

## Southwest Tennessee Community College

2024 Governor's Investment in Vocational Education (Give 3.0)

**Program Title:**

Southwest Entertainment Production Collaborative (SEPC)

**Lead Entity:**

Southwest Tennessee Community College

**Fiscal Agent:**

Southwest Tennessee Community College

**IN PARTNERSHIP WITH:**

**Workforce/Economic Development Agency:**

Memphis Chamber of Commerce

**Higher Education Institutions:**

University of Memphis

**LEA/School District:**

Millington Central Middle High School

Stax Music Academy

**Employer Partners:**

Garry Goin Band, Grove Recording Studio, Stax Music Academy, Gary Topper,  
Theatre Memphis, On Location Memphis, Emerald Theatre,  
Lone Tree Theatre, EMAX Productions

**Project Director**

Patsy R. Fancher  
5983 Macon Cove  
Memphis, TN 38134  
901-333-4151

[pfancher@southwest.tn.edu](mailto:pfancher@southwest.tn.edu)

**Project Co-director**

Dr. Charles Pender  
737 Union Avenue  
Memphis, TN 38103  
901-333-5158

[cpender@southwest.tn.edu](mailto:cpender@southwest.tn.edu)

**Funding Requested:**

\$1,500,000.00

DocuSigned by:



2304D4F4733346E...

President of Higher Education Institution

Dr. Tracy Hall, President

Fiscal Agent



Project Director

Patsy R. Fancher

Lead Entity

## Table of Content

	Page
<b>Abstract/Project Summary .....</b>	<b>3</b>
<b>Program Proposal .....</b>	<b>4-19</b>
Section 1: Demonstration of Need .....	4-7
Section 2: Program Plan .....	7-12
Section 3: Strength of Partnership .....	12-15
Section 4: Budget Plan .....	15
Section 5: Sustainability .....	15
Section 6: Optional Criteria .....	15-19
<b>Appendices .....</b>	<b>20-39</b>
Appendix A: Programs and Curricula for In-Demand Occupations .....	20-21
Appendix B: Memorandums of Understanding .....	22-33
Appendix C: Grant Budget Line-Item Details .....	34-35
Appendix D: Capital Purchases Consultant Narrative .....	36
Appendix E: Capital Purchases Renovation Diagram .....	37
Appendix F: Shelby County Census Tracts .....	38-39

## Southwest Tennessee Community College-SEPC

**Abstract/Project Summary**

In recent years, the digital revolution has transformed the music and entertainment industry globally, and Memphis has been impacted tremendously. There is a growing focus on interdisciplinary collaborations whereby music intersects with visual arts, technology, and community activism, creating unique and immersive experiences.

With this movement, the Memphis community finds itself with a deficiency of production personnel available to meet the growing workforce demands of the entertainment industry. The Southwest Entertainment Production Collaborative (SEPC) is designed to address this deficiency and produce the workforce needed to take the Memphis entertainment industry to the next level. The proposed project includes the creation of a partnership and community space where the collaboration between the Memphis Entertainment industry and academia can come together. Our vision is to create and provide a space where students will have a place to learn in an industry-standard setting, while visiting talent will have a place to convene, and entrepreneurs will have a place to grow.

This space will be achieved by renovating the college's Music area and establishing an Entertainment Studio at the Southwest Tennessee Community College (STCC), Union Avenue campus. With the Union Avenue campus being near Beale Street and Sun Studio, as well as many of the Entertainment venues, it is an ideal location. With the development of the Entertainment Studio, coupled with the existing Theater, TV Studio, and Graphic Arts lab on the Union Avenue campus, STCC will be able to address the industry needs in the Greater Memphis area.

The Entertainment Production AAS Degree curriculum will include multiple pathways in music, theater, TV, film and video production, and graphic arts/video editing. This expansion, along with innovative programs, will provide a workforce pipeline to the Memphis area's growing Entertainment industry through dual enrollment, industry certifications, and work-based learning.

## Southwest Tennessee Community College-SEPC

**Section 1: Demonstration of Need**

The Drive to 55 initiative was initiated by Governor Bill Haslam to equip 55% of Tennesseans with a certificate or college degree by 2025. The SEPC will help Shelby County achieve this goal by providing innovative programs that will combine the many facets of the Entertainment industry. Students will participate in a three-prong approach to learning, which includes structured learning opportunities, work-based learning, and earning industry-specific credentials.

**Localized Data Demonstrating the Need for Action**

Jobs4TN reports that in 2022 there were 5,534 job opportunities in the Arts and Entertainment industry for Shelby County, with a weekly wage of \$1,039.00. This equates to an hourly wage of approximately \$25.96 for a 40-hour week. As the Entertainment industry grows in the Memphis area, so will the demand for a strong workforce. The SEPC will fill this need with the creation of its state-of-the-art Entertainment Studio and the development of industry-driven, workforce-based programs. The SEPC, guided by the Memphis Chamber of Commerce, local businesses, and industry partners, is designed to address the lack of a solid workforce needed to take the Memphis entertainment industry to the next level.

The In-Demand Occupations for Tennessee and the Greater Memphis report shows that in 2020 there were 3,700 jobs in the Greater Memphis area and 17,340 in Tennessee for the Entertainment industry. This report projects that by 2028 those opportunities will increase by 47.46% in the Greater Memphis area and 45.32% increase in Tennessee.

Jobs4TN projects an average growth of 21.56 % in the Entertainment industry for Tennessee with an average yearly salary of \$50,669.00. The Greater Memphis Chamber projects an average growth of 9.5% in the Entertainment industry for the Greater Memphis area with an average hourly salary of \$26.70.

The SEPC will support several industries identified by the In-Demand Occupations for Tennessee and the Greater Memphis, Jobs4TN and the Greater Memphis Chamber.

## Southwest Tennessee Community College-SEPC

***In-Demand Occupations for Tennessee and the Greater Memphis Report***

OES 2019 SOC Code	Description	Greater Memphis 2020 Jobs	Tennessee 2020 Jobs	Greater Memphis 2028 Projected Employment	Tennessee 2028 Projected Employment	Greater Memphis Annual Openings (2018 - 2028)	Tennessee Annual Openings (2018 - 2028)	Greater Memphis Entry Level Earnings	Tennessee Entry Level Earnings	Greater Memphis Openings (2018 - 2028)/ Employment	Tennessee Openings (2018 - 2028)/ Employment
11-9198	Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other	3,070	16,710	6,468	36,869	515	3,030	\$20.06	\$20.46	16.78%	18.13%
27-1024	Graphic Designers	470	2,850	896	4,772	93	488	\$18.03	\$15.75	19.79%	17.12%
39-1098	First-Line Supervisors of Personal Service and Entertainment and Recreation Workers, Except Gambling Services	630	630	1,325	1,325	139	139	\$11.90	\$11.90	22.06%	22.06%

***Jobs4TN and Greater Memphis Chamber Occupations Report***

Occupation	Jobs4TN Growth Projection	Memphis Chamber Growth Projection	Jobs4TN Annual Wages	Memphis Chamber Hourly Wage
Audio & Video Technicians	21%	6%	\$38,277	\$23.43*
Broadcast Technicians	21%	19%	\$38,277	\$23.03*
Camera Operators	29%	1%	\$47,272	\$28.24*
Choreographers & Dancers	31%	19%	\$61,122	\$31.42*
Entertainers & Performers	34%	11%	\$20.31*	\$20.84*
Film & Video Editors	29%	20%	\$56,458	\$27.27*
Graphic Designers	3%	5%	\$49,087	\$25.54*
Lighting Technicians	29%	1%	\$47,749	\$25.23*
Media & Communication Equipment Technicians	21%	6%	\$30,855	\$21.25*
Media Technical Directors/Managers	29%	11%	\$59,731	\$23.96*
Musicians & Singers	11%	-4%	\$39.14*	\$39.94*
Producers & Directors	24%	9%	\$59,731	\$30.38*
Sound Engineering Technicians	21%	-4%	\$48,498	\$20.24*
Special Effects Artists & Animators	16%	6%	\$53,004	\$32.83*
Video Game Designers	13%	-	\$60,715	-
Web Developers & Digital Designers	13%	-	\$58,599	-

\* wages shown at a hourly rate

## Southwest Tennessee Community College-SEPC

**Clear linkages between grant activities and local/regional needs.**

The music and entertainment education in Memphis is not just about learning to perform; it is about equipping aspiring professionals with a comprehensive toolkit of skills. This includes understanding the business side of the industry, mastering technology relevant to recording and production, and developing a network of vital industry connections for long-term success. Career opportunities stemming from such education are vast, ranging from onstage performances and backstage, digital productions, along with management roles and technical experts.

The SEPC will address the workforce needs of Tennessee and the Greater Memphis area by preparing students for the In-Demand Occupations as identified by the Supply and Demand, Jobs4TN and the Greater Memphis Chamber reports. See [Appendix A](#) for a guide to the SEPC programs and curricula that will address each of the In-Demand Occupations.

In 2016, STCC joined the Achieving the Dream (ATD) network and launched the Big, Audacious Goal to Redesign, Reinvent, and Reset the Student Experience. This work led to a seamless process of improvements for students and the College--from recruitment to completion and while earning the College the coveted Bellwether Award for Planning, Finance, and Governance. As we now focus on “Reimagining the Community College Experience,” we at STCC are positioning ourselves to become the leading Workforce Solutions Center in Memphis and the Mid-South. This Spring semester 2024, we officially launched our new Center of Emphasis, the Southwest Workforce Solutions Center (SWSC). The SWSC takes the 2016 ATD work to the next logical level by providing a seamless experience for all students – credit and workforce. The Center serves as a bridge between workforce and academics by:

- Creating certificates to credit programs and accelerated pathways.
- Developing hands-on career exploration opportunities for K-12 students.
- Targeting specialized populations: Opportunities for Youths, Re-Entry Population, High-Crime/High Poverty Zip Codes, and Adult Learners.

## Southwest Tennessee Community College-SEPC

The SWSC is the hub for all career and technical programs within the College and will be the region's go-to resource for quality training and assessments. In doing so, the Center aligns itself with industry partners, like First Horizon and community organizations to provide exceptional professional training while nurturing the soft skills needed for today's jobs and the future. Thus, whether students seek to increase their skill set immediately, acquire a short-term certificate, earn an associate degree, or transfer to a four-year college or university, SWSC becomes the answer for them to launch their professional careers and enter the workforce. In addition, with these efforts and collaborations, SWSC provides accelerated technical training and simultaneous academic preparation that facilitate social and economic mobility for students by acquiring certain high-demand and high-wage-earning jobs.

### **Section 2: Program Plan**

#### **Detailed Summary of Proposed Program.**

The funds from this grant proposal will be used to renovate the current music area to create a fully functional industry-standard Entertainment Production Studio, purchase modern equipment and software, hire a part-time technician, and market the program. The foregoing will be used to support current programs at the college, such as the Commercial Music Technical Certificate, the University Parallel with a Music Emphasis AS degree and the Theater Arts AFA. Additionally, this renovation will support the development of two certificate programs that are currently in development: Film and Video Production Technical Certificate and Entertainment Production Technical Certificate. These certificates will be fully embedded into an Entertainment Production, AAS program under development. Selected pathways of the AAS Degree program will comprise transferable courses to the University of Memphis and other four-year institutions.

We will establish a strong Advisory Board, which is essential to the program's success. These members will include business representatives from Work-Based Learning (WBL) partners and K-12 associates, representing each area of the SEPC. The members will serve on an ongoing basis throughout the project and beyond. The

## Southwest Tennessee Community College-SEPC

Advisory Board will meet at least twice a year. The project co-director will chair and oversee the Advisory Board.

These new partnerships will meet area workforce needs through the collaboration representing K-12 education, workforce development, and local employers. Currently, the Memphis area does not have a program that addresses the diverse Entertainment Production industry needs directly. This collaboration of interdisciplinary curriculum and facilities is necessary to provide the workforce with much-needed employees. Additionally, it will give students access to valuable tools to increase the number of students gaining post-secondary credentials.

The SEPC, in partnership with our industry partners, will produce graduates with certificates and/or an AAS degree from STCC. This will fill a growing workforce demand, as well as address the current and potential future skill gaps in the entertainment industry. In addition, this will help the Memphis area school district reach and surpass its college enrollment rate by increasing the number of students who complete a college credential to support the TN Drive to 55 initiatives through the program's Dual Enrollment curriculum. Students will become equipped with skills and be able to earn stackable credentials that support the local workforce economy. This, in turn, will support students in finding purpose and direction by establishing a connection between natural talent, skills, and knowledge of in-demand education pathways and careers. The stackable credentials will consist of three certificates: Commercial Music Technical Certificate, Film and Video Production Technical Certificate, and Entertainment Production Technical Certificate. These certificates will be fully embedded into an Entertainment Production AAS degree. Additionally, the Commercial Music Technical Certificate is also fully embedded in the University Parallel with a Music Emphasis AS degree.

The SEPC will identify and address skill gaps that will prepare students for successful entry into the workforce. Through these partnerships, seamless pathways will enable students to enter the workforce with essential credentials, degrees, and work-based learning experience. Furthermore, to meet a growing need among industry employers, the program will seek to remove barriers for middle and high school students through a



## Southwest Tennessee Community College-SEPC

multi-pronged approach that will create student awareness of Entertainment Production career paths, job opportunities, awareness of employers in the area, and provide educational opportunities for students.

To further strengthen our community relations, we will have an Entertainment Summer Camp. The Summer Camp will be run by the Southwest Workforce and Community Solutions department and the Communication, Graphic and Fine Arts department. The target audience for the Summer Camp will be High School students in grades 8-12. The Summer Camp will be held in the Entertainment Studio, Theater, TV Studio and Graphic Arts lab on the Union Avenue campus. Classes will include Commercial Music Production, Theater Arts, Film and Video Production, and Entertainment Production and Video Editing.

During this grant project, surveys will be administered to students, faculty, and industry partners to help measure its progress. The Advisory Board representatives will play a vital role in evaluating progress by reviewing the survey results and making recommendations for improvement. The passage rates for each course will also be tracked, as will the proportion of students admitted and enrolled in the Entertainment Production certificates and program.

### Detailed project timeline, key objectives and measurables.

Description	Year/Quarter/ Semester	Metric
From Advisory Board, start Entertainment AAS program process.	Aug-Sept Fall 2024	Form Advisory Board (industries and local K-12 representatives), send surveys to the Board and prepare documents for new AAS.
Bids for construction. Develop Entertainment AAS.	1/Oct-Dec Fall 2024	Identify the bid process, and post bid for renovating the Music area on the Union Ave campus. Curriculum map for the Entertainment AAS program, enter program proposal into Curriculog and prepare for Curriculum Committee meeting.
Hire a construction contractor. Renovation construction begins. Develop WBL opportunities. Develop Dual enrollment opportunities with the local school district.	1/Jan-Mar Spring 2025	After the bidding process is complete, determine the awarding contractor. Renovation of the Music area on the Union Ave campus begins. Begin preliminary discussions with the Advisory Board to establish WBL opportunities. Identify industry partner for internships. Begin preliminary discussions with the local school district to establish a possible dual enrollment program and/or courses. Identify the High Schools that have existing programs that fit the Entertainment AAS curriculum and/or those that are interested in starting one.
1st Advisory Board meeting.	1/April-June Spring 2025	Convene the 1st Advisory Board meeting to discuss the program & continue discussion on possible WBL and Dual Enrollment opportunities.

## Southwest Tennessee Community College-SEPC

Order equipment. 2nd Advisory Board meeting. Proposals for WBL with industry partners & Dual enrollment to local school district. Hire a part-time Studio technician.	2/Oct-Dec Fall 2025	Place an order for the equipment needed for the Entertainment studio. Convene the 2nd Advisory Board meeting to discuss the program's progression & continue discussion on possible WBL and Dual Enrollment opportunities. Develop proposals for the WBL that have been confirmed by the industry partners & Dual Enrollment program and/or courses that have been confirmed with the High Schools. Begin the process of identifying & hiring a part-time technician who will oversee the installation of the new equipment, maintain the studio, and teach classes.
Renovation construction completed. Begin advertising and recruitment campaigns. Begin plans for the industry and student open house.	2/Jan-Mar Spring 2026	Renovation of the Music area on the Union Ave campus is complete. An extensive advertising and recruitment campaign will begin led by the Southwest Communications, Marketing & Community Relations department. The Graphic Arts Technology students will develop the deliverables for the campaign as a class project. Begin discussion and planning for the industry and student open house to be held at the end of Summer 2026. This will be led by the Southwest Communications, Marketing & Community Relations department, and the Communication, Graphic and Fine Arts department.
Install equipment. 3rd Advisory Board meeting.	2/April-June Spring 2026	Begin installation of the new equipment as it is delivered to the new studio overseen by the Studio technician. Convene the 3rd Advisory Board meeting to discuss the program's progression and continue discussing WBL and Dual Enrollment opportunities for Fall 2026.
Faculty training on equipment. Industry and student open house. Finalize Fall 2026 semester WBL. Finalize Fall 2026 semester Dual Enrollment classes.	2/April-June Summer 2026	Faculty Development session for training on the new equipment in the Studio. Hold the industry and student open house in the new Studio area. Finalize what WBLs will be offered during the Fall 2026 semester. Finalize what Dual Enrollment course will be offered during Fall 2026 semester and enter them on the course schedule.
1st semester classes begin in a new space.	2/July-Sept Fall 2026	First-semester classes are to be held in the new Studio for Fall 2026.
4th Advisory Board meeting. Finalize Spring 2027 semester WBL & Dual Enrollment classes	3/Oct-Dec Fall 2026	Convene the 4th Advisory Board meeting to discuss the program's progression. Identify WBLs for the semester and discuss internship contracts. Discuss Dual Enrollment for Spring 2027. Finalize what WBLs & Dual Enrollment course will be offered during the Spring 2027 semester.
Begin plans for the 2027 Entertainment Production Summer Camp. 2nd semester classes begin in a new space. 1st survey students, faculty, and industry partners.	3/Jan-Mar Spring 2027	Begin planning for the 2027 Entertainment Summer Camp to be held Summer 2027. This will be led by the Southwest Workforce and Community Solutions department and the Communication, Graphic and Fine Arts department. The target audience for the Summer Camp will be High School students in grades 8-12. Second-semester classes are to be held in the new Studio for spring 2027. Develop and distribute the first survey to students, faculty, and industry partners to reflect the Fall 2026 and Spring 2027 semesters.
5th Advisory Board meeting.	3/April-June Spring 2027	Convene the fifth Project Advisory Board Committee meeting to discuss the program's progression. Present and discuss the first survey of students, faculty, and industry partners from Fall 2026 and Spring 2027 semesters. Discuss WBLs and Dual Enrollment for the Fall 2027 semester.

## Southwest Tennessee Community College-SEPC

2027 Entertainment Production Summer Camp. Finalize Fall 2027 semester WBL & Dual Enrollment classes.	3/April-June Summer 2027	Hold the 2027 Entertainment Production Summer Camp in the new Studio area led by the Southwest Workforce and Community Solutions department and the Communication, Graphic and Fine Arts department for High School students in grades 8-12. Finalize what WBLs & Dual Enrollment course will be offered during the Fall 2027 semester.
3rd semester classes begin in a new space.	3/July-Sept Fall 2027	Third-semester classes are to be held in the new Studio for Fall 2027.
6th Advisory Board meeting. Finalize Spring 2028 semester WBL & Dual Enrollment classes.	4/Oct-Dec Fall 2027	Convene the sixth Advisory Board meeting to discuss the program's progression. Identify WBLs for the Fall 2027 semester and discuss internship contracts. Discuss Dual Enrollment for Spring 2028. Finalize what WBLs & Dual Enrollment course will be offered during the Spring 2028 semester.
Begin plans for the 2028 Entertainment Production Summer Camp. 4th semester classes begin in a new space.	4/Jan-Mar Spring 2027	Begin planning for the 2028 Entertainment Summer Camp to be held in Summer 2027. Fourth-semester classes are to be held in the new Studio for Spring 2028.
2nd survey students, faculty, and industry partners.	4/April-June Spring 2028	Develop and distribute the second survey to students, faculty, and industry partners to reflect the Fall 2027 and Spring 2028 semesters.
7th Advisory Board meeting. Summer Camp in partnership with Workforce Development. Finalize Fall 2028 semester WBL & Dual Enrollment classes.	4/April-June Summer 2028	Convene the seventh Advisory Board meeting to discuss the program's progression. Present and discuss the second survey of students, faculty, and industry partners from Fall 2027 and Spring 2028 semesters. Discuss WBLs and Dual Enrollment for the Fall 2028 semester. Hold the 2028 Entertainment Production Summer Camp. Finalize what WBLs & Dual Enrollment course will be offered during the Fall 2028 semester.
5th semester classes begin in a new space. 8th Advisory Board meeting.	4/July-Sept Fall 2028	Fifth-semester classes are to be held in the new Studio for Fall 2028. Convene the eighth Advisory Board meeting to discuss the program's progression and its future.

### Work-Based Learning

An Entertainment Production internship course will be developed as part of the curriculum to align with the WBL Framework. The internship will have a set of learning outcomes aligned with the curriculum and WBL placement. Also, the course will require interaction with career professionals and supervisors who will assess student proficiency in the context of the learning outcomes.

The internship will require exploration of student interests and alignment with academic program choices, ensuring there will be multiple opportunities to explore various aspects of potential careers and sufficient time to develop employability and career skills. With the guidance from WBL Coordinator and faculty advisor, each student must maintain a portfolio containing documented evidence of his or her learning, proficiency, and

## Southwest Tennessee Community College-SEPC

professional development. The student's portfolios can include, but are not limited to videos, floor plans, schematics, manuscripts, stage designs, compositions and music scores. Each student will also be required to make a post about how his or her internship experiences were related to his or her career goals in the local industry.

### **Section 3: Strength of Partnership**

**Detailed description of each mandatory partner's role and capabilities in implementing the identified program.**

Industry partnerships will play a crucial role in SEPC success by providing real-world experience, networking opportunities, and industry insights. They play a vital role in enriching the educational experience, preparing students for careers in entertainment production, and bridging the gap between academia and industry practice.

K-12 partners play an essential role by providing a pipeline for students to enter a career-driven program.

Our industry partners have agreed to provide the following opportunities for students in the program:

1. Offer at least one WBL experience for Southwest Tennessee Community College's Entertainment Production students as a 20-hour per week for-credit internship.
2. A schedule that includes at least one full day (8 hours).
3. Students will keep a log to document time and functions during the internship and the WBL partner will review and approve.
4. Provide at least one group workshop for students per academic year.

These requirements will be flexible depending on the size and type of business. Each employment site will provide supervision and evaluation of the student's performance.

***Project Partners***

<b>Partners</b>	<b>Lead Personnel</b>	<b>Role</b>	<b>Experience</b>	<b>Project Task</b>
Greater Memphis Chamber	Ted Townsend	President, CEO. Lead Contact of Project.	The Chamber has been established since 1838. Ted Townsend has been President, CEO since 2022.	Organize and oversee student internships and workshops.
Garry Goin Band	Garry Goin	Owner. Lead Contact of Project.	He has been in the entertainment business since the late 20th century.	Organize and oversee student internships and workshops.
Grove Recording Studio	John Dollahite	Owner. Lead Contact of Project.	State-of-the-art recording studio for many years.	Organize and oversee student internships and workshops.
Stax Music Academy	Isaac Daniels	Executive Director. Lead Contact of Project.	Stax was established in 2000. Isaac Daniels was named Director in 2022.	Organize and oversee student internships and workshops.
Gary Topper	Gary Topper	Professional Musician. Lead Contact of Project.	One of the most accomplished professional musicians in Memphis.	Organize and oversee student internships and workshops.
Theatre Memphis	Debbie Litch	Executive Producer. Lead Contact of Project.	The Theatre has been established since 1921. Debbie Litch has been Executive Producer since 2004.	Organize and oversee student internships and workshops.
On Location: Memphis, Inc.	Angela Green	Executive Director	On Location; Memphis, Inc has been in business for the past 17 years. Angela Green has been with the company since 2010 and Executive Director since 2014.	Organize and oversee student internships and workshops.

## Southwest Tennessee Community College-SEPC

Kurt Clayton/Music Industry Professor/University of Memphis	Kurt Clayton	Music Industry Professor	Kurt "KC" Clayton for over 25 years. A 2-time Grammy nominated Producer, songwriter, Arranger and Artist.	Organize and oversee student workshops.
Emerald Theatre Company	Hal Harmon	Co-Artistic Director	Co-Artistic Director of Emerald Theatre for 27 years.	Organize and oversee student internships and workshops.
Lone Tree Theatre	Julia Hinson	Executive Director. Lead Contact of Project.	Executive Director of Lone Tree Live since 2016.	Organize and oversee student workshops.
EMAX Productions	Byron Bozeman	CEO	EMAX Production has been in business since 2005.	Organize and oversee student internships and workshops.
Millington Central Middle High School	Michael Perry	Principal	He has held the position of principal since 2021.	Organize and oversee student Dual Enrollment program.

The grant's Governance and accountability will be STCC's responsibility; specifically, The Entertainment Production Collaborative Director Patsy R. Fancher and Co-director Dr. Charles Pender. Ms. Fancher will oversee the budget, order equipment, and maintain the schedule. Dr. Pender will work with the WBL partners, monitor work-based learning opportunities, and oversee the renovation and installation of the equipment. In conjunction with the STCC Dual Enrollment office, Ms. Fancher and Dr. Pender will arrange and monitor the Dual Enrollment curriculum.

**Memorandum of Understanding (MOU) outlining the partnership agreement from local and area employers and partnering postsecondary institutions.**

Memorandum of Understanding (MOUs) from Workforce/Economic Development Agency: Memphis Chamber of Commerce, Higher Education Institution: University of Memphis, LEA/School Districts: Millington Central Middle High School, Stax Music Academy, and Employer Partners: Garry Goin Band, Gary

## Southwest Tennessee Community College-SEPC

Topper, Grove Recording, On Location Memphis, EMAX Productions, Emerald Theatre, Lone Tree Theatre, Theatre Memphis are available in [Appendix B](#).

### **Section 4: Budget Plan**

The grant budget and detailed discussion of how each line item supports the goals and stated outcomes of the program are shown in [Appendix C](#). The Capital Purchases Consultant Narrative is shown in [Appendix D](#) and the Capital Purchases Renovation Diagram is shown in [Appendix E](#).

### **Section 5: Sustainability**

#### **Detailed plan for sustaining the program beyond the 48-month funding period.**

It is projected that the Entertainment Production program will be self-sustaining after the 48-month of the GIVE Grant period. The Advisory Board will be represented by members that support and are already committed to the expansion of Entertainment Production-related educational opportunities. Also, funds to support this project after the grant's conclusion will be sustained by increased enrollment in the program and the continued expansion of the dual enrollment initiative.

Equipment purchased through the grant will be maintained and upgraded by using Perkins and TAF funds. The Summer Camps will be supported by STCC, the Communications, Graphic and Fine Arts Department and the Southwest Workforce and Community Solutions Department.

### **Section 6: Optional Criteria**

#### **High Demand Programs**

Given the Greater Memphis area's rich musical heritage and vibrant arts scene, there are several in-demand entertainment production jobs that have been identified by the THEC Academic Supply Occupational Demand Report, Jobs4TN and the Greater Memphis Chamber.

1. **Film/TV Production Crew:** With Memphis becoming an increasingly popular filming location for movies, TV shows, and commercials, there is a demand for various crew positions such as directors,

## Southwest Tennessee Community College-SEPC

producers, cinematographers, production assistants, grips, and electricians. Approximately 20-25% of the entertainment production jobs in the city are related to film and TV production.

2. **Music Producer/Engineer:** Memphis has a deep musical history, especially in blues, rock 'n' roll, and soul music. Music producers and engineers are needed to work in recording studios, helping artists create and produce music. Approximately 20-25% of the entertainment production jobs in the city are related to the music industry.
3. **Live Event Production Crew:** Memphis hosts numerous live events, concerts, festivals, and theater productions throughout the year. Jobs such as stage managers, audio engineers, lighting technicians, and event coordinators are essential for these productions. Live event production jobs make up around 15-20% of the market.
4. **Theatre Production Staff:** Memphis has a thriving theater scene, with several theaters producing live performances regularly. Jobs in theater production include stage directors, set designers, costume designers, prop masters, and stagehands. Theater production jobs constitute around 10-15% of the entertainment production jobs in the city.
5. **Digital Content Creators:** With the rise of digital media platforms, there is a growing demand for content creators, including videographers, photographers, graphic designers, and social media managers to produce engaging content for online audiences. Digital Content Creators represent approximately 10-15% of the market.
6. **Tour Managers and Road Crew:** Memphis attracts many touring musicians and bands. Tour managers, roadies, and other crew members are needed to ensure smooth coordination and operations during tours and performances. These touring-related jobs may make up around 5-10% of the market.
7. **Event Planners:** From weddings and corporate events to music festivals and art exhibitions, event planners play a crucial role in organizing and executing successful events in Memphis. Event planning jobs represent around 5-10% of the market.



## Southwest Tennessee Community College-SEPC

**County Economic Status Acknowledgement**

Shelby County is the most populous county in Tennessee with an estimated population of 910,042 (about half the population of Idaho). Even though it is rated as transitional as reported by the 2023 Tennessee Department of Economic and Community Development, it has several areas of economic disparity, poverty, and social challenges, particularly in certain neighborhoods within the city of Memphis. Factors such as unemployment, poverty rates, educational attainment, and access to healthcare contribute to this distress. Shelby County has a poverty rate of 18.65% compared to 13.3% for Tennessee and 11.5% for the United States.

Shelby County Economic Status: Transitional

Index Value Rank (of 3,113 counties in U.S., 1 is the best): 1,966.

Per Capita Market Income: \$45,834

Poverty Rate: 18.6%

Three Year Average Unemployment Rate: 6.8%

Additionally, as reported in the Memphis Poverty Fact Sheet 2023 produced by Dr. Elena Delavega of the School of Social Work at the University of Memphis, and Dr. Gregory M. Blumenthal, Memphis has an overall poverty rate of 21.4%. Child poverty is 32.7%, poverty rate for Blacks is 24.7%, for Hispanics/Latinx is 22.7%, and the poverty rate for Whites in the city of Memphis is 12.2%. In general, poverty rates for the City of Memphis continue to be higher than poverty rates in Shelby County for every category and both are higher than poverty rates in Tennessee. Data was gathered from the 2023 American Community Survey Released in September 2022, and previous datasets.

***Diverse Poverty Rates in Memphis, Shelby County, Tennessee, and the United States***

<b>2022 Poverty Rate</b>	<b>Overall</b>	<b>Under 18</b>	<b>18-64</b>	<b>Over 65</b>	<b>White</b>	<b>Black</b>	<b>Latino</b>	<b>Asian</b>
<b>United States</b>	12.6%	16.3%	11.7%	10.9%	9.9%	21.3%	16.8%	10.1%
<b>Tennessee</b>	13.3%	17.6%	12.4%	11.0%	10.9%	21.0%	20.0%	8.7%
<b>Shelby County</b>	16.5%	23.7%	14.5%	12.8%	8.1%	21.7%	19.4%	N/A
<b>Memphis city, Tennessee</b>	21.4%	32.7%	18.3%	15.7%	12.2%	24.7%	22.7%	N/A

## Southwest Tennessee Community College-SEPC

STCC consistently enrolls many students from populations traditionally underrepresented in higher education. The College served 7,280 students in fall 2023. It supports an area that has one of the lowest percentages of college-educated citizens in the nation. In fact, Memphis rates among the highest-ranked cities for the percentage of residents living in poverty. According to a 2022 analysis of the nation's 150 largest metropolitan statistical areas, Memphis ranked 103 for adults aged 25 and older with a bachelor's degree or higher (WalletHub, 2022). More than 65% of the city's residents aged 25 and older do not have a postsecondary credential, and this data is significant since most STCC's students are Memphis residents.

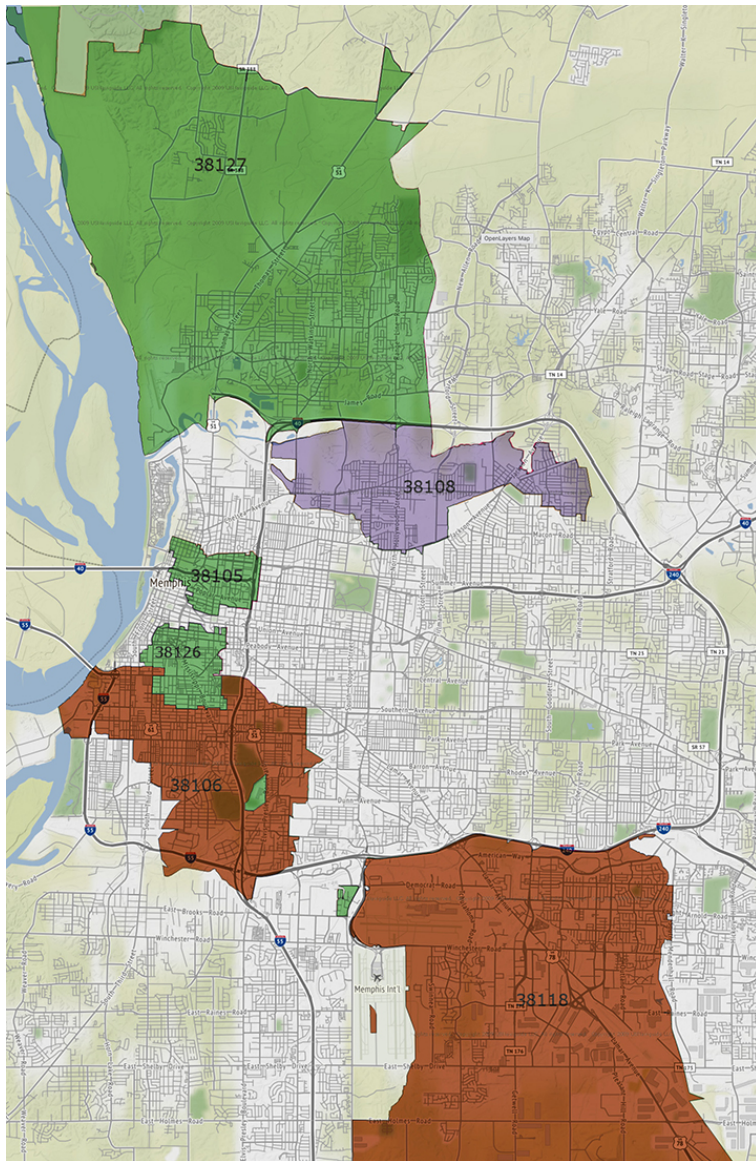
There are 62 Persistent Poverty Census Tracts in Shelby County centered in and around the Greater Memphis area. With STCC's two main campuses and five centers, we service all these census areas. See [Appendix F](#) for Persistent Poverty Census Tract maps for Shelby County.

Census Tracts in Persistent Poverty: Shelby County 1989 to 2015-2019							
State	County	ID	Census Tract	State	County	ID	Census Tract
Tennessee	Shelby County	47157	47157000200	Tennessee	Shelby County	47157	47157006200
Tennessee	Shelby County	47157	47157000300	Tennessee	Shelby County	47157	47157006500
Tennessee	Shelby County	47157	47157000400	Tennessee	Shelby County	47157	47157006700
Tennessee	Shelby County	47157	47157000600	Tennessee	Shelby County	47157	47157006800
Tennessee	Shelby County	47157	47157000700	Tennessee	Shelby County	47157	47157007000
Tennessee	Shelby County	47157	47157000800	Tennessee	Shelby County	47157	47157007810
Tennessee	Shelby County	47157	47157000900	Tennessee	Shelby County	47157	47157007821
Tennessee	Shelby County	47157	47157001300	Tennessee	Shelby County	47157	47157007822
Tennessee	Shelby County	47157	47157001400	Tennessee	Shelby County	47157	47157007900
Tennessee	Shelby County	47157	47157001500	Tennessee	Shelby County	47157	47157008110
Tennessee	Shelby County	47157	47157001900	Tennessee	Shelby County	47157	47157008120
Tennessee	Shelby County	47157	47157002000	Tennessee	Shelby County	47157	47157008200
Tennessee	Shelby County	47157	47157002100	Tennessee	Shelby County	47157	47157008900
Tennessee	Shelby County	47157	47157002400	Tennessee	Shelby County	47157	47157009901
Tennessee	Shelby County	47157	47157002500	Tennessee	Shelby County	47157	47157009902
Tennessee	Shelby County	47157	47157002700	Tennessee	Shelby County	47157	47157010110
Tennessee	Shelby County	47157	47157002800	Tennessee	Shelby County	47157	47157010300
Tennessee	Shelby County	47157	47157003000	Tennessee	Shelby County	47157	47157010500
Tennessee	Shelby County	47157	47157003600	Tennessee	Shelby County	47157	47157011100
Tennessee	Shelby County	47157	47157003700	Tennessee	Shelby County	47157	47157011200
Tennessee	Shelby County	47157	47157003800	Tennessee	Shelby County	47157	47157011300
Tennessee	Shelby County	47157	47157003900	Tennessee	Shelby County	47157	47157011400
Tennessee	Shelby County	47157	47157004500	Tennessee	Shelby County	47157	47157011500
Tennessee	Shelby County	47157	47157004600	Tennessee	Shelby County	47157	47157011600
Tennessee	Shelby County	47157	47157005000	Tennessee	Shelby County	47157	47157011700
Tennessee	Shelby County	47157	47157005300	Tennessee	Shelby County	47157	47157022022
Tennessee	Shelby County	47157	47157005500	Tennessee	Shelby County	47157	47157022210
Tennessee	Shelby County	47157	47157005700	Tennessee	Shelby County	47157	47157022220
Tennessee	Shelby County	47157	47157005800	Tennessee	Shelby County	47157	47157022310
Tennessee	Shelby County	47157	47157005900	Tennessee	Shelby County	47157	47157022330
Tennessee	Shelby County	47157	47157006000	Tennessee	Shelby County	47157	47157022700

## Southwest Tennessee Community College-SEPC

The Memphis Poverty Fact Sheet 2023 reports that there are six Persistent Poverty zip codes in Memphis that have an average poverty rate of 40.6 with the number 1 rank area at 56.4. Located in these six areas, there are 216 K-12 schools. STCC's two campuses and five centers serve all six areas. One of our LEA/School Districts, Stax Music Academy, is in these areas. As the program advances, we anticipate serving additional Shelby County and Memphis area K-12 schools. In any case, these six persistent poverty areas are located within a 15-mile radius of our Union Avenue campus where the SEPC will be housed.

### ***Six Persistent Poverty Zip Codes in Memphis with an average poverty rate of 40.6***



## Southwest Tennessee Community College-SEPC

## APPENDICES

## Appendix A: Programs and Curricula for In-Demand Occupations

Academic Programs	Length of Program	Stackable & Embedded	Occupation
Entertainment Production, AAS	2 years (60 credit hours)	Yes	Audio & Video Technicians Broadcast Technicians Camera Operators Choreographers & Dancers Entertainers & Performers Film & Video Editors Graphic Designers Lighting Technicians Media & Communication Equipment Technicians Media Technical Directors/Managers Musicians & Singers Producers & Directors Sound Engineering Technicians Special Effects Artists & Animators
Commercial Music Technical Certificate	1 year (23 credit hours)	Yes	Audio & Video Technicians Entertainers & Performers Media & Communication Equipment Technicians Media Technical Directors/Managers
University Parallel with a Music Emphasis, AS	2 years (60 credit hours)	No	Musicians & Singers Producers & Directors Sound Engineering Technicians
Entertainment Production Technical Certificate	1 year (22 credit hours)	Yes	Audio & Video Technicians Entertainers & Performers Lighting Technicians Media & Communication Equipment Technicians Media Technical Directors/Managers Musicians & Singers Producers & Directors Sound Engineering Technicians

## Southwest Tennessee Community College-SEPC

Film and Video Production Technical Certificate	1 year (18 credit hours)	Yes	Audio & Video Technicians Broadcast Technicians Camera Operators Film & Video Editors Graphic Designers Lighting Technicians Media & Communication Equipment Technicians Media Technical Directors/Managers Producers & Directors Sound Engineering Technicians Special Effects Artists & Animators
Graphic Arts Technology, Interactive Multimedia, AAS	2 years (60 credit hours)	No	Audio & Video Technicians Camera Operators Film & Video Editors Graphic Designers Media & Communication Equipment Technicians Media Technical Directors/Managers Producers & Directors Sound Engineering Technicians Special Effects Artists & Animators Video Game Designers Web Developers & Digital Designers
Theater Arts in Performance, AFA	2 years. (60 credit hours)	No	Audio & Video Technicians Broadcast Technicians Choreographers & Dancers Entertainers & Performers Lighting Technicians Musicians & Singers Producers & Directors Sound Engineering Technicians
Theater Arts in Design, AFA	2 years (60 credit hours)	No	

[Back to narrative.](#)

Southwest Tennessee Community College-SEPC

Appendix B: Memorandums of Understanding

DocuSign Envelope ID: CF9958FA-2AB1-4CC7-9539-31545E52253B

[PRELIMINARY] MEMORANDUM OF UNDERSTANDING BETWEEN  
SOUTHWEST TENNESSEE COMMUNITY COLLEGE  
AND  
THE GREATER MEMPHIS CHAMBER

I. Memorandum of Understanding

This preliminary Memorandum of Understanding (MOU) shall be effective upon the signature of all participating parties and is contingent upon a successful grant award.

II. Purpose

The purpose of the preliminary MOU is to apply for funding through the GIVE 3.0 Governor’s Investment in Vocational Education Grant. This MOU solidifies commitments between the two parties for a collaboration to develop and implement the Southwest Entertainment Production Collaborative (SEPC) initiative and assist in planning, developing, coordinating, providing, and evaluating pipeline services and describing the roles and responsibilities of the Work-Based Learning (WBL) opportunities.

The SEPC program will improve the coordination, integration, accessibility, and effectiveness of Entertainment Production training in the program.

II. Partners

Lead applicant and project backbone, Southwest Tennessee Community College has engaged industry partners in the establishment of this preliminary award to provide Workforce training to program students. The industry partner will provide feedback and active participation throughout the life of the grant.

An Entertainment Production internship course will be developed as part of the curriculum to align with the WBL Framework. The internship will have a set of learning outcomes aligned with the curriculum and WBL placement. The course will require interaction with career professionals and supervisors who will assess student proficiency in the context of the learning outcomes.

This document attests the Greater Memphis Chamber’s support of Southwest Tennessee Community College’s GIVE 3.0 Grant, Southwest Entertainment Production Collaborative.

Upon the award of the grant funds associated with this proposal the Greater Memphis Chamber agrees to the following:

1. Offer at least one WBL experience for Southwest Tennessee Community College’s Entertainment Production students as a 20-hour per week for-credit internship.
2. A schedule that includes at least one full day (8 hours).
3. Students will keep a log to document time and functions during the internship and the WBL partner will review and approve.
4. Provide at least one group workshop for students per academic year.

Southwest Tennessee Community College:

DocuSigned by:

*Dr. Tracy D. Hall*  
Dr. Tracy D. Hall, President

4/25/2024

Date

Memphis Chamber of Commerce

*Ted Townsend*  
Ted Townsend, President, CEO

4/23/24



Southwest Tennessee Community College-SEPC

DocuSign Envelope ID: BCF4CEF2-9CD8-47B5-B758-5DDE12817F5B

[PRELIMINARY] MEMORANDUM OF UNDERSTANDING BETWEEN  
SOUTHWEST TENNESSEE COMMUNITY COLLEGE  
AND THE  
GARRY GOIN BAND

**I. Memorandum of Understanding**

This preliminary Memorandum of Understanding (MOU) shall be effective upon the signature of all participating parties and is contingent upon a successful grant award.

**II. Purpose**

The purpose of the preliminary MOU is to apply for funding through the GIVE 3.0 Governor's Investment in Vocational Education Grant. This MOU solidifies commitments between the two parties for a collaboration to develop and implement the Southwest Entertainment Production Collaborative (SEPC) initiative and assist in planning, developing, coordinating, providing, and evaluating pipeline services and describing the roles and responsibilities of the Work-Based Learning (WBL) opportunities.

The SEPC program will improve the coordination, integration, accessibility, and effectiveness of Entertainment Production training in the program.

**II. Partners**

Lead applicant and project backbone, Southwest Tennessee Community College has engaged industry partners in the establishment of this preliminary award to provide Workforce training to program students. The industry partner will provide feedback and active participation throughout the life of the grant.

An Entertainment Production internship course will be developed as part of the curriculum to align with the WBL Framework. The internship will have a set of learning outcomes aligned with the curriculum and WBL placement. The course will require interaction with career professionals and supervisors who will assess student proficiency in the context of the learning outcomes.

This document attests the Gary Goin Band support of Southwest Tennessee Community College's GIVE 3.0 Grant, Southwest Entertainment Production Collaborative.

Upon the award of the grant funds associated with this proposal, the Gary Goin Band agrees to the following:

1. Offer at least one WBL experience for Southwest Tennessee Community College's Entertainment Production students as a 20-hour per week for-credit internship.
2. A schedule that includes at least one full day (8 hours).
3. Students will keep a log to document time and functions during the internship and the WBL partner will review and approve.
4. Provide at least one group workshop for students per academic year.

**Southwest Tennessee Community College:**

DocuSigned by:

*Dr. Tracy D. Hall*

Dr. Tracy D. Hall, President

4/25/2024

Date

**Garry Goin Band**

*Garry Goin*

Garry Goin Band, Lead

4/15/24

Date

Southwest Tennessee Community College-SEPC

DocuSign Envelope ID: BCF4CEF2-9CD8-47B5-B758-5DDE12817F5B

[PRELIMINARY] MEMORANDUM OF UNDERSTANDING BETWEEN  
SOUTHWEST TENNESSEE COMMUNITY COLLEGE  
AND THE  
GROVE RECORDING STUDIO/JOHN DOLLAHITE

**I. Memorandum of Understanding**

This preliminary Memorandum of Understanding (MOU) shall be effective upon the signature of all participating parties and is contingent upon a successful grant award.

**II. Purpose**

The purpose of the preliminary MOU is to apply for funding through the GIVE 3.0 Governor’s Investment in Vocational Education Grant. This MOU solidifies commitments between the two parties for a collaboration to develop and implement the Southwest Entertainment Production Collaborative (SEPC) initiative and assist in planning, developing, coordinating, providing, and evaluating pipeline services and describing the roles and responsibilities of the Work-Based Learning (WBL) opportunities.

The SEPC program will improve the coordination, integration, accessibility, and effectiveness of Entertainment Production training in the program.

**II. Partners**

Lead applicant and project backbone, Southwest Tennessee Community College has engaged industry partners in the establishment of this preliminary award to provide Workforce training to program students. The industry partner will provide feedback and active participation throughout the life of the grant.

An Entertainment Production internship course will be developed as part of the curriculum to align with the WBL Framework. The internship will have a set of learning outcomes aligned with the curriculum and WBL placement. The course will require interaction with career professionals and supervisors who will assess student proficiency in the context of the learning outcomes.

This document attests the Grove Recording Studio/John Dollahite support of Southwest Tennessee Community College’s GIVE 3.0 Grant, Southwest Entertainment Production Collaborative.

Upon the award of the grant funds associated with this proposal, the Grove Recording Studio/John Dollahite agrees to the following:

1. Offer at least one WBL experience for Southwest Tennessee Community College’s Entertainment Production students as a 20-hour per week for-credit internship.
2. A schedule that includes at least one full day (8 hours).
3. Students will keep a log to document time and functions during the internship and the WBL partner will review and approve.
4. Provide at least one group workshop for students per academic year.

**Southwest Tennessee Community College:**

DocuSigned by:

*Dr. Tracy D. Hall*

4/25/2024

2301D4F773334CF  
Dr. Tracy D. Hall, President

Date

**Grove Recording Studio/John Dollahite**

*John Dollahite*

4-15-24

John Dollahite, Chief Audio Engineer/Producer/Sound Technician

Date



Southwest Tennessee Community College-SEPC

DocuSign Envelope ID: BCF4CEF2-9CD8-47B5-B758-5DDE12817F5B

[PRELIMINARY] MEMORANDUM OF UNDERSTANDING BETWEEN  
SOUTHWEST TENNESSEE COMMUNITY COLLEGE  
AND THE  
STAX MUSIC ACADEMY/ISAAC DANIELS

**I. Memorandum of Understanding**

This preliminary Memorandum of Understanding (MOU) shall be effective upon the signature of all participating parties and is contingent upon a successful grant award.

**II. Purpose**

The purpose of the preliminary MOU is to apply for funding through the GIVE 3.0 Governor's Investment in Vocational Education Grant. This MOU solidifies commitments between the two parties for a collaboration to develop and implement the Southwest Entertainment Production Collaborative (SEPC) initiative and assist in planning, developing, coordinating, providing, and evaluating pipeline services and describing the roles and responsibilities of the Work-Based Learning (WBL) opportunities.

The SEPC program will improve the coordination, integration, accessibility, and effectiveness of Entertainment Production training in the program.

**II. Partners**

Lead applicant and project backbone, Southwest Tennessee Community College has engaged industry partners in the establishment of this preliminary award to provide Workforce training to program students. The industry partner will provide feedback and active participation throughout the life of the grant.

An Entertainment Production internship course will be developed as part of the curriculum to align with the WBL Framework. The internship will have a set of learning outcomes aligned with the curriculum and WBL placement. The course will require interaction with career professionals and supervisors who will assess student proficiency in the context of the learning outcomes.

This document attests the Stax Music Academy/Isaac Daniels support of Southwest Tennessee Community College's GIVE 3.0 Grant, Southwest Entertainment Production Collaborative.

Upon the award of the grant funds associated with this proposal, the Stax Music Academy/Isaac Daniels agrees to the following:

1. Offer at least one WBL experience for Southwest Tennessee Community College's Entertainment Production students as a 20-hour per week for-credit internship.
2. A schedule that includes at least one full day (8 hours).
3. Students will keep a log to document time and functions during the internship and the WBL partner will review and approve.
4. Provide at least one group workshop for students per academic year.

**Southwest Tennessee Community College:**

DocuSigned by:

*Dr. Tracy D. Hall*

Dr. Tracy D. Hall, President

4/25/2024

Date

**Stax Music Academy/Isaac Daniels**

*Isaac Daniels*  
Isaac Daniels, Director

4-15-24

Date

Southwest Tennessee Community College-SEPC

DocuSign Envelope ID: BCF4CEF2-9CD8-47B5-B758-5DDE12817F5B

[PRELIMINARY] MEMORANDUM OF UNDERSTANDING BETWEEN  
SOUTHWEST TENNESSEE COMMUNITY COLLEGE  
AND THE  
GARY TOPPER

**I. Memorandum of Understanding**

This preliminary Memorandum of Understanding (MOU) shall be effective upon the signature of all participating parties and is contingent upon a successful grant award.

**II. Purpose**

The purpose of the preliminary MOU is to apply for funding through the GIVE 3.0 Governor's Investment in Vocational Education Grant. This MOU solidifies commitments between the two parties for a collaboration to develop and implement the Southwest Entertainment Production Collaborative (SEPC) initiative and assist in planning, developing, coordinating, providing, and evaluating pipeline services and describing the roles and responsibilities of the Work-Based Learning (WBL) opportunities.

The SEPC program will improve the coordination, integration, accessibility, and effectiveness of Entertainment Production training in the program.

**II. Partners**

Lead applicant and project backbone, Southwest Tennessee Community College has engaged industry partners in the establishment of this preliminary award to provide Workforce training to program students. The industry partner will provide feedback and active participation throughout the life of the grant.

An Entertainment Production internship course will be developed as part of the curriculum to align with the WBL Framework. The internship will have a set of learning outcomes aligned with the curriculum and WBL placement. The course will require interaction with career professionals and supervisors who will assess student proficiency in the context of the learning outcomes.

This document attests Garry Topper's support of Southwest Tennessee Community College's GIVE 3.0 Grant, Southwest Entertainment Production Collaborative.

Upon the award of the grant funds associated with this proposal, Garry Topper agrees to the following:

1. Offer at least one WBL experience for Southwest Tennessee Community College's Entertainment Production students as a 20-hour per week for-credit internship.
2. A schedule that includes at least one full day (8 hours).
3. Students will keep a log to document time and functions during the internship and the WBL partner will review and approve.
4. Provide at least one group workshop for students per academic year.

**Southwest Tennessee Community College:**

DocuSigned by:

4/25/2024

*Dr. Tracy D. Hall*

Dr. Tracy D. Hall, President

Date

**Gary Topper**

*Gary Topper*  
Gary Topper, Professional Musician

4/15/24

Date

# Southwest Tennessee Community College-SEPC

DocuSign Envelope ID: 7A82486E-C581-475D-855F-EBD8C783CBEA

## [PRELIMINARY] MEMORANDUM OF UNDERSTANDING BETWEEN SOUTHWEST TENNESSEE COMMUNITY COLLEGE AND **THEATRE MEMPHIS**

### I. Memorandum of Understanding

This preliminary Memorandum of Understanding (MOU) shall be effective upon the signature of all participating parties and is contingent upon a successful grant award.

### II. Purpose

The purpose of the preliminary MOU is to apply for funding through the GIVE 3.0 Governor's Investment in Vocational Education Grant. This MOU solidifies commitments between the two parties for a collaboration to develop and implement the Southwest Entertainment Production Collaborative (SEPC) initiative and assist in planning, developing, coordinating, providing, and evaluating pipeline services and describing the roles and responsibilities of the Work-Based Learning (WBL) opportunities.

The SEPC program will improve the coordination, integration, accessibility, and effectiveness of Entertainment Production training in the program.

### II. Partners

Lead applicant and project backbone, Southwest Tennessee Community College has engaged industry partners in the establishment of this preliminary award to provide Workforce training to program students. The industry partner will provide feedback and active participation throughout the life of the grant.

An Entertainment Production internship course will be developed as part of the curriculum to align with the WBL Framework. The internship will have a set of learning outcomes aligned with the curriculum and WBL placement. The course will require interaction with career professionals and supervisors who will assess student proficiency in the context of the learning outcomes.

This document attests **Theatre Memphis** support of Southwest Tennessee Community College's GIVE 3.0 Grant, Southwest Entertainment Production Collaborative.

Upon the award of the grant funds associated with this proposal **Theatre Memphis** agrees to the following:

1. Offer at least one WBL experience for Southwest Tennessee Community College's Entertainment Production students as a 20-hour per week for-credit internship.
2. A schedule that includes at least one full day (8 hours).
3. Students will keep a log to document time and functions during the internship and the WBL partner will review and approve.

**Southwest Tennessee Community College:**

*Dr. Tracy D. Hall*

Dr. Tracy D. Hall, President

4/19/2024

Date

**Theatre Memphis**

*Debbie Litch*

Debbie Litch, Executive Producer

4-12-2024

Date

## Southwest Tennessee Community College-SEPC

DocuSign Envelope ID: 7A82486E-C581-475D-855F-EBD8C783CBEA

### [PRELIMINARY] MEMORANDUM OF UNDERSTANDING BETWEEN SOUTHWEST TENNESSEE COMMUNITY COLLEGE AND ON LOCATION: MEMPHIS, INC.

**I. Memorandum of Understanding**

This preliminary Memorandum of Understanding (MOU) shall be effective upon the signature of all participating parties and is contingent upon a successful grant award.

**II. Purpose**

The purpose of the preliminary MOU is to apply for funding through the GIVE 3.0 Governor’s Investment in Vocational Education Grant. This MOU solidifies commitments between the two parties for a collaboration to develop and implement the Southwest Entertainment Production Collaborative (SEPC) initiative and assist in planning, developing, coordinating, providing, and evaluating pipeline services and describing the roles and responsibilities of the Work-Based Learning (WBL) opportunities.

The SEPC program will improve the coordination, integration, accessibility, and effectiveness of Entertainment Production training in the program.

**III. Partners**

Lead applicant and project backbone, Southwest Tennessee Community College has engaged industry partners in the establishment of this preliminary award to provide Workforce training to program students. The industry partner will provide feedback and active participation throughout the life of the grant.

An Entertainment Production internship course will be developed as part of the curriculum to align with the WBL Framework. The internship will have a set of learning outcomes aligned with the curriculum and WBL placement. The course will require interaction with career professionals and supervisors who will assess student proficiency in the context of the learning outcomes.

This document attests On Location: Memphis, Inc. support of Southwest Tennessee Community College’s GIVE 3.0 Grant, Southwest Entertainment Production Collaborative.

Upon the award of the grant funds associated with this proposal On Location: Memphis, Inc. agrees to the following:

1. Offer at least one WBL experience for Southwest Tennessee Community College’s Entertainment Production students as a 20-hour per week for-credit internship.
2. A schedule that includes at least one full day (8 hours).
3. Students will keep a log to document time and functions during the internship and the WBL partner will review and approve.

**Southwest Tennessee Community College:**

<small>DocuSigned by:</small> <i>Dr. Tracy D. Hall</i> <small>2304D4F473334CE...</small>	4/19/2024
Dr. Tracy D. Hall, President	Date

**On Location Memphis, Inc.**

By: <i>Angela D Green</i>	04 / 15 / 2024
— Angela D. Green, Executive Director	

# Southwest Tennessee Community College-SEPC

DocuSign Envelope ID: BCF4CEF2-9CD8-47B5-B758-5DDE12817F5B

## [PRELIMINARY] MEMORANDUM OF UNDERSTANDING BETWEEN SOUTHWEST TENNESSEE COMMUNITY COLLEGE AND THE KURT CLAYTON/MUSIC INDUSTRY PROFESSOR/UNIVERSITY OF MEMPHIS

### I. Memorandum of Understanding

This preliminary Memorandum of Understanding (MOU) shall be effective upon the signature of all participating parties and is contingent upon a successful grant award.

### II. Purpose

The purpose of the preliminary MOU is to apply for funding through the GIVE 3.0 Governor's Investment in Vocational Education Grant. This MOU solidifies commitments between the two parties for a collaboration to develop and implement the Southwest Entertainment Production Collaborative (SEPC) initiative and assist in planning, developing, coordinating, providing, and evaluating pipeline services and describing the roles and responsibilities of the Work-Based Learning (WBL) opportunities.

The SEPC program will improve the coordination, integration, accessibility, and effectiveness of Entertainment Production training in the program.

### III. Partners

Lead applicant and project backbone, Southwest Tennessee Community College has engaged industry partners in the establishment of this preliminary award to provide Workforce training to program students. The industry partner will provide feedback and active participation throughout the life of the grant.

An Entertainment Production internship course will be developed as part of the curriculum to align with the WBL Framework. The internship will have a set of learning outcomes aligned with the curriculum and WBL placement. The course will require interaction with career professionals and supervisors who will assess student proficiency in the context of the learning outcomes.

This document attests Kurt Clayton/Music Industry Professor/University of Memphis support of Southwest Tennessee Community College's GIVE 3.0 Grant, Southwest Entertainment Production Collaborative.

Upon the award of the grant funds associated with this proposal, Kurt Clayton/Music Industry Professor/University of Memphis agrees to the following:

1. Offer at least one WBL experience for Southwest Tennessee Community College's Entertainment Production students as a one week 20-hour workshop/seminar per academic year.
2. Students will keep a log to document time and functions during the internship and the WBL partner will review and approve.
3. Provide at least one group workshop/seminar for students per academic year.

### Southwest Tennessee Community College:

DocuSigned by:

*Dr. Tracy D. Hall*

4/25/2024

Dr. Tracy D. Hall, President

Date

**Kurt Clayton**



4.19.24

Kurt Clayton/Music Industry Professor/University of Memphis

Date



# Southwest Tennessee Community College-SEPC

DocuSign Envelope ID: 7A82486E-C581-475D-855F-EBD8C783CBEA

## [PRELIMINARY] MEMORANDUM OF UNDERSTANDING BETWEEN SOUTHWEST TENNESSEE COMMUNITY COLLEGE AND THE Emerald Theatre Company

### I. Memorandum of Understanding

This preliminary Memorandum of Understanding (MOU) shall be effective upon the signature of all participating parties and is contingent upon a successful grant award.

### II. Purpose

The purpose of the preliminary MOU is to apply for funding through the GIVE 3.0 Governor’s Investment in Vocational Education Grant. This MOU solidifies commitments between the two parties for a collaboration to develop and implement the Southwest Entertainment Production Collaborative (SEPC) initiative and assist in planning, developing, coordinating, providing, and evaluating pipeline services and describing the roles and responsibilities of the Work-Based Learning (WBL) opportunities.

The SEPC program will improve the coordination, integration, accessibility, and effectiveness of Entertainment Production training in the program.

### II. Partners

Lead applicant and project backbone, Southwest Tennessee Community College has engaged industry partners in the establishment of this preliminary award to provide Workforce training to program students. The industry partner will provide feedback and active participation throughout the life of the grant.

An Entertainment Production internship course will be developed as part of the curriculum to align with the WBL Framework. The internship will have a set of learning outcomes aligned with the curriculum and WBL placement. The course will require interaction with career professionals and supervisors who will assess student proficiency in the context of the learning outcomes.

This document attests Emerald Theatre Company support of Southwest Tennessee Community College’s GIVE 3.0 Grant, Southwest Entertainment Production Collaborative.

Upon the award of the grant funds associated with this proposal Emerald Theatre Company agrees to the following:

1. Offer at least one WBL experience for Southwest Tennessee Community College’s Entertainment Production students as a 20-hour per week for-credit internship.
2. A schedule that includes at least one full day (8 hours).
3. Students will keep a log to document time and functions during the internship and the WBL partner will review and approve.

**Southwest Tennessee Community College:**

*Dr. Tracy D. Hall*

4/19/2024

Dr. Tracy D. Hall, President

Date

**Emerald Theatre Company**

*Hal Harmon*

April, 15, 2024

Hal Harmon – Co-Artistic Director

Date

Southwest Tennessee Community College-SEPC

DocuSign Envelope ID: BCF4CEF2-9CD8-47B5-B758-5DDE12817F5B

[PRELIMINARY] MEMORANDUM OF UNDERSTANDING BETWEEN  
SOUTHWEST TENNESSEE COMMUNITY COLLEGE  
AND THE  
LONE TREE THEATER

**I. Memorandum of Understanding**

This preliminary Memorandum of Understanding (MOU) shall be effective upon the signature of all participating parties and is contingent upon a successful grant award.

**II. Purpose**

The purpose of the preliminary MOU is to apply for funding through the GIVE 3.0 Governor's Investment in Vocational Education Grant. This MOU solidifies commitments between the two parties for a collaboration to develop and implement the Southwest Entertainment Production Collaborative (SEPC) initiative and assist in planning, developing, coordinating, providing, and evaluating pipeline services and describing the roles and responsibilities of the Work-Based Learning (WBL) opportunities.

The SEPC program will improve the coordination, integration, accessibility, and effectiveness of Entertainment Production training in the program.

**II. Partners**

Lead applicant and project backbone, Southwest Tennessee Community College has engaged industry partners in the establishment of this preliminary award to provide Workforce training to program students. The industry partner will provide feedback and active participation throughout the life of the grant.

An Entertainment Production Workshop will be developed as part of the curriculum to align with the WBL Framework. The workshop will have a set of learning outcomes aligned with the curriculum and WBL placement. The course will require interaction with career professionals and supervisors who will assess student proficiency in the context of the learning outcomes.

This document attests the Lone Tree Theater support of Southwest Tennessee Community College's GIVE 3.0 Grant, Southwest Entertainment Production Collaborative.

Upon the award of the grant funds associated with this proposal, the Lone Tree Theater agrees to the following:

1. Offer at least one WBL experience for Southwest Tennessee Community College's Entertainment Production students as a one week 20-hour workshop per academic year.
2. A schedule that includes at least one full day (8 hours).
3. Students will keep a log to document time and functions during the workshop and the WBL partner will review and approve.

Southwest Tennessee Community College:

*Dr. Tracy D. Hall*

4/25/2024

Dr. Tracy D. Hall, President

Date

Lone Tree Theater

*Julia Hinson*

4-15-2024

Julia Hinson, Executive Director

Date

# Southwest Tennessee Community College-SEPC

DocuSign Envelope ID: BCF4CEF2-9CD8-47B5-B758-5DDE12817F5B

## [PRELIMINARY] MEMORANDUM OF UNDERSTANDING BETWEEN SOUTHWEST TENNESSEE COMMUNITY COLLEGE AND EMAX Productions

### I. Memorandum of Understanding

This preliminary Memorandum of Understanding (MOU) shall be effective upon the signature of all participating parties and is contingent upon a successful grant award.

### II. Purpose

The purpose of the preliminary MOU is to apply for funding through the GIVE 3.0 Governor's Investment in Vocational Education Grant. This MOU solidifies commitments between the two parties for a collaboration to develop and implement the Southwest Entertainment Production Collaborative (SEPC) initiative and assist in planning, developing, coordinating, providing, and evaluating pipeline services and describing the roles and responsibilities of the Work-Based Learning (WBL) opportunities.

The SEPC program will improve the coordination, integration, accessibility, and effectiveness of Entertainment Production training in the program.

### II. Partners

Lead applicant and project backbone, Southwest Tennessee Community College has engaged industry partners in the establishment of this preliminary award to provide Workforce training to program students. The industry partner will provide feedback and active participation throughout the life of the grant.

An Entertainment Production internship course will be developed as part of the curriculum to align with the WBL Framework. The internship will have a set of learning outcomes aligned with the curriculum and WBL placement. The course will require interaction with career professionals and supervisors who will assess student proficiency in the context of the learning outcomes.

This document attests EMAX Productions support of Southwest Tennessee Community College's GIVE 3.0 Grant, Southwest Entertainment Production Collaborative.

Upon the award of the grant funds associated with this proposal EMAX Productions agrees to the following:

1. Offer at least one WBL experience for Southwest Tennessee Community College's Entertainment Production students as a 20-hour per week for-credit internship.
2. A schedule that includes at least one full day (8 hours).
3. Students will keep a log to document time and functions during the internship and the WBL partner will review and approve.

### Southwest Tennessee Community College:

DocuSigned by:

*Dr. Tracy D. Hall*

Dr. Tracy D. Hall, President

4/25/2024

Date

### EMAX Productions



Byron Bozeman, CEO

4-19-24

Date



Southwest Tennessee Community College-SEPC

DocuSign Envelope ID: 713644DE-C30A-4293-8089-679B25ADAA0C

[PRELIMINARY] MEMORANDUM OF UNDERSTANDING BETWEEN  
SOUTHWEST TENNESSEE COMMUNITY COLLEGE  
AND THE  
MILLINGTON CENTRAL MIDDLE HIGH SCHOOL

**I. Memorandum of Understanding**

This preliminary Memorandum of Understanding (MOU) shall be effective upon the signature of all participating parties and is contingent upon a successful grant award.

**II. Purpose**

The purpose of the preliminary MOU is to apply for funding through the GIVE 3.0 Governor's Investment in Vocational Education Grant. This MOU solidifies commitments between the two parties for a collaboration to develop and implement the Southwest Entertainment Production Collaborative (SEPC) initiative and assist in planning, developing, coordinating, providing, and evaluating pipeline services and describing the roles and responsibilities of the Dual Enrollment opportunities.

The SEPC program will improve the coordination, integration, accessibility, and effectiveness of Entertainment Production training in the program.

**II. Partners**

Lead applicant and project backbone, Southwest Tennessee Community College has engaged Local Education Agency (LEAs) in the establishment of this preliminary award to provide Dual Enrollment to program students. The LEA will provide feedback and active participation throughout the life of the grant.

An Entertainment Production internship elective course will be developed as part of the curriculum to align with the WBL Framework. The internship will have a set of learning outcomes aligned with the curriculum and WBL placement. The course will require interaction with career professionals and supervisors who will assess student proficiency in the context of the learning outcomes.

This document attests Millington Central Middle High School support of Southwest Tennessee Community College's GIVE 3.0 Grant, Southwest Entertainment Production Collaborative.

Upon the award of the grant funds associated with this proposal Millington Central Middle High School agrees to the following:

1. Offer the Commercial Music Technical Certificate and/or Entertainment Production Technical Certificate as a one-year program.
2. The certificate programs will be offered at the Millington Central Middle High School location during the Fall and Spring semesters.
3. Students will be taking dual enrollment credit courses based on an articulation between the College and the High School.

**Southwest Tennessee Community College:**

DocuSigned by:

*Dr. Tracy D. Hall*

4/29/2024

Dr. Tracy D. Hall, President

Date

**Millington Central Middle High School**

*Michael Perry* 4-28-2024  
Michael Perry, Principal

[Back to narrative.](#)

## Southwest Tennessee Community College-SEPC

## Appendix C: Budget

<b>GRANT BUDGET</b>				
<b>GIVE Program Competitive Grant</b>				
<b>The grant budget line-item amounts below shall be applicable only to expenses incurred during the following</b>				
<b>Applicable Period: BEGIN: 09/1/2024 END: 09/1/2028</b>				
<b>POLICY 03 Object Line-item Reference</b>	<b>EXPENSE OBJECT LINE-ITEM CATEGORY</b>	<b>GRANT CONTRACT</b>	<b>GRANTEE PARTICIPATION</b>	<b>TOTAL PROJECT</b>
1, 2	Salaries, Benefits & Taxes	138,000.00	0.00	138,000.00
4, 15	Professional Fee, Grant & Award	0.00	0.00	0.00
5, 6, 7, 8, 9, 10	Supplies, Telephone, Postage & Shipping, Occupancy, Equipment Rental & Maintenance, Printing & Publications	3750.00	0.00	3750.00
11, 12	Travel, Conferences & Meetings	1250.00	0.00	1250.00
13	Interest	0.00	0.00	0.00
14	Insurance	0.00	0.00	0.00
16	Specific Assistance to Individuals	0.00	0.00	0.00
17	Depreciation	0.00	0.00	0.00
18	Other Non-Personnel	3500.00	0.00	3500.00
20	Capital Purchase	1,272,080.00	0.00	1,310,500.00
22	Indirect Cost	81,420.00	0.00	43,000.00
24	In-Kind Expense	0.00	0.00	0.00
25	<b>GRAND TOTAL</b>	<b>1,500,000.00</b>	<b>0.00</b>	<b>1,500,000.00</b>

**Appendix C: Budget Line-Item Detail****Line 1 Salaries and Wages- \$138,000**

Part-time technician-\$15,000.00 per year. \$60,000 total for the four years.

Summer Camp Instructors -10 instructors at \$3900 each. \$78,000 total for two Summer Camps

**Line 5 Supplies - \$2500.00**

Meals for Advisory Board meetings.

**Line 10 Printing and Publications - \$1250.00**

Instructional material for the two Summer Camps.

**Line 12 Conferences and Meetings - \$1250.00**

Meeting material for the eight Advisory Board meetings.

**Line 18 Other Non-personnel Expenses - \$3500.00**

Promotional material to advertise the program: posters, flyers, social media, and videos.

**Line 19 Capital Purchases - \$1,272,080.00 (See [Appendix D: Capital Purchases Consultant Narrative](#) and [Appendix E: Capital Purchases Renovation Diagram](#))**

Purchases include the following spaces-

- Control room with area for teaching
- 2 Sound locks
- 4 Isolation rooms
- 1 Live room

Break out of estimate budget-

- Construction- \$810,000
- Estimating contingency (5%)- \$40,500
- A/E fees (7%) -\$60,000
- Audio equipment and low voltage wiring allowance - \$361,580  
(Note: Estimate is lower than consultant narrative.)

**Line 22 Indirect Costs - \$81,420.00**

Administrative functions include providing the required project reports, financial information, and information to support project evaluation.

**Line 25 Total Expenses - \$1,500,000.00**

[Back to narrative.](#)

## Appendix D: Capital Purchases Consultant Narrative

June 8, 2023  
Project No.: 2022809

Jonathan Welden  
Executive Director of Physical Plant  
Southwest Tennessee Community College  
5983 Macon Cove  
Memphis, TN 38134

Re: STCC Recording Studio, Union Campus

Dear Jonathan:

Brg3s has worked with STCC Facility and Communications department and Steve Durr and Associates, recording studio consultant, to develop the requirements, program, concept and preliminary design documents for a proposed 2,000 sf recording studio in Building S to support the music technology program.

The program includes the following spaces-

- Control room with area for teaching
- 2 Sound locks
- 4 Isolation rooms
- 1 Live room

After conversation with a major general contractor in Memphis who has constructed several recording studios of similar scope, it was determined that a \$405/sf budget would be adequate. A yearly 8% escalation should be considered in future budgeting exercises. Steve Durr and Associates estimated equipment costs to range from \$260,000-\$400,000.

Break out of estimate budget-

- Construction- \$810,000
  - Estimating contingency (5%) - \$40,500
  - A/E fees (7%) - \$60,000
  - Audio equipment and low voltage wiring allowance - \$400,000
- Total estimated budget- \$1,310,500

Conversations with experienced personnel in this highly specialized construction type recommend against phasing the construction. There would be a concern of compromising the acoustic integrity of the space.

396 N. Cleveland Street  
Memphis, Tennessee 38104  
t 901.260.9800  
f 901.531.8042  
w brg3s.com

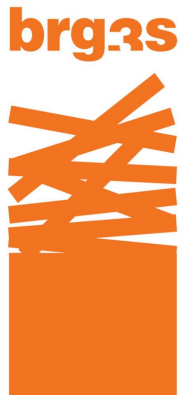
Please let me know if you would like to schedule a meeting to review the above.

Sincerely,

**brg3s**

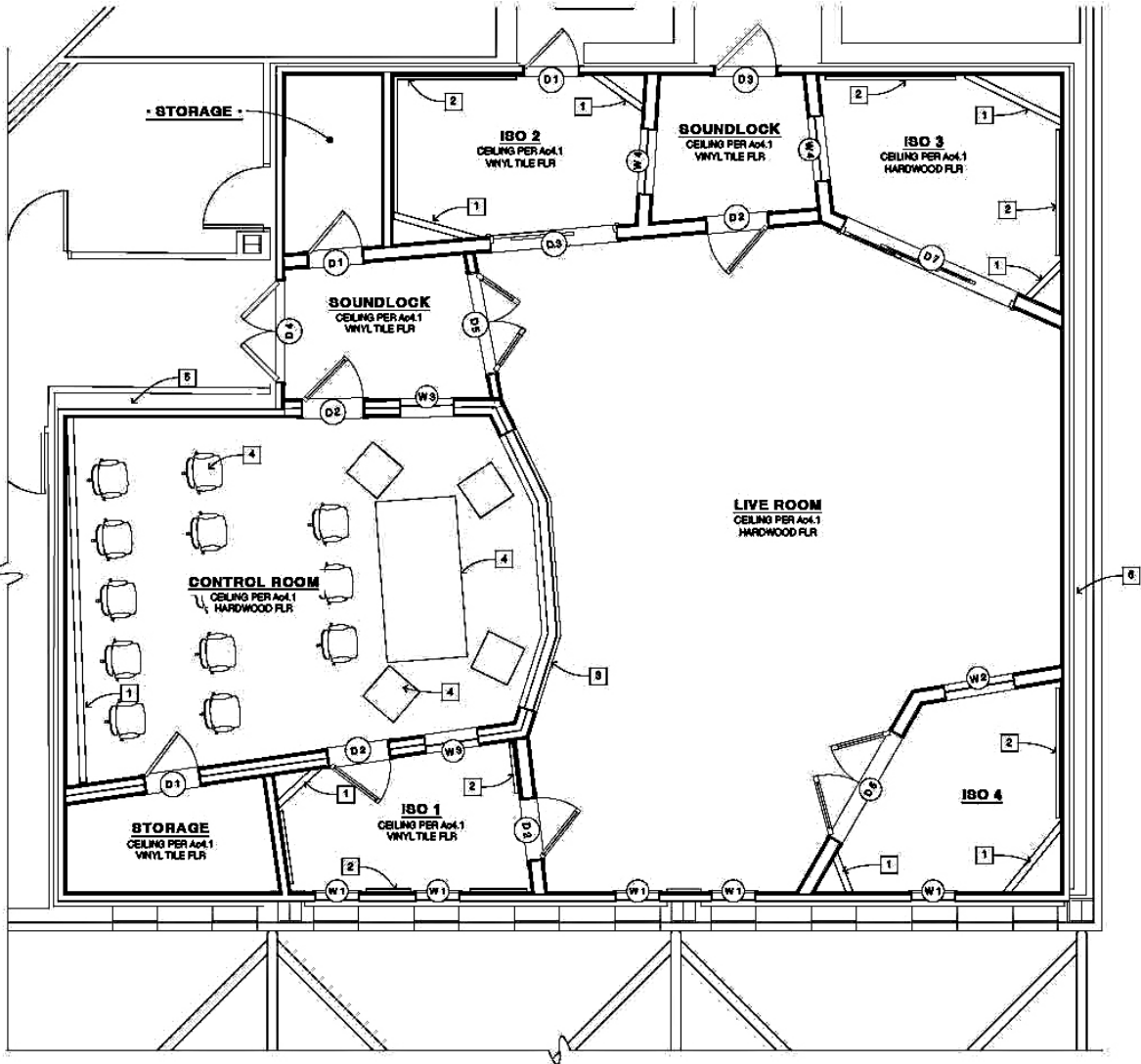


Susan Golden AIA  
President



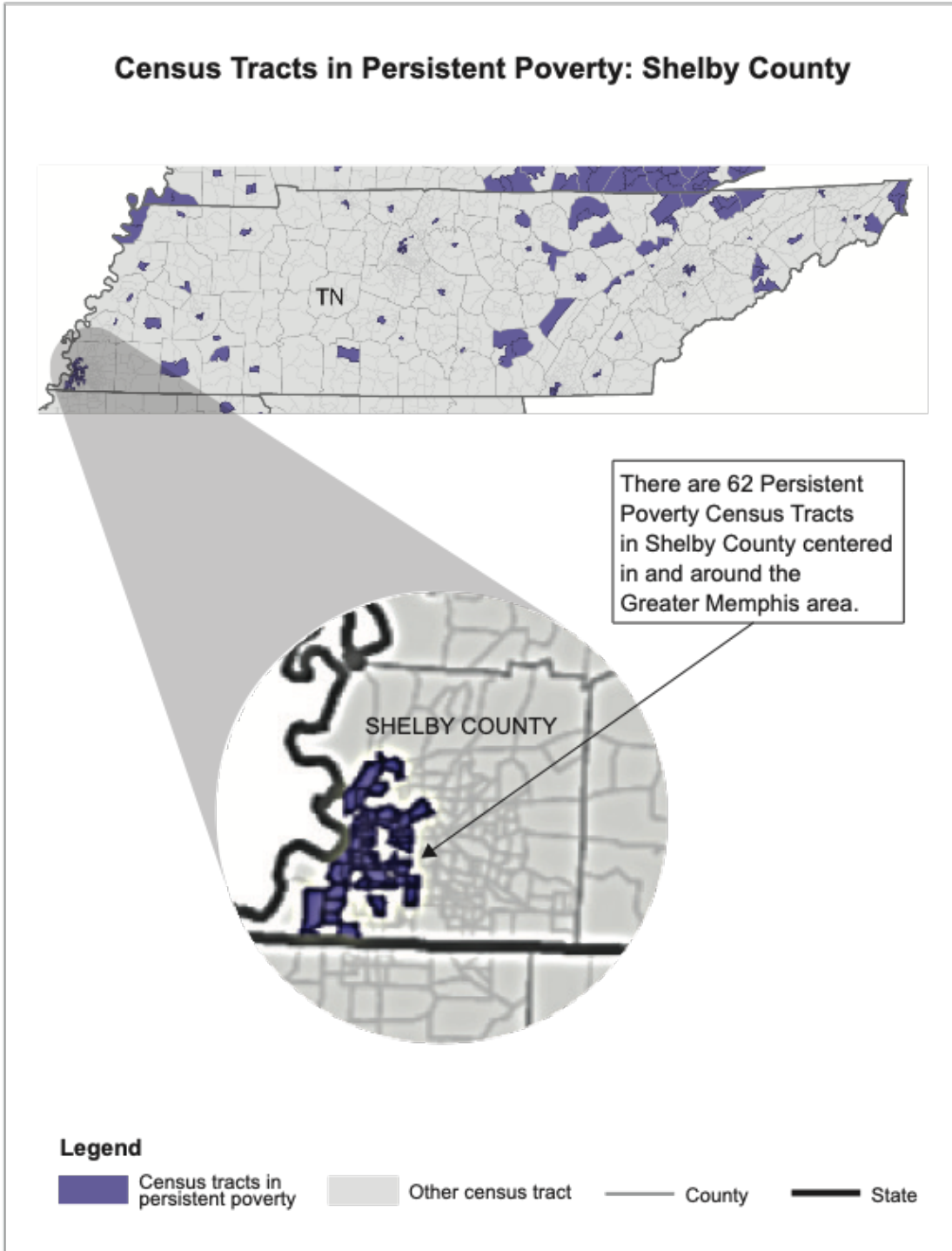
[Back to narrative.](#)

### Appendix E: Capital Purchases Renovation Diagram



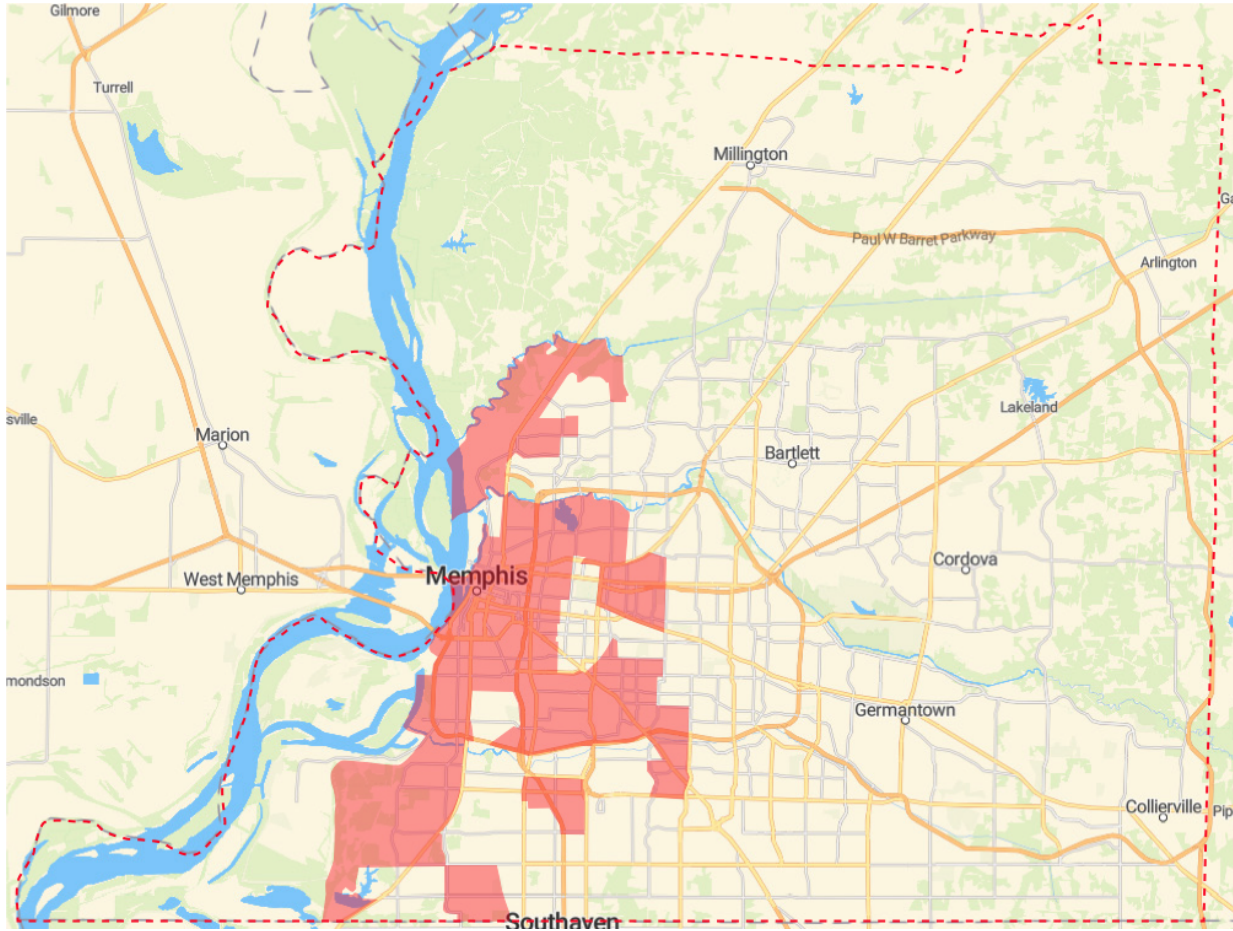
[Back to narrative.](#)

### Appendix F: Shelby County Census Tracts





**Appendix F: Shelby County Census Tracts**



[Back to narrative.](#)