

# Creative Campus

A COLLABORATION:  
DOÑA ANA COMMUNITY COLLEGE, NMSU, AND THE FILM INDUSTRY



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**New Mexico State University**

# THE PARTNERS

**Monica Torres**, Chancellor, NMSU System Community Colleges

**Matt Byrnes**, Department Chair, Creative Media Technology Program, DACC

**Amy Lanasa**, Department Head, Creative Media Institute, NMSU; Interim Department Head, Department of Journalism and Media Studies, NMSU

**Wayne Savage**, Executive Director, Arrowhead Park, Arrowhead Center, NMSU

**Andrew Jara**, Associate Film Liaison, Film Las Cruces



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# Introduction

MÓNICA TORRES, CHANCELLOR  
NMSU SYSTEM COMMUNITY COLLEGES



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# Wouldn't it be great if...

(Dr. Kevin Boberg, Wayne Savage, Matt Byrnes, Amy Lanasa)

...we could bring together media making, economic development, and academic achievement in one space.

Essentially, could we build a collaboration among organizations focused on growing the film and digital media economy?



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# “Wouldn’t it be great if... we had a Creative Campus”

(Dr. Kevin Boberg, Wayne Savage, Matt Byrnes, Amy Lanasa)

- 2016: informal conversations among early collaborators about “Creative Campus”
- Early 2020: a charette with NMSU, DACC, Arrowhead Park, and industry stakeholders
- Later 2020: a steering committee NMSU, DACC, Arrowhead Park, Film Las Cruces, Las Cruces Public Schools, City of Las Cruces, and others

# Creative Campus Concept

- **the planned co-location** of multiple organizations
- focused on the **development of a skilled workforce**
- for the **film industry as well as other economic sectors**
- in a location that supports **innovation and entrepreneurship**

# Creative Media Technology

MATT BYRNES, DEPARTMENT CHAIR  
ARTS DEPARTMENT  
DOÑA ANA COMMUNITY COLLEGE



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# Creative Media Technology

## Doña Ana Community College

- Provide Career and Technical Education
- Multi-Media Program with 3 Associate Degrees and 9 Stackable Certificate Programs
- Diverse student population
  - Dual Credit
  - Traditional
  - Non-Traditional
- Open-access entry and a variety of exit points for re-skilling, up-skilling, credentialling, and/or a pathway to higher education



# Creative Media Technology

## Doña Ana Community College

### Digital Film

- Associate of Applied Science
  - Certificates of Completion
    - Digital Audio
    - Digital Video
    - Commercial Photography
    - Film Crew Training

### Digital Graphics

- Associate of Applied Science
  - Certificates of Completion
    - Creative Media
    - Digital Graphics
    - Web Design

### Game Development

- Associate of Applied Science
  - Certificates of Completion
    - Game Design
    - Graphics and Animation

**WIOA Approved**



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# Creative Media Technology Doña Ana Community College

The CMT Program by the numbers

- 233 student majors *(5-year average)*
  - 261 Awards
    - 110 Associate Degrees
    - 151 Certificates
- 390 students enrolled in courses *(5-year average)*
  - 75 individual course sections
  - 5 Full Time Faculty



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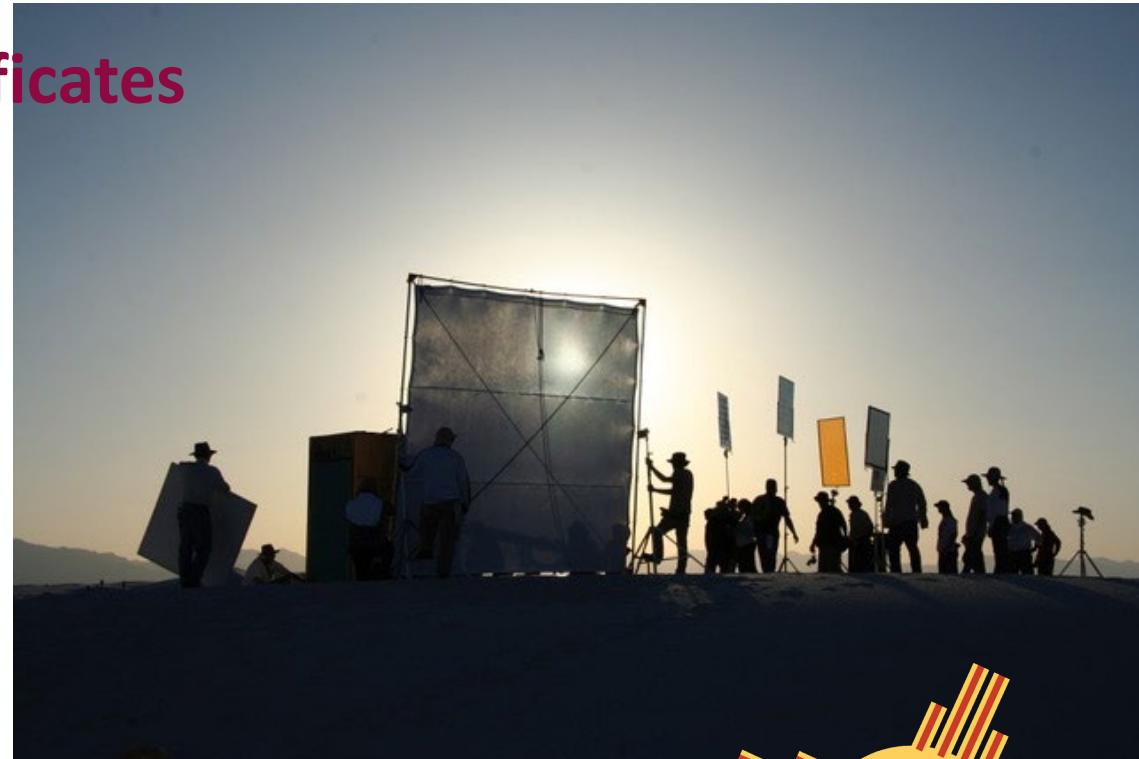
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# Creative Media Technology

## Doña Ana Community College

### Digital Film: Associate Degree, and 4 Certificates

- Digital Audio
- Digital Video
- Film Crew Training
  - Quickest Pathway to the IATSE Union
    - 9 months to completion
    - \$2000 investment (in-district)
    - Instructor is active union member
    - 15 union days upon completion
      - Bilingual/biliterate track coming soon



# Creative Media Technology Doña Ana Community College

- **Digital Graphics – Associate, and 3 Certificates**

Prepares students for careers as:

- Graphic Designers
- Illustrators
- Web Designers
- Photographers
- Graphic Generalists



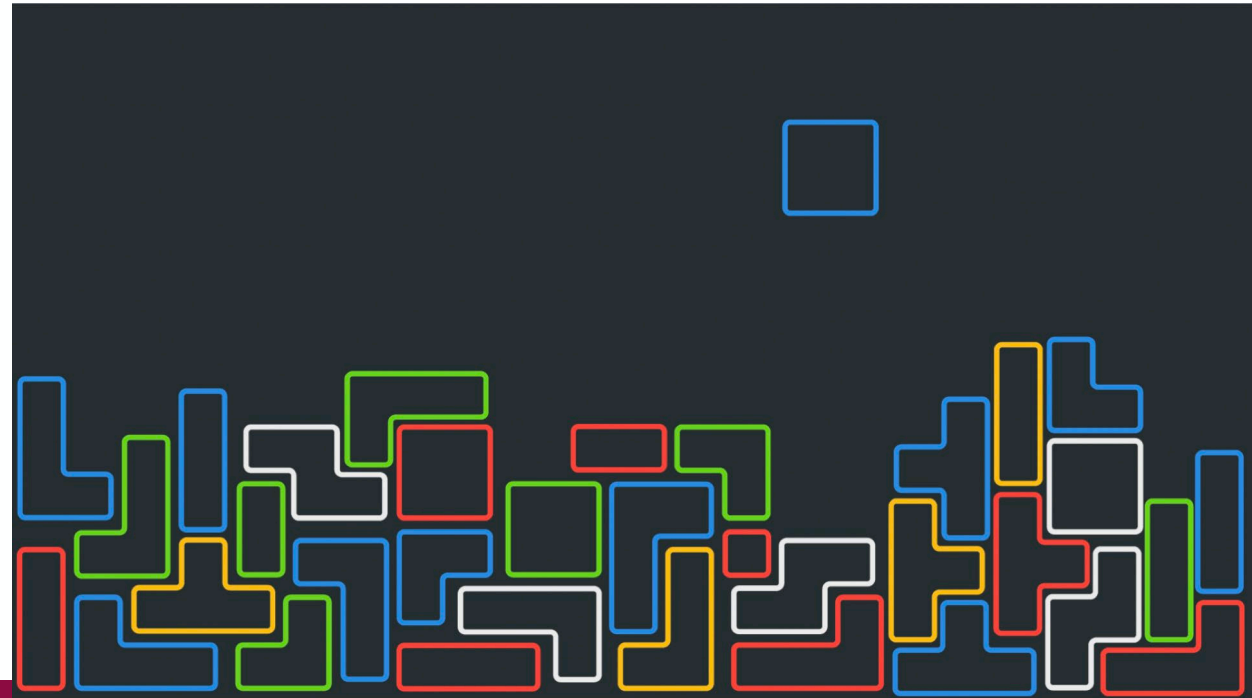
# Creative Media Technology

## Doña Ana Community College

- **Game Development – Associate, and 2 Certificates**

Prepares Students for Careers as:

- Game Artists and Animators
- Virtual Reality Technicians
- UNREAL Engine Technicians
- Level Designers



# Creative Media Technology

## Doña Ana Community College

- Fall 2024 the CMT Building at the Creative Campus will feature three specialty classrooms designed for the Creative Media Technology program.
  - Graphic and Web Design
  - Game Design, Virtual Reality and Animation
  - Cinematography and Photography
- 4,000 square foot soundstage that will operate as an instructional space and functional TV/Movie soundstage.



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# Creative Media Technology Doña Ana Community College

- DACC in the Creative Campus - Key Partners
  - Las Cruces Public Schools
  - NMSU, Creative Media Institute
  - KRWG
  - Arrowhead Center
  - Small Business Development Center
  - City of Las Cruces





CREATIVE MEDIA INSTITUTE  
AT  
NEW MEXICO STATE UNIVERSITY



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# CMI: Creative Media Institute

- Mission Statement: CMI is dedicated to developing the artistic endeavors of student content creators through industry-standard education, research, and collaboration in the art, craft, and production of storytelling and content creation through digital media.
- Degrees Offered:
  - BCM in Digital Filmmaking
  - BCM in Animation & Visual Effects
  - BA in Journalism & Media Studies
  - MFA in Creative Writing



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# CMI Numbers Fall 2023

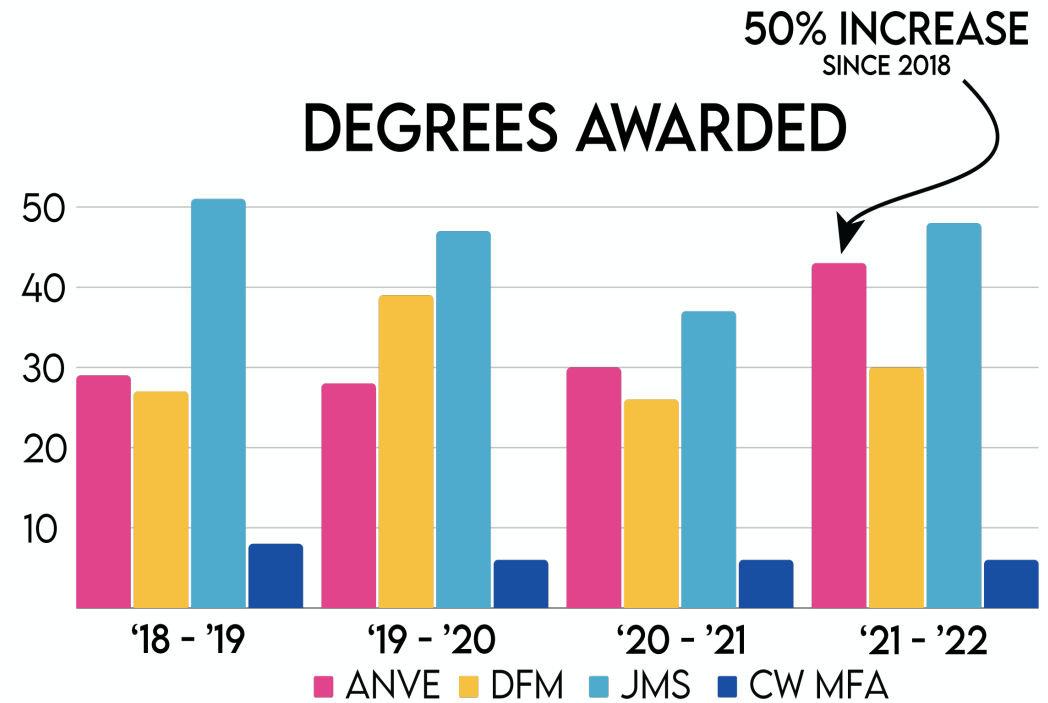
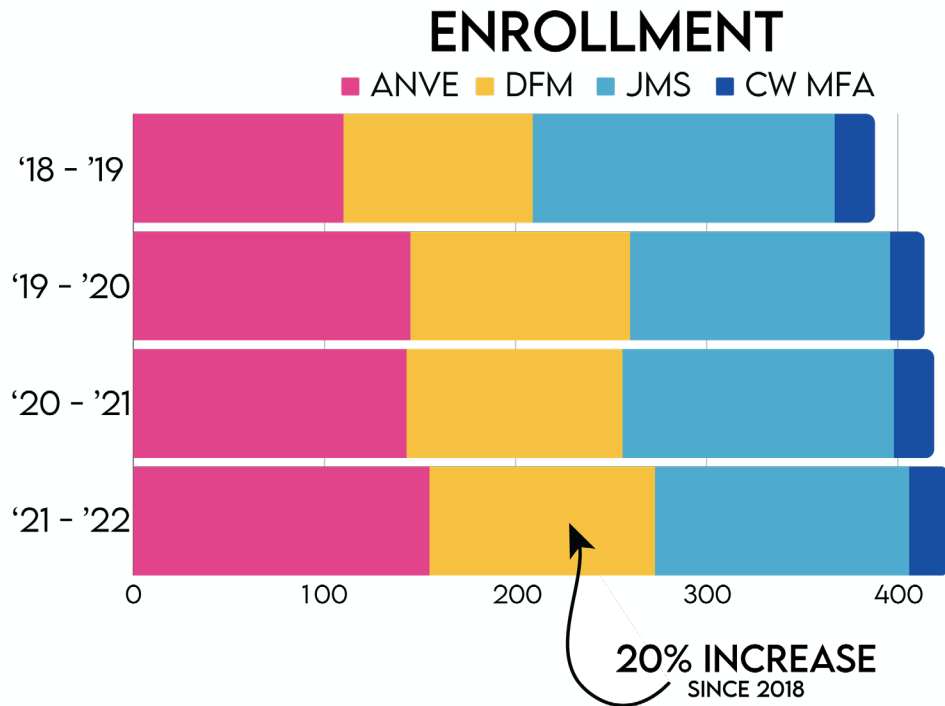
## STUDENTS:

- 190 G-CMI Majors (Freshmen and Transfer students hoping to apply for Film or Animation).
- 164 Animation & Visual Effects Majors
- 144 Digital Filmmaking Majors
- 139 Journalism & Media Studies Majors
- 20 MFA Graduate Students
- TOTAL: 657 students

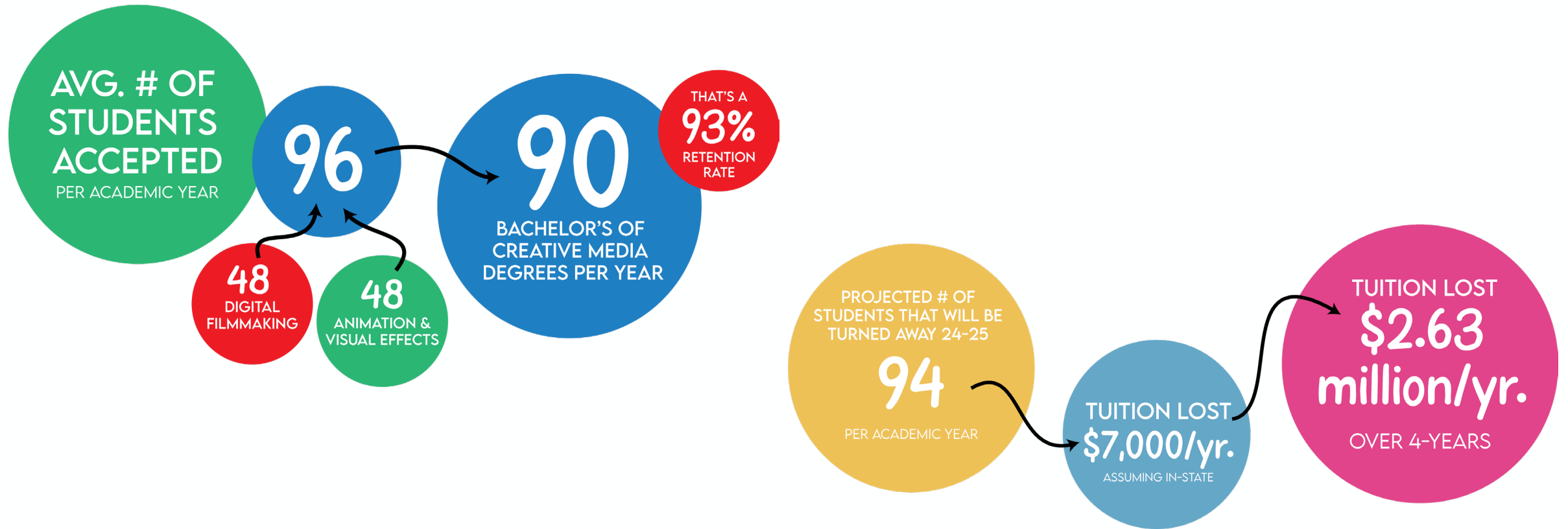
## FACULTY/STAFF:

- Film: 5 Full-time, 2 Visiting
- Animation: 5 Full-time, 1 Visiting
- Creative Writing: 3 Full-time, 1 Visiting, 1 Full-time on sabbatical
- Journalism: 7 Full-time faculty
- Staff: 3
- TOTAL: 3 Staff, 21 Full-time and 4 Visiting Faculty

# Growth of CMI



# CMI Application Process



# CMI Facts

- Award-winning filmmakers whose creative research work creates employment opportunities for our students.
- 2 Guggenheim winners
- Feature Filmmaking Class
- Gila Film School – Environmental Media Center
- Documentary Filmmaking
- Client-Based Storytelling – Student run PR/Advertising Agency
- News 22/Noticias 22
- Puerto del Sol literary magazine
- The Nelson—Boswell Reading Series
- Las Cruces International Film Festival

# Why do we want to grow?

- We need more space to accept more students to better serve NMSU, Las Cruces, and the southern NM region as a foundational piece of the Creative Campus.
- Creative Campus co-location will help us be better stewards of state resources and collaborate as we grow our programs and expand curricular offerings.
  - Location on Arrowhead Park helps us also attract industry partners to create more paid apprentice and internship experiential learning opportunities for our students.
- To have room for faculty and students to expand the work they're already doing together.
- Capacity to grow new-cross disciplinary degrees that can attract new industries and support existing ones.
  - CMI/JMS Documentary Production
  - CMI/Theater Production Design
  - BIS with E-Sports Concentration
  - Minor in Sports Broadcasting
  - Graduate programs
- Expand bilingual programming and training – Noticias 22 – bilingual film crew training program.



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# CMI: Proposed Building - GOBond





# Proposed CMI Building

First Floor



Second Floor



	CURRENT FACILITIES	NEW FACILITIES
USABLE TEACHING SPACE	~18,000 SQFT.	~49,000 SQFT.
SOUNDSTAGE FOR UNDERGRADUATE, TEACHING & FACULTY USE	X	✓
APPROPRIATE SPACE FOR CREATIVE WRITING GRADUATE PROGRAM	X	✓
COMPUTER LAB CLASSROOM SIZE (LIMITS NUMBER OF STUDENTS IN A CLASS)	17 STATIONS	20 STATIONS
DEDICATED STUDENT COMPUTER LAB	X	✓
PHOTOJOURNALISM & STUDIO LIGHTING CLASSROOM	X	✓
GREEN SCREEN STUDIO	X	✓
FOLEY, ADR, & SOUND DESIGN DESIGNATED RECORDING SPACES	X	✓
WIDE DOORS TO ACCOMODATE FILM & STUDIO EQUIPMENT	X	✓
INDUSTRY-STANDARD LOADING DOCK & ACCESS	X	✓

GROWTH OPPORTUNITY

15% INCREASE IN COHORT SIZE WILL IMMEDIATELY LEAD TO A WIDER GRADUATION PIPELINE



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# CMI Alumni Survey

A recent survey of 170 alumni from both the Digital Filmmaking and Animation & Visual Effects programs revealed the following:

- 59% of our alumni reported that their *first job* out of college was in or using Creative Media, and that they had this job within 2 months of graduating.
- 96% of our alumni reported that their *current work* was in or using Creative Media.
- 65% reported that they were employed in a creative media field, full-time, while 31% are employed part-time.
- 80% of our alumni stay in New Mexico and the border region for work.
- The most common positions our alumni reported as their initial jobs were:
  - Production Assistant, Camera Assistant, Animator, Writer's Assistant, Location Assistant, Graphic Designer, Video Producer, Background Actor, 3D Modeler
  - They reported starting salaries of \$45,000 - \$68,000, and starting wages from \$31/hour to \$45/hour.

Outside of the entertainment industry in NM, CMI alumni work for the following:

- White Sands Missile Range, Electronic Caregiver, Sandia National Labs, Los Alamos National Laboratory, UNM Medical School, NMCO Media, DACC, New Mexico State University
- Every major news outlet in New Mexico has at least one NMSU Journalism alumnus/a on staff.
- We have alumni teaching in Las Cruces Public Schools, El Paso Independent School District, schools and colleges across New Mexico, Texas, Arizona and Colorado.
- 1% of our alumni go on to graduate school. CMI Alumni have received advanced degrees from Florida State University, University of Southern California, UCLA, Columbia University, Chapman University, Leeds University, Arizona State University, UNM Law School. More would attend graduate school if graduate programs in Film and Animation existed in the state of NM.



ARROWHEAD CENTER  
AND  
THE CREATIVE CAMPUS @ ARROWHEAD PARK



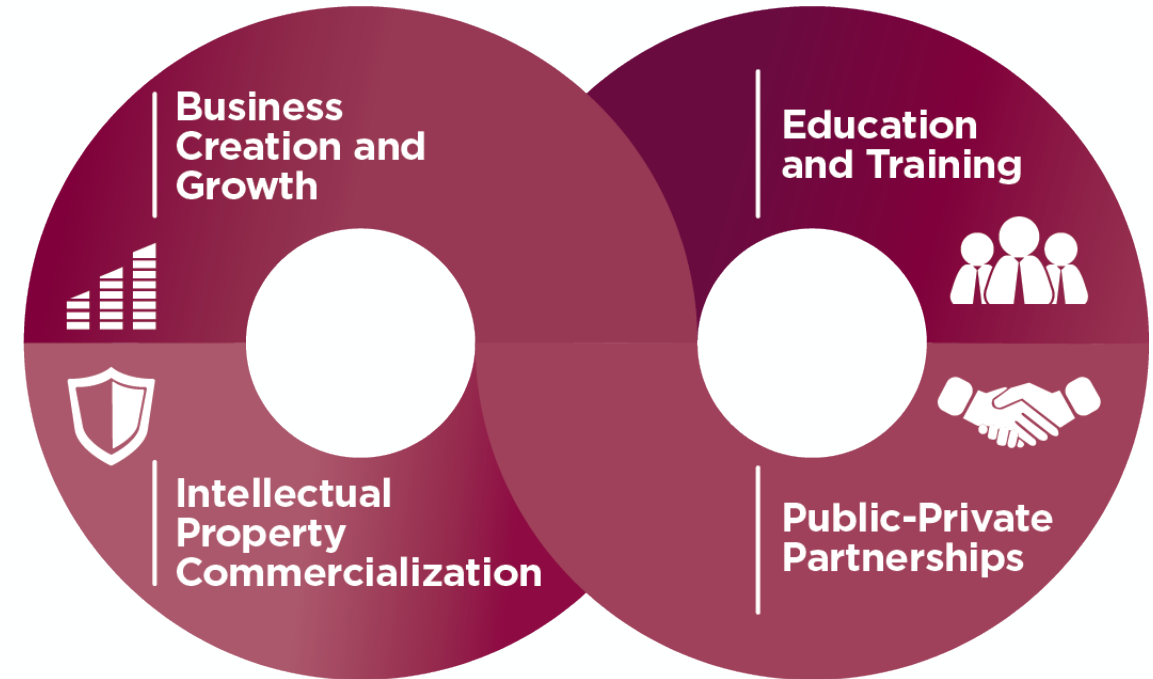
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# Arrowhead Center

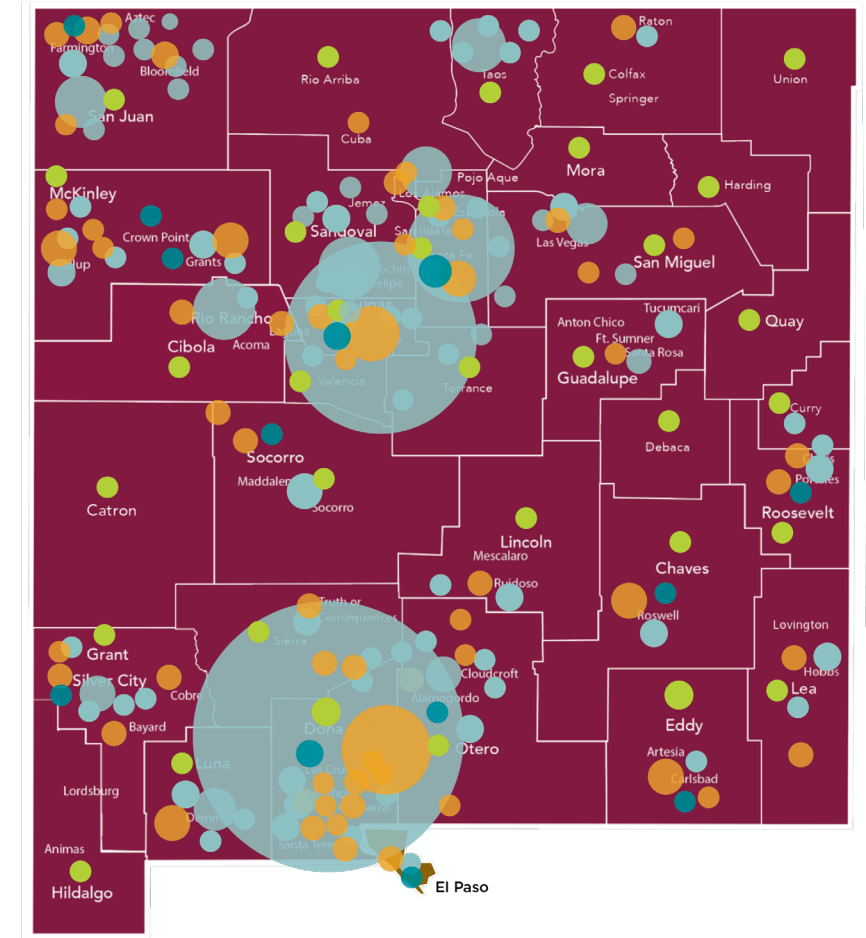
The **mission** of Arrowhead Center is to create **economic opportunity** in the region through **innovation and entrepreneurship**.



# Arrowhead Center

## By the Numbers: FY 2022

- Arrowhead clients: 1,587
- NM Communities served: 72
- NM Students engaged (K-16): > 11,000
- Sprint business accelerators: 13
- Client investment/funding: \$26.4M
- Client revenue: \$34.5M
- Enterprise Advisors: 61
- Total economic impact: \$100M+ annually
- Direct jobs created through Arrowhead Center programs: 1,121
- Arrowhead Innovation Fund: 140 jobs created by portfolio companies



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# Arrowhead Center

## Sprint Accelerators

### FY23 Cohorts:

- Women
- Outdoor Recreation
- Agriculture
- Native American Business
- Women
- **Film / Media**
- Tourism
- Food & Restaurant
- General

### Six week, virtual accelerators (meet once per week) include:

Product/business uniqueness, customers and competition, product/market fit, pivots and tailoring your product/business, online branding, marketing and social media, resources, funding and moving forward

Industry-specific topics (e.g. energy regulation, agriculture funding, etc.)

**One-on-one customized assistance** to each participant outside of weekly classes

**Access to resources**, e.g. funding organizations, complementary economic development organizations

**Follow-on support** to include one-on-one, customized assistance and access to Arrowhead resources and mentors

Up to **\$25,000** in Amazon Web Service Credits and **\$120,000** in IBM Cloud Credits.

# Arrowhead Park

## Mission/Vision

- 200 acre research park on main NMSU campus focused on regional economic growth
- Vision: To be the premier hub for colocation of workforce, industry, entrepreneurship and innovation

## Arrowhead Park Metrics

- 32 total employers, 371 full time jobs, \$107 million annual economic impact (2022)
- 60 acres developed, \$4 million public and \$80 million in private investment

## Target Sectors and Anchor Tenants

- |                           |   |
|---------------------------|---|
| • Health / Life Science   | Burrell College, Endeavor Labs, Palladium Diagnostics, Silicon Mesa |
| • Space                   | Spaceport America, Vista Photonics                                  |
| • Film / Media            | DACC Creative Media, NM Media Academy, Film Room                    |
| • Energy                  | El Paso Electric "Aggie Power"                                      |
| • Value-Added Agriculture | Bossy Gourmet, Young Guns Chile                                     |
| • Education               | Arrowhead Park Early College High School                            |



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# Creative Campus

## The Vision:

To develop a state of the art digital media complex where academia, industry, and the community are co-located to develop next-generation talent, produce world-class digital content, and generate significant economic growth in the region through applied research, entrepreneurship and industry investment.

## The Who, The Many:

- Academics / Research: NMSU, DACC, LCPS, Burrell College, AP ECHS
- Industry: Film, Digital Media, and Creative Industry Partners
- State / Local: Film NM, NM EDD, NM Media Academy, Film Las Cruces, City of Las Cruces
- Entrepreneurship: Arrowhead Center

## The How:

- Development of a world class workforce through academic and experiential excellence
- Support for entrepreneurs and small businesses to grow the sector's supply chain
- Attraction of new industry sector companies to grow the economic job base
- Develop the Creative Media Solutions Hub as a community and business resource center
- Provide office, lab, and collaborative spaces to facilitate innovation and growth



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# Creative Campus

## Current Efforts:

- Road and utility construction underway (EDA grant)
  - DACC CMT under construction
  - NMSU CMI funding FY2025, construction FY2026
  - Working with NM Media Academy to develop new southern hub for workforce development
- **Creative Solutions Hub**
    - Already delivering solutions through Apple Design Challenge efforts
    - Supporting AR/VR classroom implementation with EON Reality, others
  - **Business Plan and Economic Impact**
    - Planning for sustainable, robust operations model
    - Revenue generation through content generation, media services, memberships, sponsorships
    - Regional economic impact of \$5-6 million in first five years

DACC Creative Media Technology



NMSU Creative Media Institute





**MovieMaker**

**BEST PLACES TO  
LIVE & WORK  
AS A MOVIEMAKER**

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*Las Cruces*



## OUR MISSION

The mission of Film Las Cruces is to promote and develop the film and entertainment arts industries in Doria Ana County and Southern New Mexico.

Film Las Cruces is a full-service film and economic development organization, as well as a non-profit 501 c 3 organization. We are the official, state-recognized film liaison for our area, as well as an American Film Commissioners International member film office.



# The primary objectives of Film Las Cruces:

Maintain a film liaison office focused on the development and promotion of the film and entertainment arts industries in the City of Las Cruces, City of Anthony, Dona Ana County, and Southern New Mexico.

Promote and assist in the development of film and entertainment arts production infrastructure in Las Cruces and Dona Ana County.

Collaborate with regional academic institutions, professional film workforce development organizations, and the community to develop and sustain a trained film and entertainment arts workforce.

Maintain a comprehensive location, crew, and vendor support database.

Support community education about the film and entertainment arts industries.

Support local filmmakers



# Why Film Productions Pick Las Cruces?

**Premiere Film Incentives:** Access some of the nation's most robust and competitive offerings (up to 40% incentive program,) reducing costs and boosting project value.

**Low Cost of Production:** Enjoy approximately 25% less expenses for location fees, craft service, building materials, costume, and prop rentals compared to other places.

**Seamless Local Support:** Film Las Cruces offers unparalleled support, ensuring a smooth and successful filming experience.

**Convenient Connectivity:** Easy access with direct flights to Los Angeles from nearby El Paso, TX, just 40 miles away.

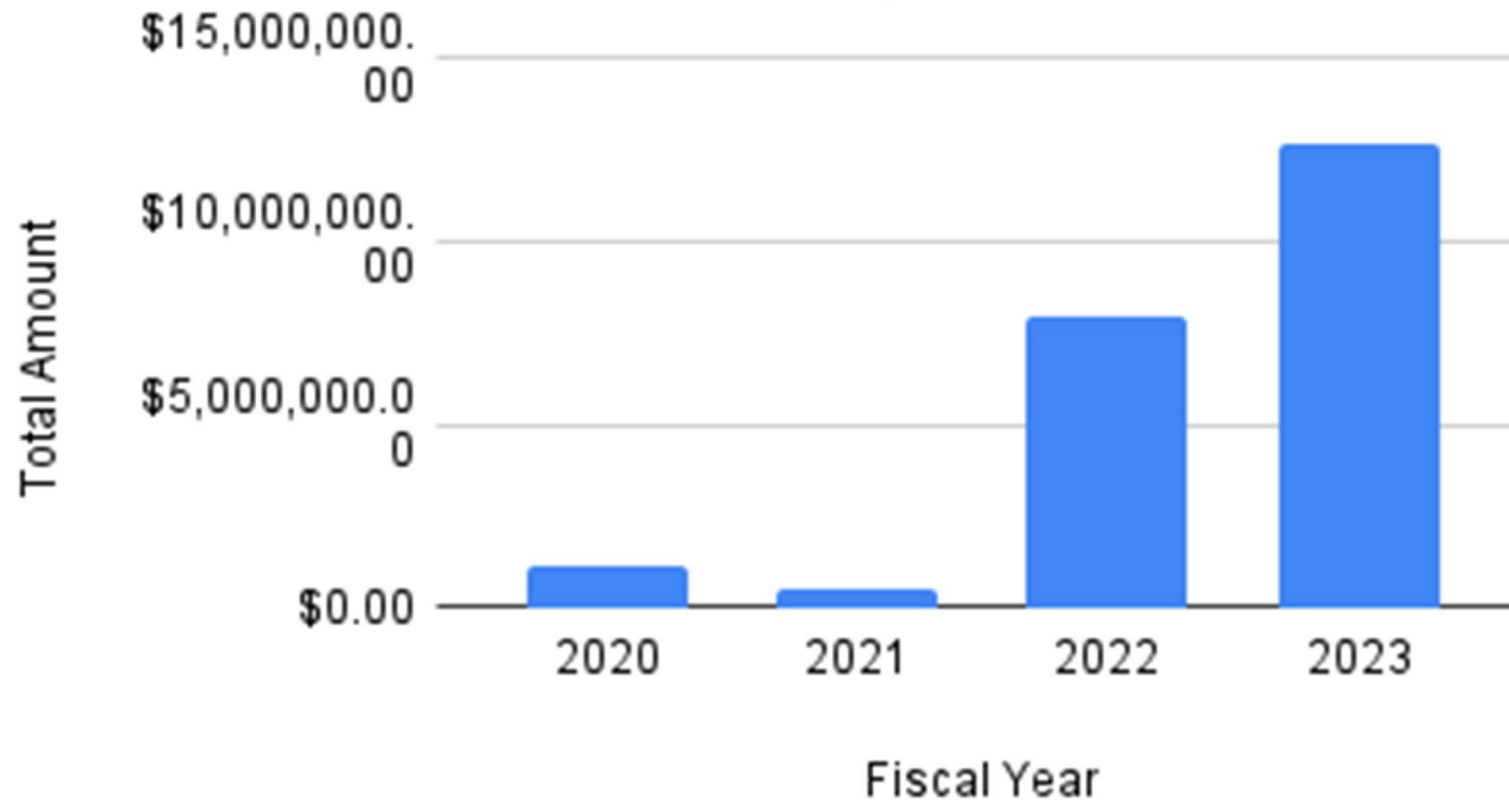
**Endless Sunshine:** Over 300+ days of sunshine annually, providing ideal filming conditions.

**World-Class Film Crew Training:** Access to a pool of skilled and trained film professionals.

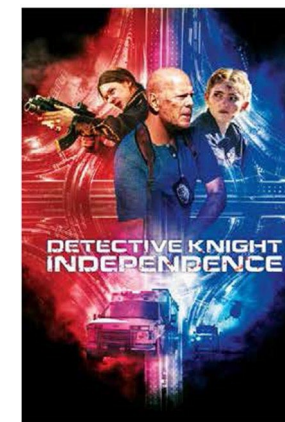
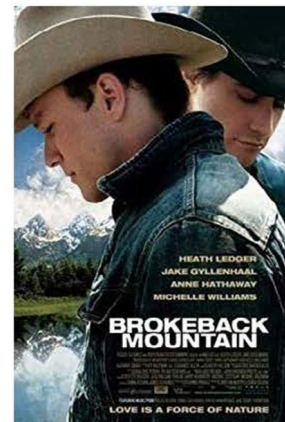
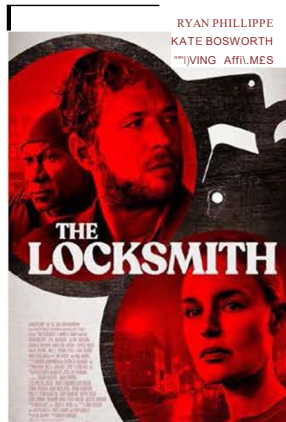
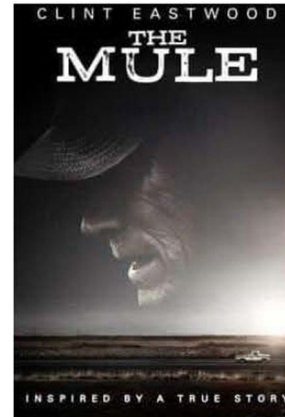
**Diverse Filming Locations:** Urban settings to picturesque landscapes, offering a range of diverse and unique locations.



# Total Annual Production Spend







**Thank you!**



# Creative Campus Benefits

- Students in **proximity to others** (faculty, staff, professionals, other students) engaged in film and digital media education
- Faculty and staff in proximity to each other and to industry professionals which will yield **synergistic opportunities**
- Enhanced **post-education job placement** supporting economic development in the region

# Thank you



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