

Inside SFCC

Lights, Camera, Education! Enrollment In SFCC Film Program Skyrockets

By Todd Eric Lovato

Who knew Santa Fe Community College's film program would be in contention for sleeper hit of the year? In the past three months, enrollment in the program has skyrocketed, nearly doubling from 187 students in fall 2008 to nearly 340 students this spring.

"This flood of students, I've never seen anything like it," said Monique Anair, the program's lone full-time instructor. "We're just sailing. It's unbelievable."

In response to the spike in enrollment, the program – made up of one full-time instructor, three full- and part-time staff and 36 adjunct faculty members – has shifted into overdrive. Many students are looking for an affordable way to earn the credentials needed to get a foot in the door of New Mexico's burgeoning film industry, a segment of New Mexico's workforce that has, so far, proven itself fairly recession proof.

"A lot people who are being laid off from jobs are coming in to retrain," said Anair. "People are still very excited about the media and film industry and they want to be part of that."

Anair said a number of other factors are likely at work in terms of the surging enrollment. Demand within the state and throughout the country is



Photo: Jeanne LaRance

Students from SFCC's Film Technician Training Program and instructor Monique Anair shoot a scene during a recent training session. The program has seen a boost in enrollment as more students look for work in the state's growing industry.

growing for workers with experience in film and media. "A lot of it has to do with the fact that there are more jobs than ever before working with media and film," said Anair. Skills learned in SFCC's film and media arts program also translate smoothly into video production and computer industries like advertising, science, medical, military and television broadcast.

Film programs throughout the state have seen growth in attendance ever since Governor Bill Richardson took office in 2003 and subsequently laid out a series of state tax incentives designed to lure more large-scale film and TV productions into the state. An

impact study released earlier this year by Ernst & Young reported that the state's incentives directly attributed to nearly 4,000 acting and production crew jobs in 2007. The report also found that when jobs in related industries were factored into the equation, New Mexico's film industry created more than 9,000 jobs in 2007.

For students eager to enter the film and media workforce, the community college offers a Film Technician Training Program certificate, a 39-credit-hour track ideal for learning the basics of film crew production

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Film program (continued)

and digital filmmaking. For a more in-depth degree, the program offers an Associate of Applied Science degree in two concentrations, film production and film studies, which aside from the technical training, delves into theory, history and “above the line” jobs such as acting, directing and producing. The program is part of SFCC’s School of Business and Applied Technologies.

“Everything’s connected,” said Anair. “To make better media you need to understand the theory behind media and the process of how a film is made. If you’re going to write a screenplay, you’d better understand editing. We developed the program by bringing a variety of classes together and the result is a very cohesive degree. We want well-rounded graduates.”

One such well-rounded student is Lisa Hill, a professional film makeup artist who, since graduating from SFCC’s film technician training program several years ago, has worked on more than a dozen state big-budget film and TV projects (including “Breaking Bad,” “In Plain Sight” and “Terminator Salvation”). While makeup and special effects pay the bills, Hill has started producing her own films and

is currently working on her second film short, a suicide drama with a Dickensian twist titled “Dear John.”

“I learned a lot from just working on the movie set being a makeup artist,” said Hill. “But I came back to school because I also want to be a storyteller and shoot my own films. Through the help of the community college, I have classes where I can learn, students who can help me shoot the film and great mentors who will help me along the way.”

Come this fall, SFCC will roll out its new Advanced Film Crew intensive, a program designed to help local student filmmakers, like Hill, turn their works-in-progress into polished, guided products. Throughout the course of the year-long program, advanced film students will have access to equipment, technology and student film crews. The fledgling filmmakers will work closely with instructors, mentors and other students and will be guided through the entire process – from shooting and editing the film to post-production and submitting projects into film festivals.

“It’s my passion to write and direct and I’m shooting ‘Dear John’ so I can learn by doing it,” said Hill. “At SFCC I have



Photo: Jeane LaRance

SFCC’s Film Technician Training Program prepares students for careers in the motion picture industry. This semester, attendance in the program jumped by nearly 86 percent.

more freedom to be creative. I wanted to get my hands on a camera right away instead of spending years just reading about filmmaking. This way is less expensive. It’s accessible. It’s supportive.”

Santa Fe’s 400th Anniversary Sparks Interest in Summer Course

This summer, **SFCC Continuing Education** students can explore the myriad cultures and traditions that helped shape the state’s historic capital by enrolling in “Santa Fe Legacies.” The first in an ongoing series, this highly interactive and hands-on course takes place June 22 through 26 and is titled “Spanish Colonial Art and Culture.”

Taught by lead instructor **Erica Garcia**, director of education for the Palace of the Governors/New Mexico History Museum, and a host of experts in Santa Fe’s cultural arts and traditions, students will delve into the Spanish Colonial period through arts, language, food and architecture in a curriculum that involves tin artwork, food demonstration, and guided field-

trips at the Peyton Wright Gallery, the Museum of Spanish Colonial Art and the Palace of the Governors. The week ends with a tour of Downtown’s historic Sena Plaza and a closing luncheon at La Casa Sena restaurant. The week-long class is \$495 and includes admission, materials and the La Casa Sena lunch. Enrollment is limited. For more information, call 428-1676 or visit www.sfccnm.edu.

Be it for personal enrichment, professional development or environmental study, continuing education at SFCC provides more than 1,700 students with the option of more than 250 noncredit courses taught by more than 70 instructors each year. Courses range in length from a single two-hour lecture or class



“Santa Fe Legacies,” a new continuing education series, kicks off with “Spanish Colonial Art and Culture,” a week-long course in June that explores Santa Fe through arts, language, food and architecture.

to an eight-week course that meets three hours a week. “Continuing education is about realizing that there are so many interesting things to do and learn in Santa Fe and New Mexico,” said program administrator **Gordon Fluke**.



Good News at GROW

By Jean F. Marquardt, Executive Director

Enrollment is up at Santa Fe Community College! Students are taking more credit hours than at any other time in the college's history. In response, the GROW Santa Fe Community College Foundation board of directors is responding with the same level of scholarship funding as last year – that's more than \$160,000 in student scholarships and financial aid. Most of these funds come from a GROW-managed \$4.3 million endowment.

The good news is that even though most investments these days have sustained considerable losses, the GROW endowment has seen only a 5 percent slip, a considerably smaller loss than the average 30 percent suffered by many endowments in past months.

Our goal at GROW is twofold: to fund current student needs for scholarships and to preserve endowed funds for future students. Through scholarships and financial aid, we fund SFCC students for tuition, books and emergency needs. This funding is made possible by you, the community, business people, artists, workers, staff, faculty and others who care about the success of current SFCC students and the educational attainment of future generations.

We at GROW continuously seek donors for both large and small amounts. You can designate these donations as "restricted," which are funds used only for specific scholarships, or "unrestricted," which can be used for general education purposes.

There are many ways to leave a legacy. With the stock market fluctuating wildly, charitable gift annuities are an attractive option for donors seeking income from their gifts. Unlike trusts that pay a variable rate of return on donations, charitable gift annuities provide guaranteed payouts for the life of the agreement. This is attractive to older donors and people who want fixed income in their portfolios.

Your gift to GROW is welcome at any time. We gladly accept gifts of cash, stocks, real estate, life insurance or other assets. We can be a beneficiary in your will, or your estate, and we can assist you in exploring estate planning gifts that will benefit students now and in the future. For people who do not have a planned retirement, we can help with deferred gifts. There are many other options so please call me and we can discuss them in a confidential meeting.

In economic downturns, SFCC is an economic necessity for those searching for new careers, new degrees or basic education. Many higher-degree students begin their education at affordable community colleges such as SFCC. An educated and trained workforce best serves the business community and the quality of life in our community.

Why give to GROW? When the community has more highly trained graduates in high-paying jobs, it increases tax revenue which in turn provides community services such as parks, roads, transportation, housing and other general services to all of us. This is essential for the well-being of Santa Fe and the region.

Please consider how important affordable, quality education is for the welfare of our community and make an investment. The donation goes a long way, not only in educating individuals but in impacting our community. Please consider a tax-deductible gift to GROW.

Thank you.

Please note: A gift (large or small) to the Dream Keepers Emergency Fund offers the power of leveraging a matching gift from the Lumina Foundation. Your dollars are matched and go directly to students for emergency needs that assist them to stay in school.



Even in the economic downturn, GROW Santa Fe Community College continues to fund scholarships at the same level as always. Students count on the institutional money, given by donors, to meet the expenses of attending college.

NOTEWORTHY

Groundbreaking Celebration Attracts Local Leaders

A large crowd was on hand Jan. 15 to turn the first shovelfuls of dirt at the site of the new Health and Sciences Building. Slated for completion in the spring of 2010, the new, green facility will offer expanded space for the college's respiratory therapy program, emergency medical services institute, nursing, medical assisting, dental health and biological sciences. At the celebration, local legislators Peter Wirth (D-Santa Fe) and Brian Egoff (D-Santa Fe) were joined by NM Higher Education Secretary Reed Dasenbrock, county commissioners, Mayor David Coss and other city and business officials, who lauded the college for growing its healthcare training.

"SFCC Day" at the Roundhouse

On Feb. 17, the college held its annual "SFCC Day" event at the New Mexico State Capitol Building. The information fair highlighted more than 15 programs and student service areas with informational booths and presentations. Throughout the day, 25 SFCC students shadowed both House and Senate legislators. The event was coordinated by SFCC's Office of Community Outreach.

A highlight of the day was the reading in the House Chambers of a memorial in honor of the college's 25th anniversary. One by one, Santa Fe area legislators rose to praise the college for its years of providing affordable higher education in the community. House Speaker Ben Lujan, (D-Santa Fe) pointed out that over the course of SFCC's history, 65,000 people have attended classes, either for a degree or certificate, personal enrichment or career-related advancement. He noted with pride that more than 3,000 degrees or certificates have been awarded.



U.S. Senator Jeff Bingaman was on campus Feb. 19 for his annual Student Leadership Institute. The Senator also met with President Sheila Ortego to discuss the college's plans for its Sustainable Technologies Center. Interim Director Randy Grissom pointed out features of the future facility, which will train students in traditional trades as well as renewable energy and other green technologies.



Local government and business leaders helped the SFCC Governing Board break ground on the new Health and Sciences Building Jan. 15, 2009.

Free Tax Assistance

SFCC hosts a collaborative program of free annual tax assistance from now until April 15. Each year, trained volunteers help thousands of seniors, single parents, students and low-income families recoup millions in state and federal income taxes and tax credits. Many of these volunteers are current and former SFCC students and AARP members who have completed a two-credit accounting class or refresher course that trains students in tax-return preparation, electronic filing procedures and software use.

The service is held in the second floor of the William C. Witter Fitness Education Center and is available at the following times: Mondays, Wednesdays and Saturdays, 9 a.m. to 2 p.m., and Tuesdays, Thursdays and Fridays, 9 a.m. to 5:30 p.m.

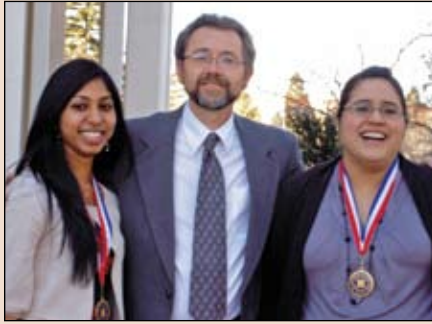
Call (505) 428-1780 for an important checklist of items to bring to the session. The tax assistance program is sponsored by SFCC, TaxHelp New Mexico, AARP and the City of Santa Fe.

SFCC Dental Clinic Relocates

Beginning Jan. 2009, SFCC's Dental Clinic resumed its operations from a new off-campus location. The clinic, which serves as an educational laboratory for students and a low-cost dental health care center for the uninsured, took up temporary residence at 6 Calle Medico, Suite 1. The clinic's previous home, a portable building on the SFCC campus, was removed to make room for the college's new Health and Sciences Building. The Facility is slated for completion in spring 2010 and will house La Familia Medical Center, a local non-profit community dental health care provider that will partner with SFCC's dental program and serve as an educational site for students.

Kudos

Here are some of SFCC's recent noteworthy accomplishments:



Dean Bruno Borner and academic all-stars

Students **Elizabeth de Luna Navarro**, (right) 21, and **Dimple Mathew**, (left) 21, were honored at the New Mexico All-State Academic Team recognition ceremony, Feb. 6 at the Capitol Rotunda. Dean of Liberal Arts and Core Studies, **Bruno Borner** (center) presented both students with the academic honor, which included a full-tuition scholarship toward a bachelor's degree at one of the state's public four-year colleges.

Shelly Lang and **Ezra Estes** of the School of Arts and Design's Fashion Design Program are high achievers. Lang placed second in a national fashion design competition, sponsored by The Gap Foundation and the Hispanic Association of Colleges and Universities (HACU). She received \$4,000 in scholarship funds in recognition of her creation, a green shantung silk fabric women's business suit. Ezra Estes, a fashion design adjunct faculty member, student and professional tailor, traveled to New York, where he participated in the "Project Runway" tryouts for an upcoming season.



Ezra Estes

Last fall, the **Culinary Arts Program** hosted its third annual culinary arts student final and cook-off. The "Iron Chef"-inspired competition consisted of three teams of four, all who had to prepare international dishes based on randomly chosen ingredients. The winners (**Ruby Cantisanto**, **Lisa Gosper-Espinosa**, **Antonio Mora III** and **Callie Bennett**) received points toward their final grades and took home prizes from local businesses.

Tune in to "**Campus Connection**," a bi-weekly radio show about news and people from SFCC, on both KSFR 101.1 FM on Sundays at 5:30 p.m. and KSWV 810 AM on Thursdays at 9 a.m. Recent programs have featured SFCC President **Sheila Ortego**, Emergency Medical Services Institute Director **Eve Kwiatkowski** and Student Government Association President **Oman Cooper**. The program is hosted by **Todd Eric Lovato**, media and public relations director at SFCC.

In December 2008, the college was awarded an \$110,596 grant from the New Mexico Department of Workforce Solutions and the U.S. Department of Labor Workforce Innovation in Regional Economic Development (WIRED) program. The collaborative project, "**Training Today's Youth for Tomorrow's Jobs**," will provide at-risk teens the opportunity to learn green construction skills while building a Habitat for Humanity home in Oshara Village.

The college's Media Arts Gallery is displaying student artist **Christine Benkert's BONES +**, an enigmatic and meditative multimedia photography exhibition. Much of Benkert's imagery shares common motifs such as bone, stone and strong negative space, all tools that Benkert employs to create sharp and detailed compositions. The Exhibit runs through April 16.



CERT team members practice a drill.

The college is the first higher-education institution in Northern New Mexico to implement a campus **Community Emergency Response Team (CERT)**. Last fall, 19 SFCC staff members earned certifications in responding quickly to on-campus emergencies.

Jean Marquardt, an accomplished professional and experienced fundraiser, was selected to head the GROW Santa Fe Community College Foundation. For the past seven years, she has been executive director of Taos Center for the Arts.

Susan Marie Rumann, a career education specialist and lifelong teacher, was hired dean of SFCC's School of Education. As dean, Rumann will oversee the college's numerous education-related programs, which include teacher education and adult basic education.

Randy Grissom has been selected as interim director of SFCC's Sustainable Technologies Center. He will oversee the launch of the forthcoming trades and advanced technology building, a facility where students will train for jobs in traditional trades and the emerging green-collar workforce.

Cheryl Drangmeister has been hired as SFCC's new associate vice president for enrollment management. In her new post, Drangmeister will coordinate enrollment management activities and oversee enrollment.

Please send your kudos to todd.lovato@sfccnm.edu.



SANTA FE COMMUNITY COLLEGE

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S F C C C A L E N D A R

Classes begin	Jan. 17
Deadline – change audit/credit status	March 6
Midterm examinations	March 7-13
Spring break	March 14-20
Registration for Summer/Fall 2009 begins	April 20
Spring Holiday (college closed)	April 10-12
Deadline – withdraw from class(es)	May 8
Final Examinations	May 9-15
Spring Semester Ends	May 15
Commencement	May 15

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