Part II

Mixing Arts & Science

Technology as a Media Art

Thursday, November 14, 2013

6:00pm – 8:00pm
EAST LOS ANGELES COLLEGE
Recital Hall - S2
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* East Los Angeles College Alumni

STEM PROGRAM STAFF

Dr. Armando M. Rivera-Figueroa, Program Director
Marina Rueda, STEM Counselor
Martha Pelayo, STEAM Project Director
Patricia Reynaga, SFP-STEM Advisor
Brissa Palacios, SFP-Office Technician
Lidy Keating, SFP-Office Technician
Shahriar Sharifi, SFP-Office Technician
Maria Calpito, SFP-Specialist
Marco Lopez, Student Worker
Anna Margalef, Student Worker
Luis Nava, Student Worker
Ana Perez, Student Worker

EAST LOS ANGELES COLLEGE
1301 Avenida Cesar Chavez
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323.357.6200

LOS ANGELES COMMUNITY COLLEGE DISTRICT
770 Wilshire Boulevard
Los Angeles, CA 90017
213.891.2000

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About STEAM…

The STEM (Science, Technology, Engineering and Mathematics) family at ELAC is excited to welcome you to the adventure and excitement of “Mixing Arts and Science.” This three-year effort, which started last semester, explores the integration of science and arts and how these two fuse seamlessly to provoke the human senses. STEAM (Science, Technology, Engineering, Arts and Mathematics) is an initiative that we have developed with the goal of engaging students and members of the general community in the appreciation of art through a scientific viewpoint, and the appreciation of science from an artistic perspective. During the next remaining semesters, students and the community will be able to join us in a unique journey in which we will explore the art of sound production, the engineering of television production, masterpieces art conservation, and the physics of the human body in motion, among other topics. This initiative is possible through funding from the US Department of Education, to help increase awareness on the importance of science in different facets of our life, while aiming to increase the number of students pursuing a degree in STEM.

We are proud and excited to continue this initiative in partnership with Academy Award®-winner Scott Stokdyk and the collaboration of Novelas Educativas®. We are certain that you will enjoy today’s exceptional program. We want to especially thank Mr. Scott Stokdyk for accepting our invitation with an adventurous spirit and helping us to make tangible Part II: Technology as a Media Art. Our appreciation also goes out to Emanuel Pleitez for his early support to this project. We are thankful to Miguel and Andres Orozco for helping us make the novela “Creciendo Raíces” a reality. It could be said that in the U.S., novelas are part of Hispanic heritage, an art expression that brings families and neighborhoods together. Today, we are using novelas also as an innovative educational tool. Lastly, I would like to personally and sincerely thank the team that has worked so hard and passionately on the success of this event.

The documentary was another huge endeavor and I want to thank my colleagues Dr. Carlos Gutierrez (CSU Los Angeles), Dr. Gisele Ragusa (University of Southern California), Dr. Dwayne Simmons (UC Los Angeles) and Dr. Sonia Zarate (UC Los Angeles). Their great disposition to collaborate in the creation of our documentary “Diversifying STEM Education” by donating their time and expertise in the STEM fields, are essential to educate our East LA community.

Now, clear your mind, open your eyes and let the fusion of science and arts transport you through the STEAM experience… while transforming the way you perceive the world.

En buena hora!

Armando M. Rivera-Figueroa, Ph.D.
Associate Professor of Chemistry
MESA and STEM Programs Director
East Los Angeles College
On September 22, 2011, the U.S. Department of Education awarded East Los Angeles College a grant (Award # P031C110092) for a project entitled, Goals And Needs for Accelerated STEM (GANAS). This cooperative grant, with the University of Southern California (USC), aims to increase the number of community college students, particularly traditionally under-represented students, who transfer to a baccalaureate program and finish in a STEM discipline.

ELAC has developed different activities to target each specific goal of the GANAS grant. Activities ranging from outreach, to engagement, to preparation for success, to intervention and remediation strategies have been and are continually developed.

The success of our STEM program builds on a thorough review and continuous evaluation process, which allow us to evolve with the constant and dynamic “metamorphosis” of the process.
Scott Stokdyk

Scott Stokdyk, an Academy Award®-winner and three-time Oscar® nominee, is a visual effects supervisor at Sony Pictures Imageworks who recently completed supervising the visual effects on Disney’s OZ THE GREAT AND POWERFUL, directed by Sam Raimi.

For almost a decade, Stokdyk worked with director Sam Raimi on all three of the SPIDER-MAN movies, winning the Academy Award® for Best Achievement in Visual Effects for his groundbreaking work on SPIDER-MAN™ 2. In 2003 he received an Academy Award® nomination for Best Achievement in Visual Effects for his contributions to SPIDER-MAN 2. For the first SPIDER-MAN™, Stokdyk’s team created the digital characters of Spider-Man and the Green Goblin, as well as an innovative, synthetic Manhattan, which enabled the filmmakers to move Spider-Man through a virtual cityscape with complete freedom.

Between the SPIDER-MAN films and OZ: THE GREAT AND POWERFUL, Stokdyk supervised the visual effects and animation for Disney’s G-FORCE.

Scott joined Imageworks in 1997 working as a digital artist on CONTACT and STARSHIP TROOPERS. He was CG Supervisor on both GODZILLA and STUART LITTLE. Stokdyk received his first Oscar® nomination in 2000 as digital effects supervisor for the creation of the incredible disappearing man and gorilla in HOLLOW MAN.

Prior to Imageworks, Stokdyk worked digital artist on TITANIC and TERMINATOR 2: 3D, and as a sequence supervisor on THE FIFTH ELEMENT. Scott is a graduate of Harvey Mudd College where he received his Bachelor (1991) and Masters (1992) of Science in Engineering.

Emanuel Pleitez

Emanuel Pleitez is chairman of the Hispanic Heritage Foundation and founder of its Leaders On Fast Track (LOFT) Innovation initiative to increase the proportion of under-represented minorities in the technology sector and innovation fields, including science, technology, engineering, math, education, entrepreneurship, finance, public policy, law and other areas. In addition, he advises technology startups including Qlovi, a personalized reading and writing platform with a robust library of eBooks to empower teachers. Previously, Emanuel served as the Chief Strategy Officer for a rapidly growing technology company, Spokeo, with a mission to organize the world’s people-related information to help people find and connect with others more easily than ever.

In addition, Emanuel is a Commissioner for the Los Angeles Fire and Police Pensions and has a robust background in the public and private sectors. He is a graduate of Stanford University and was raised in the Eastside Los Angeles neighborhood of El Sereno.

To learn more about LOFT visit http://loftnetwork.org.
6:00pm  ▶ Welcome and Introductions  
Dr. Armando M. Rivera, *STEM Programs Director*  
Marvin Martinez, *ELAC President*

6:15pm  ▶ Introduction of Documentary  
Emanuel Pleitez, *Hispanic Heritage Foundation Chairman*  
Commissioner of Los Angeles Fire and Police Pensions

6:20pm  ▶ Diversifying STEM Education: A Documentary

6:35pm  ▶ Impact of Novelas in the Latino Community  
Teresa Real Sebastian, *J.D., Mayor, Monterey Park*

6:40pm  ▶ STEM Novela: Cultivando Raíces

6:50pm  ▶ Introduction of Keynote Speaker  
Ruben Arenas, *Associate Math Professor, ELAC*

6:55pm  ▶ Keynote Speaker, Scott Stokdyk

7:40pm  ▶ Q&A

7:55pm  ▶ Closing Remarks  
Dr. Armando M. Rivera, *STEM Programs Director*

Reception Immediately Following
**Cultivando Raíces ➤ An Original STEM Novela**

“Cultivando Raíces” is a narrative film that portrays the lives of four Latino students from different economic and social backgrounds and how they overcome various challenges to pursue a STEM degree. Whether raised by a single-mother or a traditional father who doesn’t believe in college, “Cultivando Raíces” shows the power of persistence in pursuing your dreams. The goal of the film is to reach out to students and their families using storytelling to inspire more young people to pursue a STEM degree.

**Diversifying STEM Education ➤ Documentary**

Nationally there is a shortage of Latino students entering STEM careers. In fact, only 2% of Latinos are employed in STEM. This mini-documentary film highlights the tremendous efforts made by the East Los Angeles College STEM programs to dramatically increase the number of students entering STEM fields; and increasing the number of students that transfer to 4-year colleges and universities. The film allows the viewer to understand how dedicated administrators, mentors, and professors can directly help students learn about STEM, consider a STEM career, and to successfully transfer as a STEM major.

**About Novelas Educativas®**

Established in 2006, Novelas Educativas® is a digital media company based in Burbank, CA that specializes in producing films and Entertainment-Education resources. Novelas Educativas® has produced award-winning media resources and outreach campaigns that inform and motivate diverse communities to take action and improve their lives. Novelas Educativas® partners with government agencies, colleges, universities, national foundations, and non-profits to produce cultural-relevant media campaigns and digital media tools for local and national initiatives, academic curriculum, classroom instruction, and Internet learning.

A special acknowledgement to ELAC Administration for support of STEM programs and to Mr. Ruben Arena, for securing tonight’s keynote speaker.
This event is free and open to the public. Space is available on a first-come first-serve basis. Free parking in Parking Structure P4.

FOR MORE INFORMATION CONTACT
Martha Pelayo at pelayomc@elac.edu or 323-780-6783

Sponsored by the US Department of Education under HSI Initiative – P031C110092

FOR MORE INFORMATION ABOUT STEM PROGRAMS AT ELAC

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