# MICHIGAN STRATEGIC FUND

# MEMORANDUM

**DATE:**      March 1, 2021

**TO:**

| | |
|---|---|
| The Honorable Jim Stamas, Chair<br>Senate Appropriations Committee | The Honorable Thomas Albert, Chair<br>House Appropriations Committee |
| The Honorable Curtis Hertel, Jr.<br>Minority Vice Chair<br>Senate Appropriations Committee and<br>Subcommittee on LEO/MEDC | The Honorable Joe Tate<br>Minority Vice Chair<br>House Appropriations Committee |
| The Honorable Roger Victory, Chair<br>Senate Appropriations Subcommittee on<br>General Government | The Honorable Greg VanWoerkom, Chair<br>House Appropriations Subcommittee on<br>General Government |
| The Honorable Ken Horn, Chair<br>Senate Appropriations Subcommittee on<br>Labor and Economic Opportunity/MEDC | The Honorable Terry Sabo<br>Minority Vice Chair<br>House Appropriations Subcommittee on<br>General Government |

**FROM:**      Mark Burton, President
              Michigan Strategic Fund

**SUBJECT:**      Section 1032 Annual Report on Film Incentives and Credits

Section 1032 of the FY 2021 Omnibus budget requires the Michigan Strategic Fund to provide an annual report on film incentives and tax credits at the same time the report required under Section 455 of the Michigan Business Tax Act is submitted (Public Act 36 of 2007, MCL 208.1455).

Pursuant to this requirement, attached is the 2020 report. Also attached is information required under Section 1033 of the FY 2021 Omnibus Budget, activities of the Michigan Film & Digital Media Office (MFDMO). In addition, the report includes an update on the MFDMO's Computer Science (CS) Initiatives, including its partnership with Google to promote coding and tech education as well as its Guinness World Records attempt.

If you have any questions, please contact our Office of Government Relations at 517.335.1847.

Attachment

cc:      Members, Senate and House Appropriations Committees
         Members, Senate and House Appropriations Subcommittees on General Government
         Members, Senate Appropriations Subcommittee on Labor and Economic Opportunity/MEDC
         Dave Massaron, State Budget Director
         Chris Harkins, Director, Senate Fiscal Agency
         Mary Ann Cleary, Director, House Fiscal Agency

**DATE:** March 1, 2021

**TO:** Governor Gretchen Whitmer

**FROM:** Selam Ghirmai, Director

**SUBJECT:** Michigan Film & Digital Media Office Annual Report

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Section 455 of the Michigan Business Tax Act (Public Act 36 of 2007) requires the Michigan Film & Digital Media Office (MFDMO) to submit an annual report on film incentives and tax credits for the previous year. Please find attached the annual report that fulfills this requirement.

Additionally, Section 1033 of the FY 2021 Omnibus Budget requires the MFDMO to report on additional activities of the office. That information is included in this report as a courtesy to you. Also included is an update on the MFDMO's Computer Science (CS) Initiatives, including its partnership with Google to promote coding and tech education as well as its Guinness World Records attempt.

Please feel free to contact the MEDC Office of Government Relations at 517.335.1847 with any questions.

cc:     Mark Burton, President, Michigan Strategic Fund
        Senator Jim Runestad, Chair, Senate Finance Committee
        Senator Stephanie Chang, Minority Vice Chair, Senate Finance Committee
        Representative Matt Hall, Chair, House Tax Policy Committee
        Representative Tenisha Yancey, Minority Vice Chair, House Tax Policy Committee
        Chris Harkins, Director, Senate Fiscal Agency
        Mary Ann Cleary, Director, House Fiscal Agency

# MICHIGAN FILM & DIGITAL MEDIA OFFICE ANNUAL REPORT

**Michigan Film Incentives: Tax Credit Program**

As of December 21, 2011, the Film and Digital Media Production Assistance Program has been operating within the scope of Section 29 of the MSF Act and no longer approves new film tax credit applications under Section 455 of the Michigan Business Tax (MBT) Act. However, previously approved projects may be issued a post-production tax credit certificate after the project is complete. There were no post production tax credit certificates issued in FY 2020. As of December 18, 2020, a total of $292,416,203.19 in film tax credits has been paid out by the state, with $27,326,404.57 in potential film tax credits that remain eligible to be claimed under the tax credit program.

**Michigan Film Incentives: Cash Rebate Program**

During FY 2020, two projects were issued an approved certificate of completion request (COCR) and paid out by the state under the film incentive (direct cash rebate) program, for a total of $962,294.00. These incentives are cash assistance under appropriated funding. These are listed in the table below. Under Section 29 of the MSF Act, all projects approved in 2012 and thereafter are reported in the online MFDMO dashboard, which is updated with actual data on a yearly basis, and found at the following link: www.michiganbusiness.org/industries/mfdmo/film.

In FY 2020, the total administrative expenses were $363,157.51.

## APPROVED CERTIFICATES OF COMPLETION REQUESTS
### Fiscal year 2020: 10/01/2019–09/30/2020

| Project | Production company | Type of project | Total Michigan spend by production company | Financial assistance | Duration of financial assistance | Persons employed in state as FTE | COCR approved date | Locations (dashboard) |
|---|---|---|---|---|---|---|---|---|
| BugBites Episodes 14–26 | BugBites Productions, LLC; Putnam Stern Enterprises LLC | TV series | $1,107,915 | $169,806 | 3 years | 25 | 11/26/19 | Southfield |
| God Bless the Broken Road (post and promo) | 10 West Productions Inc. | Motion picture | $8,296,798 | $792,488 | 3 years | 0 (contracted services) | 01/07/20 | Manistee |
| | | **TOTALS** | **$9,404,713** | **$962,294** | | | | |

# MICHIGAN FILM & DIGITAL MEDIA OFFICE ANNUAL REPORT

## GENERAL SERVICES OFFERED
### Fiscal year 2020: 10/01/2019–09/30/2020

For over 30 years, the Michigan Film & Digital Media Office (MFDMO) has positioned Michigan as a worldwide production destination for the film, digital media, and creative industries. Often the first point of contact for productions, the MFDMO provides the following services, creating a competitive business climate to attract domestic and international production activity from out of state and grow creative industries business of Michigan residents. These services are offered free of charge to any and all professional and student productions.

| | |
|---|---|
| **Website: michiganbusiness.org/ mifilmanddigital** | The Michigan Film & Digital Media Office website is the one stop shop for all individuals working or seeking work in the creative industries. Also, the website provides detailed information for those with a general interest in the operation of the office and the services provided. The website includes a job portal for those seeking/hiring for jobs in the creative industries. The website also has resources for educators, students, filmmakers, and game developers. |
| **Production directory** | Searchable online directory which features 4,147 approved crew and vendors that provide support services for the film and digital industries. |
| **Locations directory** | Searchable online directory which houses 6,044 locations/properties throughout the state of Michigan. Locations directory is utilized as a source for film and television productions, commercials, still photography shoots, and miscellaneous events. |
| **Locations scouting** | Office provides customized location packages and up to two days of complimentary location scouting services, primarily leveraged by outside productions that are surveying states across the nation for site selection. The office refers productions to professional resident location managers/scouts. |
| **Permitting** | Assist in-state and out-of-state clients on permitting issues at the municipal, county, state and federal levels of government. |
| **Social media platforms/newsletter** | MFDMO maintains a presence on Facebook and Twitter. Maintains 12,439 followers on Facebook and 3,579 followers on Twitter. The monthly electronic newsletter is sent to a distribution list of 6,018 individuals. |
| **Google clubs and number of participants** | Number of schools/organizations to register: 460<br>Number of Google CS First Clubs started: 1,286<br>Number of students enrolled in Google CS First clubs: 16,737 |
| **Guinness World Record attempt (Dec. 11, 2020)** | *1,922 participants needed to complete the lesson in order to set the record; 1,633 participants were able to complete the lesson in the timeframe for various reasons. |
| | *4,133 participants actually engaged the lesson! |
| | *While the title was not secured, the primary goal of increasing access to computer science education was achieved. While these students were not able to fully complete the lesson in the time frame for various reasons, the bottom line is that this attempt reached 4,133 people, engaged them in a fun coding activity during Computer Science Education Week, and taught them a great deal more about computer programming than they had known before. |

*Note: While no new credits or incentives can be offered through the Michigan Film and Digital Media Production Assistance Program, the MFDMO continues to process incentive claims for previously awarded projects.*

## GENERAL SERVICES PROVIDED
### Fiscal year 2020: 10/01/2019–09/30/2020

The report below includes the projects that requested assistance of the MFDMO, a listing of the services provided for each project.

| Month of service | Project type | Project name | Location | Investment leveraged (estimated private investment) | Services provided by MFDMO |
|---|---|---|---|---|---|
| October | Film festival | Thriller! Chiller!! Film Festival | Grand Rapids | n/a | Promoted on social media, website and in monthly newsletter |
| | Film festival | Royal Starr Film Festival | Royal Oak | n/a | Promoted on social media, website and in monthly newsletter |
| | Feature film | My Soul to Keep | Rochester Hills, West Bloomfield Township, Pontiac, West Bloomfield and Wolverine | $659,713 | Promoted socially |
| | Creative events | Studio Park Project Opening | Grand Rapids | n/a | Promoted socially |
| | Film festival | Buster Keaton Film Festival | Muskegon | n/a | Promoted on social media, website and in monthly newsletter |
| | Film festival | Thriller! Chiller!! Film Festival | Grand Rapids | n/a | Promoted on social media, website and in monthly newsletter |
| | Creative programming | MFDMO Monthly Newsletter | Statewide | n/a | Promoted on social media, website and in monthly newsletter |
| | Film festival | Thriller! Chiller!! Film Festival | Grand Rapids | n/a | Promoted socially |
| | Education event | Mosaic Film Experience | Grand Rapids | n/a | Promoted socially |
| | Film series | Open Projector Night—UICA | Grand Rapids | n/a | Promoted on social media, website and in monthly newsletter |
| | Film festival | Thriller! Chiller!! Film Festival | Grand Rapids | n/a | Promoted socially |
| | Digital media | Digital Marketing Workshop - Ypsilanti | Ypsilanti | n/a | Promoted on social media, website and in monthly newsletter |
| | Education event | K–12 CS Summit | Detroit | n/a | Promoted on social media, website and in monthly newsletter |
| | Film festival | Fresh Coast Film Festival | Marquette | n/a | Promoted on social media, website and in monthly newsletter |
| | Film festival | Desmond District Demons | Port Huron | n/a | Promoted socially |
| | Filmmaker event | Detroit 48 Hour Film Horror Project | Detroit | n/a | Promoted socially |
| | Creative events | ArtPrize: Project 1 | Grand Rapids | n/a | Promoted on social media, website and in monthly newsletter |
| | Special event | Film Lab Grand Opening | Detroit | n/a | Promoted socially |
| | Short film | The Tunnel | Statewide | n/a | Promoted socially |
| November | Music festival | Lamp Light Music Festival | Grand Rapids | n/a | Promoted on social media, website and in monthly newsletter |
| | Creative programming | Hallmark HOF Michigan Movies | Statewide | n/a | Promoted socially |
| | Film festival | East Lansing Film Festival | East Lansing | n/a | Promoted on social media, website and in monthly newsletter |
| | Education event | Mosaic Film Experience | Grand Rapids | n/a | Promoted socially |
| | Cross-promotion | Veteran's Day Observance | Statewide | n/a | Promoted socially |
| | Government | Michigan Film Office Advisory Council Meeting | Royal Oak | n/a | Promoted on social media, website and in monthly newsletter |
| | Filmmaker Event | Filmmaker Meetup | Ypsilanti | n/a | Promoted socially |

## GENERAL SERVICES PROVIDED *continued*
### Fiscal year 2020: 10/01/2019–09/30/2020

The report below includes the projects that requested assistance of the MFDMO, a listing of the services provided for each project.

| Month of service | Project type | Project name | Location | Investment leveraged (estimated private investment) | Services provided by MFDMO |
|---|---|---|---|---|---|
| November | Call for submissions | Capital City Film Festival | Lansing | n/a | Promoted socially |
| | Creative programming | IGDA Detroit Meetup | Southfield | n/a | Promoted socially |
| | Creative programming | Storytelling Beyond Words: Opera GR & Mosaic | Grand Rapids | n/a | Promoted socially |
| | Creative programming | 26 Popular Streaming Services, Decoded | Statewide | n/a | Promoted socially |
| | Short film | Dodge & Miles | Detroit | n/a | Promoted socially |
| | Filmmaker event | HHM Film Festivus | Bay City | n/a | Promoted socially |
| December | Education event | Computer Science Education Week | Statewide | n/a | Promoted on social media, website and in monthly newsletter |
| | Education event | Hour of Code | Statewide | n/a | Promoted socially |
| | Film news | 50 Essential Movies Set in Michigan | Statewide | n/a | Promoted socially |
| | Film event | Elf Screening | Ann Arbor | n/a | Promoted socially |
| | Film news | The Entire Friday the 13th Story Finally Explained | Statewide | n/a | Promoted socially |
| | Job posting | Call for Location Scout | Battle Creek | n/a | Promoted socially |
| | Call for submissions | Idlewild International Film Festival | Idlewild | n/a | Promoted on social media, website and in monthly newsletter |
| | Call for submissions | GRFF36 Hour Film Challenge | Grand Rapids | n/a | Promoted socially |
| January | Cross-promotion | DNR Happy Little 5k/Run for the Trees | Statewide | n/a | Promoted socially |
| | Call for submissions | Threadbare Mitten Film Festival | Lansing | n/a | Promoted on social media, website and in monthly newsletter |
| | Call for submissions | Student Production Awards | Statewide | n/a | Promoted socially |
| | Call for submissions | I See You Awards | Detroit | n/a | Promoted on social media, website and in monthly newsletter |
| | Call for submissions | Kresge Art Foundation | Statewide | n/a | Promoted on social media and in monthly newsletter |
| | Call for submissions | Isle Royale Artist Residency | Statewide | n/a | Promoted socially |
| | Feature film | Goalie | Statewide | n/a | Promoted socially |
| | Film festival | Thunder Bay International Film Festival | Alpena | n/a | Promoted on social media, website and in monthly newsletter |
| | Film festival | Central Michigan International Film Festival | Mt. Pleasant | n/a | Promoted on social media, website and in monthly newsletter |
| | Film festival | Greater Farmington Film Festival | Farmington | n/a | Promoted on social media, website and in monthly newsletter |

# MFMDO ANNUAL REPORT *continued*

| | | | GENERAL SERVICES PROVIDED *continued* | | |
|---|---|---|---|---|---|
| | | | Fiscal year 2020: 10/01/2019–09/30/2020 | | |
| The report below includes the projects that requested assistance of the MFDMO, a listing of the services provided for each project. | | | | | |
| Month of service | Project type | Project name | Location | Investment leveraged (estimated private investment) | Services provided by MFDMO |
| February | Creative events | Art & Craft Beer Festival | Lansing | n/a | Promoted socially |
| | Filmmaker event | Compass College Open House | Grand Rapids | n/a | Promoted socially |
| | Film Festival | MSU LatinX Film Festival | East Lansing | n/a | Promoted on social media and in monthly newsletter |
| | Music Event | Movement Electronic Music Festival | Detroit | n/a | Promoted on social media and in monthly newsletter |
| | Music Event | Wu-Tang Clan/Detroit Symphony Orchestra Collaboration | Detroit | n/a | Promoted socially |
| | Filmmaker Event | Fortnight Film Contest | Lansing | n/a | Promoted socially |
| | Special Event | Governor's Conference on Tourism | Grand Rapids | n/a | Promoted on social media and in monthly newsletter |
| | Film Festival | Capital City Film Festival | Lansing | n/a | Promoted on social media, website and in monthly newsletter |
| | Digital Media | Google CS First | Statewide | n/a | Promoted on social media, website and in monthly newsletter |
| | Film Festival | Freep Film Festival | Detroit | n/a | Promoted on social media, website and in monthly newsletter |
| | Creative Events | MSU Comic Book Forum | East Lansing | n/a | Promoted socially |
| | Call for Submissions | Freep Film Festival | Detroit | n/a | Promoted socially |
| | Special Event | 30th Anniversary of Grosse Pointe Blank—Freep | Detroit | n/a | Promoted socially |
| | Music Event | Hamtramck Music Festival | Hamtramck | n/a | Promoted socially |
| | Film Event | Coming to America Screening - CCFF | Lansing | n/a | Promoted socially |
| | Casting Call | No Sudden Move | Detroit | n/a | Promoted socially |
| March | Film Event | MiFIA Cocktail Mixer | Detroit | n/a | Promoted socially |
| | Creative Events | IGDA Meetup | Southfield | n/a | Promoted socially |
| | Creative Programming | The State of Superior Podcast | Upper Peninsula | n/a | Promoted on social media, website and in monthly newsletter |
| | Film Festival | Ann Arbor Film Festival | Ann Arbor | n/a | Promoted on social media, website and in monthly newsletter |
| | Creative Programming | Art Space Market Survey | Mt. Clemens | n/a | Promoted socially |
| | Filmmaker Event | Filmmaker Community Mixer - Royal Starr FF | Royal Oak | n/a | Promoted socially |
| | Call for Submissions | St. Louis Science Fiction & Fantasy Short Film Festival | Statewide | n/a | Promoted socially |
| | Film Festival | Capital City Film Festival | Lansing | n/a | Promoted on social media, website and in monthly newsletter |
| | Film Festival | Greater Farmington Film Festival | Farmington | n/a | Promoted socially |
| | Film Series | HHM Film Series: Three Identical Strangers | Bay City | n/a | Promoted socially |

# MFMDO ANNUAL REPORT *continued*

The report below includes the projects that requested assistance of the MFDMO, a listing of the services provided for each project.

| Month of service | Project type | Project name | Location | Investment leveraged (estimated private investment) | Services provided by MFDMO |
|---|---|---|---|---|---|
| March | Cross-Promotion | Covid-19 Small Business Relief: MEDC | Statewide | n/a | Promoted socially |
| | Film Festival | Meijer Great Choices Student Film Festival | Statewide | n/a | Promoted socially |
| | Film News | Redford Theater | Redford | n/a | Promoted socially |
| | Music News | Michigan Musicians Article | Statewide | n/a | Promoted socially |
| | Call for Submissions | Roy W. Dean Film Grant | Statewide | n/a | Promoted socially |
| April | Film News | Netflix Small Business Pledge | Statewide | n/a | Promoted socially |
| | Music Event | Detroit Music Awards | Detroit | n/a | Promoted on social media and in monthly newsletter |
| | Government | Covid-19 Executive Orders | Statewide | n/a | Promoted socially |
| | Film Festival | Cinetopia Film Festival | Ann Arbor, Dearborn, Detroit | n/a | Promoted on social media, website and in monthly newsletter |
| | Cross-Promotion | Pure Michigan Business Connect Funding | Statewide | n/a | Promoted socially |
| | Film News | 20 Movies with Michigan Ties You Can Watch Now | Statewide | n/a | Promoted socially |
| | Special Event | Film Festival Alliance Film Festival Day | Statewide | n/a | Promoted on social media and in monthly newsletter |
| | Education Event | AccelerateKid Computer Coding Workshop | Statewide | n/a | Promoted on social media and in monthly newsletter |
| | Government | Covid-19 Executive Orders | Statewide | n/a | Promoted socially |
| | Film Festival | Covid-19 Student Filmmaker Film Festival | Statewide | n/a | Promoted socially |
| May | Film Festival | Ann Arbor Film Festival | Troy | n/a | Promoted socially |
| | Government | Covid-19 Executive Orders | Statewide | n/a | Promoted socially |
| | Music Event | Detroit Music Awards | Detroit | n/a | Promoted on social media, website and in monthly newsletter |
| | Tourism Advocacy | Michigan Cares for Tourism | Statewide | n/a | Promoted on social media and in monthly newsletter |
| | Government | Earth Day Promotion | Statewide | n/a | Promoted socially |
| | Education Event | AccelerateKid Computer Coding Workshop | Statewide | n/a | Promoted on social media and in monthly newsletter |
| | Film Festival | DAFT Michigan Student Film Festival | Statewide | n/a | Promoted on social media, website and in monthly newsletter |
| | Educational Programming | Google CS First | Statewide | n/a | Promoted on social media, website and in monthly newsletter |
| | Film News | Detroit's Biggest Movie in Years Halted by Covid-19 | Statewide | n/a | Promoted socially |
| | Government | Traverse Connect Webinar | Traverse City | n/a | Promoted socially |
| | Music Event | Movement Electronic Music Festival | Detroit | n/a | Promoted on social media, website and in monthly newsletter |

# MFMDO ANNUAL REPORT *continued*

## GENERAL SERVICES PROVIDED *continued*
### Fiscal year 2020: 10/01/2019–09/30/2020

The report below includes the projects that requested assistance of the MFDMO, a listing of the services provided for each project.

| Month of service | Project type | Project name | Location | Investment leveraged (estimated private investment) | Services provided by MFDMO |
|---|---|---|---|---|---|
| June | Feature Film | The Wretched | Detroit | n/a | Promoted socially |
| | Filmmaker Event | Online Filmmaker Community Mixer | Statewide | n/a | Promoted socially |
| | Film Event | The Film Lab Screenings | Hamtramck | n/a | Promoted on social media and in monthly newsletter |
| | Film Festival | Trinity International Film Festival | Detroit | n/a | Promoted on social media, website and in monthly newsletter |
| | Call for Submissions | Roy W. Dean Film Grant | Statewide | n/a | Promoted socially |
| | Government | Small Business Covid-19 Relief: MEDC | Statewide | n/a | Promoted socially |
| July | Literary | Detroit Bookfest | Detroit | n/a | Promoted on social media, website and in monthly newsletter |
| | Government | Small Business Covid-19 Relief: MEDC | Statewide | n/a | Promoted socially |
| | Filmmaker Contest | 48 Hour Film Project: Detroit | Detroit | n/a | Promoted on social media, website and in monthly newsletter |
| | Music Event | Faster Horses Music Festival | Brooklyn | n/a | Promoted on social media, website and in monthly newsletter |
| | Film Festival | Traverse City Film Festival | Traverse City | n/a | Promoted on social media, website and in monthly newsletter |
| August | Film News | Netflix Showcase from Hell | Hell | n/a | Promoted socially |
| | Filmmaker Contest | I See You Awards | Royal Oak | n/a | Promoted on social media, website and in monthly newsletter |
| | Film Festival | Detroit Trinity International Film Festival | Detroit | n/a | Promoted on social media, website and in monthly newsletter |
| | Filmmaker Event | Film Con - Motion Picture Institute | Troy | n/a | Promoted socially |
| | Film Festival | I See You Awards | Royal Oak | n/a | Promoted on social media, website and in monthly newsletter |
| | Government | Small Business Covid-19 Relief: MEDC | Statewide | n/a | Promoted socially |
| September | Film Festival | Royal Starr Film Festival | SE Michigan | n/a | Promoted on social media, website and in monthly newsletter |
| | Film Festival | Detroit SheTown Film Festival | Detroit | n/a | Promoted socially |
| | Feature Film | No Sudden Move | Detroit | n/a | Promoted socially |
| | Casting Call | True Identity | Detroit | n/a | Promoted socially |
| | Government | Small Business Covid-19 Relief: MEDC | Statewide | n/a | Promoted on social media, website and in monthly newsletter |
| | Film Festival | Soo Film Festival | Sault Ste. Marie | n/a | Promoted on social media, website and in monthly newsletter |

# Michigan Film & Digital Media Office
## Computer Science Education Initiatives

February 2021

## THEMED CLUBS ATTRACT STUDENTS WITH VARIED INTERESTS

Game Design

Art

Storytelling

Fashion & Design

Music & Sound

Friends

Social Media

Sports

**8 Activities**

Each theme has eight activities. Each actvity takes about 60-75 minutes. Scheduling is flexible and up to you!

In alignment with the Michigan Economic Development Corporation (MEDC) strategic plan, the Michigan Film & Digital Media Office (MFDMO) works to foster high-wage skills growth in the technology sector by increasing computer science education through several initiatives, including the MFDMO partnership with Google and associated events such as its annual Coding for Kids event.

## MFDMO AND GOOGLE PARTNER TO INCREASE ACCESS TO COMPUTER SCIENCE EDUCATION IN 2015

In Nov. 2015, the MFDMO launched its partnership with Google to increase computer science education opportunities by promoting Computer Science First (CS First), a no-cost online-based curriculum that makes coding easy to teach and fun to learn. No coding experience is required to run a club, and most are run by teachers and/or community volunteers. CS First aims to increase accessibility to a discipline where proficiency is a highly marketable skill to current and future job prospects.

- Clubs are run by teachers and/or community volunteers

- No computer science experience necessary! Materials are targeted at students in grades 4–8 (ages 9–14)

- CS First materials are video based

- Program can be tailored to fit any schedule or need, including in-school or after-school programs, summer programs or virtual

- Student projects involve block-based coding and are themed to attract students with varied interests

# MFDMO ACTIVITIES AND IMPACT

**CS First Clubs started:**

**1,286**

**Participating schools or organizations:**

**460**

**Students reached:**

**16,737**

**1**

**MFDMO is the first state government** stakeholder to spearhead a statewide campaign to **promote Google's free "Computer Science First"** curriculum to **increase access to computer science education for Michigan's youth.**

**MICHIGAN ACCELERATE CS**
POWERED BY ACCELERATE4KIDS™

**MFDMO hosts annual "Coding for Kids"** live event for CS First participants or new recruits to engage directly with tech professionals and companies to help connect the dots between their coding education and real-life applications to today's products, services and opportunities.

**DECEMBER 7-13**

**Per MFDMO request and advocacy,** Gov. Gretchen Whitmer proclaimed **Dec. 7-13 "Computer Science Education Week"** in Michigan, recognizing that computer science is a 21st-century skill listed among the **top 50 job growth areas in Michigan.**

## SUPPORTING ORGANIZATIONS

REMC
Association of Michigan

STEM.ORG

MTAM
Mobile Technology Association of Michigan

GRAND RAPIDS PUBLIC MUSEUM
Be curious. GRAND RAPIDS PUBLIC MUSEUM | Be curious.

master of arts in EDUCATIONAL TECHNOLOGY
edutech.msu.edu

SQUARE ONE
EDUCATION NETWORK
the future starts with us

tech248
powered by Oakland County, Michigan

MCCSA
Michigan Council of Charter School Authorizers

BOY SCOUTS OF AMERICA
MICHIGAN CROSSROADS COUNCIL

ACCELERATE4KIDS FOUNDATION
Creating Tomorrow's Creators

## MFDMO PIVOTS DUE TO COVID-19 PANDEMIC

- "Coding for Kids" Annual Event goes virtual

- MFDMO and Accelerate4KIDS Foundation partner in launch of Michigan Accelerates Computer Science (MACS) to collaborative organize event

- Virtual event allows MACS to broaden reach and rebrand to "Coding for Michigan," an event for all ages

- MACS attempts to set Guinness World Record for Most Users to Complete an Online Computer Programming Lesson

Unfortunately, the pandemic brought MFDMO plans to host an annual "Coding for Kids" live event for participating youth to a halt. However, as an alternative to the live event, MFDMO, in partnership with MACS, worked to plan a successful virtual event that took place in December 2020.

Michiganders were invited to join in an attempt to gain a Guinness World Record title during an online computer programming event aimed at helping Michigan achieve its goal to become a leader in computer science education and talent through supporting high-quality instruction. Participants had an opportunity to learn or relearn JavaScript programming language through a free 30-minute session. The program was suitable for all ages, with the coding lesson itself designed at the middle school level and requiring basic computer skills. Participants simply needed the ability to use a computer with internet access, but no prior coding experience was needed.

**1,922 participants needed** to complete the lesson in order to set the record

While 4,133 participants engaged and completed multiple coding tasks, the attempt did not break the record as only 1,633 participants were able to complete the lesson in the designated time frame for various reasons.

However, the primary goal of increasing access to computer science education was achieved. The attempt reached 4,133 people, engaged them in a fun coding activity during Computer Science Education Week and taught them a great deal more about computer programming than they had known before.
·Average student grade: 7th
·Average user age: 3

## TESTIMONIALS

"My child was very reluctant to participate, but once she got into it, wouldn't stop."

"I finished and I told my friends in Japan, I was about to make world record."

"Learned a bit about coding. Helps me understand a bit about my son's college major."

"I spear-headed the event at my school (Davis Aerospace Technical High School) and although many of the teachers (including me) **were apprehensive about Coding, we pushed past** our misgivings and did our best to get the students on board! We had a great time and now that we have a better understanding of the expectations, I hope we can try again! I'm already excited!"

# A WORD FROM SPONSORS AND SUPPORTING ORGANIZATIONS

Andrea Berry, Executive Director of Oakland Schools Education Foundation - "I had the opportunity to go through the volunteer training and watched the live stream throughout the day. I thought the entire event was extremely well organized and thought out. The instructional videos were easy to follow and it was fun to watch lines of code turn into a working app. This event was good for the Oakland County community and good for education – thank you so much for putting it on!"

John Landis, OSEF Board of Directors - "Even though the record was not broken, I believe you did a lot for the community. My granddaughter has a new respect for the coding process and was proud of her accomplishment. Thank you for bringing this to us and thank you for being on the OSEF board."

Tiffany Walter, Google Product Marketing Manager - " 1633 users is SO significant when thinking about uniting communities around computer science education in such a challenging environment. Your teamwork and dedication was inspiring! The CS First team and all the Googler volunteers are proud to be a part of this -- thank you!"

Jasmyn Samaroo, Google Operations Manager - "I agree that the far more important outcome of bringing people together and doing mass educational programming for 1,633 people is a pretty amazing impact! Thank you for having us!"

Jeff May, Accelerate4KIDS Board of Directors - "It's obviously disappointing to hear that we didn't set the record, but you're right – we accomplished the goal of getting these great programs in front of more people. And as the adjudicator said, having over 4,000 people participate is great!"

## Michigan Accelerates Computer Science (MACS) collaborative team
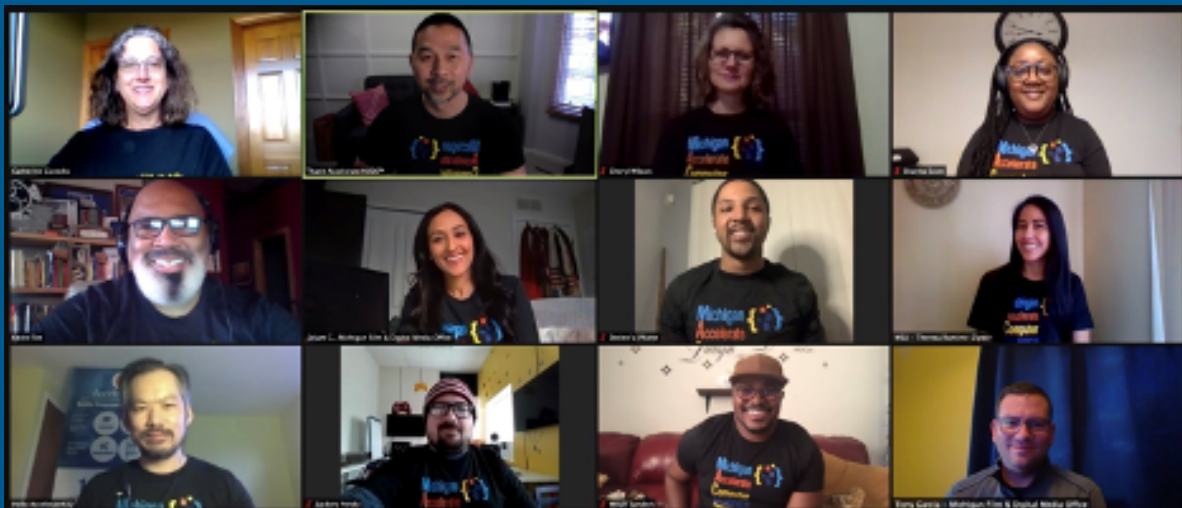
MACS is a collaborative made up of public, private, education and community stakeholders to host this interactive, educational event and promote the shared mission of increasing access to computer science education.

## MACS collaborators

Lieutenant Governor Garlin Gilchrist
Accelerate4KIDS™
AccelerateKID®
The Michigan Film & Digital Media Office
The Michigan Economic Development Corporation
Google
Wayne State University STEM Innovation Learning Center
WhooSaid
Michigan Department of Education
Detroit Public Schools

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