

# CALIFORNIA EMERGING TECHNOLOGY FUND

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## THE ACME NETWORK

JUNE 29, 2007

### – ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	<b>The ACME Network</b>
Name(s) of Principal(s) and Complete Titles	Deborah J. Brooks – Executive Director John Perry – Development Director
Contact Information (complete)	<b>Deborah J. Brooks</b> <b>1201 West 5<sup>th</sup> Street</b> <b>Suite T-200</b> <b>Los Angeles, CA 90017</b> <b>213-240-5980</b> <b>213-240-5977 (fax)</b> <a href="mailto:dbrooks@theacmenetwork.org">dbrooks@theacmenetwork.org</a>
Name of Program or Project (if different from organization)	<b>ACME Arts and Animation</b>
Geographic Location or Focus of Program or Project	California statewide
Demographic Overview of Focus Community or Population	Low-income learners and adults ages 12 – adult in middle school, high school, community college, college, Regional Occupational Programs, alternative centers, after-school programs
Description of Program or Project named above o Goals	ACME Animation connects classrooms and after-school programs with animation professionals from many studios, for guidance and feedback on student performances, and support for classroom educators. Live, videoconference telecasts link animators from their studios to sets of classrooms, weekly. Studios include DreamWorks, Pixar, Disney, PDI, Sony, Warner Bros. ACME Animation Online is a 24/7/365 novice to professional mentoring community about art and animation where students show work for feedback from peers, advanced college students, college educators and professionals from all aspects of animation. On ACME, everyone is a mentor. o Equalized access to careers in the arts and animation for diverse, underserved youth o Energized K-12 arts and media education with relevant, engaging, contextual experiences in the art and technology standards o Pioneering educators supported to lead creative, performance cultures, grades 6 – 16 o Tens of thousands of young people who have discovered their interests and talents in the arts, with a lifelong lifeline to build skills and achieve their aspirations
o Objectives	Three year project to expand from 6,000 learners in 86 schools in 9 CA counties to 12,000 learners in 200

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	schools in 15 CA counties
o Strategies	<ul style="list-style-type: none"> <li>o Intelligent expansion of the breadth of media arts expertise of ACME by enlisting professionals in animation and other visual entertainment industries</li> <li>o Helping school systems and community organizations to develop career technology education (CTE) pathways in the arts in order for students to continue pursuing a career in the arts if they choose</li> <li>o Involving communities of interest in the ongoing development of ACME: state leaders in technology, education reform; studio executives and artists; local education administrators, counselors, teachers, parents and students</li> </ul>
o Actions	<ul style="list-style-type: none"> <li>o Outreaching educators, professionals, communities of interest through presentations, video and printed materials, current ACME members and partners, and alumni in the industry</li> <li>o Assisting new programs to begin participation.</li> <li>o Curricular development and piloting projects with teachers, students and professionals in theme park, virtual environments for games, and comic art.</li> <li>o Independent, formative evaluation and continuous observation and program improvement</li> </ul>
o Outcomes	<p>By 2010:</p> <ul style="list-style-type: none"> <li>o Over 200 ACME California students will enter careers in the animation, games and design industries</li> <li>o 1,500 ACME California high school students will continue animation/art education in college</li> <li>o 300 professional animators, entertainment-related designers and comic artists will volunteer their time and expertise by mentoring on ACME</li> <li>o 25 school-district-supported Career Technical Education pathways (middle school, high school, college) will be established in animation, connected by ACME.</li> </ul>
o Brief History (when was the organization founded or when was the program launched?)	Organization founded in 1989 as a Los Angeles-based school-industry connection organization. Pioneered various projects, including media career academies in 9 high schools, distance learning, and a five-year federal \$2.9M Technology Innovation Challenge Grant, leveraging an additional \$12M in funding and donations. <b>ACME Animation</b> — Launched in 1996.
o Size and Magnitude of Program or Project	Three years ago the ACME Network began a statewide expansion program which began with 10 California classrooms in 10 schools, in 3 counties, serving 900 students. It grew to 145 CA classrooms in 84 schools in 10 counties serving 6,000 students and their teachers. ACME serves rural and urban middle schools, high schools, community colleges, occupational centers and universities. Current three year project to expand to 15,000 students in 200 schools in 15 CA counties
▪ Annual Budget, Percentage of Earned Income and Staff	\$1.3M; income from school fees and contracts is currently 51%. Next year budget (07/01) is \$1,634,400.
▪ Funding Sources and Partners	Funding sources have included the Weingart Foundation, James Irvine Foundation, Annenberg Foundation, Academy Foundation, United States Department of Education Industry participants/supporters DreamWorks, Disney, PDI, Warner Bros. Sony Imageworks, and many smaller

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	animation, games and effects firms.
<ul style="list-style-type: none"> <li>○ Results and Evidence of Success             <ul style="list-style-type: none"> <li>● Metrics for Evaluation Progress</li> </ul> </li> </ul>	<p>Since its inception, approximately 900 graduates of ACME schools have become professionals in the animation industry, most from schools that had not taught animation prior to joining ACME. ACME’s veteran educator-members are now national leaders in animation education.</p> <p>After one year of ACME, secondary schools add an average of 2.5 classes, due to student and teacher interest. All professionals and studios participate volitionally, mentoring online and/or on-air, including approximately 50 alumni from ACME schools.</p>
<ul style="list-style-type: none"> <li>● Change in Outcomes or Metrics Over Time</li> <li>● How long does it take to secure results for the program above?</li> </ul>	<p>From 1996 to 2000, ACME was focused entirely on effectiveness. Would a videoconference connection among schools and a studio help students become professionals in animation, and would it build capacity in their teachers and classrooms? From 2001 to recently, ACME was focused on sustainability and scale, while continuing to improve effectiveness. Now, with many schools connected to ACME, and many connected to each other, regionally, ACME is far more efficient in serving the needs of students, teachers and the education system.</p>

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