Workforce Initiative: Film School Education

Dr. Mark Woods, B.A., LL.M., G.D.L., PGCLT, Ph.D., FHEA

A comparative analysis, of the impact and effectiveness of pedagogical approaches and related curricula on post-secondary students in the United States and in the United Kingdom

Keywords: Workforce Initiative, Community Colleges, Creative Skillset, American Universities, European Universities, British Universities, Post-secondary education, Creative Industries, Creativity, Digital Economy, Vocational Rehabilitation, Pedagogical Approaches, Disability, Dyslexia, Economic Development, Curriculum Design, College Administration, Alternative Instructional Methods

About the author: Dr. Mark Woods completed more than a decade of senior executive and Board of Director appointments in production, finance, sales and exhibition of feature films. He studied Film Production Technology at the Miami School of Entertainment Technology and received a Film Studies Certificate from Florida International University. From 2003-2009 he lectured on UK Creative Skillset supported Screen Academy university courses in Cardiff, Wales (UK). He won a 3-year doctoral bursary from the UK Arts & Humanities Research Council and received his Ph.D. in 2007.

Dr. Mark Woods received academic standing with the UK Solicitors Regulatory Authority in 2010 and completed the L.L.M. in Intellectual & Industrial Property Law. He holds a Graduate Diploma in Law and was recently awarded the MA Cert. in Education, "Learning & Teaching" for Higher Education. He is a Full Fellow of the British Higher Education Academy and winner of the 2006 Learning & Teaching Innovation Award.

In 2015 he received a Welsh Broadcast Trust Learning Grant, among other prior honors. He is on the Faculty of the New York Film Academy in Miami Beach, Florida and has been a member of the British Academy of Film and Television Arts (BAFTA) since 2010. The University of Wales Press will publish his first monograph work in 2016.

Scholarly Framework of the 5-Year Cromlech Media Project: This report is meant to bring together several other published papers and articles that form a pending dissertation entitled, *'Developing applied strategies that improve upon the established pedagogy in various learning disabilities for literature, film and media students'.*

The 5-Year Cromlech Media Project grew out of my part-time employment for the University of South Wales (2009-2010) as a university-trained Dyslexia & Disability Learning Skills Tutor, assigned to the purpose-built Cardiff School of Creative & Cultural Industries. My interaction with the 30 students described in the report's case studies began in 2003 when I held the dual roles of being their undergraduate Lecturer (in literature, film and media classes) and their Senior Resident Tutor in the university Hall of Residence.

When I left lecturing at the Creative Skillset Wales Screen Academy in 2009, these 30 students approached me for private tutoring on MA courses, and some later went on to do doctoral studies, as well. This gave me the rare perspective of observing their individual learning trajectories over 5-10 years. This unrelated cohort of university students shared a mix of obstacles to learning, including physical disabilities, learning disabilities, Second Language Acquisition (ESOL), behaviour

and socialization problems, and histories of economic deprivation. Some of the students held multiple passports and considered themselves 'migrants' or children of 'migrants' for political or economic reasons. The students' educational background reflected the impact on their learning of three different but related educational initiatives, distributed across three countries: USA Workforce Initiative (5 students); UK Creative Skillset (20 students); EU Lifelong Learning Programme, including sub-programmes Comenius, Erasmus, Grundtvig, Jean Monnet and Leonardo da Vinci (5 students).

At the same time that my students graduated and transitioned to MA and PhD degree courses, a new emphasis upon 'employability' was issued in the UK higher education accreditation authorities with institutions being required to show how their courses and modules could lead to student employment upon graduation. A similar development in US community colleges and universities was taking place, culminating in recent the U.S. Department of Education publishing of income expectation data, in relationship to the costs of attending various institutions. [1]

This report looks at the anecdotal evidence from case studies of students from an international range of colleges, who are all targeting jobs within the global media and entertainment industry, or related jobs in academia. I authored and led a range of alternative learning events, workshops and courses that were designed to exploit and leverage the benefits of each student's affiliation, whether USA Workforce, UK Creative Skillset, or one of the listed EU Lifelong Learning programmes.

The case studies and their analysis was published in 2012 and the full-length description and critical analysis of the alternative learning units can be found in my *"Postgraduate Teaching Portfolio"* published in paperback format in February 2015 by the University of South Wales Print & Engraving, Treforest, Wales.

Aspects of each initiative (USA Workforce, UK Creative Skillset, EU Lifelong Learning) will be considered within the context of their impact upon the support of student learning. The limits and flexibility of each initiative to seed or support the alternative-learning units that were executed will be found in the narrative of each study. Readers might be able to make general and broad comparisons from these stories, but should not attempt to see the various initiatives as equal programs, but instead should bear in mind that they represent parallel initiatives, within the historical and social and economic contexts of each country mentioned.

Consequently, this report builds on those earlier analyses and attempt to place the entire 5-Year project within a scholarly framework. As such, this report is informative on two counts: 1) It provides a historical account of the project and 2) It briefly situates the project within the context of broader literature review. This introduction is followed by a summary with several general conclusions and observations, meant to support future research.

[This is an excerpt of full article by Dr. Mark Woods.]

---

[1] *"Gaps in Alumni Earnings Stand Out in Release of College Data",* by Kevin Carey, Sept. 13, 2015, *New York Times* online, retrieved from http://www.nytimes.com/2015/09/14/upshot/gaps-in-alumni-earnings-stand-out-in-release-of-college-data.html

Scholarly Framework of the 5-Year Cromlech Media Project

Bibliography

Workforce Initiative (USA):

Alssid, Julian L., et al. "Building a Career Pathways System: Promising Practices in Community College-Centered Workforce Development." (2002).

Amey, Marilyn J., Pamela L. Eddy, and Timothy G. Campbell. "Crossing Boundaries Creating Community College Partnerships To Promote Educational Transitions." Community College Review 37.4 (2010): 333-347. Academic Search Premier. Web. 29 Aug. 2015.

Berry, Daniel E. "The jobs and workforce initiative: Northeast Ohio employers' plan for workforce development." Economic Development Quarterly 12.1 (1998): 41-53.

Berry, Daniel E., and John D. Aram. "Lessons for regional workforce development: East Asian experiences." Economic Development Quarterly 16.2 (2002): 155-166.

Berry, Daniel. "Creating and sustaining a coherent voice for employers in workforce development: The Cleveland Experience." Workforce Intermediaries for the Twenty-First Century (2004): 193-215.

Boeckelman, Keith. "I. HISTORICAL BACKGROUND ON ECONOMIC DEVELOPMENT." Handbook of State Government Administration (1999): 328.

Boggs, George R. "Community colleges in a perfect storm." Change: The Magazine of Higher Learning 36.6 (2004): 6-11.

Brock, Thomas, et al. "Building a Culture of Evidence for Community College Student Success: Early Progress in the Achieving the Dream Initiative." MDRC(2007).

Doucette, Don. "Community College Workforce Training Programs for Employees of Business, Industry, Labor, and Government: A Status Report." (1993).

Eddy, Pamela L. "Change In Community Colleges Through Strategic Alliances: A Case Study." Community College Review 30.4 (2003): 1.Academic Search Premier. Web. 29 Aug. 2015.

Ellis, Patricia, and Consuelo Stebbins. "Providing Access To Linguistically Diverse Students." Community College Review 24.2 (1996): 3.Academic Search Premier. Web. 29 Aug. 2015.

Falcone, Lisa. The Critical Link: Community Colleges and the Workforce. American Association of Community Colleges, One Dupont Circle, NW, Suite 410, Washington, DC 20036, 1994.

Giloth, Robert P. "Learning from the field: Economic growth and workforce development in the 1990s." Economic Development Quarterly 14.4 (2000): 340-359.

Githens, Rod Patrick, et al. "Online Workforce Development in Community Colleges Connection With Community, Institutional, and Governance Factors."*Community College Review* (2014): 0091552114534724.

Gracie, Larry W. "Measurable outcomes of workforce development and the economic impact of attending a North Carolina community college." New directions for community colleges 1998.104 (1998): 53-60.

Grubb, W. Norton, et al. "Workforce, Economic, and Community Development. The Changing Landscape of the Entrepreneurial Community College." (1997).

Hagedorn, Linda Serra. "The Academic Legacy Of Berta Vigil Laden." Community College Review 35.2 (2007): 147-154. Academic Search Premier. Web. 29 Aug. 2015.

Hanson, Chad M. Community College Review. Oct2006, Vol. 34 Issue 2, p128-138.

Hatton, Chris, et al. "Factors associated with staff stress and work satisfaction in services for people with intellectual disability." Journal of Intellectual Disability Research 43.4 (1999): 253-267.

Hawley, Joshua D., and Judith Combes Taylor. "How business associations use inter-organizational networks to achieve workforce development goals: Implications for human resource development." Human Resource Development International 9.4 (2006): 485-508.

Ignash, Jan M. "Teaching And Mentoring Future Leaders In The Field." Community College Review 34.3 (2007): 215-228. Academic Search Premier. Web. 29 Aug. 2015.

Jacobs, James, and Kevin J. Dougherty. "The uncertain future of the community college workforce development mission." New Directions for Community Colleges 2006.136 (2006): 53-62.

Jacobs, James. "Community colleges and the Workforce Investment Act: Promises and problems of the new vocationalism." New directions for community colleges 2001.115 (2001): 93-99.

Kalleberg, Arne L., and Michael Dunn. "Institutional Determinants Of Labor Market Outcomes For Community College Students In North Carolina." Community College Review 43.3 (2015): 224-244. Academic Search Premier. Web. 29 Aug. 2015.

Kasper, Henry T. "The changing role of community college." Occupational Outlook Quarterly 46.4 (2003): 14-21.

Katsinas, Stephen G. "A Review Of The Literature Related To Economic Development And Community Colleges." Community College Review 21.4 (1994): 67. Academic Search Premier. Web. 29 Aug. 2015.

Kisker, Carrie B., and Rozana Carducci. "UCLA Community College Review: Community Collegepartnership With The Private Sector--Organizationalcontexts And Models For Successful Collaboration." Community College Review 31.3 (2003): 55-74. Academic Search Premier. Web. 29 Aug. 2015.

Levin, John S.; Cox, Elizabeth M.; Cerven, Christine; Haberler, Zachary. Community College Review. Jul2010, Vol. 38 Issue 1, p31-58. 28p. DOI: 10.1177/0091552110374505.

Levin, John S., et al. "The recipe for promising practices in community colleges." Community College Review 38.1 (2010): 31-58.

Longhurst, Derek. "Chapter 3: Crossing Boundaries: Foundation Degrees In England." Community College Review 38.2 (2010): 151-175. Academic Search Premier. Web. 29 Aug. 2015.

Lundberg, Carol A. "Peers and faculty as predictors of learning for community college students." Community College Review (2014): 0091552113517931.

Mars, Matthew M., and Mary Beth Ginter. "Academic Innovation And Autonomy: An Exploration Of Entrepreneurship Education Within American Community Colleges And The Academic Capitalist Context." Community College Review 40.1 (2012): 75-95. Academic Search Premier. Web. 29 Aug. 2015.

McCabe, Robert H. "The American Community College: Nexus for Workforce Development." (1997).

Orr, Margaret Terry. "Community College and Secondary School Collaboration on Workforce Development and Education Reform: A Close Look at Four Community Colleges." (1999).

Orr, Margaret Terry. "Community colleges and their communities: Collaboration for workforce development." New Directions for Community Colleges 2001.115 (2001): 39-49.

Palazesi, Louis Mark, and Beverly L. Bower. "Self-Identity Modification And Intent To Return." Community College Review 34.1 (2006): 44-67. Academic Search Premier. Web. 29 Aug. 2015.

Pfeiffer, Jay J. "From Performance Reporting to Performance-Based Funding: Florida's Experiences in Workforce Development Performance Measurement." New Directions for Community Colleges 1998.104 (1998): 17-28.

Prince, David, and Paul Davis Jenkins. "Building pathways to success for low-skill adult students: Lessons for community college policy and practice from a statewide longitudinal tracking study." (2005).

Rhoads, Robert A., and Sylvia Solorzano. "Multiculturalism And The Community College: A Case Study Of An Immigrant Education Program." Community College Review 23.2 (1995): 31. Academic Search Premier. Web. 29 Aug. 2015.

Roberts, Gary. "The changing labor force: workforce development challenges and opportunities for Georgia's governments." (2003).

Roueche, John E. The Company We Keep: Collaboration in the Community College. AACC Publications, PO Box 311, Annapolis Junction, MD 21701, 1995.

Romero, Martha. "Who will lead our community colleges." Change: The magazine of higher learning 36.6 (2004): 30-35.

Shaw, Kathleen M., and Sara Rab. "Market rhetoric versus reality in policy and practice: The Workforce Investment Act and access to community college education and training." The Annals of the American Academy of Political and Social Science 586.1 (2003): 172-193.

Skolnik, Michael L. "Reflections on the difficulty of balancing the university's economic and non-economic objectives in periods when its economic role is highly valued." Creating knowledge, strengthening nations: The changing role of higher education (2005): 106-126.

TAGLE, TESSA MARTINEZ, ROBERT J. EXLEY, and SABRINA BAKER-BOUIE. "Overtown Neighborhood Partnerships: A Model For The Community College As Convener And Partner In.." Community College Review 20.3 (1992): 37. Academic Search Premier. Web. 29 Aug. 2015.

Tollefson, Terrence A. "Introduction." Community College Journal of Research & Practice 23.3 (1999): 225-226.

Torraco, Richard J. Community College Review. Jan2008, Vol. 35 Issue 3, p208-236. 29p.

Tovar, Esau. "The Role of Faculty, Counselors, and Support Programs on Latino/a Community College Students' Success and Intent to Persist."Community College Review (2014): 0091552114553788.

Vaughan, George B. The community college story. Amer. Assn. of Community Col, 2006.

Waldfogel, Jane. "Research on poverty and anti-poverty policies." Understanding poverty (2001): 463-372.

Ward, Cynthia VL. "A lesson from the British polytechnics for American community colleges." Community College Review 29.2 (2001): 1-17.

Wolverton, Mimi. "Quality Undergraduate Education: Miami-Dade Community College's Teaching/Learning Project." Community College Review 24.2 (1996): 35. Academic Search Premier. Web. 29 Aug. 2015.

Scholarly Framework of the 5-Year Cromlech Media Project

Bibliography

Creative Skillset (UK):

Atkinson, Will, and Keith Randle. "'Sorry mate, you're finishing tonight': a historical perspective on employment flexibility in the UK film industry." *Work Organisation, Labour and Globalisation* 8.1 (2014): 49-68.

Ashton, Daniel, and Caitriona Noonan. "Afterword: Further and Future Directions for Cultural Work and Higher Education." *Cultural Work and Higher Education* (2013): 254.

Ashton, Daniel. "Creative work careers: pathways and portfolios for the creative economy." *Journal of Education and Work* ahead-of-print (2015): 1-19.

Ashton, Daniel (2015) Creative work careers: pathways and portfolios for the creative economy. [in special issue: Creative Graduate Pathways Within and Beyond the Creative Industries] *Journal of Education and Work*, 28, (4), 388-406. (doi:10.1080/13639080.2014.997685).

Ashton, Daniel. "Making Media Workers Contesting Film and Television Industry Career Pathways." *Television & New Media* 16.3 (2015): 275-294.

Ashton, Daniel, and Newton Park Campus. "This is the accepted version of the article published as."

Bakhshi, Hasan, et al. "The geography of the UK's creative and high–tech economies." (2015).

Belfiore, Eleonora, Natalie Hart, and Jonothan Neelands. "EDUCATION &TRAINING." (2014).

Bell, Rich. "e-skills UK begins drive to improve employability of final year Computing students| News| UKCES." (2012).

Bell, Rich. "Growth and Innovation Fund| Our work| UKCES." (2011).

Comunian, Roberta, and Abigail Gilmore. "Creative CAMPUS." (2015)

Comunian, Roberta, and Alessandra Faggian. "Creative Graduates and Creative Cities: Exploring the Geography of Creative Education in the UK." *International Journal of Cultural and Creative Industries* 1.2 (2014): 18-34.

Conor, Bridget, Rosalind Gill, and Stephanie Taylor. "Gender and creative labour." *The Sociological Review* 63.S1 (2015): 1-22.

Curling, Alex. "£ 150 million for businesses to build skilled workforce| News| UKCES." (2012).

Dass, Matthew, et al. "Sector insights: skills and performance challenges in the digital and creative sector: June 2015." (2015).

De Luca, Damian, Ruth Taylor, and Martyn Prigmore. "Models for Academic Entrepreneurship Canalside Studios case study." (2013).

Douglas, Michelle, Ian Montgomery, and Karen Fleming. "Drivers of Economic Growth Hide and Seek: Where is design in the creative industries network of Northern Ireland and do we really understand its power in the growth of our economy?."

Fahmi, Fikri Zul. "Creative economy policy in developing countries: the case of Indonesia." *ERSA conference papers*. No. ersa14p548. European Regional Science Association, 2014.

Fleischmann, Katja, and Ryan Daniel. "The rise of the embedded designer in the creative industries." *Journal of Education and Work* ahead-of-print (2015): 1-21.

Fox, Neil James. "How film education might best address the needs of UK film industry and film culture." (2014).

Gospel, Howard, and Paul Casey. "Understanding training levies." (2012).

Gill, Rosalind. "Unspeakable inequalities: post feminism, entrepreneurial subjectivity, and the repudiation of sexism among cultural workers." *Social Politics: International Studies in Gender, State & Society* (2014): jxu016.

Hopper, Lee. "4th Report, 2015 (Session 4): The economic impact of the film, TV and video games industries." (2015).
 http://www.scottish.parliament.uk/parliamentarybusiness/CurrentCommittees/88316.aspx

Inglewood, Richard, and Gillian Youngs. "Designing the Digital Economy-Embedding Growth through Design, Innovation and Technology." (2014).

Jones, Karl O., et al. "Designing assessments that mimic employment scenarios, engage students and expand students' skills." *Frontiers in Education Conference (FIE), 2014 IEEE*. IEEE, 2014.

Kelly, Lisa W., and Katherine Champion. "Shaping screen talent: Conceptualising and developing the film and TV workforce in Scotland."*Cultural Trends* 24.2 (2015): 165-175.

Marcella, Madeleine, and Sheonagh Rowley. "An exploration of the extent to which project management tools and techniques can be applied across creative industries through a study of their application in the fashion industry in the North East of Scotland." *International Journal of Project Management* 33.4 (2015): 735-746.

Martin Cooper, B. A. "Deaf and disabled people, employment, and the Cultural sector: A Literature Review."

Ramsey, Phil. "Arts and Older People Strategy 2010–2013, Arts Council of Northern Ireland." *Cultural Trends* 22.3-4 (2013): 270-277.

Oakley, Kate. "Making Workers: Higher Education and the Cultural Industries Workplace." *Cultural Work and Higher Education* (2013): 25-44.

Oakley, K., and D. O'Brien. "Cultural Value and Inequality: A Critical Literature Review." (2015).

Parker, Michael. "Skills requirements in the creative industries." (1999).

Paterson, Richard. "Partnerships with a Purpose: Creating Cultural and Commercial Value in the UK Film Sector." *The Business Growth Benefits of Higher Education* (2014): 136.

Ramsey, Phil, and Andrew White. "Art for art's sake? A critique of the instrumentalist turn in the teaching of media and communications in UK universities." *International Journal of Cultural Policy* 21.1 (2015): 78-96.

Redfern, Oliver. "Creative Skillset Tick awarded to 96 courses in industry pilot| News| UKCES." (2012).

Safdar, Waleed. "Innovative ways for designing academic training according to Industrial wide spectrum."

Skillset, Creative. "Sector skills assessment for the creative media industries in the UK." (2011).

Skillset, Creative. "Employment census of the creative media industries." (2012).

Thomson, Sam. "Entry level employment in Bristol's creative industries sector (ELEBCIS)." (2013).

Thomson, Sam. "Building a 21st century workforce across the creative and cultural industries." (2015).

Unsworth, Dominique. "Apprenticeships in the Film Industry: An ethical analysis." (2014).

Virani, Tarek E., and Mark Banks. "Profiling business support provision for small, medium and micro-sized enterprises in London's fashion sector." (2014).

Welch, Jo. "Creative Skillset: Multiple identities in the media industries." *Ethical Space* 9.2/3 (2012): 102-110.

Wing-Fai, Leung, Rosalind Gill, and Keith Randle. "Getting in, getting on, getting out? Women as career scramblers in the UK film and television industries." *The Sociological Review* 63.S1 (2015): 50-65.

Wright, Natalie, and Rebekah Davis. "Educating the creative citizen: design education programs in the knowledge economy." *Techne Series: Research in Sloyd Education and Craft Science A* 21.2 (2014): 42-61.

Zaidi, Ali, et al. "Qualitative evaluation of the Employer Investment Fund phase 1." (2013).