

CALIFORNIA EMERGING TECHNOLOGY FUND

ORGANIZATION PROFILE: BAY AREA VIDEO COALITION (BAVC)

JUNE 29, 2007

– ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	BAY AREA VIDEO COALITION (BAVC)
Name(s) of Principal(s) and Complete Titles	Ken Ikeda, Executive Director
Contact Information (complete)	2727 Mariposa St., 2 nd FL, San Francisco, CA 94110 415-558-2144 Phone ken@bavc.org
Name of Program or Project (if different from organization)	Digital Pathways for Low Income Youth
Geographic Location or Focus of Program or Project	San Francisco Bay Area
Demographic Overview of Focus Community or Population	BAVC's Digital Pathways program targets low-income youth, ages 14 – 21, who face multiple barriers to education and employment including: at-risk youth who are homeless, runaway or part of the foster system; at-risk youth who are public school drop-outs; at-risk youth who are criminal offenders; at-risk youth who are pregnant or parenting; and/or low-income youth who require additional assistance to complete an educational program or to secure and hold employment (including limited English speakers). BAVC works in, and recruits youth from, some of the most challenging neighborhoods in the Bay Area – urban neighborhoods plagued by gang activity and violence, with limited community resources and opportunities.
Description of Program or Project named above ○ Goals	Digital Pathways is an intensive, 18-month training and externship program for low-income youth designed to provide professional quality training in digital media; learning and soft skills development and professional experience through 100-hour externships; and vocational support that takes advantage of BAVC's strong ties to community and industry. The program focuses specifically on the digital media specialties of audio engineering and video production within the IT field. The overarching goals of the Digital Pathways program are to: ○ engage low-income, at-risk youth in a dynamic, alternative education and employment program that gives them the opportunity for transformation;

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	<ul style="list-style-type: none"> ○ connect low-income youth to 21st Century skills and opportunities, mentors, and their communities; ○ diversify the pool of digital media producers and innovators; and ○ prepare workers from our local communities to support California’s growing 21st century, information economies and the need for skilled workers.
<ul style="list-style-type: none"> ○ Objectives 	<p>Annual objectives of the Digital Pathways program include:</p> <ul style="list-style-type: none"> ○ Train 10 youth in advanced digital video production ○ Train 10 youth in advanced digital audio production ○ Ensure that all program graduates are awarded at least 2 post-secondary credits from the College of Extended Learning at San Francisco State University ○ Place 90% of program graduates in 100-hour internships
<ul style="list-style-type: none"> ○ Strategies 	<p>The kind of training required for digital media occupations is intensive and challenging for low-income youth with limited access to emerging technologies. To ensure that this population will succeed in such a training program, it must offer customized training and support services and be intimately linked with pathways to higher education, community support and local industry. Through BAVC’s diverse web of programming, we engage and integrate industry, community and government partners in our services every day. Through special partnership with San Francisco State University, for instance, BAVC is able to offer post-secondary credits and opportunities for on-going education. Additionally, BAVC has established relationships with industry partners who provide internships and jobs for program participants, critical feedback on our training curriculum, and software and hardware donations that keep our training labs state-of-the-art.</p> <p>BAVC’s service strategy involves: comprehensive recruitment, assessment and intake; youth-friendly, but industry-standard and project-based technical training; soft skills development; vocational counseling and internship placement; and follow-up and referral services.</p>
<ul style="list-style-type: none"> ○ Actions 	<ul style="list-style-type: none"> ○ Recruit and intake 20 diverse, low-income youth into the Digital Pathways program annually. ○ Provide: 180 hours of advanced, hands-on, technical training in two training tracks; 180 hours of soft-skills and vocational training; place 90% of graduates into a 100-hour internship; and ensure program graduates are awarded at least two post-secondary credits in partnership with San Francisco State University (SFSU).
<ul style="list-style-type: none"> ○ Outcomes 	<p>Over three years:</p>

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	<ul style="list-style-type: none"> o 30 youth will be trained in advanced digital video production o 30 youth will be trained in advanced digital audio production o all program graduates will receive at least 3 post-secondary credits from the College of Extended Learning at San Francisco State University o all program graduates will enter professional internships
<ul style="list-style-type: none"> o Brief History (when was the organization founded or when was the program launched?) 	<p>The Bay Area Video Coalition (BAVC) is a non-profit 501(c)3 organization that was founded in 1976 to make advanced media technology accessible to diverse communities and nonprofits. In the last ten years, BAVC has provided high-quality workforce development training in media technologies to more than 5,000 disadvantaged youth and adults through grants from the Department of Labor and the California State Workforce Investment Board among others. The Digital Pathways program represents an evolution of BAVC's <i>YouthLink</i> programming and the program officially began last year with seed funding from the San Francisco Mayor's Office of Economic and Workforce Development. Thus far, BAVC has successfully trained 30 youth through the program.</p>
<ul style="list-style-type: none"> o Size and Magnitude of Program or Project <ul style="list-style-type: none"> ▪ Number of People Served, Involved, Impacted 	<p>BAVC will serve 20 youth annually through this project for a total of 60 youth over 3 years. Those 60 youth, however, will have exponential impact as media creators and innovators as their media content travels to audiences ranging from one individual to a mass audience of millions.</p>
<ul style="list-style-type: none"> ▪ Annual Budget, Percentage of Earned Income and Staff 	<p>BAVC's annual budget is \$ 4.8 million, of which approximately 55% is earned income. BAVC employs 28 FT staff members and 12 PT staff members.</p>
<ul style="list-style-type: none"> ▪ Funding Sources and Partners 	<p>BAVC has diverse funding sources and partners including: The MacArthur Foundation The Ford Foundation The Hewlett Foundation The Stuart Foundation SF Mayors Office of Economic and Workforce Development Oakland Fund for Children and Youth SF Department of Children, Youth and Families SF Foundation National Science Foundation Nathan Cummings Foundation</p>

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	<p>KQED Adobe Systems, Inc. Apple Autodesk And others.</p>
<ul style="list-style-type: none"> o Results and Evidence of Success <ul style="list-style-type: none"> • Metrics for Evaluation Progress 	<p>Success of the Digital Pathways program will be measured in several ways including:</p> <ul style="list-style-type: none"> • Awareness developed about the digital media industry and related skill sets. Advance technology skills through 180 hours of project-based training. Participation, attendance, and graduation rates will be measured. In addition, an assessment of incoming digital media skills (to be designed) will be compared to skill sets upon graduation as evidenced in students' ability to develop products using specific applications. • Advance soft skills through 180 hours of project-based training. Participation, attendance, and graduation rates will be measured. Also, an assessment of incoming soft skills (to be designed) will be compared to skill sets upon graduation as evidenced in students' ability to manage a project, work in a team, and behave professionally. • Gain on-the-job training and resume-building experience through 100-hour paid internships at local companies. Knowing the importance of work experience to future employment, it is important that participants go on to participate in some kind of job-based employment. The success of the internships will be measured by participation rates and evaluation of the internships by interns and employers. • Use job fairs and other identified resources to learn about the industry. Starting younger youth on the job search path early will be critical to their ability to engage in intensive job searches after high school or college. Attendance at job fairs and usage rates of online tools will be measured along with the survey tool that will be used for the skills assessment and graduation measurements, six months after completion of the Digital Pathways training.
<ul style="list-style-type: none"> • Change in Outcomes or Metrics Over Time • How long does it take to secure results for the program above? 	<p>While BAVC tracks outcomes for each participant for 18 months, we generally expect to secure results related to our core evaluation criteria within 12 months.</p>

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- Your Organization expressly grants permission to post the submitted information in a public area of the CETF website,
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