2022 IMPACT REPORT

Introduction
BRIC Foundation has one main goal: to increase representation in Entertainment, Gaming, Media and Tech. By strategically engaging with leaders across these industries, along with Government and Education Partners, BRIC strives to Break, Reinvent, Impact and Change the foundations of these businesses and create inclusive opportunities for historically excluded people to be successful.

BRIC’s mission is to come up with solutions to fix the challenges around career pathways by creating opportunities for students (middle school - high school), teachers, and parents, through career readiness programming, Pre-Apprenticeships, and Apprenticeships. In 2021 BRIC made big strides towards this goal, which will be explored in this impact report.

What can you expect this impact report to reflect?
- Our education initiatives:
  - Summer Internships
  - Career Readiness Camps
  - Creative Academies
  - AVG Apprenticeship & Pre-Apprenticeship
  - Teacher Trainings
- The 2022 Summit
- Entertainment Equity Alliance

"We have to get rid of this idea about waiting our turn in line. Collective action is critical to change culture."

- Dr. Katherine Pieper, Annenberg Inclusion Initiative & 2022 BRIC Summit Speaker
Summer Programming

The BRIC internship is an amazing program that allows the students to be bold, be free, and ask necessary questions to expand their minds into the artists they want to become. I enjoyed seeing their projects and getting to hear the thought processes behind them. And I enjoyed challenging them to tell the most authentic stories that they can muster through the art of character/costume design.”

- Phill Boutte Jr., Costume Concept Illustrator for Black Panther

All of BRIC’s summer programming participants received a Wacom tablet and a Chromebook, and our internship participants received a stipend to alleviate any financial burdens. Our incredible and diverse slate of guest speakers were also compensated as we believe in financially supporting creators as they pass their wisdom to our emerging generation of storytellers.

From June to August 2022, BRIC Foundation hosted our annual summer internship programming consisting of a six-week internship open to graduating high school seniors and incoming college freshmen students across the country as well as a one-week career readiness camp for middle and high school students in the Inglewood Unified School District. The purpose of our summer programming is to provide participants from underrepresented backgrounds with the technological tools, access to industry mentorship, knowledge of career pathways, and storytelling foundations needed to pursue a viable career in the entertainment industry. By removing barriers to access, BRIC aims to increase diversity on and off the screen.

There aren’t enough programs out there for people interested in working in the entertainment industry - in high school my counselor couldn’t really help me with the road map for it. I’m so glad that BRIC exists to give others clear guidance and advice!! It really was the highlight of my summer and I’m so glad for it”

-Ashley Irwin, 2022 BRIC Summer Intern
Summer Internship Demographics

- Black: 29%
- Hispanic or Latinx: 30.6%
- Asian: 21%
- White: 12.9%
- Identifies as Trans or Non-Binary: 11.9%
- Identifies as Men: 21.4%

Career Readiness Camp Demographics

- Hispanic or Latinx: 25.1%
- Multiracial: 3.5%
- Black: 17.4%
- Asian: 40.5%
- White (Not Hispanic): 13.5%
- Genderqueer, Two Spirit: 19.5%
- Identifies as Women: 56.1%
- Identifies as Men: 24.4%
- Identifies as Women: 66.7%
Creative Academy

A standalone event where industry professionals mentor students in the creation of a short project as well as offer insight into the professional career opportunities available. In 2022, BRIC hosted four creative academies with over 200 attendees.

THE MISSION: To give underrepresented high school students hands-on exposure and experience in creating content in a virtual setting with professional artists.

Visual Development with Walt Disney Animation Studios & Marvel Studios at the BRIC Summit

On February 12th, BRIC hosted Camille Andre, Jackson Sze, and Samantha Vilfort at the 2022 BRIC Summit to teach Creative Academy students about Visual Development.

Character Design with Studio Smokescreen

On September 13th, Studio Smokescreen’s Gabriel Aghayere and Les H. drew with Creative Academy students and discussed character design, storyboarding, and pursuing a career in animation.
Heroes and Villains with Walt Disney Animation Studios

On September 15th and 16th, BRIC hosted 20 students from the Los Angeles area to attend the Animation, Gaming, and VFX convention Lightbox Expo. At Lightbox, students learned the ins and outs of designing heroes and villains with Disney’s James Finch, Mayumi Nose, Tamara Lusher, Allen Ostergar, and Maryam Sefati. They also learned how to network at conventions with Alison Mann and Erika Becerra.

At the end of the program, students received a free One tablet by Wacom so that they could expand their drawing skills digitally.
2022 Summit

On February 11th & 12th, thousands of people from around the world logged on to the BRIC Summit. The Summit’s goal is to bring a community of thought provokers together from different facets of the entertainment, media, and tech industries to collectively solve how we support and nurture up-and-coming talent – as it pertains to women and underrepresented groups who have an interest in being creative leaders.

The 2022 Summit theme was "Cultural Shift".

Discover the full 2022 Summit Findings report at: tinyurl.com/Summit-Findings-22

Takeaways

Expand The Room by Empowering Perspectives
Consider hiring cultural consultants, bring in more employees, look at who is missing - and intentionally hire/invite them in.

Reinvent the Hiring Process
Go outside of the normal recruitment areas (community college, veterans, formerly incarcerated, moms returning to workforce) and hire for potential vs. experience.

Extending Pathways
Consider mentorship and working with organizations that can help pair you with a mentee. Have your company consider apprenticeship as an employment pathway.

Create Safe Spaces For Conversations
Allow for your company culture to include dialogues around tough topics. Consider hiring counselors to facilitate vs. relying on HR.

Get Involved with the Big Picture
Start lobbying for policy and government changes that incentivize corporations to adopt robust D&I strategy & create new creative employment pathways

Choose Restorative Justice
Cancel culture doesn't allow for learning and healing. We need to implement due process - who is benefiting from this person being cancelled?
2023 Summit

Save the Date

February 10th: Industry Day at Netflix Animation
- This day will bring together different aspects of the entertainment industry to collectively listen, learn, and brainstorm action that can make the industry more equitable and accessible. In addition to being in person, our programming will be available to stream.

February 11th: Virtual Global Talent and Education Day
- This day will bring together educators, government representatives, activists, parents, students, and early career individuals together. The purpose of the Virtual Global Talent and Education day is to gain industry knowledge, do fun workshops, and create opportunities for emerging talent to connect with studios.

RSVP for the 2023 Summit at: tinyurl.com/Summit-23-RSVP
Apprenticeship

BRIC has partnered with educators, government, and industry employers in order to build a federally and state-registered pre-apprenticeship and apprenticeship program that utilizes California’s Public Career Technical Education (CTE) Arts Media and Entertainment (AME) sector to create Animation, VFX, and Gaming Apprenticeships. The goal of these programs is to provide youth with alternative training to costly college/university programs for entry-level position qualification in the gaming, animation, and VFX industries.

Pre-Apprenticeship:
BRIC’s pre-apprenticeship programs serve 15-18 year-olds in high school classrooms. The pre-apprenticeship curriculum provides students with the foundational skills with the intention of entering into the apprenticeship program and into the workforce as they turn 18.

Apprenticeship:
Applications opened Mid-November with the first cohort aiming to begin in January 2023. With help from a $150,000 grant with West Los Angeles College (WLAC) and South Bay Workforce Investment Board (SBWIB), we are excited to launch apprenticeships with career pathways.

Committed Employers:

Career Pathways
• FX Artist
• Storyboard Artist
• Tech Artist
• Animator
• Background Artist
• Concept Artist/Visual Development Artist
• Digital FX Artist

Apply to become an apprentice at: bricfoundation.org/avg
Expanding Pathways

**Education Partners:**
This summer, in partnership with the South Bay Workforce Investment Board, BRIC was granted $320,000 over the next three years in order to begin to launch a pre-apprenticeship program in the Inglewood Unified School District and the Centinela Valley School District over the next three years. With these school districts, BRIC is aligning instructor curriculum with apprenticeship career pathways in order to successfully support teachers, administrators, and students in:

- software training
- professional industry guest lectures
- professional portfolio guidance
- interview and workplace skills
- middle school recruitment
- parent open houses

**Teacher Trainings:**
With technology rapidly growing and statewide industry standards being updated, it is important to the sustainability of our apprenticeship program that educators receive up-to-date training in software so that they may pass down the most relevant information to their students. This last June, BRIC teamed up with the AME Institute in order to provide free training to hundreds of Southern California teachers in Unreal Engine, Nuke, and ZBrush. This fall, BRIC will extend our teacher training to Georgia Tech, where we will work with ToonBoom to provide free training to high school teachers in the Atlanta-Metro area.
Entertainment Equity Alliance

In March of 2021, BRIC Foundation, Alliance for Media Arts + Culture, and the California Department of Education came together to form the Entertainment Equity Alliance (EEA). The mission of this group is to form a coalition of industry-connected workforce and labor partners that are committed to ensuring equity and access to careers in the arts and entertainment industry for historically excluded and underrepresented groups. In addition to the founding organizations, the EEA is made up with leaders from the following organizations:

AMPAS
Better Youth, Inc.
Californians for the Arts
Create CA
CVL Economics
Division of Apprenticeship Standards
Entertainment Industry Foundation
EVEN
Group Effort Initiative
Handy Foundation
IATSE Local 80 Grips
Los Angeles Department of Arts and Culture
LA Urban League
Music Forward
Pipelines Pro
RJT Advisors
Television Academy Foundation
The CSU Entertainment Alliance
Visual Effects Society
Women in Animation

Projects that EEA is working on:
- Collaborating with CreateCA to help find funding for SB628
- Expanding Arts, Media, and Entertainment Youth Apprenticeship Programs through the work of Arts2Work, BRIC, LA Urban League, EVEN, Better Youth, Handy Foundation, and Music Forward Foundation
- Supporting Arts4LA’s Creative Jobs Collective Impact Initiative
- Working to reclassify entertainment careers with the EDD so the entertainment industry can finally be accurately tracked by the government and enable our industry to receive the tax credits, funding, and incentives needed to promote a diversified workforce
- Identifying what research is missing from the conversation and then commissioning it to aid in advocacy work

The purpose of this organization is to identify research-based solutions to industry-specific challenges and create a coalition of mentorship, training and employment pathway programs to promote diversity, equity, inclusion, and accessibility (DEIA) within the entertainment industry. Funding from Brie Larson has enabled BRIC staff to take on the admin work needed to push this organization forward and to develop a website that will allow all people wanting to apply to the mentorship, on-the-job training, and apprenticeship programs that these organizations offer a one-stop place to discover and apply.
Additional BRIC Impact

Grants
- 36K California Arts Council Grants to work to do programming with VAPA HS
- 39k California Arts Council Grant to work with Partnership LA

Conferences
- MARCH
  - South By Southwest
- APRIL
  - Wondercon
- JULY
  - San Diego Comic Con
- AUGUST
  - New Film Makers LA Animation Festival
- SEPTEMBER
  - Pictoplasma Conference & Festival
- OCTOBER
  - ArtsforLA State of the Arts
  - Lightbox Expo

Events
- Warner Bros Discovery Masterclass: BRIC's co-founders Alison Mann and Nicole Hendrix taught "The Business of You" class to the Warner Bros Discover Access program. In their lecture, they covered everything from how to find representation to how to take care of your mental health.
Get Involved

QUARTLY BRIC COMMUNITY EVENTS

Stay Up to Date & Join Our Newsletter
TINYURL.COM/BRIC-NEWSLETTER

VOLUNTEER COMMUNITY

Expand our Programming by Donating
BRICFOUNDATION.ORG/DONATE

STUDENT COMMUNITY CREATIVE ACADEMY

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