CPL & CREW FOUNDATION

PROMOTING ART, BUILDING A WORKFORCE, AND GROWING THE CLEVELAND ECONOMY
Brainstorming

• **Director Thomas**
  • Seek new ways that CPL could support closing the technology and employment gaps in Cleveland.

• **Expand/update Tech Central.**

• **Create a new opportunity** for scholars, strivers and seniors to enter into a field that might be otherwise financially unattainable.
Experience:
- Utilization of Technology
  - Developing and producing live presentations and pre-recordings of projects such as programs, story times, and other events for both our internal and external stakeholders.
  - Streaming, podcasting, utilization of social media.

COVID-19 Presented a Challenge:
- Small businesses that either reduced or closed their doors, limiting their abilities to advertise their services.
- Individuals in the retail business who needed to consider a potential new career.
• **Mission:** To catalyze economic growth by building a more diverse, equitable and inclusive film, television and digital media production industry.

• **Vision:** A thriving film, television and digital media industry with a culture of belonging where BIPOC can access professional and business opportunities that recognize their value in an ever-changing economy.
CREW Foundation Goals

• Promote collaboration of film and television industry professionals, organizations, and supportive partners to design a comprehensive approach to diversity, equity, and inclusion.

• Expand existing production workforce through diverse, equitable and inclusive skill development, and training opportunities.

• Increase supplier diversity for minority businesses and professionals to serve the location, technology, and service needs of the industry.
• Black talent is underrepresented across the industry particularly in off-screen for above and below the line talent. Essentially, Black talent behind the camera has not improved over the past 15 years.

• Research shows that less than 6% of Hollywood’s writers, producers and directors are Black. This persistent failure to achieve racial equities in film and television result in an annual loss of $10 billion in revenues.

• McKinsey & Company Report, March 2021
Solution

- Develop a media center to provide patrons (scholars, strivers, and seniors) with the opportunity to enhance or build new career skills - LinkedIn Learning Series/Build Profile.

- Increase high school graduation rates while exposing students to sustainable career opportunities in media production.

- Create pathways for patrons into the film and media industry unions.
Opportunities for C.R.E.W.

The 15 highest-grossing movies filmed in Cleveland

Competition – Partners - Collaborators

Cleveland State University

Odyssey Online Film School

Cuyahoga Community College
Differentiators – Alignment with Partners

Accessibility
• Cost
• Flexibility - accommodates non-traditional students
• UDL
• Culturally responsive
• Intergenerational learning community
Planning Deliverables

• Space Usage
• Course Offerings
• Timeline
• Communication
• Implementation
QUESTIONS