
- Theatre for Young Audiences (TYA) performances both on campus and in the community servicing EATM, area middle schools and retirement communities.
- Support of campus wide productions and events such as the offering of FREE Matinees, Foundation Events, Multicultural Day and technical support for all other campus events that take place in the PAC and around campus.

These performance events not only are essential to our instructional and CTE programs, but provide cultural enrichment to the campus community and to the community at large.

Program Plan Writer/Editor/Contact Person: John Loprieno

Department Chair / Coordinator / Program Lead: John Loprieno

Dean/Manager: Jennifer Kalfsbeek Goetz

2020 - 2021

Strengths: THA/TTHA OVERVIEW

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These performance events not only are essential to our instructional and CTE programs, but provide cultural enrichment to the campus community and to the community at large.

STRENGTHS:

Cross-discipline collaborations:

Theatre Arts continues to strengthen our collaborative efforts with FTMA as we build opportunities and programming and we continue to outreach to other programs. Collaborations in 2019-20 included:

- Child Development Center
- Criminal Justice
- Business/Marketing
- Multimedia
- Graphic Arts
- EATM
- Photography
- English
- Music
- Dance
- Multicultural Day
- Journalism
- Academic Senate
- Health Center (Nurse Allison has visited THA M28 Production Makeup each semester giving a lecture on Makeup Hygiene)

STUDENT SUCCESS

Our technical students are working locally at The Bank of America Civic Arts Plaza, Cabrillo Music Theatre, Diablo Sound, Universal Studios theme park, Disneyland, Six Flags, area high schools and middle highs and grade schools throughout the Los Angeles area. Our performers continue to work in the entertainment industry directly after leaving Moorpark and some have transferred to Yale, New York University, Southern Oregon State University, University of California Irvine, Southern Oregon University, CalArts and many other fine 4-year institutions.

Our students continue to work on a regular basis at HHN (Halloween Horror Nights), Universal Studios, Disneyland, in and around LA on various Productions. Transfer colleges include: CSULB, UCLA, UC Irvine, US Santa Barbara, CSU Northridge, Cal Arts.

THEATRE PRODUCTION

In keeping with our two-year production track, Theatre Arts provides our students with diverse practical production opportunities that embrace many theatrical styles, genres and historical periods. Our large productions last year were:

- "Last Days Of Judas Iscariot" – a contemporary American drama performed on our main stage with puppets
- "Holiday Spectacular" an original variety show developed by Theatre Arts students and faculty around a holiday theme
- "Romeo & Juliet" – a large scale Shakespearean production presented on the main stage with two FREE matinees for High School and Moorpark College students.
- "The Complete History of Theatre: Abridged." In the fall of 2019, Theatre for Young Audiences toured with this production to local schools and the Ventura Youth Detention Center. The previous semester, Spring 2019, Theatre for Young Audiences were the Resident Artists at Campus Canyon assisting English teacher Elise Clapp in helping her 8th graders explore and get comfortable with Shakespeare and his text.
- "PUFFS" – was to be a full scale summer production featuring scenic, costume and lighting designs from our TTHA CTE students but was cancelled due to Covid.

Last Days of Judas Iscariot

This well-received production about forgiveness and who is worthy of forgiveness was set in a courtroom in purgatory. (From Interim President Julius Sokenu: "I was blown away by the acting, the set design, the lighting and the overall caliber of the production. Kudos!! You have taken a play with layers of meaning couched in humor, rich character development and scathing social commentary and delivered it in an accessible and thoughtful production.") The diverse cast of 26 (7 students identifying as BIPOC and 9 others identifying with the LGBTQIA+ community) poured their heart and soul into this poignant piece. We hired part-time instructor Moira MacDonald as our Professional Expert to assist us and guide some of the technical students in creating Jim Henson-like puppets to fill out our jury. These puppets have already been reused in the Holiday Spectacular (see below). These puppets also served as a calling card for our new Puppetry Design and Performance class which had a very successful start in January 2020.

Holiday Spectacular

For this 2nd Annual production, the production duties of the Holiday Spectacular fell squarely on the shoulders of Theatre Arts. With limited participation from Music and Dance this year, Theatre Arts students and faculty created a 2-hour production

featuring comedy, music and dances performed by THA students that showcased the Music and Dance numbers presented by students from CSU Channel Islands, Kenny Ellis and Tracy Tennenhouse, parents that performed with the students in our program, a small ensemble directed by Brendan McMullin of Moorpark College's Jazz Band, DJs from Nathan Bowen's Music technology class and a Dance provided by Beth Megill from our Dance program. This production was Co-Produced and Co-Written by Theatre Arts instructor, John Loprieno, and Theatre Arts student, Savannah Simpson. Over 3 performances, 434 tickets were sold and \$5678.00 in revenue was generated to put towards the new PAC Tech I position as this was the purpose of creating this production the year before last.

Romeo and Juliet

For the fifth consecutive Shakespeare production, we have been able to utilize the "stock set" that Brian Koehler created for Henry IV parts I and II in 2013. This thrust setting, where the stage "thrusts" into the audience, designed with the Globe Theatre in mind, has provided our students, both performers and technicians, experience with classical staging and set dressing practices while allowing the Theatre Arts program to amortize the cost of this set over many years and enabling us to save production expenses for the larger musicals.

For this production we hired professional fight choreographer Dane Oliver. In addition to staging the multiple sword fights in the production, Dane conducted 2 workshops in Stage Combat for the entire Theatre Arts program prior to auditions. This helped boost the enthusiasm for this production and we had approximately 75 students audition for this classical drama. Once again, Sydney Sims graciously volunteered her time to serve as Dramaturg and vocal coach for the production.

COVID-19 NOTE: it is important to note that this production was ended after 3 performances due to the Covid-19 quarantine. We were able to film the 4th performance for no audience and that video was utilized for the THA program and the entire campus throughout the end of the semester for multiple assignments in various programs. Also, for the first time we had such strong interest from local high schools that we offered a 3rd FREE matinee for this production. Sadly, the production was closed before we could complete these matinees.

Theatre for Young Audiences

As mentioned above, the show that was toured this year was the hysterical *The Complete History of Theatre: Abridged*. The play was performed at Santa Susana High School and Royal High School. After each show, students asked questions regarding the vibrant theatre program at Moorpark College. The show also had 3 performances across the street at Campus Canyon College Preparatory School. These 3 performances continue to solidify our growing relationship with that K-8 school.

In Spring 2019, Theatre for Young Audiences were the Resident Artists at Campus Canyon College Preparatory School. We visited the 8th grade class every week and presented fun activities based around William Shakespeare, his play *Twelfth Night*, and the history surrounding the English Renaissance. This was a new and exciting way to achieve SLOs with the college students. They demonstrated performance skills by performing with middle schoolers, instructing them on the work needed to successfully perform classical text and instructing them on the basics of acting.

To date Theatre for Young Audiences has presented at:

- Numerous elementary, middle and high schools in Los Angeles County and Ventura County
- Afterschool programs such as Success Express at Flory Academy of Sciences and Technology and Cultural Arts Program at Walnut Canyon School
- Providence High School Juvenile Detention Center in Oxnard
- Sunrise Senior Living at Wood Ranch in Simi Valley
- For the college, TYA has performed for The Child Development Center at Moorpark College in the Black Box Theatre, EATMs Boo at the Zoo and Arctic Lights in the outside Wildlife Theatre, Multicultural Day in the Black Box Theatre and at the 1st Annual Spring Festival.

PUFFS: A Harry Potter Parody

As stated above, this production was cancelled due to concerns over Covid-19. Had it been produced, we would have continued our tradition of recruiting student designers for the set, props, costumes, make-up and lighting from our TTHA/CTE technical theatre program. They would have filled the roles of Scenic Designer, Lighting Designer, Prop Master, Assistant Prop Master, Charge Artist, Master Carpenter, and Carpenter Lead – in addition to all the regular student positions throughout preproduction and production crews. The Summer Theatre program has long been seen as our "on-ramp" for incoming students. By publicizing the auditions in newspapers directed at our feeder high schools, the summer production serves as outreach and recruitment for the THA/TTHA programs. When we lose this production, we lose the opportunity for this essential program outreach and growth.

2020-2021 SEASON

Obviously our plans for the 2020-2021 season have had to change drastically due to Covid-19 concerns. Our plan for the main stage production was to stage “Angels in America” in the Fall and the Green Day musical “American Idiot” in the Spring. However, the theatrical licensing agencies that we work with will not allow us to put licensed material on the web. Consequently, with the Covid quarantine, we have opted to do classical productions this year so that we might once again film the production in one form or another and then be able to archive it and show it through YouTube. Suzanne Fagan is currently directing a filmed production of “Macbeth” for the Fall and John Loprieno is looking at several classical comedies for the Spring. The Original Student One Acts are being produced both semesters as Suzanne had great success with those online last Spring.

Theatre Arts strives to maintain a 2-year production schedule that offers our THA and TTHA Majors practical experience with a great diversity of production experiences in a wide range of theatrical styles, periods and genres. By structuring this two-year production pattern in tandem with our FREE matinees, we are ensuring that Moorpark College students, as performers, technicians or audience members, as well as area high school and middle school students, are able to benefit from a rich theatrical environment at Moorpark College. We are attempting to keep the integrity of this production plan in place throughout the Covid-19 crisis.

Haleh continues to become more visible around campus serving on various committees, including CTE and Guided Pathways, collaborating with other departments on campus, leading makeup and costuming workshops for middle school and high school students for the CTE Middle School Career Days and giving tours of our facility. Haleh’s professional development activities have included but are not limited to:

- The Oregon Shakespeare Festival
- Pashur’s Makeup Workshops
- Airbrush Workshop
- Canvas DE Certification
- Online classes for THA & TTHA costuming, makeup, technical production
- Zoom features
- Multiple online training videos on how to turn a space into a LAB classroom

Haleh has continued to place her students in professional positions in and around Hollywood as both Costume and Make-up artists, supporting the efforts of the CTE portion of our TTHA program. Haleh has steadily grown both the Make-up and Costume classes and through the CLO assessment process we have made investments in the facilities, equipment and materials for both of these growing sectors. Haleh is working hard towards marketing her classes to the community and through networking as a way to set Moorpark College apart from other community colleges and from private makeup schools.

RECENT STUDENT SUCCESSES

Riley Kennedy is now pursuing costuming at CSUN. Last Spring she was a paid costume intern at Moorpark College, and last summer she was hired to be the costume manager and stitcher for the Kingsmen Shakespeare Co.

Ashley Baker was one of our students about ten years ago. She has since received her BFA in costuming and is now pursuing her MFA in costuming. In-between her educational pursuits, she has worked for many theatres including Disney in the area of costuming.

Jennifer Taliaferro posted online “I completed almost every course available in the PAC (MPC Performing Arts Center) and graduated in 2017. I am now using my experience/knowledge in a large local theatre in Arkansas called Theatre Squared. Thank you to all the instructor’s....for making my experiences at Moorpark College unforgettable....”

Jeremy Ives was one of our students about ten years ago. He has been working in the industry ever since and has been touring with The Blue Man Group for a long while now. He took Costuming and Makeup when it was one class! He continues to strive for success and recently wrote “hello wonderful Professors! I have learned much and will return to CA while on tour as the Video Head for The Blue Man Group show Speechless...thank you for all the training, education and support.”

Nichole Jackson took lead on costuming our summer musical CLUE! She was invited to attend our Advisory Board last year as a student where she connected with the Costume Union IATSE 705 representatives there. She was recently hired by Universal and can’t be happier about it— especially about getting her UNION card!

Brenna Williams graduated from Southern Oregon University with a BS in Theatre Arts. She is currently working for the Wallis Annenberg Theatre and for the Arts for Learning Conservatory as a Prop Master and Stage Manager.

Derek Stern graduated with his BA in Theatre from SFSU. He is currently working at Berkeley Repertory Theatre & SF Playhouse
Shawntelle Blowmeyer moved to a military base. Once there, she participated in creating makeup effects for simulated tactical

exercises. She is now in charge of creating and making the makeup effects for such military events.
Jake Arpia has been accepted to UC Irvine for their MFA program in Theatre with an emphasis in Stage Management.
Magda Campos is now at CSU Northridge working on her Theatre BFA.
Shawn Klingenhoff is now at UC Santa Barbara working on his Theatre BFA with an emphasis in Costume Design.
Samantha Vick graduated from Moorpark College and had an opportunity to apply for the Costume Union IATSE 705 PACT—Production Assistant Costumer Trainee Job, but COVID stopped our industry in its steps. She is working on her costuming skills and research until the Union position opens again.
Penny Hill and Jenna Pokrzywnicki graduated this year with degrees in Theatre Arts emphasis in Costume Design from CSULB.
Naomi Miyahara is in her second year at Cal Arts pursuing her Master's Degree in Technical Production. Seth Gunawardena transferred to SDSU.
Jaz Johnson transferred to SDSU.
Kendyl Yokoyama is currently performing in the role of Angelica in the final leg of the National Touring production of Hamilton.
Lily Donnelly performed in at The Madrid Theatre in Los Angeles in The Boggs and Maschmeyer Funeral Home, a new opera.
Megan Roni Ragone has had several of her plays produced at the Hillcrest Center for the Arts. She has also directed her plays there on Zoom, such as Night Night Roger Roger and State Your Name.
Savannah Simpson has been accepted into California Lutheran University.
Warwick Pangilinan was seen in Disney's Mulan. He has also been seen in commercials for QuickHire.
Madeleine Cassidy transferred to UC Berkeley.
Miccala Jackson transferred to CSU Fullerton.
Arianna Velasquez transferred to California Lutheran University.
Margot Rowe transferred to CSU Northridge.
Nicholas Andres Sloan Moreno is the producer of the very popular The Mental Astronaut podcast.
Remy Muloway, Rachael Gula and Richard Grey are a few of many active members in 805 Resistance who are showcasing art and entertainment for social justice causes around the Ventura and Los Angeles County areas.
Evan Banks transferred to study vocal performance at CSU Fullerton.
Raphael Camua transferred to Chapman University.
Eliana Rosen stars in Angel which will premiere at the La Femme Film Festival, the premiere festival for women filmmakers in Los Angeles, CA.
Eliana Rosen's songs Bleed and Potential Lover are available on SoundCloud and Spotify.
Kyle Warner is the Sound Designer at Murder House Productions in Thousand Oaks, CA.
Mikki Benjamin directed her play Projections, at the Dorothy Friend's Theatre Company in association with USC.
Christah Gold was accepted into UCLA.

Weaknesses: WEAKNESSES:

DEDICATED THA CLASSROOM SPACE (REPEAT REQUEST)

As reflected in our CLOs, Theatre Arts is in need of more dedicated classrooms. As of this date, TA only has one assigned lecture classroom space in the PAC and it is limited to 25 students for design. We need more rehearsal and classroom space in and around the PAC. We have recently started rehearsing One Acts in HSS 140, PA-119, Comm122, MUS 105, 106 and this has worked out well for the time being. If Music hires a keyboard instructor as planned, this will eliminate that option in the Music building.

SPEAKERS IN THE PAC (REPEAT REQUEST)

Since the upgrading of our audio system in the PAC in 2015, the speakers have been overtaxed and are failing. We were told that the speakers would be replaced this coming summer of 2019, but have recently found out that this will not be happening. This is very concerning. It was at one time thought possible for Music, Theatre Arts and Dance to request several years of CTE funding to help pay for this replacement, but those efforts were dropped when we believed that IELM funding was going to provide the funding for this coming summer.

In order to properly do a musical of any scale (either a college production or for a rental) we will need to rent speakers and all accompanying rigging, wiring and amplification equipment for these larger productions. Given past experiences, these rental costs will inflate our production budgets for these performances from \$6,000 -\$10,000. With estimates for this replacement in the \$200,000 range, it is impossible for the PAC to shoulder the cost of this replacement on its own. The College and General

Funds are needed for this much-needed upgrade.

MARKETING/ENTREPRENEUR TRAINING(REPEAT REQUEST)

This further supports the need for a Business/Entrepreneur class designed for CTE students as they demonstrate the greatest potential to become independent contractors. There is a need in the Hospitality sector as indicated in the VC Innovates Grant. Many of the services that our students provide in the box office and front-of-the-house would be supported as "hospitality." Additionally, if Theatre Arts were to partner with the Foundation to set-up pre-show events for fundraising, this could prompt the creation of a Hospitality/Event Planning program/certificate in conjunction with the Business program. If an outdoor venue is ever to materialize on campus, it would be a core facility for an emerging Hospitality program.

Opportunities: OPPORTUNITIES:

- **OUTDOOR VENUE** –While the creation and development of an outdoor venue on campus has been on the Music Theatre and Dance program plans for several years now, given the Covid-19 crisis, it has become an even more critical, urgent need.

The cement stage on the quad where graduation is held is the most expedient option for us at this time. Possibilities for making this a viable option for a Spring concert or production could range from renting temporary structures for audio and light to building more permanent structures in that place. It is imperative that we consider making this a viable venue for the Spring of 2021.

As presented last year, Theatre Arts and the PAC continues to support the Foundation, Multicultural Day, Associated Students and other campus requests for performance venues. It has become a TOP PRIORITY for THA and TTHA to develop and construct an outdoor performance venue on our campus. The potential for using an outdoor venue for on-going revenue generation is significant, especially when figuring in future campus growth in the areas of Hospitality, Business and Marketing. Given the coming demographic changes with our county growing older and with more retirees, it makes sense to promote Moorpark College as a "community destination" for entertainment, academic, social and holiday community activities. While we generate programs and content, we will be building our audience. As we add components and technologies into the venue, we will generate more income through adding more programming and ultimately bringing in paid speakers, performers and musical groups.

There are immediate benefits of having just the platform and shell in place for the Spring semester of 2021 as the outdoor performance needs for the entire PAC have now become critical.

An outdoor venue could be used for:

- Graduation
- Multi-Cultural Day
- Movie nights on the quad
- Associated Students events/Talent Shows/parties
- Outdoor Music concerts
- Summer camps for THA, MUSIC, DANC
- Middle and High School Music, Dance and Theatre Festivals for outreach

The physical construction could happen in stages:

- Stage ONE: build out the platform/stage and the covering/shell with power run to the platform for audio amplification. The seating capacity would be as many seats and or blankets that we could get on the lawn.
- Stage TWO: Add Lighting/Audio towers on the sides and above the shell with power added to accommodate Lighting/Audio
- Stage THREE: Add semi-permanent speakers, lighting and control boards and "control room" for the same at the back of the venue
- Stage FOUR: Add lighting towers in the "audience" with power and build out for future camera positions for FTVM to record
- Stage FIVE: (Optional) Add video recording technologies and permanent or removable seating for the audience

There are obviously many different forms an outdoor venue can take. Harper College in Palatine IL has an all-weather outdoor space that services their campus and the pictures will be included here. This is just one option.

EXPANDED COLLABORATIONS

In addition to the opportunities that an outdoor venue could afford, the program also foresees a number of future

collaborations as well as programming possibilities for current efforts.

- In cooperation with the new Maker's Space, THA/TTHA has had wonderful opportunities to collaborate with the MS on our past productions of "A Comedy of Errors" and "CLUE the Musical." Our students have been instrumental not only in the creation of elements for our productions but also through providing much-needed technical experience and expertise to the Maker's Space as a whole. We look forward to greater collaborations and campus-wide projects in the future. (ON HOLD DUE TO COVID-19)

- Theatre for Young Audience (TYA) Moving forward with this program, TYA would like to expand and include Shakespeare productions that are geared towards children and performed in the outside venue on campus. Shakespeare in the (Moor)Park would be a great way to get the local community onto the campus, highlight the talent in the theatre arts department and encourage young and old to explore and enjoy Shakespeare. Shakespeare wrote 37 plays. Instructors would have to shorten these plays and make them much more kid-friendly. However, after all of that work is complete, the department would forever have these shortened pieces to perform for years to come. Adapting Shakespeare is nothing new as it is now in the public domain. (ON HOLD DUE TO COVID-19)

- Theatre for Young Audiences Summer Camp – Launched in the Summer of 2019, the Theatre for Young Audiences Summer Camp held 2 successful one-week camps. The first camp was focused on Musical Theatre and the second camp was focused on Comedy and Improvisation. Campers were dropped off for an all-day experience with our two Teaching Artists, Elisabeth Melcher and Ryan Scot. At the end of each week, the students performed for their families. On average, there were 10 campers for each camp. Due to Covid-19, the camp did not operate in the Summer of 2020. We hope to have it up and running again in 2021. (ON HOLD DUE TO COVID-19)

- Collaboration with The High Street Arts Center Discussions are under way to develop a program for offering college credit at High Street Arts Center in classes such as Stagecrafts and Theatre Production: Technical and Performance. In collaboration with Managing Director, Ken Rayzor, we hope to develop an after school program, much like the dual enrollment structure we have with the high schools, that will embrace both High Street Arts Center and the Boys and Girls Club of Moorpark. (ON HOLD DUE TO COVID-19)

- Collaboration with FTMA Over the summer, our technical department also collaborates with the new FTVM production class for a three-episode sitcom film shoot. Traditionally we assign a student to design the multi-location set, which is partially done within the Scenic Design class, and integrated into the actual production process. This student assumes the position of scenic department on-set lead and is there to work with the FTVM staff and students to ensure the scenic elements were incorporated properly, and elements were not overlooked. TTHA also assigns an on-set Prop Master and Set Dresser responsible for coordinating those elements as well ensuring shot continuity in regards to all things scenic and prop-related. (ON HOLD DUE TO COVID-19)

- Ventura Youth Correctional Facility Theatre for Young Audiences began reaching out to local youth correctional facilities in the hopes of bringing this underserved community the art of theatre. Our first performance was at the VYCF in Oxnard, CA with our production of 21 Chump Street and This is a Test. Since then, our relationship with these facilities has grown. We are now teaching college level classes at the VYCF in Camarillo, CA. Adjunct faculty member Moira MacDonald has taught Introduction to Theatre to the female population as well as the male population. Currently she is teaching a playwriting course at that institution. At the Oxnard facility, the theatre department continues to bring performances to these students, most recently musical pieces from Spamalot.

- Latino Theatre opportunities Possibly in conjunction with High Street Theatre, to support the diverse community of Moorpark in and around High Street Theatre, the program could collaborate on Latino theatre projects. This could embrace the FTVM program and our unified Theatre for Young Audience efforts. (ON HOLD DUE TO COVID-19)

- Non-credit Technical Theatre classes and programs through TTHA have been developed and passed through curriculum and are being offered for the first time this Fall. Since TTHA is piloting these types of non-credit career based classes, we've discovered a few logistical concerns such as tracking hours and assessment of "competency" in these non-graded classes. (ON HOLD DUE TO COVID-19)

- Costume and Make-up is growing on all fronts! In our recent curriculum update, the addition of THA M29 Production Makeup SFX is a result of Advisory Board input and reaching out to makeup schools, professional makeup fx artists and fx lab technicians and asking them what is required and expected of graduating makeup artists, what material trends and practices are taking place and where they see the future job market going for makeup artists. As part of our advisory committee, they

commented in depth on the importance of students being able to master a variety of “out-of the kit makeups.” Their recommendations were to develop relationships with a variety of makeup schools such as The Makeup Designory (MUD), Cinema Makeup School, and El:Hollywood Special Effects Makeup School asking them about their makeup practices and so forth. In doing so, I have changed the practical activities in class so that students are job-ready. Teachers from these schools have been guest speakers in our production makeup class speaking about the makeup industry as a whole, the needs, the skill sets and union requirements. They share invaluable information that we use to keep our class strong and current.

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- TTHA M29 - Haleh developed TTHA M29 Special Makeup FX which was offered for the first time in Spring of 2020. Under the advisory board’s suggestions, special makeup fx offers the students who take it the ability to be hired with advanced makeup skills that sets them apart from others pursuing work as makeup artists. TTHA M29 Special Makeup FX class was added this past Spring 2019. Students enrolled from various semesters...some as far back as 2012. Besides the students having an exceptionally great time learning all the advanced makeup skills, one of the students Anna Pacheco had left college after giving it a go some years ago. She said this class was why she returned. She is now enrolled in other classes on campus pursuing her AA degree and has also taken on a position in the newly formed student club, Fright Club, where she is the activities advisor. In addition, TTHA M29 had middle school student Emily Swanson enrolled. This was her second makeup class — as she completed TTHA M28 Production Make-up, and progressed into Makeup FX (TTHA M29). After completing TTHA M29, she worked on the summer Sitcom @ FTVM as a makeup assistant. She loved the experience and has now signed up to work on our fall production in the area of makeup as she works towards obtaining college credits as a 14 year old.

Threats: THREATS:

Covid-19 Impact Statement

The seismic impact of Covid-19 on the Performing Arts cannot be overstated. One need only look at the fact that SeatAdvisor, the online ticketing organization that Moorpark has been utilizing over the last 15 years, has just announced that they are going out of business to understand the magnitude of what the Performing Arts around our country and around the world are facing.

All of the Performing Arts are highly collaborative. This is reflected in our productions, our process and, most importantly, our curriculum. The need for our students to work together in close proximity is woven into the fabric of everything we do and, to further exacerbate this staggering impact, the culminations of our efforts are to be presented to a live audience. While we can continue to make accommodations and innovations for online instruction, rehearsal and presentation as emergency stop-gaps, the farther we get away from the core teachings and values of our disciplines, the greater the impact and time of recovery will be.

The reality that we face is that with each passing month that Covid-19 restrictions are in place, the high school students that traditionally fill out our programs every Fall will be pursuing other interests that allow them to more fully engage in isolation or in at-home environments. Assuming that Covid-19 will one day be “managed” to the point that we will once again be able to gather in groups of more than 50, it will take the Performing Arts at least 3-5 years to rebuild what we have lost during this time of crisis.

These are the things we are already seeing or project:

- Students refraining from taking PA classes while online
- Enrollments dropping in performance classes
- Total CRNs being cut back
- Performing Arts majors are changing degrees/majors
- Private groups offer in-person dance/theater/music opportunities off campus.
- Transfer gap will widen as CSUs/UCs limits transfer acceptance for “impacted programs” due to COVID-19.
- Loss of employment for PT instructors
- PAC staff being partially reassigned
- Students taking fewer units thus stalling completion rates
- Student emotional states and morale at all-time lows

Depending on how long we must continue in the current online modalities of instruction will determine how deep an impact we will actually have experienced. Time will tell us when we can look back and assess exactly what we have lost. The need for commitment and support for the Performing Arts from the college and our Administration has never been more critical.

STORAGE (REPEAT REQUEST)

An increase in storage needs continues to be the number one issue and concern for the Theatre Arts program and the PAC. We have been notified that the rental on the storage trailers outside the PAC has increased by 4% annually. We are currently

looking at a purchase option; or more optimally, the option of constructing a permanent storage addition to the back of the PAC. We continue to utilize the stock scenery for our alternate year Shakespeare productions. By creating a stock of scenic elements that can be reused on a regular basis, Theatre Arts can continue to amortize the costs of various shows over several years and productions as well as creating the ability to serve the entire campus and its programs by having stock elements readily available for classes, community events and campus celebrations. Storage space for scenery continues to be an issue. This set can illustrate the kind of savings our program can enjoy if we have more storage space at our disposal.

Additionally, with expanded program offerings which respond to student need, storage demands are projected to increase further. Through the offering of the TYA class in the Spring of 2017, Theatre Arts will have a Children's Theatre production ready for both this potential performance space and as an offering for children enrolled in the Childhood Development Center and all EATM seasonal programming and Summer camp. Finally, with classroom and rehearsal space becoming a premium in the PAC as Music, Dance, Communications Studies and Theatre Arts continue to grow, we could create another usable classroom space in the "trap room" under the mainstage if a viable storage area was available.

SUPPORT FOR ALL PAC PROGRAM PLAN REQUESTS

As Theatre Arts utilizes the PAC building as a classroom as much as a production facility, it fully supports all equipment and supply requests on the PAC program plan.

Program Plan



Annual Program Plan Theatre Arts

CTE Program: Yes

Program Description: THA/TTHA OVERVIEW

In keeping with the college mission, The Theatre Arts program, as part of its instructional program, produces annually:

- (2) Faculty directed main stage productions: one in the Fall and one in the Spring semester that feature Student costume/makeup/wig designed, scenic construction, lighting and audio set-up and operation.
- FREE matinees for Moorpark College and area high school students
- Faculty directed production during the Summer Sessions
- Performances of student written and directed one act plays in both the Spring and Fall semesters with full Student costume, make-up/hair and lighting support from TTHA classes.
- Performances of student improvisational comedy in both the Spring and Fall semesters in conjunction with the FTVM program as well as independent productions in the PAC and in the community.
- Theatre for Young Audiences (TYA) performances both on campus and in the community servicing EATM, area middle schools and retirement communities.
- Support of campus wide productions and events such as the offering of FREE Matinees, Foundation Events, Multicultural Day and technical support for all other campus events that take place in the PAC and around campus.

These performance events not only are essential to our instructional and CTE programs, but provide cultural enrichment to the campus community and to the community at large.

Program Plan Writer/Editor/Contact Person: John Loprieno

Department Chair / Coordinator / Program Lead: John Loprieno

Dean/Manager: Jennifer Kalfsbeek Goetz

Initiative: PAC Maintenance and Operations

As many of the TTHA classes are dependent upon the Performing Arts Center, its Classified Staff, Equipment and Facility Maintenance, we become impacted when the PAC loses staff or falls behind in maintenance and repair.

Initiative Status: Active

Initiative Year(s): 2017 - 2018, 2018 - 2019, 2020 - 2021

Start Date: 09/01/2018

Resource Requests

(A) Active Request - SPEAKERS IN THE PAC

Since the upgrading of our audio system in the PAC in 2015, the speakers have been overtaxed and are failing. We were told that the speakers would be replaced this coming summer of 2019, but have recently found out that this will not be happened. This is very concerning. It was at one time thought possible for Music, Theatre Arts and Dance to request several years of CTE funding to help pay for this replacement, but those efforts were dropped when we believed that IELM funding was going to provide the funding for this coming summer.

In order to properly do a musical of any scale (either a college production or for a rental) we will need to rent speakers and all accompanying rigging, wiring and amplification equipment for these larger productions. Given past experiences, these rental costs will inflate our production budgets for these performances from \$6,000 -\$10,000. With estimates for this replacement in the \$200,000 range, it is impossible for the PAC to shoulder the cost of this replacement on its own. The College and General Funds are needed for this much needed upgrade.

(Active)

Annual Program Plan Theatre Arts

Justification: Audio requirements for Music, Dance and Theatre Arts programs as well as all other groups utilizing the PAC including community and rental groups.

Contact Person for Request: Jennifer Kalfsbeek- Goetz and John Loprieno

Resource Category - Where does this request belong?: (C) Facilities Need

Funding Source: General Fund

What specific grant opportunities could help fund your request?: Request for CTE funding assistance for this were halted when the project was approved last year. It has since been pulled

Priority: High

Overall / Aggregate Cost: 200000

Replacement Item: Yes

Building and Room #: PA-149

(A) Active Request - STORAGE (REPEAT REQUEST)

Storage increase continues to be the number one issue and concern for the Theatre Arts program and the PAC. We have been notified that the rental on the storage trailers outside the PAC has increased by 4% annually. We are currently looking at a purchase option; or more optimally, the option of constructing a permanent storage addition to the back of the PAC. We continue to utilize the stock scenery for our alternate year Shakespeare productions. By creating a stock of scenic elements that can be reused on a regular basis, Theatre Arts can continue to amortize the costs of various shows over several years and productions as well as creating the ability to serve the entire campus and its programs by having stock elements readily available for classes, community events and campus celebrations. Storage space for scenery continues to be an issue. This set can illustrate the kind of savings our program can enjoy if we have more storage space at our disposal. Additionally, through the offering of the TYA class in the Spring of 2017, Theatre Arts will have a Children's Theatre production ready for both this potential performance space and as an offering for children enrolled in the Childhood Development Center and all EATM seasonal programming and Summer camp. Finally, with classroom and rehearsal space becoming a premium in the PAC as Music, Dance, Communications Studies and Theatre Arts continue to grow, we could create another usable classroom space in the "trap room" under the mainstage if a viable storage area was available.

The High Street Arts Center in Moorpark is currently utilizing a space owned by the city of Moorpark. In our conversations with HSAC on offering for-credit opportunities at their space, we are also engaging in conversations to share that warehouse space for storage. We are currently trying to get a cost estimate.

(Active)

Justification: Cost reduction, building of stock elements for campus events and festivals, rental opportunities (potential revenue generation) and reduction of gross waste every semester (sustainability.)

Contact Person for Request: Jennifer Kalfbeek-Goetz and John Loprieno

Resource Category - Where does this request belong?: (C) Facilities Need, (E) Review for Space Allocation

Funding Source: General Fund

What specific grant opportunities could help fund your request?: The generation of rental income from stock storage of scenery, costumes, props and furniture could potentially help offset costs.

Priority: High

Overall / Aggregate Cost: 20000

Replacement Item: No

Building and Room #: PA-149

(A) Active Request - Create an Office Space in our Lighting Lab area for our new PAC Tech I position. (Active)

Justification: We hired a new PAC Tech I and she has no desk, no computer and no office in which to do her mounting paperwork. There are NO more offices available in the PAC. Additionally, it would be helpful to have all three classified PAC personnel in the same area.

Contact Person for Request: John Loprieno Ariana Burrell

Resource Category - Where does this request belong?: (C) Facilities Need

Funding Source: General Fund

What specific grant opportunities could help fund your request?: None

Priority: High

Overall / Aggregate Cost: 10000

Replacement Item: No

Annual Program Plan Theatre Arts

Building and Room #: PAC SHOP

Initiative: Support college-wide collaborations between PAC and students enrolled in various programs

Many programs across the campus utilize the Performing Arts Center to support their program initiatives. We must continue providing access to a high quality venue with exceptional service

Initiative Status: Active

Initiative Year(s): 2020 - 2021

Resource Requests

(A) Active Request - An additional FT Tech 1 position is needed in the shop to manage all of the extra duties required of the PAC classified staff. (Active)

Justification: Theatre Manager/Technical Director, Brian Koehler, and Theatre Technician, Mickey Howell and Box Office Supervisor Krista Lederer, continue to be vital assets to the Theatre Arts and FTVM programs, the PAC and the campus at large.

Data Analysis: In this past year they have assisted the Athletics, EATM, Year Of..., Multicultural Day, FTVM lecture series, the Academic Senate luncheon and many other programs on campus as they have utilized the PAC. As the technical Theatre Arts students become the crews for all PAC productions, speakers and college events in the PAC, Brian, Mickey and Krista's integration with the Theatre Arts program and its classes is critical. Brian, Mickey and Krista are continually asked to perform more services for programs across campus. While this makes strategic sense and allows MC to centralize many of our box office, accounting and customer service efforts as well as the management of personnel, materials, equipment and technologies, these three employees cannot sustain this level of support for so many programs by themselves.

Notes: The amount of accumulated Comp/over-time for these employees and the expenses for our student worker and provisional employees has gone up significantly (see PAC program plan for these numbers). Not only has the PAC and Theatre Arts absorbed many of these costs for campus-wide events and programs, but this level of productivity is putting a tremendous amount of responsibility on three people. It is critical that we hire a Theatre Tech 1 position to continue to managing the ever growing workload of these classified employees.

Advisory Committee - it is important to note that the unification and collaborative efforts of THA and FTVM has made them share resources, equipment personnel and most importantly students. Both programs have grown as a result of this team initiative. As our industries continue to converge and consolidate, the need to broaden our students' minds to the vast and diverse possibilities that exist in these industries is critical. The practical and experiential learning that these highly technical CTE programs offer both transfer and career tech students is only possible at a community college. This collaboration and what we can accomplish together will be our competitive edge in the changing landscape of two-year education. As an institution, it makes economic sense for Moorpark College to centralize many of these schedules, practices, facilities and efforts. These are the best practices and new faculty members that allow us to better serve our campus and community. This said, as our academic staff has grown this puts more pressure on our classified partners. (Active)

Notes (Optional): For Theatre Arts, FTVM and the PAC to step-up to take on more responsibility for campus-wide programs, events, and community outreach, we need at least one new Tech I position in the PAC scene shop to continue this integration and growth and to continue to run at peak efficiency.

Fall 2016 - In this past year, they have assisted the Athletics, EATM, Year Of..., Multicultural Day, FTVM lecture series, the Academic Senate luncheon and many other programs on campus as they have utilized the PAC. Most recently, the PAC hosted a co-production with Theatre Arts and the MC Foundation of "El Bracero." This engaging musical production with tremendous cultural appeal and significance played to a sellout crowd and employed several Technical Theatre Arts student workers and Provisionals. As the Technical Theatre Arts students become the crews for all PAC productions, speakers and college events in the PAC, Brian, Mickey and Krista's integration with the Theatre Arts program and its classes is critical. To reiterate from the last several years: Brian, Mickey and Krista are continually asked to perform more services for programs across campus. While this makes strategic sense and allows MC to centralize many of our box office, accounting and customer service efforts as well as the

Annual Program Plan Theatre Arts

management of personnel, materials, equipment and technologies, these three employees cannot sustain this level of support for so many programs by themselves. The amount of accumulated Comp/over-time for these employees and the expenses for our student worker and provisional employees has gone up significantly (see PAC program plan for these numbers). Not only has the PAC and Theatre Arts absorbed many of these costs for campus-wide events and programs, but this level of productivity is putting a tremendous amount of responsibility, strain and stress on three people. Additionally, the added value towards community presence and outreach enhanced by the third full-time faculty member will be negated by the lack of technical personnel support for our PAC facility and campus. It is critical that we hire, at least one if not two, Theatre Tech 1 positions to continue to manage the ever-growing workload of these classified employees as we become actively involved with more and more programs and our Foundation.

FALL 2017 UPDATE:: FUNDING SOURCE STATUS CHANGE

CTE CATEGORICAL FUNDING has now been set aside to fund the majority of such a position with the PAC and Music, Dance and Theatre Arts trust accounts making up the difference. We respectfully request that this position be funded, posted and hired as soon as possible.

Contact Person for Request: John Loprieno/Jennifer Kalfsbeek Goetz/Brian Koelher

Resource Category - Where does this request belong?: (B) Classified Request

Funding Source: Categorical Fund

Priority: High

Overall / Aggregate Cost: 50000

Replacement Item: No

Initiative: Expand and Update Performance Spaces

Theatre Arts would support the building of an outdoor performance venue to be utilized as an extension of the PAC. As Music, Dance, FTVM and Theatre Arts continue to grow, and as The Foundation seeks to bring more speakers and entertainers to the campus for community outreach and revenue generation, a new performance venue is becoming a cost effective alternative. Theatre Arts students, both transfer and CTE, would be involved in the running and technical support of such a venue. It would bolster our CTE efforts significantly and broaden the depth of skills that our technical students are presented with throughout the semester.

Theatre Arts students tend to spend a great deal of time in the PAC either waiting for classes or for rehearsal to start. As the Theatre Arts program grows, there is a growing need to have a lounge area for students other than the lower lobby of the PAC which causes noise issues for the division offices.

Initiative Status: Active

Initiative Year(s): 2016 - 2017

Start Date: 01/01/2017

Completed Date: 06/12/2017

Resource Requests

(A) Active Request - Scenic Storage (Active)

Justification: WE need to know the college/district protocol for leasing space or off campus storage opportunities. If an off campus facility is utilized, this request would also require access to a truck for transport of scenic elements.

SLO/PLO/GELO Results - OUR STORAGE ISSUE CAN ASSIST WITH OUR CLASSROOM ISSUE

Storage increase continues to be the number one issue and concern for the Theatre Arts program and the PAC. This month, we were notified that the rental on the storage trailers outside the PAC was going to increase by 4%. We are currently looking at a purchase option; or more optimally, the option of constructing a permanent storage addition to the back of the PAC. We continue to utilize the stock scenery for our alternate year Shakespeare productions. By creating a stock of scenic elements that can be reused on a regular basis, Theatre Arts can continue to amortize the costs of various shows over several years and productions as well as creating the ability to serve the entire campus and its programs by having stock elements readily available for classes, community events and campus celebrations. Storage space for scenery continues to be an issue. This set can illustrate the kind of savings our program can enjoy if we have more storage space at our disposal. Additionally, through the

Annual Program Plan Theatre Arts

offering of the Theatre for Young Audiences class in the Spring of 2017, Theatre Arts will have a Children's Theatre production ready for both this potential performance space and as an offering for children enrolled in the Childhood Development Center and the EATM Summer camp. Finally, with classroom and rehearsal space becoming a premium in the PAC as Music, Dance, Communications Studies and Theatre Arts continue to grow, we could create another usable classroom space in the "trap room" under the mainstage if a viable storage area was available.

Data Analysis: As reflected in our CLOs, (THA M20, THA M11A-D, THA M27A/B, THA M28) Theatre Arts is in need of more dedicated classrooms. As of this date, TA only has one assigned lecture classroom space in the PAC and it is limited to 25 students for design. We need more rehearsal and classroom space in and around the PAC. We have recently started rehearsing One Acts in HSS 140, PA-119, Comm122, MUS 105, 106 and this has worked out well for the time being. If Music hires a keyboard instructor as planned, this will eliminate that option in the Music building.

PA 128 is a coveted classroom, and our one and only classroom that accommodates lecture classes. It likewise is used for tech classes/labs, and therefore has become an all purpose classroom—including acting as our green room for all our theatrical productions. Should a storage facility be built behind the loading dock of the scene shop, we can move the storage in the trap room to the permanent storage facility, and turn the trap room in a Tech classroom space. This will relieve the monthly cost of renting the semi-truck beds, provide the much needed storage facility, and move our classes held in PA 128 to the trap room where up to 30 students can be accommodated, thus increasing our FTES.

Notes (Optional): Conversations with John Sinutko opened the discussion of turning the hallway of the basement PAC into a THA M27AB classroom space to comply with Dean Ewins request to look for ways to keep all lab work in one space and in close proximity to the instructor. The trap room is next door to the costume lab. THA M27AB and THA M11 can work next door to one another and diminish my request to turn the basement hallway of the PAC into a classroom space. This new Tech classroom space will require a white board, computer/projector set up.

Overall / Aggregate Cost: Rental or purchase

Funding Source: General Fund

Priority: High

Replacement Item: No

(A) Active Request - - OUTDOOR VENUE:

- The physical construction could happen in stages:

- Stage ONE: buildout the platform/stage and the covering/shell with power run to the platform for audio amplification.

The seating capacity would be as many seats and or blankets that we could get on the lawn.

- Stage TWO: Add Lighting/Audio towers on the sides and above the shell with power added to accommodate

Lighting/Audio

- Stage THREE: Add semi-permanent speakers, lighting and control boards and "control room" for same at the back of the venue

- Stage FOUR: Add lighting towers in the "audience" with power and build out for future camera positions for FTVM to record

- Stage FIVE: (Optional) Add video recording technologies and permanent or removable seating for the audience

(Active)

Justification: As Theatre Arts and the PAC continues to support the Foundation, Multicultural Day, Associated Students and other campus requests for performance venues. It has become a TOP PRIORITY for THA and TTHA to develop and construct an outdoor performance venue on our campus. The potential for using an outdoor venue for on-going revenue generation is significant, especially when you start to figure in future campus growth in the areas of Hospitality, Business and Marketing. Given the coming demographic changes with our county growing older and with more retirees, it makes sense to promote Moorpark College as a "community destination" for entertainment, academic, social and holiday community activities. While we generate programs and content, we will be building our audience. As we add components and technologies into the venue, we will generate more income through adding more programming and ultimately bringing in paid speakers, performers and musical groups.

- There are immediate benefits of having just the platform and shell. An outdoor venue could be used for:

- Graduation

Annual Program Plan Theatre Arts

- Multi-Cultural Day
- Movie nights on the quad
- Associated Students events/Talent Shows/parties
- Outdoor Music concerts
- Summer camps for THA, MUSIC, DANC
- Middle and High School Music, Dance and Theatre Festivals for outreach

Resource Category - Where does this request belong?: (C) Facilities Need

Funding Source: Categorical Fund

Priority: High

Overall / Aggregate Cost: 100000

Replacement Item: No

(A) Active Request - SPEAKERS IN THE PAC

(Active)

Justification: Since the upgrading of our audio system in the PAC in 2015, the speakers have been overtaxed and are failing. We were told that the speakers would be replaced in the summer of 2019, but have recently found out that this will not be happening. This is very concerning. It was at one time thought possible for Music, Theatre Arts and Dance to request several years of CTE funding to help pay for this replacement, but those efforts were dropped when we believed that IELM funding was going to provide the funding for this coming summer.

In order to properly do a musical of any scale (either a college production or for a rental) we will need to rent speakers and all accompanying rigging, wiring and amplification equipment for these larger productions. Given past experiences, these rental costs will inflate our production budgets for these performances from \$6,000 -\$10,000. With estimates for this replacement in the \$200,000 range, it is impossible for the PAC to shoulder the cost of this replacement on its own. The College and General Funds are needed for this much needed upgrade.

Contact Person for Request: Ariana Burrell

Resource Category - Where does this request belong?: (C) Facilities Need

Funding Source: General Fund

What specific grant opportunities could help fund your request?: Could be other funding. These bigger purchases usually come from the VP of Business office when funding becomes available for facilities.

Priority: High

Overall / Aggregate Cost: 100000

Replacement Item: Yes

Building and Room #: PA-149

Work Plan

There is a disconnect between Advisory Board input and technology upgrade process on the campus or through the district. Schedule meeting with Dean and EVPs to discuss process.

Initiative: Community Outreach

Outreach to the community and Moorpark College Foundation needs to be increased. Schedule meetings with Foundation and District PR personnel.

Initiative Status: Active

Initiative Year(s): 2020 - 2021

Resource Requests

(A) Active Request - Given the need of the Theatre For Young Audiences program to travel and set up in many diverse and often "non-theatrical" venues, we are in need of a traveling audio system, much like the one that was purchased last year for the Music program and Dynamix. The audio system should consist of 16 handheld wireless microphones with receiver, two speakers, two

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monitors, two amps, two speaker stands, and all the necessary cables. (Active)

Justification: As the TYA program grows, we will need a designated sounds system to travel with this group and to be available for the Summer camp once it moves into full swing. We anticipate the need this coming Spring as the TYA course will be traveling at that point.

Contact Person for Request: Suzanne Fagan and John Loprieno

Resource Category - Where does this request belong?: (D) Technology Need

Funding Source: General Fund

What specific grant opportunities could help fund your request?: Perhaps CTE through Perkins or the Workforce grant

Priority: High

Overall / Aggregate Cost: 7000

Replacement Item: No

Building and Room #: PA-100

Work Plan

Collaboration with Marketing/Business Program 2017-2018 - John Loprieno/Josepha Baca/Gary Quire/ Krista Lederer

Details: - Marketing Collaboration with Graphic Arts and Business – “Hairspray” enjoyed an incredible interface with Gary Quire from Marketing/Business and his Marketing students. These students made the Foundation VIP night a huge success and one of the Marketing students from this effort has been taken on as an Assistant in Marketing for the Foundation. As Gary has recently returned to MC, we hope to continue this association with our Business Program as we move farther toward an Hospitality Certificate. According to 247WallSt.com, “Occupational Employment Statistics (OES) data from the Bureau of Labor Statistics (BLS)... forecasts that employment in this field will increase by 33.2% from 2012 through 2022 because of increased globalization -- as businesses shift focus internationally, they will require more meetings and conventions. Employment in the field has nearly doubled since 2005.” The median salary for meeting and event planners is more than \$46k annually.

Status of Action Step: Active

Partner with Zoo - Suzanne Fagan

Details: The productions being developed for the EATM collaboration will be written by Wade Bradford, English Department at Moorpark College and published children’s book author and playwright, Nicholas Pappas, Theatre Department at Moorpark College and published playwright and Moira MacDonald. Due to the requirements for scheduling, traveling with students to off-campus locations and the requirements of production, a production packet and budget stipulation was added along with a Producer Stipend. This production also enjoys regular contact with April Montes to continue to grow our outreach with a priority being the Middle Schools; also a priority of President Sanchez.

Status of Action Step: Active

Partnership with CERT program 2017-2018 - Haleh Risdana/Suzanne Fagan

Details: - Outreach – CERT Program – Beginning in the Spring 2016, theatre arts students volunteered in Community Emergency Response Teams (CERT) drills run by Ventura County Fire Department. The students were given extra credit in class and encouraged to give back to the community with the gifts/talent/training that they had received through course work. Students played victims to those training for their CERT Certification and have continued to volunteer for the drills. Working with CERT Volunteer Coordinator Joncee Kohls, Suzanne Fagan and Haleh Risdana have continued to partner with CERT on this training. This is a very exciting outreach into the community that we hope continues.

Status of Action Step: Active

Pilot a Summer THA camp Summer 2018 - Suzanne Fagan/Moira MacDonald/John Loprieno

Details: - Summer Theatre Camp- THA plans to pilot a three week summer camp for Grade and/or Middle school students in the Summer of 2018 in coordination with our TYA classes and EATM.

Status of Action Step: Active

Social Media Marketing 2017-2018 - John Loprieno/ Suzanne Fagan/Krista Lederer

Details: - Social Media Marketing – Established in Fall 2015, our social media consultant will have established a coordinated marketing campaign for the PAC that embraces Facebook, Instagram, Twitter and Google. Our Box Office staff administers and updates these efforts and we continue to establish a model that can be rolled out across campus. These efforts have also led to the

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creation of "MCPAC News" a monthly digital newsletter that goes out to PAC subscribers and details the upcoming events in the PAC. In the past, we have also enjoyed collaboration with the Marketing students in our Business program. It is our hope to strategize with Business and standardize this practice of cooperation.

Status of Action Step: Active

Initiative: Encourage BA Degree at CSUCI

As we continue our discussions with the Performing Arts personnel at CSUCI, we are hopefully moving closer to the creation of the BA in Theatre that would live at both institutions. Catherine Burris, the lead Theatre faculty at CSUCI, has been very supportive of this idea and we tried to offer a MC TTHA M12A course on their campus this Fall in support of their production of "The Laramie Project," but we were unable to work that out at the administration level. If we are to create this combined degree, it is crucial to start integrating our students on both ends of this relationship.

Initiative Status: Active

Initiative Year(s): 2019 - 2020, 2020 - 2021

Start Date: 08/19/2019

Resource Requests

(A) Active Request - Additional funding for THA/TTHA/PAC materials and personnel. (Active)

Justification: This would fall under the same request for additional funding for our community outreach/partnership opportunities.

Contact Person for Request: John Loprieno Ariana Burrell

Resource Category - Where does this request belong?: (F) Other

Funding Source: General Fund

What specific grant opportunities could help fund your request?: Could potentially use CTE funding.

Priority: High

Overall / Aggregate Cost: 20000

Replacement Item: No

Building and Room #: PA-149

Initiative: Voice and Diction leads to Voice Over work

Peggy O'Neal continues to inspire students to follow her path into the world of professional Voice Over. Peggy's efforts to build out the "portable" voice-over cart have paid huge dividends. Alumni of the Voice and Diction classes are working on-line, on film, stage, video games and television. Some of the most recent successes include: Pierce Langley has just completed his 21st audiobook job! He's averaging 1 out of 3 auditions. Nathan Weinstein and Pablo Nagaganset have both also booked VO jobs through ACX. Yossi Berrocal Flores just booked her first video game voiceover. One year after treatment for thyroid cancer, she is overjoyed to have recovered her voice and is looking forward to many more. Philip A Jones is continuing his professional VO work on the animated webseries Creepy Pasta, and has become the announcer for in-store announcements for a local 99 cent store. Andrew Belmares is opening soon in a production of The Merchant of Venice - a co-production of California Shakespeare Co and Elite Theatre. Elizabeth Melcher and Alyssa Carillo cast in To Gillian on her 37th Birthday at the Elite Theatre, Oxnard. Through Peggy's outreach and development of "The Gray" with Lady Parts Collective in LA, MC Theatre Arts students had the opportunity to perform this original play that deals with the complexities of Title IX issues at The Hollywood Fringe Festival in June 2018. Student Director Alyssa Carillo and actors Ben Argabrite, Emily Tacen, Elizabeth Melcher, Austin Nixholm, Tyla Vlavianos, Michael Abrahamian, Debra Vasquez, Tammy Hill, Serena Aburahma, Lilly D'Angelo all participated in this production.

Initiative Status: Active

Initiative Year(s): 2017 - 2018, 2018 - 2019, 2019 - 2020

Start Date: 08/13/2018

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Resource Requests

(A) Active Request - New dedicated MAV computer for the rolling Voice Over cart in T-105. (Active)

Justification: This new cart has helped several students get work through our CTE program as either voice over artist and/or audio engineers. We need a dedicated computer for this cart. Peggy O'Neal has been borrowing John Loprieno's computer from the PAC and that adds at least 20 minutes of prep-time top get the computer from across campus.

It would need Pro-tools installed on it.

Contact Person for Request: John Loprieno Peggy O'Neal

Resource Category - Where does this request belong?: (D) Technology Need

Funding Source: General Fund

What specific grant opportunities could help fund your request?: This could potentially come from CTE but it wouldn't be cover in the refresh process.

Priority: High

Overall / Aggregate Cost: 1200

Replacement Item: No

Building and Room #: T-105

Initiative: Maintenance and Updating of Costume and Make-up lab areas

As Haleh continues to grow a more sophisticated and rigorous Costume and Make-up program, the need to maintain what we have and update our lab spaces becomes critical.

Initiative Status: Active

Initiative Year(s): 2018 - 2019, 2019 - 2020, 2020 - 2021

Start Date: 08/13/2018

Resource Requests

(A) Active Request - 36 Industrial rolling chairs for Make-up and Costume labs (Active)

Justification: Student Make-up and Costume students are on their feet for hours on end and there is a need for durable oversized rolling chairs that would allow costume and make-up students to work on student actors that are in a standing position.

Haleh has identified chairs that are approx \$149 each.

2020 UPDATE: SEATING FOR COSTUME AND MAKE-UP LABS - We need new rolling chairs for the costume & makeup lab. The ones we have were previously from a science lab on campus then I pulled them out of the M&O warehouse several years ago. Little by little they are falling apart. The chairs provide a way for students of all heights to reach the sewing bar comfortably; they are essential. In the makeup lab we would use them as they do professionally. Makeup artists are meant to work standing up in front of their actor/model, so the capacity to adjust the height is essential so the makeup artist can work facing the actor/model facing them at the height to do so.

- The chair request has been on many request lists over the past few years— most recently the IELM, so hopefully this time around we can get them.

- Each rolling chair is about \$145. We'd need 12 for the costume lab, and 24 for the makeup lab. Even if we just get a few at a time, that would be great.

Contact Person for Request: Haleh Risdana

Resource Category - Where does this request belong?: (C) Facilities Need

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Funding Source: General Fund

What specific grant opportunities could help fund your request?: This could potentially be requested of CTE but not all grants allow for furniture/facility purchases.

Priority: High

Overall / Aggregate Cost: 5300

Replacement Item: No

Building and Room #: PA-124- PA-122 Make-up Costume Labs

(A) Active Request - UPDATE LIGHTING IN MAKE-UP LAB - The lighting around the mirrors in the make-up room needs updating.

(Active)

Justification: Although the lightbulbs are current LEDs, they are “caged” and many of them do not stay within their sockets. The internal wiring in some areas is hanging out and exposed, presenting serious safety concerns. M&O has made adjustments over time, but they still hang out of their housing. Haleh has discussed this with Scott in M&O so he knows what is needed. With on-ground classes being on hold, this would be the perfect time for this upgrade.

Contact Person for Request: Haleh Risdana

Resource Category - Where does this request belong?: (C) Facilities Need

Funding Source: General Fund

What specific grant opportunities could help fund your request?: Possible CTE funding but this usually doesn't allow for facilities.

Priority: High

Overall / Aggregate Cost: 5000

Replacement Item: Yes

Building and Room #: PA 134

Initiative: Social Media Marketing for THA and TTHA Classes

Social Media Marketing – Established in Fall 2015, our social media consultant has established a coordinated marketing campaign for the PAC that embraces Facebook, Instagram, Twitter and Google. Our Box Office staff administers and updates these efforts and we continue to establish a model that can be rolled out across campus. These efforts have also led to the creation of “MCPAC News,” a monthly digital newsletter that goes out to PAC subscribers and details the upcoming events in the PAC. In the past, we have also enjoyed collaboration with the Marketing students in our Business program. It is our hope to strategize with Business and standardize this practice of cooperation. We would like to make a significant investment in social media marketing for THA and TTHA classes, especially considering the impact of Covid-19 on the performing arts.

Initiative Status: Active

Initiative Year(s): 2020 - 2021

Start Date: 09/01/2020

Completed Date: 05/31/2022

Resource Requests

(A) Active Request - SOCIAL MEDIA MARKETING - We would like to make a significant investment in social media marketing for THA and TTHA classes; especially considering the impact of Covid-19 on the performing arts. We would like to request \$2500 for the 21-22 year (\$1250 a semester) in Social Media marketing (Active)

Justification: Post Covid-19 there will be a dire need to rebuild all of the Performing Arts

Contact Person for Request: John Loprieno, Suzanne Fagan, Haleh Risdana

Resource Category - Where does this request belong?: (F) Other

Funding Source: General Fund

What specific grant opportunities could help fund your request?: CTE funding for the TTHA program

Priority: High

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Overall / Aggregate Cost: 2500
Replacement Item: No
Building and Room #: PA-146