

**The Headwaters Fund
2009 Grant Fund Application
COVERSHEET**

For Office Use Only

App. #:
Org. #:

Date of application: October 1st 2009

COVER SHEET SUMMARY INFORMATION

A. Organization Information

Organization Name: Fortuna Union High School District

Address: 379 12th Street Fortuna Ca, 95521

Telephone number: 707-725-4461

Fax number: 707-725-5511

Director/CEO: Gorden Dexter District Superintendent

Organization Type: Gov't type: Public School Nonprofit type: N/A

Total current year organizational budget: \$10,000,000.00

of FTE employees: 75

Summarize the organization's mission:

It is the mission of Fortuna Union High School District to create a supportive community of learners, encouraging excellence, practicing integrity, and preparing for the future.

B. Project Information

Project title: Eel River Digital Media Academy

Amount requested: \$48,000.00 Total project cost: \$149,269.96 Period covered:
Implementation

Total match amount: \$101,269.96 (Required 50% match for implementation, 25% match for planning or technical assistance)

Cash match: \$73,019.96 In-kind match \$28,250 Cash match as % of project budget 48.9%

Type of project: Implementation

Geographic focus of project: Humboldt County

Contact person name and title: Errin Odell Science/Technology Teacher

Contact phone: 707-616-9271

Contact email: eodell@fuhds.k12.ca.us

Eel River Digital Media Academy

Summary of project/ goals:

Humboldt County is in an economic shift. With a decline in the natural resource based industries, there is a need to provide new economic opportunities for the Eel River Valley Community. This goal will be accomplished through the implementation of the Eel River Digital Media Academy (ERDMA). Fortuna High School will provide the facility for this digital media training and certification center. This lab will provide the Humboldt County community with the following trainings: Adobe Visual Design, Adobe Web Design, Adobe Digital Video, and DigiDesign's Pro Tools live sound and music recording. ERDMA will become an Adobe Certification Center, allowing access to certification practice exams, unlimited free certification exams, support materials, and training curriculum. This project and client-based curriculum will provide people with the certifications and work experience necessary to enter the web design field. This new work force will support local businesses, establish new web-based businesses, support other start-up businesses, and facilitate digital entrepreneurship.

How and to what degree will the project further economic development in Humboldt County?

The development of a technologically-based workforce will further economic development in Humboldt County in the following ways:

- Support local companies that depend on web sales by providing trained web page designers.
- Provide a pool of locally-trained digital designers for potential start-up companies.
- Provide our citizens the training necessary for digital entrepreneurship.
- Decrease the flow of money to web design companies located outside Humboldt County.
- The improved web presence will attract people to our area.

A digitally-trained workforce will support existing web-based companies such as The Linen Closet; Larrupin's; Loleta Cheese Factory; Humboldt Fog; C-Crane and Company, and Northern Mountain Supply. These businesses sell products via the Internet to clients outside the area, some selling the majority of their products via the web. Not only are they bringing money in from outside the area, but their survival is dependent on web sales.

Strengthening our digital workforce will help decrease the flow of money to out-of-area web design companies. The Humboldt County yellow pages now list two web design and seven web service companies. Further research revealed that only two of these organizations specialize in web design. Currently, local businesses and cities are spending money to have their web sites created and maintained outside Humboldt County. The city of Eureka's web site is managed by Civica from Newport Beach, California. The City of Fortuna's web site was created and is currently maintained by Civic Plus from Kansas. The implementation cost was \$17,800 and the yearly maintenance is \$7,800. If we increase our trained and certified web design workforce, local web design companies could expand to meet local demand.

The strengthening of a Digital Design workforce will increase the flow of out-of-area money into the county. There are many companies in our area that cannot afford the market price for web site implementation and management. As an example, Humboats attracts 80% of its business through web advertisement. The owner cannot afford to hire a company to maintain and upgrade his site. He is looking for an individual trained and experienced in web design to manage it. One of his improvement goals is to embed digital video of kayak tours and recreational opportunities in our area. Not only would this benefit his business, but having web sites embedded with video, animation, and digital pictures (digitally rich sites) will increase tourism in Humboldt County.

Certified digital designers would support local restaurant sales. If tourists drive through Eureka and are looking for a restaurant, they can use their Internet phone to get

directions, download a menu, and call in the order in transit. Local restaurants with digitally enriched, well-designed web sites could take advantage of the new Internet phone technology.

An entrepreneur with digital media certifications, a portfolio, and work experience only needs an idea, a computer, and the software to start a career as a self-employed web manager/designer. For example, www.victorianferndale.com is a web site designed by Ellen Briggs of Brigg's Art. She has been offering her services to small businesses for the last 20 years. She makes simple web sites that "express your personality, your enthusiasm, and the character of your small business." There is also the opportunity to create an innovative idea that "goes big." Companies such as Google, Microsoft, YouTube, and Serf Streamers started out with someone's entrepreneurial idea, an understanding of technology and insight into the future.

Describe who and how many will benefit from the project.

The ERDMA will benefit our citizens through certification in Adobe products, creating a web design portfolio, completion of a service learning project, and work experience with a client or internship with an employer. The following is a list of potential partners for facility use.

- Adult Education
- College of the Redwoods Students
- Humboldt State University
- WIA (Workforce Investment Act) Summer Programs
- Humboldt County Office of Education
- Private businesses

Our non-profit organizations will benefit from web site implementation and support. Local businesses will benefit from affordable, digitally-rich websites. Digital entrepreneurs trained in digital design will not need to leave the area to seek employment and will create more job opportunities. A larger digital workforce will allow

existing web design companies to expand their clientele. The increased overall web presence of Humboldt County will attract tourism and potential new businesses to the area.

What methods will be used to achieve the expected results?

The strengthening of a Digital Design workforce will be accomplished by establishing the Eel River Digital Media Academy. ERDMA will become a training and CERTIport certification center for the Humboldt County area. A CERTIport certification center allows ERDMA unlimited access to Adobe Certifications exams, practice exams, and support materials. The nearest Adobe Certification Center is in the San Francisco Bay Area and each testing attempt costs \$150. We feel the cost and transportation logistics would be a barrier for certification.

To prepare the ERDMA students for certification, Adobe has designed a ISTE (International Standard in Technology Education) approved curriculum targeting the exam objectives. This project-based curriculum develops digital-communication skills: design, communication, project management, and web technology. These skills are developed in a spiral as each project adds more challenging skills to foundation proficiencies. The following is a list of projects and skills embedded in the curriculum.

Visual Design

- Collages and photography
- Business logo
- Business card
- Print ad
- Brochure
- Newsletter
- Mini-yearbook
- Final Portfolio

Web Design

- Graphic design
- Web portfolios
- Client website construction
- Embedding digitally rich media

- Digital narratives
- Client web site construction with a local non-profit organization

Digital video Productions

- Video production basics
- Action events
- News stories
- Public service announcements
- Commercials
- Mini-documentaries
- Video portfolios

ERDMA classes will also offer service learning experience through non-profit organizations. This will build their portfolio, resume, letters of reference, and client communication skills.

What qualifications do the organization, partners and project staff bring to the project?

Fortuna High School will provide the facility for ERDMA. The lab will be located in F Building on the Fortuna High campus. Rooms F10 and F9 are already equipped with the electrical infrastructure, network cabling, Internet access, furnishings, and space to accommodate the lab. The knowledge and resources are already available to maintain the facilities infrastructure and tech support. The existing computer lab at this location has been successfully maintained for seven years through the collaboration of Errin Odell, East Program Facilitator, and Robert Gearhart, Fortuna High Technology Coordinator.

Fortuna High School District will also provide instructors for the Digital Media Academy. Laurel Farnham, FUHS Photo/Design instructor for the last 13 years, will teach the Visual Design curriculum. Errin Odell will teach the Web Design portion of the program, and Jon Souza, the music instructor at Fortuna High will teach DigiDesign's Pro Tools.

**How do you know the project will succeed? What are the risks and challenges?
How will you evaluate (quantitatively and qualitatively) the success of the project?**

The success of the project will be measured by the number of Eel River Valley community members who receive certifications in Adobe products, web design service learning projects completed, and web design portfolios created. Post-graduation job placement will be tracked through Facebook accounts.

Timeline and measurable benchmarks for the digital career path

Year 1

Students complete tutorials in Flash, Dreamweaver, Fireworks, Photoshop, and InDesign.

Student choose a focus and pursue a certification in Flash or Dreamweaver.

Year 2

Students complete Adobe Visual Design Curriculum.

Student receive ACA certification in Photoshop.

Year 3

Student complete Adobe Web Design Curriculum.

Students receive ACA certification in Flash and Dreamweaver.

Students complete digital media service learning project with a non-profit organization.

Year 4

Students complete Premiere Video Design Curriculum.

Students complete work experience with a client or employer.

Our risks and challenges will be the staffing and recruitment of the lab. With the California state budget problems, it is hard to predict the financial situations of school in

the future. If the school closes, it will be difficult to maintain the facility or supply staffing for this project.

How will the project be sustained after the grant?

Macintosh Pro Quad Core computers are estimated to hold their compatibility for seven years. This level of Mac is upgradable in the event they become obsolete before this projected date. Our software technology will remain current through yearly or biannual upgrades. The first two years of upgrades are written into the budget. CERTIport certification costs \$2,500 annually. This cost will be shared with other organizations that use the certification center. Some examples are Adult Education, College of the Redwoods, and Humboldt State University.

At the end of the school year, Fortuna High School will host a Digital Media Meal. Dinner will be served to potential employers and internship partners. During the meal students will showcase their portfolios and accomplishments. The goal is to sustain the connection between the career path and the community. Proceeds will go toward computer and software replacement.

ERDMA students will complete a client-based service learning project. The goal of these projects will be to promote recreation, tourism, and the historical archiving of Humboldt County. The Eel River Digital Media Academy will partner with non-profit agencies, historical societies, parks, and cities. This will not only support tourism and community involvement but also serve as a forum for students to showcase their work.

Fortuna High will continue to look for sustainability grants like the SSP (Specialized Secondary Program) and HAF (Humboldt Area Foundation).

What would happen to the project if you did not receive Headwaters Funding?

Eel River Digital Media Academy will apply for other grants and other funding sources to fund this project.

Eel River Digital Media Academy Budget

Project Expense Item	Total Cost (\$)	Requested Amount from Headwaters Grant Fund	Amount from Matching Funds	Source of Matching Funds
Direct Salaries & Wages				
Errin Odell Part Time Instructor	\$10,900.20		\$10,900.20	Fortuna Union High School (FUHSD)
Laurel Farhnam Part Time Instructor	\$12,296.95		\$12,296.95	FUHSD
Jon Soza Part Time Instructor	\$10,620.85		\$10,620.85	FUHSD
Robert Gearhart Part Time Computer Technician	\$12,500.34		\$12,500.34	FUHSD
Sub-total: all Direct Salaries & Wages	\$46,318.34			FUHSD
Benefits & Payroll Taxes	Included in the above figures			
Consultant & professional fees	N/A			
Travel	N/A			
Equipment				
#20 Mac Pro Quad Core	\$48,000.00	\$48,000.00		
Adobe Master Collection CS4 K-12 Site License	\$17,603.62		\$17,603.62	See attached matching source list
#2 Cannon XL2 digital video camera	\$5,598.00		\$5,598.00	See attached matching source list
CERTIport certification center license	\$2,500.00		\$2,500.00	See attached matching source list
#20 Adobe Video Learning Series	\$1,000.00		\$1,000.00	See attached matching source list
Total Equipment Cost	\$74,701.62			
Overhead- non-staff related				
Facility Infrastructure	\$20,000.00		\$20,000.00	FUHSD
Color Laser Printer	\$1,000.00		\$1,000.00	FUHSD
52" Large Format Plotter	\$5,500.00		\$5,500.00	FUHSD
Overhead- staff related				
George Tapanes Part Time Administrative Oversight	\$1,750.00		\$1,750.00	FUHSD
Total Overhead Cost	\$28,250.00			FUHSD
All Overhead Costs as % of Total Project Cost	18.9%			
Total Project Cost	\$149,269.96			

Matching Sources

The following is a list of potential matching sources for the remaining \$26,700.00 needed to implement the Eel River Digital Media Academy. We feel confident in our ability to raise the remainder of the funds for the following reasons. There are local job opportunities in the field of digital design. Many of the potential listed have supported previous digital labs in the Klamath-Trinity and Eureka areas. This lab has elements in common with the other labs and it will provide Adobe CERTIport certification testing and training center for our community.

Potential matching sources or support agencies and businesses	Contact	Phone Number	“Benefits to the organization”
WIA Workforce Investment Act	Youth Council	445- 7166/Chair	Follow-up on proposal/ Ask if stimulus monies can be made available. On the Youth Council agenda October 13th
Precision Intermedia	Peter Krueger	725-0804	Letter of support procured. Focus on incumbent training for website, graphic materials or video of your business.
NCIDC Northern California Indian Development Council	Terry Coltra	445-8451	We need NCIDC leadership, like in the Hoopa and Eureka labs, to help get the ball rolling in Eel River Valley. We are reaching out to Wiyot and Bear River also.
Wiyot Tribe	Maura Eastman	733-5055	One year time frame to have youth from the Wiyot tribe trained to do your website, graphic materials or video of your tribes cultures.
Dept. of Social Services	Kathy Young	476-4700	Eel River Valley community learn occupational-based multi-media skills. Guarantee stipends for Foster Youth.

Bear River Casino	Mary Bullwinkle	733-9644	Be a lead partner in working with us to bring an Apple lab to the Eel River Valley. Possible source of media workforce for the casino. Focus on incumbent training for website, graphic materials or video of your casino.
SBDC North Coast Small Business Development Center	Michael Kraft	445-9720	Increase outreach and access to youth for early opportunities to learn about entrepreneurship (business plans, marketing, niche focus, etc.) for youth & community
McLean Foundation	Leigh Pierre-Oetker	725-1722	Invest in dollars in the Eel River valley. Possible partnership with the Multi-generational facility vision (Apple lab in close proximity for proposed facility users).
HAF Humboldt Area Foundation	Laura Olson	442-2993	HAF has given resources for Eel River StepUp youth to get work experience. This would be an allocation of resources for specific occupational training for the entire community's workforce.
Probation	Doug Rasines	268-3308	Juvenile justice youth from the Eel River Valley learn occupational-based multi-media skills. Guarantee stipends for juvenile justice youth for classe(s).
Redwood Memorial Hospital	Kathy Hayes	725-3361	Commitment to low-income Eel River Valley community members to learn multi-media and other technology skills that can be applied or transferred to health care field.
Fortuna Chamber of Commerce	Erin Duhn	725-3959	The chamber of commerce board voted to write a letter of support.
Access Humboldt	Sean McLaughlin	476-1798	Partner in broadcasting content developed in labs (music, video, etc.). Partner for work internships and in accessing use of their high-end digital equipment (cameras, green room etc.).