

What role has specialization played in Louisiana’s economy through the film and video gaming industries?

Content	<p>This instructional task engages students in content related to the following grade-level expectations:</p> <ul style="list-style-type: none"> • 8.1.1¹ Produce clear and coherent writing for a range of tasks, purposes, and audiences by: <ul style="list-style-type: none"> ○ Conducting historical research ○ Evaluating a broad variety of primary and secondary sources ○ Determining the meaning of words and phrases from historical texts ○ Recognizing varied points of view within historical context • 8.2.10 Predict ways in which Louisiana will continue to grow toward economic, cultural, and political diversity in the 21st century • 8.9.1 Analyze the role of specialization in Louisiana’s economy
Claims	In this instructional task, students develop and express claims through discussions and writing which examine the causes and consequences of specialization in Louisiana’ economy.
Unit Connection	<p>This instructional task helps students explore and develop claims around the content from unit 6:</p> <ul style="list-style-type: none"> • What role does specialization play in Louisiana’s economy? (8.9.1)

	Formative Performance Task 1	Formative Performance Task 2	Formative Performance Task 3	Formative Performance Task 4
Supporting Questions	Is Louisiana’s economy currently doing well? Predict why.	How has Louisiana’s economy benefited from specialization in the film industry?	How does Louisiana’s economy benefit from specialization in the video gaming industry?	What is the total impact of the film industry on Louisiana’s economy?
Tasks	Students will determine reasons why Louisiana is in it’s current economic state.	Students will evaluate how specialization in the film industry has impacted our economy.	Students will examine how specialization in the gaming industry impacts our economy.	Students will analyze the total impact of the film industry on Louisiana’s economy.
Featured Sources	Source A: “Louisiana Poised for Future Economic Growth,” Jonathan Olivier from LSUReveille.com	Source B: “Louisiana Outpaces Los Angeles, New York and all others in 2013 Film Production, Study Shows,” Mike Scott from NOLA.com	Source C: “Louisiana Tax Incentives Attract Videogame Companies,” John Gaudiosi from <i>FORTUNE</i>	Source D: VII. Summary and Conclusions (pages 31-34) of “The Economic Impact of Louisiana’s Entertainment Tax Credit Programs,” Loren C. Scott & Associates, Inc. for the Office of Entertainment Industry Development and Louisiana Department of Economic Development

Summative Performance Task	Using the sources and your knowledge of Louisiana history, write an essay that describes how specialization has influenced Louisiana’s economy through the film and video gaming industries. Give examples from each industry.
-----------------------------------	--

¹ This GLE contains multiple parts, which should be taught over the course of several units in grade 8. The part of the GLE addressed in this task is “Produce clear and coherent writing for a range of tasks, purposes, and audiences.”

Formative Performance Task 1

Supporting Question	Is Louisiana’s economy currently doing well? Predict why.
Task	Students will determine reasons why Louisiana is in it’s current economic state.
Featured Sources	Source A: “ Louisiana Poised for Future Economic Growth ,” Jonathan Olivier from LSUReveille.com
Content and Claims	This formative performance task requires students to analyze the current state of Louisiana’s economy and predict reasons why Louisiana’s economy is seeing growth or decline. (8.10.1)

Featured Sources

Source A: “[Louisiana Poised for Future Economic Growth](#),” Jonathan Olivier from LSUReveille.com

Steps

1. Display the essential question: “What role has specialization played in Louisiana’s economy through the video and video gaming industries?” on chart paper or the board so that students can see the question they are working towards and continue to revisit it.
2. Ask students to brainstorm their own definition of *specialization*. Relate specialization to other industries: lawyers specializing in certain areas of law (injury, business, etc.) and doctors specializing (pediatrics, general medicine, surgery, etc.) Then ask them to apply it to the economy. Allow them to turn and talk with a partner and then have students share out and record their answers on an anchor chart with specialization in the middle.
3. Next, ask students to brainstorm how specializing is beneficial to an economy. Allow students to turn and talk again, and then have them share out loud. Record their answers next to the essential question.
4. Determine a way for students to access Source A: “Louisiana Poised for Future Economic Growth.”
5. Tell students to do a word search in the article and find the following words: *economy*, *industry*, *LED (Louisiana Economic Development)*, *unemployment rate*, *recession*, *durable goods*, and *manufacturing*. Allow them to work with their shoulder partner to use context clues to find the definition and write the definition on an index card. After, ask students to share their definitions and clarify any that may be incorrect.
6. Tell students that as you read aloud the article, they should look for evidence/quotations that indicate how Louisiana’s economy is doing.
7. Read aloud the article, and encourage students to record evidence/quotations which indicate the performance of Louisiana’s economy.
8. Conduct a whole-class discussion where students share their evidence for the performance of Louisiana’s economy. Possible guiding questions:
 - a. According to the article, how is Louisiana’s economy? What evidence did you gather which supports your claim?
 - b. What industries do you think have the biggest impact on Louisiana’s economy? Why?
 - c. How is the economy impacted? Jobs? Spending?

- d. How could specialization affect the economy?
 - e. What might happen if the state offered tax credits for companies to come to Louisiana?
 - f. Look at the date of the article. What would you need to do to ensure that the information in this article is still valid?
9. Put students into groups and assign each group one article. Suggested articles for activity:
- a. http://www.nytimes.com/2015/02/01/us/louisiana-squeezed-as-oil-prices-drop.html?_r=2
 - b. <http://www.myneworleans.com/Louisiana-Life/March-April-2015/A-Diverse-Economy/>
 - c. <http://www.theadvertiser.com/story/money/business/2015/01/18/economic-outlook/21946553/>
 - d. <https://business.lsu.edu/news/releases/Pages/2014/10/Scott,-Richardson-Release-2015-2016-LEO.aspx>
10. Have students focus on the guiding questions while reading. Possible guiding questions:
- a. Does the article suggest Louisiana's economy is doing well or poorly?
 - b. What does the article attribute to the economy's success or failure?
 - c. What factors, if any, does the author say are driving the economy at this time?
11. Have students share their results from their article.
12. After all groups share out, ask students again what they think is the current status of our economy.

Student Look-Fors

1. The students should have defined all words, but make sure they understand specialization due to its central role in answering the essential question.
2. Students should identify that the title of the article itself indicates economic growth for Louisiana. Other possible indicators of economic growth for Louisiana in the article are:
 - a. "Louisiana's economy is performing well compared to the rest of the nation."
 - b. "Louisiana has continuously had an unemployment rate well below the national average."
 - c. "New companies have invested in various parts of the state."
 - d. "Louisiana's ability to attract new industry is going to keep the economy growing."
 - e. "Louisiana had a low proportion of financial services and durable goods manufacturing, a sector that was hit hard nationally during the recession, a surge in natural gas expansion and an aggressive economic development effort to gain new business."
3. The article indicates some industries that contribute to Louisiana's economic growth: energy, communication, food, and chemicals. The essential question also provides the entertainment industry (video and video gaming).
4. The economy is impacted when new businesses come to Louisiana because the unemployment rate continues to drop, as people have jobs/better jobs household spending increases helping other businesses, generates revenue to be used for schools, roads, healthcare, etc., and this in turn attracts other companies to come to Louisiana, continuing the cycle.
5. Specialization affects the economy in a positive way because it allows a company to offer a good or service that is not readily available by other companies. There is usually low supply and high demand for goods and services that are specialized.

6. When the state offers tax credits for companies to come to Louisiana it allows Louisiana to stay competitive. More companies will want to come to Louisiana if they have a credit on their taxes.
7. The students will have mixed results from their articles. One article says the economy is not doing well due to the oil industry; one article gives mixed results; one article says the economy is doing well currently; and the last article says the economy is doing well with projected growth. Almost all articles mention the oil industry and its impact on Louisiana's economy.
8. It will be up to the students based on evidence to determine the state of Louisiana's economy.

Formative Performance Task 2

Supporting Question	How has Louisiana’s economy benefited from specialization in the film industry?
Task	Students will evaluate how specialization in the film industry has impacted our economy.
Featured Source	Source B: “ Louisiana Outpaces Los Angeles, New York and all others in 2013 Film Production, Study Shows ,” Mike Scott from NOLA.com
Content and Claims	In this formative performance task, students will evaluate the impact the film industry has had on Louisiana’s economy and the role of specialization in our economy. (8.9.1)

Featured Source

Source B: “[Louisiana Outpaces Los Angeles, New York and all others in 2013 Film Production, Study Shows](#),” Mike Scott from NOLA.com

Steps

1. Determine a way for students to access Source B: “Louisiana Outpaces Los Angeles, New York and all others in 2013 Film Production, Study Shows” to students.
2. Distribute a copy of the split-page notes graphic organizer on the next page to each student.
3. Read the article aloud to students.
4. Encourage students to record evidence/quotations which describe the ways Louisiana’s economy has benefited from the specialization in the film industry, as well as the components of the graphic organizer. Explain to students that they will continue to add to the organizer in the next formative task, so they will not complete the summary until then.
5. Ask students to share the evidence they collected while reading along with their findings on the graphic organizer.
6. Conduct a whole-class discussion to answer the supporting question: How has Louisiana’s economy benefitted from specialization in the film industry? Possible guiding questions:
 - How does Louisiana’s economy benefit from the film industry?
 - Where does Louisiana rank in film production?
 - What is one thing the article attributes to Louisiana’s success in luring film companies to Louisiana?
 - What has the film industry in Louisiana done for job creation?
 - How does specialization affect the profits and success of the film industry in Louisiana?

Spilt-Page Notes

Main Ideas/Important Information:

-
-
-
-

Comments and Questions:

Unknown Words or Phrases:

Summary:

Formative Performance Task 3

Supporting Question	How does Louisiana’s economy benefit from specialization in the video gaming industry?
Task	Students will examine how specialization in the gaming industry impacts our economy.
Featured Sources	Source C: “ Louisiana Tax Incentives Attract Videogame Companies ,” <i>Fortune</i>
Content and Claims	In this formative performance task, students will consider how tax incentives have encouraged specialization in the gaming industry. (8.9.1)

Featured Sources

Source C: “[Louisiana Tax Incentives Attract Videogame Companies](#),” *Fortune*

Steps

1. Determine a way for students to access a copy of Source C: “Louisiana Tax Incentives Attract Videogame Companies.”
2. Direct students to continue adding to the split-page notes graphic organizer using the information from this article as well.
3. Have the class read the article with their shoulder partner and take notes in the graphic organizer. Inform students that effects may include Louisiana’s growing video gaming industry, employment numbers, and new construction due to the video gaming industry.
4. Conduct a whole-class discussion. Possible guiding questions:
 - a. What are some companies that have come to Louisiana in the video gaming industry?
 - b. How do the tax incentives benefit the companies? How do they benefit the state?
 - c. What is the FastStart program and how is it benefitting the state?
 - d. What is the state doing to accommodate future video gaming growth?
 - e. Why has EA found it beneficial to work with LSU?
 - f. What specialties are they looking for in the video gaming industry?
 - g. What are some future plans for growth in the video gaming industry in Louisiana?

Student Look-Fors

1. Students’ evidence may include, but is not limited to:
 - a. “The seeds have been planted to turn the state into a new videogame and technology hub.”
 - b. “I think it’s one of the better places that you can start a digital media company in the country.”
 - c. “The building serves as the North American headquarters for Quality Assurance (QA) testing for EA videogames.”

- d. “Louisiana is demonstrating significant leadership in providing incentives for game development, and they are setting the example for other states on how to attract great talent and business operations,’ said Hagen. ‘They are leading the way.’”

Main Ideas/Important Information:

- Louisiana’s economy is benefitting from the film industry by job creation, indirect spending on lodging, rentals, food, etc., marketing of Louisiana, and direct spending.
- Louisiana ranked number one in film production in 2013 because of Louisiana’s tax credit program.
- Louisiana specializes in on-site and off-site production sites. Louisiana’s diverse culture provides many options for backgrounds for film.
- There are also several universities in Louisiana that offer broadcasting and film to supply a workforce for the film industry here in Louisiana.
- EA, Gameloft, and IBM are a few of the companies that have come to Louisiana. The tax incentives benefit the companies because the companies pay 25% less in taxes and get an extra 10% discount if they hire Louisiana citizens.
- FastStart is a job training program in Louisiana that provides individual job training to people in Louisiana to fill certain positions within the video gaming industry.
- LSU has added a graduate program for software and gaming development and built a new Digital Media Center building which houses EA’s headquarters and has lecture halls.
- EA has found it beneficial to work with LSU because the students are passionate about the gaming industry, and there is a “great talent base” there.
- IBM is investing millions of dollars in a new technology center in Louisiana and Gameloft is expanding in Baton Rouge.

Comments and Questions:

- The state benefits from tax incentives by attracting businesses to come and spend their money here. Also, the unemployment rate is lowered because the companies are incentivized to hire Louisiana citizens.
- FastStart benefits the state by offering companies a well-trained and specialized work force from Louisiana.
- Examples of specialties in the video gaming industry that Louisiana is producing are workers and mentors in “environmental design, level design, programming, art, etc.”

Unknown Words or Phrases:

- Tax-credit program
- Emergence
- Revenues
- Infrastructure
- Ensnored
- Technology hub
- Entrenched
- Mash-up

Summary: Louisiana has become the top spot in the nation to produce films, and the tax-credit is responsible for attracting so many film companies to Louisiana. The growth of film industry in Louisiana is helping the economy by adding jobs. In contrast, California’s film industry is suffering due to losing production to Louisiana. Louisiana is offering the same type of tax incentives for video gaming companies. There is a job training program called JumpStart that is used to train individuals for this industry. Louisiana is offering a specialized workforce through this training program and getting the local colleges on board offering the same programs. Large companies are also investing a great deal of money into the infrastructure of the state to make Louisiana their technology hub.

Formative Performance Task 4

Supporting Question	What is the total impact of the film industry on Louisiana’s economy?
Task	Students will analyze the total impact of the film industry on Louisiana’s economy.
Featured Source	Source D: VII. Summary and Conclusions (pages 31-34) of “The Economic Impact of Louisiana’s Entertainment Tax Credit Programs,” Loren C. Scott & Associates, Inc. for the Office of Entertainment Industry Development and Louisiana Department of Economic Development
Content and Claims	This formative performance task requires students analyze the data in the table to determine what the film industry contributes to Louisiana’s economy. (8.9.1)

Featured Source

Source D: VII. Summary and Conclusions (pages 31-34) of [“The Economic Impact of Louisiana’s Entertainment Tax Credit Programs,”](#) Loren C. Scott & Associates, Inc. for the Office of Entertainment Industry Development and Louisiana Department of Economic Development

Steps

1. Distribute a copy of Source D: VII. Summary and Conclusions (pages 31-34) of “The Economic Impact of Louisiana’s Entertainment Tax Credit Programs” to students.
2. Have students work with a partner to complete the graphic organizer on page 12 as they examine Source D.
3. Conduct a class discussion regarding the graph and captions. Possible guiding questions:
 - a. What is the title of the Table 26? What is it’s meaning? Have students define any unknown vocabulary in the title and then discuss.
 - b. What do you think business sales, household earnings, jobs, and sales per dollar tax credit mean? Use a dictionary to confirm word meanings. Without looking at the totals yet; how do these indicators affect an economy? If businesses’ sales are up or down how will that affect the economy? If a household is earning/making more or less money how does that affect the economy? If a household is earning more do they have more or less to contribute to the economy? Can they make more purchases? What does that mean for the economy? If more people have jobs how does that affect the economy? If more people are unemployed how will the economy be affected? The last column refers to the amount of sales in dollars that the businesses made for each dollar they did not have to pay of taxes. If companies are exempt or have a credit on their taxes to be paid are they more or less likely to spend more? Why? What factors do you think affect these indicators? (example: What factors affect whether business sales are up or down)
 - c. What are production and infrastructure? If the state is producing more or less products/services how does that affect the states? If the state has better roads, hospitals, airports, fiber optic wiring (infrastructure) how does that affect the state?

- d. Look at the paragraph prior to the table. How much did the film industry contribute to the state treasury in 2014? How much did it contribute to local governments?
- e. What are the totals for all categories from the film industry?
- a. What impact could those numbers potentially have on Louisiana's economy? What could the state do with the impact of the \$1,149.5 Million?
- b. Now that you have analyzed the data, do you feel the filming and video gaming industries have a substantial impact on the state's economy? Explain your answer.

Graphic Organizer: “The Economic Impact of Louisiana’s Entertainment Tax Credit Programs”

Title of Chart:	Meaning:
Business Sales:	Meaning:
	Effect of Business sales on economy:
Household Earnings:	Meaning:
	Effect of Household earnings on economy:
Jobs:	Effect of Jobs on economy:
Sales per Dollar Tax Credit:	Meaning:
	Effect of Tax Credit Sales on economy:
Production:	Meaning:
	How does it affect the state?
Infrastructure:	Meaning:
	How does it affect the state?

Student Look-Fors

1. The students should properly identify the meaning of the terms in the table and should demonstrate an understanding of the effect that each category has on the economy. A sample completed organizer is included below.

Graphic Organizer: “The Economic Impact of Louisiana’s Entertainment Tax Credit Programs”

Title of Chart: Total Impacts Certified Spending on the Louisiana Economy: CY2014	Meaning: Certified spending: spending that has been reported and tracked; measuring the impacts using certified spending means including under the film production section, payments made to talent, directors, producers, and writer.
Business Sales:	Meaning: the businesses selling their services
	Effect of Business sales on economy: If businesses are spending more money, they are more inclined to spend more and hire more employees. Both of these add to the economy.
Household Earnings:	Meaning: a household’s economic status, how much money the household is bringing in
	Effect of Household earnings on economy: If households are earning more money they are more inclined to spend more because they will have more expendable income. This money goes back to the businesses and helps the economy.
Jobs:	Effect of Jobs on economy: people employed from the industry
Sales per Dollar Tax Credit:	Meaning: money spent for each dollar of tax credit given to the companies
	Effect of Tax Credit Sales on economy: Tax credits are given and free up some of businesses’ income, allowing them to spend more money.
Production:	Meaning: Production is how much of a product/service a company is selling. In this case it is the amount the film companies are producing in film.
	How does it affect the state? If the film companies have a larger production here more money will go to the state indirectly. The people that come here for production will need a place to stay, a place to eat, etc. All this money will go back into our economy.
Infrastructure:	Meaning: Infrastructure refers to the internal structures that the state has such as roads, hospitals, airports, electricity, water, etc. The totals in the table for live performance tell us how much was spent on infrastructure in 2014.
	How does it affect the state? A new and updated infrastructure will attract more businesses to Louisiana and continue to positively affect our economy.

Summative Performance Task

Compelling Question	What role has specialization played in Louisiana’s economy through the film and video gaming industries?
Task	Using the sources and your knowledge of Louisiana history, write an essay that describes how specialization has influenced Louisiana’s economy through the film and video gaming industries. Give examples from each industry.

Teacher Overview

In this summative performance task, students are asked to write a response to the compelling question using evidence from the sources they explored throughout the four formative performance tasks.

Students gained knowledge about Louisiana’s current economic state, the role of specialization in the film and video gaming industries, and the impact such industries have on the state’s economy. Students also practiced skills in the application of economic concepts, such as looking at specialization in specific industries in Louisiana.

Student Prompt

Using the sources and your knowledge of Louisiana history, write an essay that describes how specialization has influenced Louisiana’s economy through the film and video gaming industries. Give examples from each industry.

Student Look-Fors

1. An exemplar response may include but is not limited to:
 - a. Students responses should make reference to and provide detailed information on:
 - i. The current state of Louisiana’s economy based on evidence from Performance Task 1
 - ii. The industries that are currently responsible for a majority of that growth are: energy, chemicals, food, technology, oil and services.
 - iii. The oil industry is also credited with a possible down-turn in Louisiana’s economy
 - iv. All sources agree that diversification is the best way to keep the state’s economy healthy
 - v. Louisiana has a very unique culture (food, music, architecture, language, etc.), and this allows Louisiana to specialize in the film industry. Film companies have so much to choose from when coming to Louisiana and that is why it has become a hot-spot.
 - vi. Louisiana’s economy is benefitting from the film industry by job creation, indirect spending on lodging, rentals, food, etc., marketing of Louisiana, and direct spending.
 - vii. Louisiana also offers tax credits, work training programs for the film industry, and many college programs aimed at attracting film companies to Louisiana.
 - viii. Tax incentives are also offered to the video gaming companies to come to Louisiana.
 - ix. Louisiana has specialized in the video gaming industries by offering the FastStart customized work training program for software and video gaming potential employees. The universities have catered to

the video gaming companies by offering curriculum and programs in these areas, as well as building state of the art facilities to house employees for these companies and the students.

- x. Through the use of tax credits, Louisiana has been able to attract a large portion of the film and video gaming industry to Louisiana.
 - xi. The film and video gaming industries have benefitted Louisiana's economy by generating jobs, increasing household earnings, and increasing money spent in Louisiana.
1. A strong response:
- a. References documents appropriately.
 - i. Louisiana poised for future economic growth (Source A)
 - ii. Louisiana outpaces Los Angeles, New York and all others in 2013 film production, study shows (Source B)
 - iii. Louisiana tax incentives attract videogame companies (Source C)
 - iv. Total Impacts Certified Spending on the Louisiana Economy: CY2014 (Source D)
 - b. Applies the provided evidence and provides additional information outside of the provided sources.
 - i. There is indirect spending that affects the state of Louisiana from the film and video gaming industry that are not reported in these reports/articles.
 - ii. The indirect spending continues to decrease the unemployment rate by securing jobs in the hotel, restaurant, and tourism industries when these companies come to Louisiana to work.
 - iii. Students can mention supply and demand and the role specialization plays in supply and demand. When a company, government specializes in a certain good/service they are in high demand because there is little supply available.