

## **Society of Motion Picture and Television Engineers Education Operations Manual**

Version 3.4

Approved by the Board of Governors 2019-06-24

### **Purpose and Scope of the Education Operations Manual**

The purpose of the Education Operations Manual is to describe the duties and responsibilities of Education-related Officers, Committees, Subcommittees and relevant SMPTE Staff as applied to education activities.

The Manual documents the procedures related to the operations of SMPTE education initiatives such as conferences, symposia, editorial activities, seminars, virtual classroom courses and educational webcasts.

The Manual defines the policies and procedures relating to creation or discontinuation of SMPTE education services, the formation, operation, and dissolution of education related committees and subcommittees and the general fiduciary responsibility of each.

The Manual further documents the education activities requiring Board of Governor's approval and/or oversight. Finally, the Manual describes the general education related committee processes and policies and summarizes the authorized education related committees, their function, and reporting relationships.

The primary audience of this Operations Manual is the members of the SMPTE Board of Governors, the Executive Committee, Staff Members and legal counsel.

The secondary audiences are the members of the Society and Affiliates who execute education events and conferences

Copies of this Operations Manual shall be made available to all Members in electronic form at no cost and, if requested, in printed form at a price to be determined from time to time.

## Normative Text and Conformance Keywords

**Normative Text** is that which describes elements of this manual that are indispensable or which contains the conformance language keywords: "*shall*", "*should*", or "*may*".

**Informative text** is text that is potentially helpful to the user, but not indispensable, and can be removed, changed, or added editorially without affecting intent. Informative text does not contain any conformance keywords.

All text in this manual is, by default, normative, except any section explicitly labeled as "Informative" or individual paragraphs that start with "Note:"

The keywords "*shall*" and "*shall not*" indicate requirements strictly to be followed in order to conform to the document and from which no deviation is permitted.

The keywords, "*should*" and "*should not*" indicate that, among several possibilities, one is recommended as particularly suitable, without necessarily mentioning or excluding others; or that a certain course of action is preferred but not necessarily required; or that (in the negative form) a certain possibility or course of action is deprecated but not prohibited.

The keywords "*may*" and "*need not*" indicate courses of action permissible within the limits of the document.

The keyword "*reserved*" indicates a provision that is not defined at this time, shall not be used, and may be defined in the future.

The keyword "*forbidden*" indicates "*reserved*" and in addition indicates that the provision will never be defined in the future.

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## **1. SMPTE Education Operations Manual**

### **1.1. Vision**

Education is one of the three pillars of the Society, operating together with Membership and Standards. Through the Education pillar, SMPTE seeks to contribute to the expertise of its membership, ensuring that SMPTE is universally recognized as the principal body of experts in our industry. The goal of SMPTE education is to promote and engage in activities and initiatives; through these actions SMPTE will nourish its members, enriching their skills, knowledge and value to their employers and our industry.

### **1.2. Mission**

To become the preeminent source of education in science, advanced technologies and fundamental theories associated with image, sound, metadata and workflows.

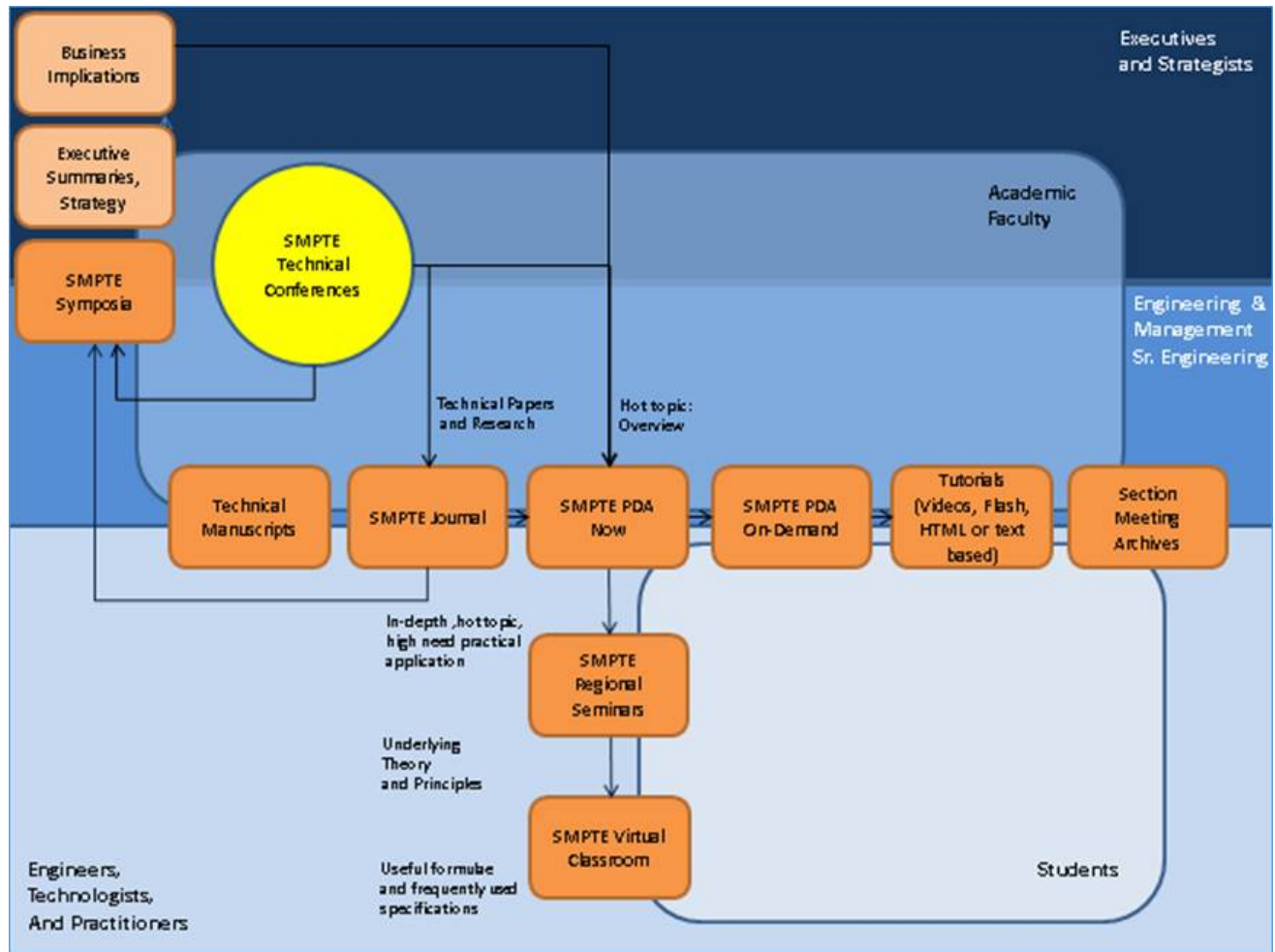
### **1.3. Education Operations Manual**

The Education Operations Manual is defined in the Governance Operations Manual, section 4.5.5, as follows:

The Education Operations Manual describes the principal activities and administrative processes of the functions administered by the Education Vice President. The Manual documents the procedures for education initiatives such as awards oversight, conferences, symposia, editorial activities, seminars, virtual classroom courses, publications and editorial, and educational webcasts. It also defines the creation or discontinuation of SMPTE education services, the operation of education related committees and subcommittees and the general responsibilities of each.

### **1.4. SMPTE Education: Audience and scope**

The primary audience for the Society's Education efforts includes current, prospective and aspiring members involved with research, engineering, and other technical and business aspects of motion picture, television and allied arts and sciences. Education services will be designed to address the learning needs of the Society's membership, addressing engineering executives, engineering managers, consultants, engineering sales representatives, researchers, engineers, technologists, practitioners, students, etc. and shall focus appropriately on the specific audience segment's organizational position and depth of technical understanding versus need and industry education priorities.



## 1.5. Education Activities and Initiatives

The SMPTE Education Committee will achieve its objectives and vision primarily through a range of initiatives and activities designed to span both the status of the technology and the knowledge of our membership.

### 1.5.1. Publications

The Education Vice President and committees defined in this Operations Manual are responsible for all publications of the Society and serve to advance the dissemination of knowledge and contribute to the expertise of the Society's members including the publication of the SMPTE Motion Imaging Journal.

Publications are further described in section 3 of this Operations Manual

### 1.5.2. Conferences

The Education Vice President and committees defined in this Operations Manual support Society Conferences approved by the Board of Governors.

Society Conferences are defined in section 4.3 of this Operations Manual

### **1.5.3. Professional Development**

Professional Development Activities refer to those education services designed and developed utilizing current best practices for instructional design and application of adult learning principles, in order to facilitate learning of essential concepts, principles, implementation and challenges relating to motion imaging technology and advances of such.

Professional Development is described in section 6 of this Operations Manual.

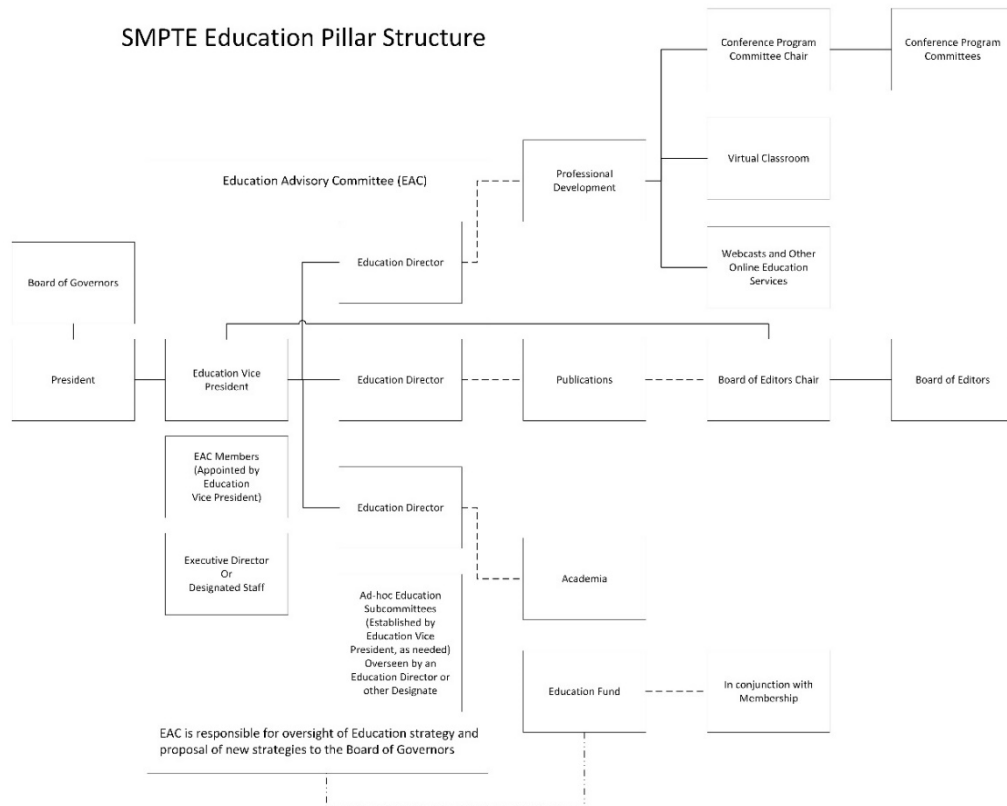


## 2. SMPTE Education Organization

### 2.1. Structure

The Board of Governors constitutes the highest authority of the Society. The Board of Governors approves the strategies that govern all Society educational activities as well as an annual budget needed to support SMPTE education initiatives.

The following chart documents the structure of the Education Pillar, and identifies key roles and responsibilities:



## Education Vice President

The Education Vice President shall serve a two-year term beginning on January 1<sup>st</sup> of each odd-numbered year as defined in section 8.1 of the *Governance Operations Manual*.

### 2.1.1. Definitions derived from Governance Operations Manual

The Education Vice President's role and responsibility is described in section 8.7 of the *Governance Operations Manual* as follows:

*The Education Vice President shall be responsible to direct and exercise general supervision over all educational activities of the Society including content for publications, conference programs, and professional development as well as the preparation, supervision, and execution of the technical conference programs, including non-technical material and data related to Standards Technology Committees supplied by the Standards Vice President. The Education Vice President shall exercise supervision over the planning and direction of all technical sessions of technical conferences as well as secure keynote speakers where required.*

*The Education Vice President will work closely with the Executive Director or designated Staff to ensure that such operations are conducted within the budget adopted by the Board. The Education Vice President shall coordinate with the Membership Vice President to provide guidance on programs for sections and student activities.*

*The Education Vice President may appoint up to three Education Directors for the purpose of supporting activities such as content programming and education review for conferences, journals, webinars, and other professional development content. Education Directors shall be appointed for a term of one year with not more than three consecutive annual renewal terms. Directors may be selected from the membership, but first consideration should be given to selection of an elected Governor who has appropriate expertise.*

*The Education Vice President shall direct the procurement of technical papers for the Society technical conferences.*

*The Education Vice President, in cooperation with the Membership Vice President, shall provide all possible program assistance to local Sections of the Society.*

*The Education Vice President shall appoint and supervise those Education Committees authorized by the Board.*

### 2.1.2. Further duties

The Education Vice President is responsible for recommending and guiding the educational affairs of the Society and may act as spokesperson for the Society on educational matters as it pertains to the Society's publications, Society Conferences, professional training and strategy for the outreach to educational institutions, foundations and Research Organizations.

The Education Vice President is responsible for ensuring that coordination of activities between Education-related functions and the other Society functions is carried out in a cooperative and constructive manner, and that inter-functional communication is maintained.

The Education Vice President may delegate responsibility to Education Directors as is appropriate for assigned accountability.

The Education Vice President shall have oversight of the editorial review process.

The Education Vice President shall have the authority to review materials submitted for use in any Education Activities defined in this Operations Manual, and make final determination to the suitability of, and either accept for use, or reject materials deemed unworthy for use in Education Activities. The Education Vice President shall take this action only after consultation with the Education Advisory Committee and prior to any notification to the author. In all cases of rejected material, the author shall have the right to appeal as defined in section 7.1 of this Operations Manual.

The Education Vice President is responsible for appointments to various Standing and Educational Related Committees in accordance with process authorized by the Society's Board of Governors and described in the Governance Operations Manual, section 8.7

### **2.1.3. Awards oversight**

The Education Vice President is responsible for several SMPTE awards and associated committees and as defined in the Governance Operations Manual, section 18.1:

- Journal Award and Certificate of Merit (Governance Operations Manual 18.1.14)
- Student Paper Award (Governance Operations Manual 18.1.15)
- Louis F. Wolf, Jr. Memorial Scholarship (Education Operations Manual 8.2.5.1)

### **2.1.4. Standing committees**

The Education Vice President is the responsible officer for the following Standing Committees as defined in the Governance Operations Manual, section 18.2:

- Archival Papers and History Committee (Governance Operations Manual 18.2.9)
- Board of Editors (Governance Operations Manual 18.2.10)
- Education Advisory Committee
- Education Fund Committee

### **2.1.5. Committee participation**

The Education Vice President participates on the following committees as defined in the Governance Operations Manual, section 18.1:

- Fellow Qualifications Committee (Governance Operations Manual Section 18.1.13)
- Citation for Outstanding Service to the Society (Governance Operations Manual Section 18.1.18)
- Progress Report Committee (Governance Operations Manual Section 18.2.9)

## **2.2. Education Advisory Committee (EAC)**

The Education Advisory Committee is defined in section 18.2.14 of the Governance Operations Manual.

### **2.2.1. Responsibilities of the EAC**

The EAC reports to and advises the Education Vice President on ways to:

1. Ensure cohesive strategies are established, documented and maintained across all of SMPTE's education services
2. Provide guidance on high priority and emerging technologies of vital importance to the industry
3. Recommend topics to be covered via various education delivery methodologies
4. Identify and solicit Subject Matter Experts (SMEs) for specific topic and education services
5. Establish highest priority learning objectives for various SMPTE educational deliveries
6. Serve as liaison to organizations and companies important to SMPTE education strategies
7. Scan industry for most significant knowledge gaps in support of developing expertise
8. Identify need for committees to ensure successful development and delivery of SMPTE education services
9. Work closely with Executive Director or Home Office staff to maintain Education Best Practices in the execution of Education programs, communications and relationships, and to ensure smooth transitions for successor officers and appointed volunteers
10. Review and recommend changes to the Education Operations Manual

### **2.2.2. Meetings of the EAC**

The EAC should hold at least four regular meetings each year. Notification of upcoming regular meetings shall be sent to committee members at least 30 days prior to the meeting and shall include time and place of the meeting. Special meetings may be called at any time by the Education Vice President upon at least seven days' notice.

All arrangements for the meetings shall be made by the Executive Director or designated staff member, hereafter in this section called "Organizer". The organizer shall

1. prepare a meeting agenda for approval by the Education Vice President and upon approval shall distribute it to all members of the committee prior to the meeting
2. attend all meetings. Committee members shall be permitted to participate by telephone or virtual presence, which participation shall constitute attendance at the meeting
3. be responsible for recording of the minutes of the meeting. Drafts of the minutes shall be reviewed by the Education Vice President prior to their distribution

### **2.3. Education Directors**

The Education Vice President may appoint up to three Education Directors to carry out the Society's regular and special programs as authorized and/or approved by the Board of Governors.

The Education Directors shall be appointed as outlined in the Governance Operations Manual, section 8.7.

The Education Directors shall report to the Education Vice President and shall exercise oversight and coordination of education strategies within their assigned areas of responsibility.

The Education Directors shall work in conjunction with and receive support from the Executive Director or staff designate on programs assigned by the Education Vice President.

### **2.3.1. Responsibilities**

The Education Vice President must ensure oversight of the following Education Functions, which may be delegated to one or more Education Directors at the discretion of the Education Vice President.

#### **2.3.1.1. Editorial Oversight**

The Education Director(s) appointed to Editorial shall:

1. Recommend the selection and appointment of members of committees and advisors as appropriate, as approved by the Education Vice President,
2. Make information available to members of the Society and to the industry served in print, electronic distribution or by other means supported by the Society
3. Actively seek and stimulate technical papers, books, or other material of particular interest to the membership and help arrange for its publication.
4. Participate in the activities of the Board of Editors as assigned by the Education Vice President
5. Organize and manage Publication activities as assigned by the Education Vice President.
6. Provide recommendations to the Education Vice President and to designated Program Chairs on the content, value, and appropriateness of specific papers submitted for consideration; and provide continuing counsel on program organization and other advice appropriate in servicing the needs of the members in the formation and organization of all Society Publications.

#### **2.3.1.2. Society Conferences Oversight**

The Education Director(s) appointed to Conference Program oversight shall:

1. Serve as a member of the Conference Program Committee. The Conference Program Committee is defined in the Governance Operations Manual, section 18.2.11, and is responsible for the technical content of Society Conference programs.
2. Ensure topics relevant to the Society's education interests, industry trends and any other subject matter are made available for consideration by the Conference Program Committee.
3. Act as liaison between the Board of Editors and other committees as required and directed by the Education Vice President to support the Society conference activities.
4. Actively seek and stimulate the creation of technical papers of particular interest to the Society's membership and shall oversee their successful presentation at Society-Wide Conferences
5. Identify presenters and speakers for topics in support of conferences
6. Oversee special committees as assigned by the Education Vice President
7. Provide recommendations to the Education Vice President and to appointed Program Chairs on the content, value, and appropriateness of specific papers submitted for consideration.
8. Provide direction for content delivered during Society produced sessions at other organizations' conferences

9. Assist Home Office with identification of speakers to represent the Society for conferences produced by other organizations
10. Participate in determination of need for special topic conferences
11. Advise on technical content for day-long conferences produced by local Sections and various other technical conferences and events.
12. Invite all speakers at Society Conferences and Special Topic Conferences to participate in the Speakers Bureau

#### **2.3.1.3. Research Institutions**

The Education Vice President shall assign responsibility for oversight of Society relationships with Research Institutions.

The individual(s) appointed for Research Institution oversight shall:

1. Identify those institutions and organizations which are engaged in research that may be of importance to the Society's members.
2. Gather topical information to make available for program development, professional development and other special topic programs and events.

#### **2.3.1.4. Professional Development Oversight**

The individual(s) appointed for Professional Development oversight shall:

1. Assist the Education Vice President and the Executive Director or staff designate with determination of the highest priority professional development needs of the industry
2. Assist the Education Vice President and the Executive Director, working with staff and volunteers, to implement the objectives of the EAC as defined in section 2.2.1.
3. Provide advice and counsel to the Education Vice President and to designated Program Chairs on the content, value, and appropriateness of specific papers submitted for consideration; and provide continuing counsel on program organization and other advice appropriate in servicing the needs of the members in the formation and organization of all conference Programs.
4. Oversee implementation of the most appropriate education methodologies, programs and delivery platforms based on professional development industry best practices, scope and depth of educational content and appropriateness for the audience

#### **2.3.1.5. Emerging technologies**

The individual(s) appointed for Emerging Technologies oversight shall

1. Provide recommendations to the Education Vice President and to designated Program Chairs on the content, value, and appropriateness of specific topics for consideration
2. Provide continuing counsel on program organization and other advice appropriate to servicing the needs of the members in the formation and organization of all professional development Programs.

#### **2.3.1.6. Academic Institution Programs**

The individual(s) appointed for Academic oversight shall:

1. Develop and maintain top level strategy for the Society's education programs with academic institutions to:
  - a. Develop the Society's strategy(s) for the purpose of assisting and engaging students, faculty and research programs within educational institutions for the motion picture, television, imaging science and allied fields.
  - b. Collect and compile, for the purpose of program development, information on formal courses of study and academic research activities that are related to the motion picture, television, imaging science and allied engineering fields.
  - c. Foster ongoing development and refinement of the Society's value proposition and strategies to stimulate the education of SMPTE members, and Student interactions within higher education and in fields of study related to the Society.
  - d. Implement and refine activities to engage and support industry related research with instructional faculty and students.
2. In conjunction with the Standards Vice President, Membership Vice President and/or their appointees, catalyze interaction between the Society's standardization efforts, conference opportunities and publication channels.
3. Provide advice and counsel to the Education Vice President and to designated Program Chairs on the content, value, and appropriateness of specific academic programs; and provide continuing counsel on program organization and interaction
4. Provide other advice appropriate in servicing the needs of the members in the education programs and interaction with Educational Institutions

#### **2.3.1.7. Education and Membership**

In the development and execution of Education programs, the Education Vice President and Education Directors shall ensure close coordination of, and work together with, the Membership Vice President and Section officers on any activities that may involve direct interaction with academic institutions so that close coordination and interaction with the local Section of the Society can be engaged.

The local Section is solely responsible for Section Programs as defined in the Membership Operations Manual, section 8.11 and will often be an excellent source of assistance to the activities between the Society and academic institutions. Input from local Sections should be included as much as possible in strategic development and program implementation.

#### **2.4. Education Subcommittees**

The Education Vice President may form Subcommittees when a particular phase of education activity will benefit from special attention by a small task force of subject matter experts.

Sub-Committee Chairs are appointed by the Education Vice President for a term that expires when the education activities and consequential reporting are complete. The Education Vice President may appoint the Sub-Committee members or may delegate partial or full responsibility for such appointments to the Subcommittee Chair. The Subcommittee Chair shall be a member of the Society. Members of the Subcommittee are not required to be members of the Society, and will serve as non-voting advisory members only. It is desirable to include a member of the Education Advisory Committee in any Education Sub-Committee. Subcommittees are responsible to, and will report to, the Education Vice President.

## **2.5. Board of Editors**

The Board of Editors is a standing committee of the Society.

### **2.5.1. Formation and purpose**

The Education Vice President shall form a Board of Editors (BoE) as defined in the Governance Operations Manual, section 18.2.10.

The Purpose of a Board of Editors is to assess the suitability of all subject matter and materials submitted for use in the Society's publications. The Board of Editors shall also advise the Education Vice President and Staff on matters relating to SMPTE Publication policies.

"Publications" includes but need not be limited to the Society's Motion Imaging Journal.

The Board of Editors is responsible for accepting or rejecting, for the Journal, the material on the basis of technical merit, relevance and readability. The Education Vice President has final review and editorial responsibility as defined in section 2.3.1.

### **2.5.2. Structure**

The Board of Editors shall report to the Education Vice President.

The Board of Editors shall consist of a Chairman and active members of the Society who are appointed to the Board of Editors by the Education Vice President. The individuals chosen for membership of the Board of Editors shall have demonstrated expertise of the various programs and publications of the Society and include all branches of Motion imaging and allied fields, including emerging and historical technologies.

### **2.5.3. Appointment to the Board of Editors**

Appointments to the Board of Editors shall be based on specific expertise required to support the missions of the Society's programs.

Members of the Board of Editors shall be active members of the Society.

In order to ensure progressive support of the Society's programs, non-members may be appointed as Advisors. The term "Advisor" is defined in of the Governance Operations Manual, section 14.4.

All appointments to the Board of Editors are subject to approval by the Society's Board of Governors.

### **2.5.4. Board of Editors Chair**

The Education Vice President shall appoint a Chairman who shall serve as the Board of Editors Editor in Chief. The BoE Chairman shall recommend appointments to the BoE to the Education Vice President. The Chairman and members of the BoE are subject to final approval from the Board of Governors



### **2.5.5. Duties of Board of Editors Chair**

Under the supervision of the Education Vice President, the duties of the Board of Editors Chair shall be to:

1. conduct at least four meetings of the full Board of Editors per year.
2. recommend to the Education Vice President the need for establishment of, or change in, the Society's editorial scope or objectives
3. review and maintain annual editorial calendar, and recommend any modifications needed based on industry trends and needs of the membership
4. work with designated home office staff and the Education Director(s) to produce, according to the editorial calendar, a finished Journal which will conform to established policies of the Society and which will, within budgetary limitations, meet the needs and desires of the membership.
5. assign submissions to qualified BoE committee members and obtain at least three reviews for any and all materials recommended for use in all supported mediums and programs.
6. produce, in conjunction with Home Office Staff, other finished publications and program materials as the Board of Governors may authorize.
7. act as liaison between the Board of Editors and authors of submissions, in order to facilitate the proper clearing of material.
8. take responsibility for the drafting of special sections or features in the Journal, subject to review by the Education Vice President and Board of Editors.
9. make technical conference manuscripts and/or electronic archives available to the Board of Editors for review, consistent with the Society's release and copyright policies.
10. periodically review the performance of members of the Board of Editors, and recommend changes in Board and Committee assignments

### 3. Publications

Publications as managed by Education are defined as physical and electronic media that are informational or instructive in nature and support the Society's education mission.

Publications related to the Standards process are defined separately in the Standards Operations Manual.

Publications may be peer reviewed or non-peer reviewed

The list of publications currently defined includes but is not limited to:

#### **SMPTE Motion Imaging Journal**

- A publication highlighting technical manuscripts and technology articles of significance to the motion imaging industry.
- Topics may include those which are emerging, will be imminently deployed or are widely deployed

#### **SMPTE NewsWatch**

- A monthly eNewsletter publication covering a single trending technology topic
- Topics may include those which are emerging, will be imminently deployed or are widely deployed and pose specific challenge or questions for the industry

#### 3.1. SMPTE Motion Imaging JOURNAL

Published eight times annually, the SMPTE Motion Imaging Journal is a view in the technical world of motion imaging science. Each issue covers a special topic including file-based workflow, compression, 3D, audio, distribution formats, advances in lighting, sustainability, digital cinema and other topics useful to the members of the society and the industry.

Special issues may include wrap-ups from various SMPTE conference events, including the SMPTE Annual Technical Conference and the Technology Summit on Cinema and other Society events and shall include submitted activities of Sections world-wide. Each September, the Progress Report is published which provides a valuable overview of the latest industry developments with a particular focus on the standards community work.

##### 3.1.1. Authorization

Authority for publication, distribution, and sale of the Journal rests with the Board of Governors.

##### 3.1.2. Copyright

The Journal shall be copyrighted under the Copyright Laws of the United States in the name of the Society. Permission to republish material from the Journal must be obtained in writing from the Home Office.

### **3.1.3. Right of Publication**

Papers presented at technical conferences or other meetings of the Society, or submitted solely for publication in the Journal, shall become the property of the Society.

In the case of papers submitted for publication in the Journal, no such paper shall be published or presented elsewhere in advance of publication in the Journal, unless the Board of Editors Chair or designate shall have granted approval, in writing, for such publication or presentation.

Papers presented at conferences may be used in a Section Meeting without such restriction, however notification of the use of conference material in Section Events prior to the publication in the Journal shall be reported by the Section Chair to the Board of Editors Chair.

### **3.1.4. Disclaimer of Responsibility**

To safeguard the Society against any responsibility as to the technical correctness embodied in the subject of any article or paper printed in the Journal, each issue of the Journal shall carry a disclaimer of responsibility printed following the copyright notice at the bottom of the inside front cover.

### **3.1.5. Advertising**

Advertising in the Journal is subject to the requirements and specific policies as may be established by the Executive Director or designated person.

### **3.1.6. Electronic Publishing**

All papers published in the Journal shall also be made available in a searchable electronic form as part of the Digital Library. In addition, papers that have passed the peer-review process but have not been selected for inclusion in the print Journal may be considered for publication online as supplements to specific issues, or in other designated areas in the Digital Library. Such papers shall follow the same editing process as papers published in the print Journal.

### **3.1.7. Annual Journal Progress Report**

The Executive Vice President will prepare an annual report of worldwide technological progress in the motion-picture, television, and allied industries, and the Society in general. The annual Progress Report shall be published no later than the September issue of the Journal.

The Education Vice President is responsible for publishing the report in the Journal.

### **3.1.8. Reprints**

When required, the Society may reprint and/or republish from any Society publication.

The price charged for reprints shall be determined by the Executive Director, or a designated staff member.

## 3.2. Other Publications

### 3.2.1. Journal Technical Papers

All papers published in the Journal shall be available in searchable electronic form. In addition, papers that have passed the peer-review process but have not made it into the print Journal may be considered for publication online as supplements to specific issues, or in other designated area on the SMPTE website. Such papers will follow the same editing process as papers published in the print Journal.

### 3.2.2. Newsletters and Opinions

Non-Technical Papers and Opinion Pieces such as *INDUSTRY PERSPECTIVES* are not classified as peer-reviewed and are expected to have a less rigorous technical review than Journal Technical Papers, on the basis that

1. The content provides a perspective on a particular topic, in which experts share their insights and provide their views. Such content is made available for the sole purposes of bringing awareness to specific trending topics and increasing SMPTE's visibility. Additionally, in newspapers and magazines, opinion pieces and such are published with the intent of the publisher to facilitate public authorship and provide openly subjective and opinionated articles.
2. The content is freely available on the website in the area specified.
3. A disclaimer is included with all such content specifying that "the views opinions expressed are those of the author and do not necessarily reflect the position of the Society."
4. A rigorous and lengthy editorial vetting process on such content would decrease the timeliness of disseminating information and discourse on "hot" topics both to SMPTE community and to the general public.
5. Such content (including work-for-hire) falls under SMPTE copyright and should not be used for commercial again.

### 3.2.3. Solicited Content

The intents and purposes of solicited content to be placed in the Industry Perspectives area of the SMPTE website are similar to SMPTE Newsletters (eg: SMPTE Newswatch) and should thus follow a similar process.

1. Expert opinion is solicited and regarded as reliable source.
2. Content is solicited or acquired as work-for-hire
3. Content is submitted to SMPTE
4. Content is reviewed/edited by SMPTE staff to ensure fairness, balance, overall accuracy, and ensure that commercialism is avoided.
5. Content is formatted for publication
6. Content is returned to author for final review
7. Content is posted on the website or disseminated

### 3.2.4. Unsolicited Content

It should be noted that unsolicited content for the website *may* be subject to expert/editorial review and thus should be processed as follows:

1. Submitted/unsolicited articles are forwarded for review by at least one SMPTE expert (or editorial committee member) for vetting to determine factual/technical accuracy, and that content is consistent with SMPTE purpose.
2. Article is edited for editorial consistency and formatted for web.
3. Content is posted on the website or disseminated

### **3.3. Educational Publications**

The Education Vice President has technical and editorial oversight and responsibility for the publication of the Society's Journal and all other educational and instructive publications of the Society. The publication of all manuscripts and technical articles in the Journal shall be at the discretion of the Education Vice President within the budget authorized by the Board of Governors. The Education Vice President may seek advice, as necessary, from the Board of Editors on the suitability of material for publication.

#### **3.3.1. Publication of SMPTE Conference Proceedings**

When papers and manuscripts are submitted for presentation at a SMPTE technical conference, the Society shall include these papers in the conference proceedings compilation, if received in time for publication, and shall be distributed as a special service for the registrants and ultimately the general membership. They will also be made available from the Digital Library with a disclaimer when appropriate stating that the papers are unedited and have not been peer-reviewed.

#### **3.3.2. Non-Conference and Electronic Publications**

All non-conference related articles, manuscripts or other materials shall be reviewed by the Board of Editors Chair and Education Directors to determine appropriateness and potential method of publication

Technical manuscripts appropriate for publication in the Motion Imaging Journal shall be submitted for peer review

Articles, opinion pieces and other non-manuscript materials may be authorized for online publication and/or revision by the author prior to online publication

##### **3.3.2.1. Disclaimer**

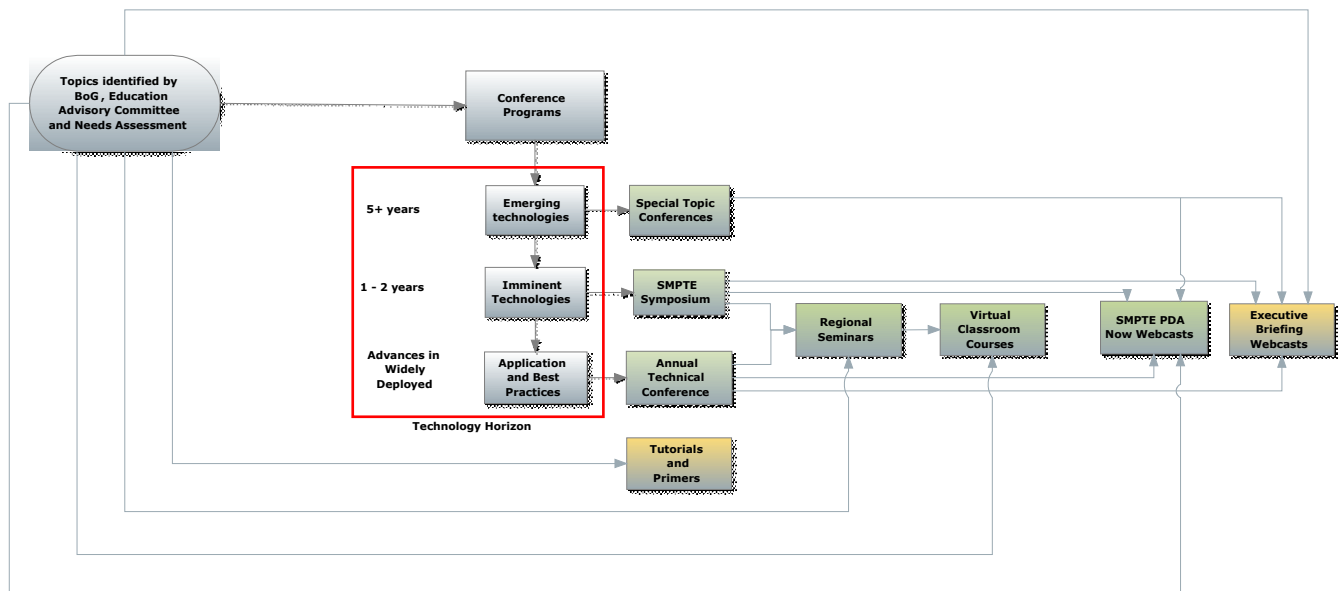
Articles, opinion pieces and other non-manuscript materials authorized for online publication shall include a disclaimer indicating the contents of such materials does not necessarily reflect SMPTE's opinions and do not represent endorsement or recommendation of any kind

##### **3.3.2.2. Technical Newsletters**

The Education Vice President and Education Directors may elect to provide guidance on selected topics for consideration for publication in technical newsletters

## 4. Conferences

Conferences provide the membership and industry with a look into technology trends and subjects in the fields of motion imaging and media technology, production, operations and the allied arts and sciences. Conferences are broad coverage events during which numerous topics may be presented by numerous speakers. Technical manuscripts may be required depending on the individual event.



Conferences which are defined as Society events require Education Vice President oversight, as opposed to those events conducted by a local Section or Region (see section 4.3).

### 4.1. Conference definitions

The term “Conferences” includes:

#### 4.1.1. The SMPTE Annual Technical Conference and Exhibition

1. A multi-day event covering a broad range of technical topics
2. Programs may include technologies and topics which are emerging, will be imminently deployed or are widely deployed
3. Numerous speakers present summaries of technical papers, each for 30 minute duration
4. The Annual Technical Conference is held in a single location

#### 4.1.2. Symposia

1. One or two-day, narrowly focused event covering strategically significant, imminently deployed technology, implementation challenges and practical application
2. Programs may include technologies and topics which are emerging, will be imminently deployed or are widely deployed

3. Speakers are commonly invited and present for a duration of 30 to 90 minutes
4. Technical manuscripts are not required
5. The Symposium is held in a single location

#### **4.1.3. SMPTE Special Topic Conferences**

1. Multi-day events covering a confined range of technical topics
2. Programs may include technologies and topics which are emerging or will be imminently deployed
3. Speakers are invited and speak for a duration of 30 to 90 minutes
4. Technical manuscripts are not required
5. SMPTE Special Topic Conferences are held in a single location
6. Past Special Topic Conferences include the Technology Summit on Cinema, the Entertainment Technology in the Internet Age conference and The Forum.

#### **4.1.4. Other conferences**

Other conferences may be authorized by the Board of Governors and assigned to the Education Vice President from time to time.

### **4.2. Conference Program Committees**

The Education Vice President is the responsible officer for committees that manage the conference programs and report to the Board of Governors as defined in Governance Operations Manual, section 18.2.

### **4.3. Society Conferences**

Society Conferences are defined as conferences which are produced by the Home Office on behalf of the Society, and which are authorized and approved by the Board of Governors. Typically these are annual or otherwise regularly scheduled events.

A Conference Program Committee shall be convened for each Society Conference to design the overall conference program. The Education Vice President shall appoint the Chair of each Conference Program Committee.

Execution of conference logistics including budgeting shall be responsibility of the Home Office under the direction of the Executive Director and designates, including coordination with a Local Arrangements Committee as defined in the Membership Operations Manual, section 8.12. The following is provided as guidelines for the activities overseen by Education in the execution of Society conference, Special Topic Conference or any other event defined in this Operations Manual:

#### **4.3.1. Society Conferences: strategy**

The Education Vice President shall work with the Education Advisory Committee to draft and maintain a three- and five-year conference strategy. This shall be submitted to the Conference Strategy Committee, which is responsible for final determination of conference topics as defined in the Governance Operations Manual, section 18.2.6.

### 4.3.2. Society Conferences: planning

The following outlines the activities and considerations needed to conduct a Society Conference

1. Under the approved Conference Budget, contract negotiations, execution and procurement of goods and services related to the conference shall be arranged and executed by the Executive Director
2. For each Society Conference, the Education Vice President shall initiate a Conference Program Committee (CPC) as defined in the Governance Operations Manual, section 18.2.11
3. The Education Vice President shall appoint the CPC chair who is responsible for establishing and appointing members to a conference program committee in consultation with the Education Vice President
4. The Conference Program Committee chair and appointed committee members shall be supported by the Executive Director and staff designates
5. The Conference Program Committee shall oversee the publication of a Call for Papers which is used to attract prospective manuscripts and presentations for the conference program
6. Papers which were previously presented in Section meetings shall not be restricted from being presented in conferences
7. The CPC shall work with the Education Vice President to review prospective manuscripts and papers under consideration for the Conference program. The Education Vice President has final authority to accept or reject any material as stated in section 7 of this Operations Manual.
8. Session Chairs are selected by the CPC Chair to coordinate development of individual conference sessions and to ensure timelines and deliverable deadlines are met. This is accomplished in conjunction with the Executive Director or staff designate.
9. Staff shall provide coordination support and assist with scheduling of individual session conference calls, collection of selected authors' audio visual requests, copyright forms, draft and final manuscripts and presentation files and other such information
10. Staff shall collect final manuscripts and presentation files from authors and presenters for publication and distribution to conference delegates
11. All final manuscripts shall be provided to the Board of Editors Chair for peer review and possible publication in The Motion Imaging Journal print and electronic publications

### 4.3.3. Special Topic Conferences and Symposia

Special Topic conferences are intended to provide educational opportunities covering topics and technologies of particular importance to the industry and approved by the Board of Governors.

The Education Vice President shall direct the Education Advisory Committee, in conjunction with the Executive Director or designated staff, to assess the educational needs of SMPTE Members and the industry for consideration as the basis of a special topic conference and/or other educational services

The Education Vice President shall carry this proposed special topic conference forward to the Conference Strategy Committee for consideration and approval

The Education Vice President shall make recommendations to the Conference Strategy Committee with regards to Special topic conference proposals



Upon approval, the Education Vice President shall appoint a program chair to work with the Executive Director or Staff designate to form a program committee to execute the program. At the discretion of the Education Vice President and Executive Director, conference planning guidelines may apply as defined in section 4.3.2 of this Operations Manual.

## **5. Section Conferences**

Section Conferences are Special Meetings defined in the Membership Operations Manual, section 8.11.3, that are produced by local Sections. Program content of Section Conferences is the responsibility of the local Section. The Education Vice President is not responsible for the content of Section Conferences, but may provide assistance and support as requested.

## 6. Professional Development

Professional Development programs and activities are instructional programs on specific topics which provide educational value to the society membership. Professional Development includes a wide variety of methodologies to communicate with and educate the membership as defined in this section.

### 6.1. Purpose of Professional Development

Professional Development activities are designed to support the Society's Education mission to be "the preeminent source of education in science, advanced technologies and fundamental theories associated with image, sound, metadata and workflows". Professional Development provides educational services and opportunities to help individuals gain important knowledge about key technologies and trending technology topics regardless of the member's level of experience. Professional Development activities shall provide high value, relevant knowledge to meet the educational needs of individual members and the motion imaging industry.

Learning and educational services through Professional Development activities shall be based upon specific learning objectives or outcomes. The primary target audience includes technical and engineering decision makers, managers, staff and individuals involved with content creation, content aggregation, distribution, and other technical/engineering oriented activities in the motion imaging industry.

Professional Development topics may cover technology ranging from those with deployment status of "emerging" through "imminent" to "widely-deployed". In addition, utilization of appropriate delivery mechanisms will be selected based upon the depth and scope of knowledge required in accordance with generally accepted adult learning principles and learning practices within the Learning & Development industry. Depth of knowledge may range from "high-level overview" to "in-depth principles and theory" to practical "How to" tutorials and seminars, again based upon the specific needs of the target audience.

### 6.2. Professional Development Goals

The goals of Professional Development are to:

- Enhance the fundamental value of membership
- Address the highest priority technology-related learning needs of the greater membership population and that of the Industry and
- Elevate the motion imaging industry by addressing highest priority learning needs.

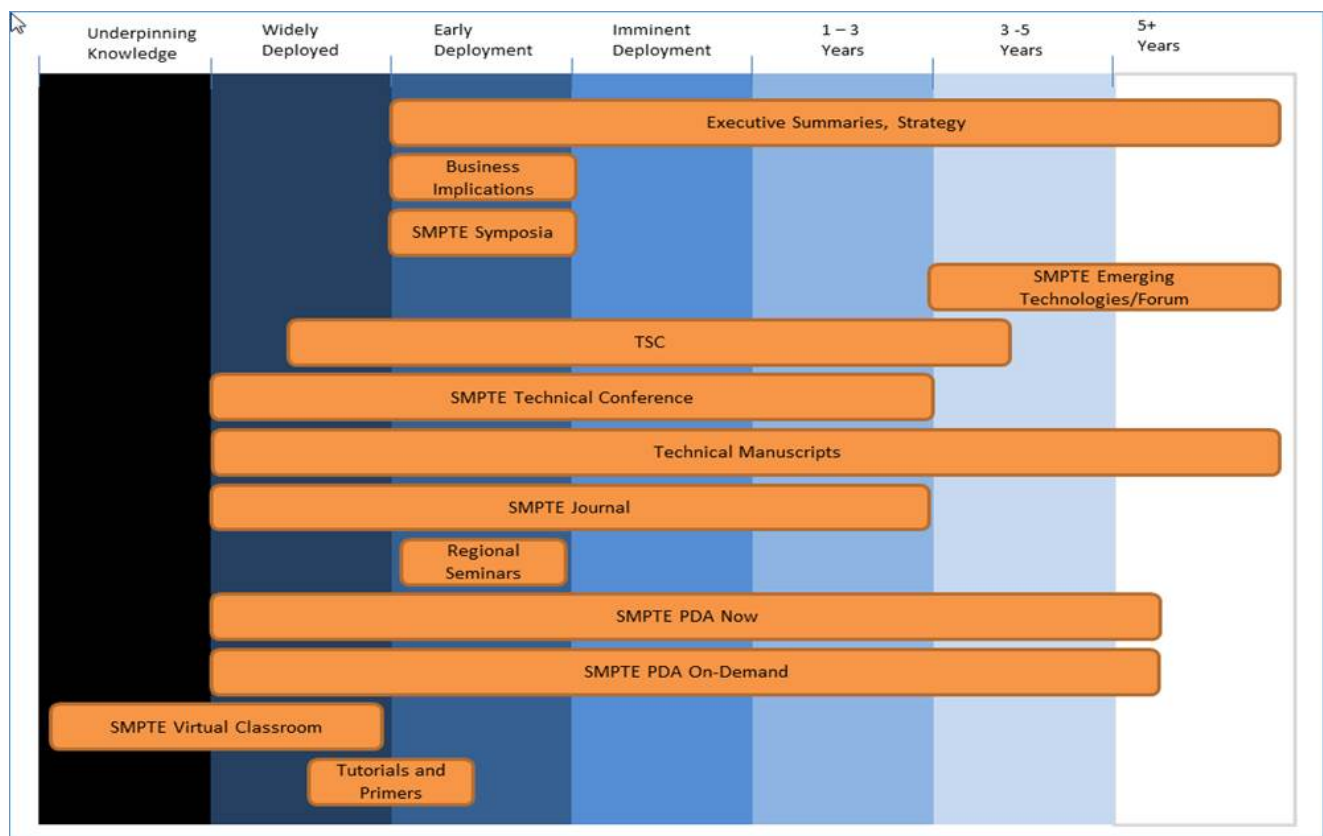
### 6.3. Professional Development Activities

Professional Development activities shall utilize a variety of sources to identify industry learning priorities. These include formal learning needs assessment, plus symposia and conference topics which may "feed-forward" to subsequent education services such that appropriate depth of knowledge, scope of coverage and delivery mechanism are incorporated for various target groups.

At the direction of the Education Vice President, Professional Development activities may include but are not be limited to:

- Monthly Webcasts: Just-in-time vital topics, awareness and overview; available live and on-demand
- Quarterly Standards Update Webcasts: Quarterly webcast designed to provide summary or status of key Standards Development work;
- Regional Seminars: Practical application of technology and workflows within a well-defined, narrow scope and based upon specific learning objectives/outcomes;
- Virtual Classroom: In-depth theory and under-pinning knowledge
- Tutorials and Primers: Fundamental knowledge and “How to” videos/documents
- Executive Member briefings
- Podcasts
- Mobile learning offerings

The range of offerings and topics are targeted to meet specific audience learning needs and technology lifecycle:



#### 6.4. Structure

Professional Development is supported by the Director of Professional Development, the Managing Editor and the Executive Director’s Executive Administrative Assistant. Professional Development strategy shall be established by the Education Vice President as advised by the Education Advisory Committee, and executed by Home Office staff

## **6.5. Operations**

Professional Development's activities shall seek to become a financially self-sustainable learning service. It shall generate a sustainable revenue stream to support expansion and addition of future education services. Funding may come from sponsorships and registration revenue.

## **7. Policies and Procedures**

### **7.1. Appeals Process**

In all cases of rejected submissions of materials for use in Education Activities defined in this Operations Manual, the author shall have the right to appeal in accordance with this Education Operations Manual and the Governance Operations Manual.

An appeal by the author may be made in writing to the Education Vice President, who shall forward the appeal to the appropriate committee and oversee the appeals process. The committee chair shall place the item on the agenda for the committee's next meeting (which may be by electronic means and no more than 90 days following submission of the appeal), shall develop a consensus view of the committee, and shall communicate it to the appellant in writing no later than 10 days after the meeting.

If, in the opinion of the appellant, the appeal has not been satisfactorily resolved by the committee, within 30 days after receiving from its Chair notice of the committee's decision, a written appeal then may be submitted for appropriate disposition to the Board of Governors in accordance with the appeals process defined in the Governance Operations Manual.

Any member of the relevant committee who participated in any way in the rejection of the submission related to the appeal shall not be eligible to participate in the consideration of an appeal.

During an appeal process, any affected projects and other work of the relevant Education committee shall continue.

## 8. Education Fund

The purpose of the **SMPTE Education Fund** is to encourage self-development, support and recognize professional growth and facilitate educational programs and initiatives consistent with SMPTE's field of interest and in support of SMPTE's Education Mission. In line with this purpose, SMPTE provides scholarships and grants to qualified applicants in two categories as follows:

SMPTE Educational Scholarships including Student Education Travel Grants

Academic and Professional Development Grants

The details of available programs in each category are summarized below.

In addition, the Board may also authorize the funding of other SMPTE education activities that are consistent with the stated goals of the Education Fund as specified in the Finance Operations Manual section 3.7.3.

### 8.1. Education Fund Management

#### 8.1.1. Acquisition and Distribution of Funds

The Education Fund is managed by the Education Vice President in coordination with the Home Office.

Funds are raised for the Education Fund through:

- Directed grants where the donor has specified a purpose and/or intent for the use of the funds. By accepting such funds, the Board agrees to support the purpose or intent if not within the scope of the uses of the Education Fund specified below.
- Fundraising campaigns and gifts.
- Earmarked funds with Board approval from general fundraising, Sustaining Membership and events.
- 5% of net surplus revenues from the SMPTE Annual Technical Conference in a given year shall be allocated to the Education Fund. Net surplus revenues shall mean the surplus as accounted for in the conference budget as approved by the Board of Governors including whatever cost and expenses as allocated by the Board.

The Board of Governors may also elect to provide funds to the Education Fund from general operating funds, SMPTE Reserve Fund or The Centennial Fund.

The Education Vice President is responsible for allocating the Annual Fund Distribution to the individual scholarships and stipends. Two months before the October Board of Governors meeting, the Education Vice President shall provide Home Office with a proposed budget and allocation of Education Funds for the following fiscal year. Such budgets may request funds for longer than one year to facilitate specific scholarship requirements.

The Board, as part of the annual budget process for SMPTE, will determine the total amount of funds to be distributed from the Education Fund in a fiscal year (Annual Fund Distribution). This Annual Fund Distribution includes both scholarships and travel.

The Education Fund Committee will present their nominees and grant amounts to the Board of Governors at the mid-year meeting for approval by the Board. Funds shall be disbursed in accordance with the purposes of The Society and in accordance with any specified directives provided by the donors. Funds shall be made available for disbursement immediately thereafter for all approved recipients.

Should the Board provide insufficient funds to the Education Fund Committee to support all of the scholarships and travel grants desired, the committee will be responsible for determining which awards to fund and the amount funded. No scholarship or grant shall be awarded for less than the amount indicated.

### **8.1.2. Creating and Discontinuing Scholarships and Grants**

The Education Fund Committee may petition the Board for the creation of a new scholarship or grant. The committee shall identify the source of the funds for new scholarship or grant.

The discontinuation of a scholarship or grant shall be done with Board approval.

Purpose of scholarships and grants:

- Encourage students to take on Motion Imaging as a specialty in an engineering program,
- Raise the visibility of the Society.
- Recognize students who achieved excellence in Motion Imaging to further their studies.
- Facilitate relationships between students and companies in the Motion Imaging industry.

## **8.2. SMPTE Educational Scholarships**

SMPTE Educational Scholarships shall be managed by the SMPTE Education Fund Committee (EFC) defined in Section 18.2.13 of the Governance Operations Manual. Individual Scholarships are defined below and may or may not be awarded each year. The EFC may elect to form sub-committees, to review applications for individual scholarships and recommend recipient(s).

### **8.2.1. General Applications Requirements**

(See individual scholarships for specific details)

- Except where otherwise noted, applicants must be full-time students enrolled in an accredited, 2 or 4-year college or university majoring in a program emphasizing the engineering, science, advanced technologies or fundamental theories associated with motion imaging, sound, metadata and workflows consistent with SMPTE's field of practice and have completed a minimum of four courses toward said major in good academic standing.
- Applicants must be current members of SMPTE.
- Applicants must submit a 1 page essay (maximum 400 words) explaining the applicant's long- and short-term goals, extra-curricular activities and awards, financial need, and applicant's reasons to pursue an education/ career in this field.



- A letter of recommendation must be submitted from an advisor, professor or instructor, on official school stationary, outlining the applicant's qualifications for the scholarship consistent with SMPTE's field of practice and the specific award purpose.

Applicants must provide an official school transcript to verify course completion and grades. All applications must be in English.

- Applications are accepted each year beginning 1-January and must be submitted by the published deadline, which will be scheduled to allow for committee review and approval at the second regular Board of Governors meeting.
- Some scholarships may require examples of the applicant's work.

### 8.2.2. Selection Process

- The SMPTE Education Fund Committee, as defined in Section 18.1.19 of the Governance Operations Manual, will review applications across all scholarship categories and recommend recipients for approval by the Board of Governors. The Committee will not review incomplete or late applications.
- Selection criteria:
  - Relevance of study to SMPTE's field of practice and specified scholarship criteria
  - Demonstration of financial need as described in essay
  - Clarity and articulation of essay from applicant
  - Academic performance including grades, publications, and awards
  - Preference given to underrepresented demographics among the SMPTE membership
  - No person shall be given more than one scholarship or academic and professional grant in a given year.
  - No recipient may receive the same scholarship or grant more than once without Board approval.

All applicants will be notified of results within one week of the Board's review and approval of the Education Fund Committee's recommendation unless otherwise specified in this Operations Manual.

Scholarships may or may not be awarded each year.

### 8.2.3. Award of Scholarship

Scholarship funds will be paid to the appropriate institution as defined in the scholarship. Funds may not be paid directly to the recipient.

In addition to the scholarship, the award includes a full conference registration for the SMPTE Annual Technical Conference and Exhibition for award recognition. Scholarship recipients will be recognized at the SMPTE Honors and Awards Ceremony and will receive a framed award certificate.

### 8.2.4. Student Education Travel Grants

*Grant:* A travel allowance, based on estimated cost, may be approved by the SMPTE Executive Director and Education Vice President. No individual travel allowance shall exceed \$5000.

*Funding:* These Student Education Travel Grants are financed by the **SMPTE Education Fund**

*Eligibility:* Travel allowances may be provided to current Student Members as defined in the Membership Operations Manual who are:

- Scholarship recipients who are being recognized at the SMPTE Honors and Awards Ceremony
- Students who have had an abstract accepted to present a paper at a technical conference produced by SMPTE or a SMPTE Section.

*Application requirements:* A completed application form in English with estimated financial cost. The form for Student Travel Grants shall be available on the SMPTE website.

Applicants shall submit a completed application form and all necessary documents to the Society Headquarters according to a schedule to be provided by Home Office.

### 8.2.5. Scholarships

#### 8.2.5.1. *Louis F. Wolf Jr. Memorial Scholarship*

*Grant:* \$5,000 per scholarship awarded; may be given to multiple recipients in a given year.

*Purpose:* This scholarship was established to help students further their undergraduate or graduate studies in motion pictures and television with an emphasis on technology. As this scholarship was originally established by the Hollywood Section, at least one member representing the Section should be appointed to the Lou Wolf Jr. Memorial Scholarship Sub-Committee in years when applications are being accepted for this award.

*Eligibility:* Open To currently enrolled, full-time undergraduate or graduate Student Members of SMPTE; extra credit may be awarded for volunteer work/leadership.

*Application requirements:* As listed above

#### 8.2.5.2. *Entertainment Experience Research Scholarship*

*Grant:* \$5,000 per scholarship awarded, may be given to multiple recipients in a given year

*Purpose:* This scholarship is established to help students further their undergraduate or graduate studies with a specific focus on furthering ongoing research in advancing the state of the art in audio and video technologies for immersive entertainment experiences such as virtual reality.

*Eligibility:* Open To Currently Enrolled, Full-Time Undergraduate or Graduate Student Members in good academic standing.

*Application requirements:* As listed above plus examples of work such as thesis or media.

### **8.2.5.3. Future Technology Leaders Scholarship**

*Grant:* \$5,000 per scholarship awarded, may be given to multiple recipients in a given year

*Purpose:* This scholarship was established to recognize and support outstanding students to further their undergraduate or graduate studies in SMPTE's Field of Interest.

*Eligibility:* Open To Currently Enrolled, Full-Time Undergraduate or Graduate Student Members in good academic standing under the age of 30 at the beginning of the calendar year in which the scholarship is awarded. Applicants shall have demonstrated exceptional academic performance, research, or contribution to the industry or Society as evidenced by previously recognized work. Only one such award can be received per individual.

*Application requirements:* As listed above plus examples of work such as thesis or media. Provide an essay explaining intended use of scholarship funds. Qualified uses would include furthering academic studies, research and creating educational content or initiatives.

## **8.3. SMPTE Academic and Professional Development Grants**

The SMPTE Education Fund Committee as defined in Section 18.2.13 of the Governance Operations Manual shall be responsible for administering these grants.

*Funding:* All Academic and Professional Development Grants are financed by the SMPTE Educational Fund.

*Purpose:* Academic and Professional Development Grants are offered to faculty, and/or practitioners active in a program, or employed in a field, emphasizing the engineering, science, advanced technologies and/or fundamental theories associated with motion imaging, sound, metadata and/or workflows consistent with SMPTE's field of interest. Grant funds may be used to develop initiatives consistent with enhancing SMPTE initiatives and awareness in the academic community.

General Applications Requirement:

- Applicants must be a current member of SMPTE in good standing.
- Applicants must submit a completed application form and all necessary documents to the Society Headquarters before the deadline.
- All applications must be in English.
- Applications are accepted each year beginning 1-January and at least 4 months before need for funds to allow for review and decision.

Selection Process:

- The SMPTE Education Fund Committee will review all grant categories. The Committee will not review incomplete or late applications.

- All applicants will be notified within 2 months of confirmation of application receipt of decision and dollar amount, unless otherwise notified.
- Grants are not guaranteed every year.

The details of available grants including eligibility in each category are summarized below.

*(no Academic and Professional Development Grants have been approved to date)*