

Chancellor's Circle Business Symposium Welcome

March 23, 2012

Good morning! Welcome to College of the Canyons and the fourth annual Chancellor's Circle Business Symposium. It's great to see everyone here. Many of you are old friends, and some of you are new to the campus. In either case, I thank you for taking the time to join us for what promises to be a morning of informative and exciting discussion.

Some might wonder why a community college would sponsor an event focused on economic impact, particularly when it comes to the entertainment industry. It's not a typical event for typical community colleges. But as you might imagine, College of the Canyons is anything but typical. You'll never see us on the cover of "People" magazine, but College of the Canyons is one of the most bankable stars in the industry. Take a look at our credits, and you'll see we've done more projects than Kevin Bacon. We have multiple film crews on our campus nearly every week shooting TV shows, feature films and commercials.

British author Roald Dahl, whose notable works include "Charlie and the Chocolate Factory" once said,

"And above all, watch with glittering eyes the whole world around you because the greatest secrets are always hidden in the most unlikely places. Those who don't believe in magic will never find it."

Today's event symbolizes what College of the Canyons is all about – our commitment to supporting our community, to enhancing economic development, and to fostering an entrepreneurial spirit.

That spirit of innovation infuses everything we undertake on our two campuses. We encourage our faculty, staff, and administrators to be creative, to take risks and to look for new ways to do things. In fact, it's part of their job descriptions. We hire people who want to move College of the Canyons, and by extension, the community, forward. The result is a "can-do" college that creates innovative programs, is committed to being entrepreneurial, and is a trusted partner that the community – and this case, Hollywood – knows it can turn to and can count on.

As the area's only community college, we put extra emphasis on our responsibility to link college programs with the economic development and commercial prosperity of our community. That is particularly evident when it comes to the film and entertainment industry. Last year, the City of Santa Clarita issued 359 film permits that created 901 filming days in the local community. Our college represents about 8% of that total. With 70 days of filming, we are one of the busiest locations in the Santa Clarita Valley. We've been everything from a crime scene, to CIA offices, to a gymnastics training center, to a landing zone for Navy SEALs.

While we make a concerted effort to attract and accommodate film and television productions to the campus, we do not do so just because it's fun for our students and staff to hang out with LL Cool J on the set of "NCIS Los Angeles." We do get a kick out of watching our campus star in primetime dramas and having had our pictures taken with Mark Harmon, Jerry Rice, or Martin Sheen. But we really value the benefits that filming brings to our campus and the community:

- ✓ The location fees are a source of unrestricted revenue that helps fund campus operations at a time when the state has cut funding for community colleges.
- ✓ We recognize the benefits that filming brings to the entire community.
- ✓ It is a cornerstone of our Santa Clarita's economic foundation.
- ✓ In terms of impact on the area, the industry has a very light foot print. It requires little infrastructure.
- ✓ It doesn't yield harmful waste or pollution.
- ✓ In terms of benefits, however, it produces a very significant return that is felt by a wide range of local companies.
- ✓ Production crews spent \$19.3 million at Santa Clarita's stores and businesses last year buying food, gas, building materials, and so much more.
- ✓ The sales tax revenue goes to the city, which in turn provides services and programs that benefit us all.

While we are happy to have our campus serve as a convenient location for filming, we are particularly proud of the role the college plays in preparing the industry's workforce:

- ✓ We have outstanding performing arts faculty who train tomorrow's actors, screenwriters, set designers, singers, musicians and choreographers,
- ✓ And behind the scenes, our Media Entertainment Arts department is training the next generation of camera operators, sound mixers, animators and editors.

Just last year we opened an expansion to Mentry Hall and created new instructional facilities, curriculum, and integrated fabulous state-of-the-art technology – all of which is now a part of the MEA department. (You'll have

a chance to see it for **yourself** later this morning. The growth in space included an upgrade in equipment.) The mixing boards and editing stations our students use are the same ones found in post-production facilities that put the finishing touches on primetime shows and feature films.

- In fact, students who transfer from College of the Canyons to complete their bachelor's degrees find the equipment here to be superior to what they're using at four-year universities and they actually get to use it!
- As a result, their time here is well spent. They enjoy an immense advantage in the workplace. **(They are ready to hit the ground running and be immediately successful in this competitive industry.)**

And now, it's almost time to raise the curtains on this morning's seminar, which I'm sure will prove to be a valuable investment of your time. Our speakers and experts are here to share with you their experience, perspective and knowledge, which will be of tremendous benefit to you and your companies. We know that by being here today, you will have the information, contacts and resources you need to move forward, hit your marks and be successful.

As Walt Disney once said,

"You can design and create and build the most wonderful place in the world. But it takes people to make the dream a reality."

And now it's time to get this show on the road!

Thank you again for coming.

Enjoy the morning. Be enlightened. Be inspired.

And remember that College of the Canyons is here to partner with you and help your business grow.

Just have your people call our people and we'll do a deal!