



NEW PROGRAM PROPOSAL FORM

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Program Title: Film and Media Arts

Degree/Certificate: M.A.

Options: Click here to enter text.

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Bachelor of Art in Film and Media Arts

University of Missouri-Kansas City

April 14-15, 2016

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Executive Summary

The new B.A. degree in Film and Media Arts is designed to provide rigorous training in film production and creative development, and to engage the vibrant arts community in Kansas City through our internship program and work with area professionals. The creation of this degree is aligned with UMKC's goals of excellence in the visual and performing arts and urban engagement, and highlights the interdisciplinary nature of arts production, with required courses in Studio Art.

This new B.A. in Film and Media Arts builds on the existing emphasis area in the same subject in the Communication Studies Department. The B.A. formalizes a course of study already undertaken by many students in the Film and Media Arts emphasis, creating a degree more appropriate to the content of their studies, and more relevant to employers in the field. The Film and Media Arts emphasis area has grown from 13 to 72 majors over the last decade, demonstrating a decided interest in the area, and need for the program.

The proposed degree is a reorganization of currently offered courses, requiring no additional faculty or facilities, and maintains the existing emphasis area, which will be redesignated as Film and Media Studies.

In developing the degree, we have consulted colleagues at other institutions, employers in the growing field of media production, our current students and our recent graduates.

The consensus is that this degree is desirable, and that there is a market demand for practiced film and media creators, with diverse film and media production skill sets. Our curriculum is designed to provide this sort of training and practical experience within the field.

The degree is unique in the region as the only degree in Film and Media Arts focused on individual creative development and cinematic storytelling in an artisanal production model, and it complements the other arts programs offered at UMKC. Our students in the Film and Media Arts emphasis area have had success in graduate work and in finding jobs within the film and media industry, and with the more rigorous course of study of the proposed new degree, we expect to continue and expand this success.

1. Introduction

Academic components of the program, and examples of career paths

The proposed B.A. in Film and Media Arts is a comprehensive and rigorous program in film and media production. The curriculum teaches the creative, technical, and professional elements of film and media production, with the historical and cultural context of film and media as a significant component. With an emphasis on critical thinking and individual creative development, the degree is a liberal arts-based approach to the art and craft of filmmaking.

Students will complete all General Education courses within the College of Liberal Arts and Sciences, and 56 credit hours in the major. The coursework for the major consists of

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30 credit hours of required film production and film studies courses; 4-8 credit hours of Film and Media Arts Seminar, a one-credit course that is required each semester that a student is enrolled in the degree; 12 credit hours from a film production distribution area; and 6 credit hours from a film studies distribution area. All of the film production courses will be taught in the studio model, with six instructor contact hours per three-credit class.

The degree will prepare graduates for a broad range of careers in film and media.

Occupations requiring the training that our curriculum provides include the following (using Bureau of Labor Statistics categories): Producers and Directors, Film and Video Editors, Camera Operators, Art Directors, Web Developers, Technical Writers, Broadcast and Sound Engineering Technicians, Writers and Authors, Training and Development Managers, and Advertising, Promotions, and Marketing Managers. The degree will also prepare students for graduate study in film and media arts. The broader skills, such as writing, proficiency in visual communication, and critical thinking that students will practice in the major will also prepare them for careers with an ancillary relation to film and media arts.

History of the Evolution of the Concept of the Program

The Communication Studies Department has offered a B.A. in Communication Studies with an emphasis in Film and Media Arts since 2003. Since that time, the program has grown significantly, from 13 majors in 2003 to 72 as of Fall 2015. As originally designed, the emphasis area includes a mix of courses in media studies, film studies, and film production. Most of the major credit hours consist of electives, where students can choose their own combination of courses. Over the years, however, we have increasingly found that a majority of our students choose to concentrate in film production courses, and their self-directed selection of major electives resulted in a de facto B.A. in film production, although their official B.A. degree is in Communication Studies.

It became clear that 1) a B.A. degree in Film and Media Arts would more accurately characterize the education of these students; 2) it would be possible to construct such a degree almost entirely out of our existing curriculum, with no new faculty or resources needed; and 3) regional demand for such a degree was strong. We began to structure the major, consulting with colleagues at UMKC and other institutions, current students and recent graduates, and area film production professionals.

Preliminary Steps Taken toward the Degree

This new degree is indeed created almost entirely out of the existing curriculum in the Film and Media Arts area of the Communication Studies Department. It offers our students a formal degree credential that better represents their course of study than does the current B.A. in Communication Studies, Film and Media Arts Emphasis. The new degree is also more rigorous, with an expanded core of required courses, and a higher number of credit hours. The B.A. in Communication Studies, Film and Media Arts Emphasis will remain in place, albeit with a new designation—Film and Media Studies—for students who wish to concentrate on film studies.

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While most Film and Media Arts emphasis area students do currently choose to specialize in film production courses, a significant minority of our students in the emphasis area choose instead to specialize in film and media studies courses. These students are seeking an education in the field of film as a scholarly, rather than creative, endeavor. The curriculum of the current Film and Media Arts emphasis area serves this interest well, offering students the opportunity to take almost the entirety of their 33 major credit hours in film and media studies classes. In contrast, the 56-credit-hour curriculum of the proposed B.A. degree in Film and Media Arts offers an intensive focus in film and media production, requiring some film studies classes for historical and cultural context. It would not be an appropriate major for a student seeking a scholarly education in film studies. For this reason, the Communication Studies Film and Media Arts emphasis area should remain, with the new and more accurate designation of Film and Media Studies.

Person and Department Responsible for the Success of the Program

The degree will be housed in the Communication Studies Department in UMKC's College of Arts and Sciences. Professors Caitlin Horsmon and Michael McDonald, Co-Chairs of the Communication Studies Department, will be responsible for the success of the program.

2. Fit With University Mission and Other Academic Programs

2.A. Alignment With Mission and Goals

The Bachelor of Arts in Film and Media Arts supports and enhances UMKC's mission by "deepening and strengthening the visual and performing arts" on campus, in the city and in the region. A B.A. program in Film and Media Arts would support UMKC's vision by providing a visible media production presence in the community and offering students engagement with the urban environment to bolster their artistic and professional goals, "expanding the relationships in the Kansas City area to ensure the UMKC is embedded in the fabric of the community and that the community is embedded in the University." The B.A. program in Film and Media Arts would use the city as a classroom, providing world-class experiences for students in the arts through service-learning, active artistic and creative production and an excellent internship program, providing "high-impact" education practices as outlined in UMKC's Strategic Goals.

Film and Media Arts students have already created dynamic videos for H&R Block, Jackson County Mental Health Fund, The National World War One Museum, The UMKC Women's Center and the Marlboro Neighborhood Association through coursework in the program. On average, 100 students a year complete internships through the Communication Studies Department, with roughly 20% of them moving directly into jobs as a result of their internships.

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The B.A. program in Film and Media arts fulfills UMKC's focus in the visual and performing arts by preparing graduates to excel in media production and "empowers students to contribute to a demographically and technologically complex world." The program balances extensive technical training with a foundation in film studies and overarching goal of graduating students with developed skills in creative problem solving, aesthetic abilities in the production of images and sound, and real-world experiences. The degree will maintain partnerships with key job creators in production, post production, advertising, radio and television in the region and will position UMKC to be the only public program with intensive instruction in media production in the region, thus "facilitating the exchange of the rich intellectual and cultural assets of UMKC and of the Kansas City community."

The B.A. in Film and Media Arts would also contribute to a more developed and dynamic arts culture on campus, "enhancing UMKC's reputation as a national leader in artistic excellence". The students in the emphasis area already collaborate with Theatre Department students as actors, costume and set designers; Art Department students who do design work; English Department students who write screenplays, and Conservatory students who write scores for their films and perform and record the music. Film and Media Arts is a collaborative practice by nature and provides an important and generative addition to the focus on the arts at UMKC. The B.A. will uphold UMKC's tradition of "providing excellent academic programs" – students in the emphasis area have already gained admittance to the very top tier of film and media graduate programs, and have prominent roles in the local, national and international media production community.

The B.A. in Film and Media Arts takes advantage of UMKC's excellence in the visual and performing arts, bringing together units from across the campus, and has the potential to draw new students to campus who are interested in a dynamic studio-based media program. Kansas City is already a growing hub of media production, and with our relationships with other departments, strong ties to the community through internships and involvement in community events, the B.A. in Film and Media Arts would add to the already outstanding reputation of UMKC as a center for artistic production.

Alignment with Campus Goals and priorities as stated in the Campus Strategic Plan

Film and Media Arts is strongly aligned with the goals listed below from "Strategic Plan 2010-2020: A design for the future of Kansas City's University" as outlined above.

- To place student success at the center
 - By providing excellent academic programs
 - Empowering all students to contribute to a demographically and technologically complex world.
 - Provide on-campus, co-curricular experiences that encourage student engagement and community participation.
- Advance Urban Engagement

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- Expand relationships in the Kansas City area to ensure UMKC is embedded in the fabric of the community and that the community is embedded in the University.
- Facilitate the exchange of the rich intellectual and cultural assets of UMKC and of the Kansas City community.
- Excel in the Visual and Performing Arts
 - Enhance UMKC's reputation as a national leader in artistic excellence.
 - Enhance all students' education through infusing the arts into campus life.
 - Collaborate with local and regional partners to provide community arts programming and experiences.
 - Demonstrate the relationship between artistic creativity, entrepreneurial innovation and economic development.
- Embrace Diversity
 - Cultivate an environment committed to civility and respect where all students, faculty and staff are empowered to pursue their personal, academic and professional goals.
 - Provide a diverse learning and life experience to create culturally competent citizens.
- Promote Research and Economic Development
 - Create cross-disciplinary programs, at all levels, and align with strong community partnerships that support research, innovation and economic development.
 - Strengthen workforce development programs to address current and future market needs.

2.B. Duplication and Collaboration within Campus and Across System

No public university in the state of Missouri currently offers a B.A. degree in Film and Media Arts. Other Missouri public universities do have substantial course offerings within video production; however, their courses of study are either a component of a Mass Communication degree (Southeast Missouri State University; Missouri Western University, and Missouri Southern State University); a broadly-conceived major that includes broadcast journalism, television, and multimedia (University of Central Missouri), or a major that combines film with theater and dance (Missouri Western University).

MU offers a Film Studies B.A. degree, with a curriculum that includes several film production courses. While MU has substantial offerings in film production, the preponderance of their courses are focused on a particular craft area of filmmaking (e.g., screenwriting, cinematography, and post-production), which contrasts with the holistic film production approach of the film production course offerings of UMKC's proposed B.A. in Film and Media Arts. MU's new B.A. in Digital Storytelling includes a relatively small number of required video production courses, with the bulk of the major's requirements in interdisciplinary courses in writing, theories of narrative, visual communication, and design.

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With the B.A. in Film and Media Arts, UMKC would be the only public university in Missouri to offer a rigorous degree in the art and craft of film production, in which students develop their own ideas into films; learn techniques in all areas and phases of film production; and gain professional training to prepare them to enter the film and media industry.

There are some private universities in Missouri that do offer a similar degree. Webster University in St. Louis offers a B.A. in Film Production; Stephens College in Columbia offers a B.F.A. in Digital Filmmaking; and the Kansas City Art Institute offers a B.F.A. in Filmmaking. As a public university, UMKC would offer this comparable degree at a much lower cost to the students. We would also be able to compete with KCAI for students who are looking for a film and media arts degree that is liberal arts-based, rather than fine arts-based, and that has a more robust film industry professional education component.

It is important to note that, while not a Missouri school, the University of Kansas offers a B.A. in Film and Media Studies. Our proposed degree would enable UMKC to better compete with KU for students interested in majoring in film production specifically.

KU's program offers a wide range of film production and film studies courses, structured in a 38-credit degree that largely allows students to choose among both film production and film studies courses; students there could choose a film production-heavy or a film studies-heavy version of KU's degree. In this regard, KU's Film and Media Studies program bears more similarity to the current UMKC Communication Studies Film and Media Arts emphasis area than it does to the proposed new B.A. in Film and Media Arts. Our proposed degree is more rigorous, with a larger core of required courses specifically in film production, and significantly more major credit hours required (56 as opposed to 38) overall. We are confident that once the new degree is established and fully marketed, UMKC will be more attractive to many students who are also considering KU.

Collaboration with existing complementary programs

The Film and Media Arts B.A. course of study reflects the interdisciplinary nature of media production and builds on UMKC's focus on the visual and performing arts. We have already established collaborative relationships with departments and programs across campus, and include required courses in the Art Department as a part of the proposed degree. Our students often work in conjunction with students in the Journalism emphasis area in the Communication Studies Department; Creative Writing students, Theatre students studying acting, set design, costuming and lighting, and Conservatory students studying composition and sound recording. These established partnerships demonstrate the strengths of a campus steeped in the arts, and support UMKC's strategic goal of leadership in the visual and performing arts.

We already have agreements for introductory courses in place with regional community colleges and plan to expand both our high school to college and community college partnerships to capture new majors.

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3. Business-Related Criteria and Justification

3.A. Market Analysis

3.A.1. Need for Program

Media production is a growing field world-wide and in Kansas City, in line with UMKC's strategic goal to be a leader in the visual and performing arts, and Kansas City's recognition of the arts as a driver of economic activity. A degree in media production prepares students for a wide variety of jobs, from corporate work in advertising and television to independent media production and web content.

The U.S. Department of Labor lists projected growth rates for media fields as steady or growing. "The media and entertainment industry is expected to outperform the major stock market indices in 2013, according to Spotlight on Profitable Growth: Media and Entertainment, Vol. VI, a new report just released by Ernst & Young. Overall revenue and earnings have continued to climb steadily for media and entertainment companies while many other industries are continuing to struggle through a difficult economic period." (<http://www.ey.com/>). The following list, drawn from the Bureau of Labor Statistics, illustrated the projected growth rate in employment from 2012 to 2022 for Media Production Fields (<http://www.bls.gov/>):

- Film and Video Editors, Camera Operators: 3%
- Producers and Directors: 3%
- Broadcast and Sound Engineering Technicians: 9%
- Multimedia Artists and Animators: 6%
- Art Directors: 3%
- Writers and Authors: 3%
- Web Developers: 20%
- Technical writers: 15%
- Advertising, Promotions, and Marketing Managers: 12%
- Training and Development Managers: 11%

Regionally, the market for film and media production jobs is increasing. The Kansas City Film and Media Office reopened in October 2014, with the mission of positioning Kansas City as a national and regional creative hub for film and digital media. A number of area production houses meet the expanding needs of area businesses for video content for websites and social media, as well as promotional and training videos. The Communication Studies Department already has a strong internship program that connects our Film and Media Arts students with area media companies, and we would be able to build this program further with the more rigorous and comprehensive curriculum of a B.A.

Missouri as well as Kansas City has a film commission, established to attract multi-million dollar Hollywood productions to our area. Creating a B.A. in Film and Media

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Arts at UMKC would help to build up a local workforce of well-trained and credentialed film and media professionals, which would in turn help to make our area more attractive to major film productions looking to work outside of Los Angeles or New York. Many of our current Film and Media Arts emphasis area graduates work in the Kansas City area after graduation, and we expect this to be true of many of our B.A. students as well.

In addition, community interest in film and media art is growing. Kansas City is home to several film festivals of national stature, including the Kansas City Film Fest, the Kansas International Film Festival, and the new Middle of the Map Film Festival. In addition, local groups such as the Independent Filmmakers Coalition, Kansas City Women in Film and Television, and Cinema KC offer educational and networking opportunities in filmmaking. Establishing a B.A. degree in Film and Media Arts at UMKC would strengthen our program's position in the regional film community, offering a formal course of study that would complement the workshops, screenings, and lectures offered by these groups.

3.A.2. Student Demand for Program

The Film and Media Arts emphasis area within Communication Studies, from which the B.A. in Film and Media Arts would be formed, has steadily grown since it was established in 2003, from 13 majors to 72 majors as of Fall 2015. The majority of students currently enrolled in this emphasis area elect to take mostly film and media production courses as the bulk of their emphasis area credits, and these are the students whom we expect to enroll in the B.A. degree.

Based on our current enrollment in the Film and Media Arts emphasis area, and on current enrollment in our film and media production courses, we project that a B.A. degree in Film and Media Arts would graduate an average of 12 students per year.

Survey of Current Student Interest

In Fall 2014 and Fall 2015, we surveyed students currently enrolled in our Film and Media Arts production courses to gauge potential interest in the new degree.

Student response was strongly positive. Of 54 students surveyed, 37 said that yes, they would enroll in the new degree; 2 said that they might; and 15 said no, they would not enroll in the new degree.

We also asked students to elaborate on their answers. Here are some sample responses:

Students who answered **YES**:

- *It would be nice to have a sole degree encompassing everything I want to learn about. I would enjoy the fact that more credit hours were necessary.*
- *I'm really interested in film and would enjoy having more options to gain experience, especially since I'm a Kansas City native and would like to stay closer to home for schooling because of expenses.*

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- *I wanted to go to film school out of state, but couldn't afford it, so to be able to get this degree in Missouri would be amazing.*
- *I would like to be offered more in-depth intense training in film. I think this would give film majors a leg up for jobs and graduate school. The level of experience gained with this degree would be beneficial.*
- *I would like to have a more competitive production resume, which would allow me to speak to directors and companies from a more technical understanding.*

Students who answered **NO**:

- *If I were a freshman, yes. But since I am a junior now, no...it wouldn't make much sense.*
- *I would not enroll. I would like to, but I have a dual major, so I would not have time.*
- *I'm not looking for that kind of intensity or focus.*
- *I'm interested in majoring in Communications and do not plan on a career in film.*
- *My interest in film studies is from a screenwriting perspective. I think the new degree is a great idea, but it's not what I'm personally looking for. If I were interested more in video production, I would go for it.*

The full current student survey text and results are available on request.

The comments above are typical of the range of responses received. Students who indicated that they would enroll in a B.A. in Film and Media Arts as described in the survey most often cited the advantage of having a specific credential in their desired field; the opportunity for more creative and technical experience in film and media arts; and a greater depth of practical production experience that they felt would help them to be more competitive for jobs and graduate school.

It is worth noting that students who said that no, they would not enroll in such a degree often cited the increased length of time to degree, and the desire to have a credential specifically in Communication Studies. As the Communication Studies Department plans to retain the Film and Media Arts emphasis area (with intentions to rename it Film and Media Studies), these students would still be well-served by our department, and by UMKC.

Survey of Recent Graduates, B.A. Communication Studies, Film and Media Arts Emphasis

We also sent out a query to recent graduates of our emphasis area describing the proposed new B.A. in Film and Media Arts, and asking if they would have enrolled in the degree had it been offered at UMKC.

We sent out 12 queries, and received 8 responses. Of 8 who responded, all 8 responded yes, they would have enrolled in this degree.

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We also asked our graduates to elaborate on their answer, and to describe what they could have learned in school that would have better prepared them for their desired job in the field.

Here are four sample comments. The full graduate survey text and results are available on request.

- *I would have enrolled in the new degree if it had been offered. It is my feeling that a B.A. in Communications is too vague or broad for prospective employers and industry professionals to take seriously. While an emphasis is a step in the right direction, I believe that something more focused would be beneficial. It has taken me almost two years to get a job in media production and I think a B.A. in Film and Media Arts as well as increasing in-class production experience would have helped me a lot more in the long run. (Andrew Lewis, 2013 B.A. Communication Studies FMA Emphasis, Digital Media Coordinator, Liturgy Training Publications)*
- *I think the current Communication Studies B.A. is an ambiguous designation for production professionals, and does not adequately represent those desiring video/animation-based careers. The Film and Media Arts emphasis currently is a great survey curriculum for students interested in both learning production and history/criticism, but I can see a production-heavy Film and Media Arts curriculum being of more use for those passionate about making media. The best and most rewarding educational experience I had at UMKC was having to be “hands-on” with the equipment, make mistakes, and learn to navigate the interpersonal relationships required by a collaborative process. A production emphasis allows interested students to enhance their knowledge and talent, as well as prepare them with a crucial experience that unpaid internships many times fail to provide. These three elements offer a significant job-driven advantage in a very competitive professional field. (Jordan Kerfeld, 2007 B.A. Communication Studies FMA Emphasis, 2013 M.F.A. Film Production, University of Texas-Austin. Filmmaker, Videographer at Sales Engine International, Austin, TX)*
- *I enrolled in the Communication Studies Film and Media Arts Emphasis hoping and expecting a rigorous program with a lot of hands-on production work. I was disappointed with the lack of production experience I received upon graduation. While the film theory courses were engaging and educational, I needed education in production to be prepared for the workplace. In looking back, I probably learned about half of what is needed to be prepared for production work in the field. I’m currently working as a videographer for two non-profits, opening my own production company, as well as [working as] a documentary filmmaker, having directed one feature and working on my second. Through my persistence post-graduation, I’ve been able to learn much of the requirements and tools needed to make it in the film and media industry. It would have been definitively more valuable if I had gained that experience while enrolled at UMKC. (Kevin*

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Bryce, 2011, B.A. Communication Studies FMA Emphasis, Director/Producer at New Media Arts)

- *I believe that the new proposed degree would give students the chance to focus primarily on film and video production, which would give them the skills to be successful in today's extremely competitive film industry. While the current program is able to offer a few different production courses, the constraints on the time, the faculty, and what the students are able to create during only one-semester courses prevent the students interested primarily in production from getting an even better jump on the competition. As a graduate student in documentary film at UC-Santa Cruz, I very much value the instruction I received at UMKC, but feel that the proposed degree would have even better prepared me for graduate school and an eventual career in the world of documentary filmmaking. (John Beatty, 2013 B.A. Communication Studies FMA Emphasis, Social Documentary M.F.A. student at UC-Santa Cruz)*

The comments of our graduates who responded to the survey tended to make three broad points, represented in the comments above: 1) a Film and Media Arts B.A. is a more useful and appropriate credential for those seeking to enter the field of film and media production than is a Communication Studies B.A.; 2) more intensive training at the undergraduate level, both aesthetically and technically, would better position graduates to compete for jobs and graduate school; and 3) more comprehensive professional preparation (e.g., resume writing, grant writing, reel building, instruction in set protocol) would give graduates an advantage in seeking jobs in the field. As elaborated elsewhere in this proposal, the curriculum of the B.A. is designed to meet these needs.

Enrollment in Comparable Degree Programs at Peer Institutions

Two peer institutions with similar B.A. degree programs in place—Southern Illinois University-Carbondale and Portland State University—have shared information with us regarding their student enrollment. Their records demonstrate a sustained demand for this degree.

Walter Metz, Professor and recent chair of Cinema and Photography at SIUC, and previously chair of the School of Film and Photography at Montana State University, reports that demand for the degree has been strong at both schools. During his time at Montana State, through the 2000's, the major had "a fixed enrollment of just shy of 300 students. The demand for the major was so great, if we would have gotten expanded resources from the university, we could have doubled the size of the program." At SIUC, Metz asserts that enrollment in the major has been declining since a peak in the early 2000's, "but even with such decreases, we currently have 250 majors (200 in cinema and 50 in photography). This makes us one of the largest majors on our campus of 15,000 students. In short, the demand for high quality filmmaking programs remains strong compared to other academic disciplines."

Dustin Morrow, Assistant Professor in the School of Theatre and Film at Portland State University, also indicates a strong demand for the degree at his school. "Portland State

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is, like UMKC, a large public university centered in a mid-level urban market. The enrollment in Film has grown every year since the inception of our program. We currently host about 300-380 students, depending on the term.” Professor Morrow also writes that his department “has found great success in placing graduates of our program not just in film production positions, but in sports media, museums, film school, UX design firms, and web media companies.”

It is worth noting that SIUC and Montana State University are both located far from metropolitan areas, yet they still attract large numbers of majors. UMKC has the distinct advantage of being located in a large metropolitan area with a thriving film and media industry and vibrant film culture; furthermore, the department already has strong relationships with area film groups and employers. It is thus reasonable to expect that UMKC's program would be able to equal or exceed the enrollment success of the film production programs at these peer institutions.

Letters of Support

The degree has the support of UMKC’s Department of Art and Art History, the department that is currently most closely aligned with the Film and Media Arts Program, and that will be teaching two of the required courses in the new degree (ART 114 Foundation Digital Design, and ART 206 Photography I). Department of Art and Art History chair Barry Anderson writes, “this degree would be of great benefit to the community, filling a gap in the educational opportunities within the field, while also drawing from the creative energy and support within the community. I am excited about this new degree for its potential to foster more collaboration between our departments.”

The faculty at the peer institutions listed in the previous section have also evaluated a summary of our proposed degree, and have written letters of support. Walter Metz, Professor of Cinema and Photography at Southern Illinois University-Carbondale and recent chair of that department, states, “the program is sound from a curricular design perspective, and attends to the unique issues that arise in the academic teaching of film production.” Dustin Morrow, Assistant Professor in the School of Theatre and Film at Portland State University, writes, “I believe this proposed B.A. to be well-structured, diverse in focus and course offerings, and impressively balanced between historical studies, practical application, and critical thinking courses.”

In developing the B.A. in Film and Media Arts, we consulted with Kansas City area film and media arts professionals about the skill sets that they are seeking in their employees, and asked for their assessment of the local film and media production industry. We also conferred with the heads of both the Kansas City Film Office and the Missouri Film Office about ways in which our degree’s planned curriculum could assist their efforts to attract out-of-town film productions to the city and state.

Heather Laird, principal owner of Wright/Laird Casting, the primary casting company in Kansas City since 1993, notes that the market for film and media production jobs in Kansas City is robust. "As the former president of the Board of the Film Commission of Greater Kansas City, I led our organization in an effort to quantify the impact of the

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business of production here. After polling the top 25 companies, production and post production houses, television stations, photographers, and out-of-town productions shooting in Kansas City, we found that gross receipts for production were well over \$120,000,000 annually, and growing." Laird also points out that "a degree in film does not necessarily translate to a career in Hollywood," as "large metropolitan areas nationwide enjoy thriving advertising industries that rely on the same production personnel as feature films and television."

Kansas City in particular offers particular opportunities for entry into the film and media industry, Laird says, writing that "Kansas City is very user-friendly to the industry beginner. It's easy to get started as an assistant in a number of areas of production, build a resume and gain professional experience in a way that is not possible in Hollywood." Laird, who also serves on the advisory board for KU's Film and Media Studies Department, cites that department's steady growth to its current enrollment of 325 majors, and writes that "it's past time for UMKC to take advantage of this trend." Teri Rogers, CEO/President of Hint, a Kansas City-based Video Production and Experience company, asserts that "the next generation of media producers need the kind of training that this program will provide." She explains that her company is "constantly looking for employees who can do it all, from camera work to editing, and the proposed curriculum is geared toward producing students who have a broad and well-developed skill set."

Stephane Scupham, the Kansas City Film Commissioner, states that "Kansas City is experiencing a boom in the creative economy and digital media is at the heart. Students [in this degree program] will be learning valuable applicable skills that can be applied to entertainment, business, non-profit, web, mobile, and more." She concurs with Rogers and Laird in her assessment of the production industry in Kansas City, writing that "Kansas City is abundant in advertising agencies and production companies. Although we work to attract production business to KC, we want to foster that production that begins right here with our home-grown talent." Andrea Sporcic of the Missouri Film Office states that "a strong program that teaches all phases of film production will lead to skilled workers across all areas of production from planning, cinematography, lighting, sound, to editing. This influx of well trained local film talent will attract more productions to the growing industry in the Kansas City area, which currently attracts hundreds of film, TV and commercial productions annually."

All of these industry professionals have offered practical support of the new degree as well, expressing interest in serving as guest speakers in classes, and assisting students in finding internships. Sporcic writes, "I am especially pleased to see that an internship is required of all students, and I look forward to working with faculty to help place students from this new program in industry internships through my network of Missouri-connected professionals working in film and TV not only in state but also in Los Angeles and New York." Laird has already worked with several UMKC interns, and states, "I have found the students from UMKC to be motivated and committed and I have often promoted them to paid, freelance staff for my business and introduced them to producers and others to be considered for production assistant work around town. These students are an asset to my business and I will certainly nurture this symbiotic relationship with the Communications Department as well as interested students seeking a Film Degree."

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Rogers writes, "As a professional in the region, I would be willing to share my expertise by being a guest speaker, and will consider UMKC Film and Media Arts graduates for our competitive internship program." Scupham similarly asserts that "the KC Film + Media Office is happy to share expertise with the students in the new degree through guest speaking, arranging for tours to production companies and professional sets and continuing the intern program at the film office."

The full text of all letters of support is available in the Appendix.

Table 1a. Student Enrollment Projections (anticipated total number of students enrolled in program during the fall semester of given year).

Year	1	2	3	4	5
Full-Time	14	22	30	38	42
Part-Time	2	4	6	6	6
Total	16	26	36	44	48

We arrived at these numbers by extrapolating from our student surveys, and from our existing enrollment in the Film and Media Arts emphasis area (72 students as of Fall 2015), and current Film and Media Arts courses. About 60% of the students surveyed in our Comm-St 250: Introduction to Film and Video Methods course sections (our introductory-level film production course), indicated that they would be interested in enrolling in the new degree program. Across all sections, the course enrolls a total of about 48 students per year. 60% of 48 is 26 students; however, as there is no certainty that all of the students who say that they would actually enroll in the degree, we thought it would be more prudent to estimate the number of students that would enroll in the degree during the first year at 16. This total also conservatively incorporates a modest number of students already enrolled in the Film and Media Arts emphasis area who we expect will decide to enroll in the new degree.

We arrived at the projected enrollment at Year 5 again using our student survey data and existing enrollment figures in the Film and Media Arts emphasis area. Across all classes surveyed, the percentage of students who indicated that they would enroll in the new degree was 68%. Our current enrollment in the Film and Media Arts emphasis area as a whole, as of Fall 2015, is 72 students. Allowing for the likelihood that fewer than 68% of students would actually enroll in the degree, it seemed more realistic to suppose that about 50%, or 36 students would in fact enroll. We added 12 students, for a total of 48, to account for two things: 1) in the student surveys, a large segment of students who responded that they would not enroll in the new degree if offered qualified their statement by saying that if the new degree had been available when they had started at UMKC, they likely would have enrolled, and 2) as the new degree becomes more widely known, it's likely that we will enroll more students as freshmen. Thus, the 48 number also takes into account these possible enrollees, and is a conservative estimate.

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Table 1b. Student Enrollment Projections (anticipated number of students enrolled during the fall semester of given year who were new to campus).

Year	1	2	3	4	5
Full-Time	2	3	4	5	6
Part-Time	N/A	N/A	N/A	N/A	N/A
Total	2	5	7	9	11

We arrived at the above numbers using our student survey data. Only about 10% of the 54 students surveyed indicated that they had started at UMKC as freshmen. With 68% of all students surveyed indicating that they would enroll in the new degree, two new students in the first year of the degree is a reasonable expectation. Based on the number of students surveyed who commented that they would like to be able to get such a degree in Missouri, it seemed reasonable to extrapolate that, as we go about marketing the degree in the years to come, more freshmen would choose to come to UMKC for the degree.

Table 1c. Projected Number of Degrees Awarded

Year	1	2	3	4	5	6	7	8	9	10
# of Degrees Awarded	0	0	3	7	12	14	16	16	16	16

We projected these numbers by assuming that about 70% of students would complete the degree in four years, using the enrollment figures in Table 1a. We projected flat figures for the number of degrees awarded at Year 7 and later, because it is difficult to predict how much the major will grow beyond our current enrollment in the B.A. in Communication Studies, Film and Media Arts Emphasis.

We would like to emphasize that all of the above projections are very conservative. It is very likely that once the degree is established and fully marketed, we will attract a significant number of new students who will come to UMKC as their institution of choice.

3.B. Financial Projections

3.B.1. Expenses

The B.A. in Film and Media Arts is a conversion from an emphasis area to a degree program and will not require additional resources. The only new course offered (a weekly one-credit workshop) will be covered on overload by existing faculty. The new degree program will better serve existing students who already seek out a rigorous production experience and draw in new students interested in the same degree.

3.B.2. Revenue

There is no expectation of a change in either revenue or expenses at the outset of the degree. Courses and faculty will be serving both the B.A. students and those in the continuing Film and Media Studies emphasis area. Production equipment is shared

Table 3. Enrollment at the End of Year 5 for the Program to Be Financially and Academically Viable.

Enrollment Status	Full-Time	Part-Time	Total
Number of Students	n/a	n/a	n/a

3.C. Business and Marketing Plan: Recruiting and Retaining Students

The Communication Studies Department markets its current Film and Media Arts emphasis area in a number of ways, and has in place several ongoing programs to help retain students. All of these recruitment and retention activities will continue when the B.A. in Film and Media Arts is in place, and we will also begin new recruitment and retention efforts.

Established Recruitment and Retention Efforts in the Film and Media Arts Emphasis Area:

Current Marketing Efforts:

- **Website.** Film and Media Arts has pages on the Communication Studies Department's website, redesigned in 2013. The website includes information about the emphasis area, resources for current students, and a selection of recent short films made by our students.
- **Area High School College Fairs.** Our faculty present information about the Film and Media Arts emphasis area at Kansas City area high school college fairs, such as the Shawnee Mission West and Prairie Village high school's college fair for students interested in the visual and performing arts.
- **KC Prep College for a Day.** Since 2014, Film and Media Arts faculty and staff have taught three film production workshops to Kansas City area high school students in our studio on the UMKC campus.
- **Outreach to Community Film Organizations.** Our faculty attend events sponsored by KC Film Connect, a networking organization for film professionals and enthusiasts in Kansas City, to represent our program. Our faculty are members of Kansas City Women in Film and Television and the Kansas City Independent Filmmakers Coalition, and represent our program at these groups' meetings and events.
- **Student Media Showcase.** Twice a year, at the end of the Fall and Spring semesters, our department holds a screening of our students' films at the Tivoli Cinemas in Westport. The event is free, open to the public, and advertised to the community at large.
- **Student Screenings at Area Film Festivals.** Films made by our students regularly screen at regional and statewide film festivals, such as the Kansas City Film Fest, The Middle of the Map Film Festival, and the Faultline Film Festival. Our students' films include an onscreen credit indicating that they were made at UMKC.

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Current Marketing and Retention Efforts:

- **Advising.** The two departmental advisors with the Film and Media Arts emphasis are senior faculty teaching in the area, Associate Professors Lyn Elliot and Caitlin Horsmon. Students thus receive knowledgeable and supportive advising.
- **Scholarships.** Our department offers four scholarships specifically for students in the Film and Media Arts emphasis area. Film and Media Arts students are eligible to apply for other Communication Studies Department scholarships as well.
- **Student Production Grants.** Since 2012, our department has offered grants of up to \$500 to support student film projects in our intermediate and advanced production classes.
- **Film Festival Submission Support.** Since 2013, our department has offered to reimburse students up to \$100 in film festival entry fees for films made in Film and Media Arts production courses.
- **Film Screenings at the Tivoli Cinemas.** Each semester, our program sponsors a series of historically and artistically significant films at the Tivoli Cinemas in Kansas City. The screenings are open to the public, and free to UMKC students.
- **Kansas City Film Fest Sponsorship.** Each year, our department sponsors a screening at the Kansas City Film fest, with the director in attendance. The screening is free to UMKC students, and the director interacts with our students after the screening.

Planned Marketing and Retention Efforts:

In addition to continuing the events and programs listed above, we also plan to undertake new initiatives, listed below. Most of these efforts rely on existing UMKC recruiting resources. The ones that require a modest outlay, such as postage for mailings to high schools and community colleges, can be covered by existing funds in the Communication Studies Department.

- **Work with Marion During, College of Arts and Sciences marketing specialist,** to develop a flyer about the B.A. in Film and Media Arts
- **Work with Josh Parisee, Senior Student Recruitment Specialist for the College of Arts and Sciences,** to include the B.A. in Film and Media Arts in the College's recruitment materials
- **Identify Kansas City and Missouri high schools and community colleges** with strong media production or ancillary programs, and mail brochures
- **New course, Film and Media Arts Seminar,** a weekly one-credit course that will be required of all Film and Media Arts majors every semester, will emphasize professional development, and feature media professionals and media artists as guest speakers. Regularly convening all of the students in the major in a weekly class will help to build a sense of cohort among the students, which in turn is likely to help student retention.

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4. Institutional Capacity

As the B.A. in Film and Media Arts is largely a retooling of the current Film and Media Arts emphasis area within Communication Studies, all of the courses in the degree (except for Comm-St 499: Film and Media Arts Seminar) are currently being taught by existing faculty. A course proposal for Comm-St 499: Film and Media Arts Seminar is in progress. The seminar will be taught on voluntary overload by existing faculty.

Technology and Facilities

The Communication Studies Department currently maintains a Media Lab that loans digital video cameras, lighting instruments, audio recorders, microphones, and grip equipment to students in Film and Media Arts emphasis area courses to make their class projects. (This pool of equipment is also shared with students in our department's broadcast journalism courses.) The Media Lab also includes an 18-seat digital editing facility, to which students enrolled in our classes have 24-hour access, and a modest production studio with an overhead lighting grid, cyclorama, and green screen, available for students to use for shooting their films. The Communication Studies Department will continue to maintain the media lab and update production gear in response to trends in the industry and curricular need. This process is established and ongoing, without new costs.

5. Program Characteristics

5.A. Program Outcomes

Graduates of the Film and Media Arts major will be skilled media makers with a strong background in film studies and a specific specialization in the production and analysis of the short film. Students will have significant experience in planning, executing and distributing media work as well as grounding in research, critical writing and writing about their films. Through extensive development of their own creative goals in this studio-style program, graduates will be prepared to go on to graduate work in film and media production, professional roles in the growing media industry or other creative endeavors.

The Film & Media Arts program trains students in four areas – Film Theory, Film History, Creative Development and Media Production. Specific program outcomes include the following:

Creative Development:

Film and Media Arts graduates will be able to:

- Design and create pre-production documents for narrative and documentary media projects including: synopsis, treatment, budget, storyboard, overhead, lined script, documentary outline, shot list, production schedule and prepare these materials for applications and proposals.

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- Write and produce short screenplays that demonstrate an understanding of narrative structure and formatting.
- Research and assemble script and documentary ideas.
- Identify and apply aesthetic theory and design basics to sound and image creation.
- Develop press materials and distribution plans for their creative work.

Media Production:

Film and Media Arts graduates will be able to:

- Construct short films in a variety of modes possibly including narrative, documentary, animated and promotional.
- Skillfully operate:
 - relevant digital moving-image equipment including cameras, lenses, filters, matte boxes and other relevant equipment.
 - relevant audio recording equipment including recorders, a variety of microphones and mixers.
 - relevant grip and gaffer equipment including a wide variety of lighting instruments, flags, c-stands, various camera supports, dollies and track.
- Demonstrate:
 - aesthetic and technical abilities in post-production including editing, color correction and sound mixing.
 - aesthetic and technical abilities in cinematography, lighting, sound recording, and editing.
 - an understanding of the traditions and techniques of multiple modes of picture and sound editing (narrative, documentary and experimental) by mastery of non-linear editing software in the creation of short film works.
 - an understanding of color correction and sound mixing techniques in the creation of short film works.

Professional Development:

Film and Media Arts graduates will be able to:

- Create a job reel from their student productions.
- Compose an appropriate media production resume.
- Demonstrate an understanding of various crew roles in media production (producer, director, assistant director, camera operator, gaffer, grip, editor, audio engineer, colorist)
- Recognize and articulate appropriate behavior, calls and comportment on set.
- Identify and complete an internship appropriate to their professional goals.
- Compose a grant application to support their production work.

Film Theory:

Film and Media Arts graduates will be able to:

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- Recognize and articulate the foundational assumptions and central ideas of classical film theory, post-structural theory, feminist film theory, post-colonial theory, queer theory and postmodernism and other relevant theoretical traditions as they relate to film texts and to cinema history.
- Analyze films and film culture using film theory.
- Identify and describe key terms and concepts and major trends and periods of film theory.
- Compose a research paper engaging film theories in the appropriate literary style.
- Apply film theory concepts to analyze and develop their own creative work.

Film History:

Film and Media Arts graduates will be able to:

- Demonstrate knowledge of the social, political, economic and aesthetic histories of cinema.
- Compare film genres by identifying major elements, structures and themes.
- Compose a research paper engaging film history in the appropriate literary style.
- Analyze the relationship between the historical period in which a film was produced and its major elements and themes.
- Assess and identify where their creative work fits into film genre and the history of the short film form.

5.B. Structure

The proposed B.A. in Film and Media Arts requires 52-56 credit hours within the major. This total is comprised of 30 hours of required courses, 12 hours of film production and screenwriting electives, 6 hours of film and media studies courses, and 1-8 hours of Comm-St 499, Film and Media Arts Seminar.

PROGRAM STRUCTURE

1. Total credits required for graduation: 120
2. Residency requirements, if any: The final 30 consecutive credits of coursework must be taken at UMKC.
3. General education
Total credits for general education courses: 60

Courses (specific course or distribution area and credit hours):

Course	Hrs	Course	Hrs	Course	Hrs
Anchor I	3	Focus A	3	CAS Science and Math Requirement	6
Discourse	3	Focus B	3	CAS Arts &	6

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I					Humanities Requirement	
Anchor II	3		Focus C	3		
Discourse II	3		Focus Elective	3		
Anchor III	3		CAS Foreign Language Requirement	12		
Discourse III	3		CAS Social & Behavioral Sciences Requirement	6		

4. Major requirements

Total credits specific to degree: 52-56*

*Students will take 1 credit of Comm-St 499: Film and Media Arts Seminar each semester while enrolled in the degree. Transfer students will thus have a lower total number of credit hours in the degree.

Courses (specific course or distribution area and credit hours):

Course	Hrs	Course	Hrs	Course	Hrs
ART 114 Foundation Digital Design	3	Comm-St 373: Intermediate Production	3	Film Studies (Distribution Area)	6
ART 206 Photography I	3	Comm-St 400A The Art of the Short Film	3		
Comm-St 250 Introduction to Film and Video Methods	3	Comm-St 471 Advanced Media Production	3		
Comm-St 330 Introduction to Film Studies	3	Comm-St 484 Internship	3		
Comm-St 339 Film Theory and Criticism	3	Comm-St 499 Film and Media Arts Seminar	4-8		
Comm-St 354 Introduction to Screenwriting	3	Film Production (Distribution Area)	12		

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5. Free elective credits

Total free elective credits: 4-8

The sum of hours required for general education, major requirements and free electives should equal the total credits required for graduation.

6. Requirement for thesis, internship or other capstone experience:

Comm-St 484: Internship is one of the required courses.

7. Any unique features such as interdepartmental cooperation:

This degree requires two courses in the Department of Art and Art History. The Department of Art and Art History supports this requirement.

5.C. Program Design and Content

The B.A. in Film and Media Arts is designed to bring together existing courses, most currently offered as Film and Media Arts emphasis area electives within Communication Studies, into a cohesive program of study that ensures that all students enrolled will receive a comprehensive education in the field.

The degree has a substantially higher number of required credit hours (52-56) than does the current B.A. degree in Communication Studies, Film and Media Arts Emphasis (33). This high number of credit hours is necessary for students to gain both foundational creative, technical, and professional skills in film and media arts, and a meaningful opportunity to specialize within the discipline.

The high-credit requirement of the degree is in line with the high-credit requirements of the two other arts-based B.A. degrees in the College of Arts and Sciences: 1) Studio Art (51 hours) and 2) Theatre (56 hours).

As part of the new degree, the Film and Media Arts program will be shifting to a studio model of instruction in our production courses, with twice as many instructor contact hours per credit hour. Currently, our 3-credit production courses meet for three hours per week, which we plan to raise to six hours per week. This increased number of contact hours will greatly expand the amount of material and hands-on production experience that we are able to offer our students.

Students will be required to complete both a core of required courses that will teach basic competencies in all areas of film production, and a set of distribution requirements that will allow students to specialize and further their own interests within the field.

The core of required courses is structured to give students a solid grounding in the art and craft of film production at the beginning, intermediate, and advanced levels. Students will

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also be required to take three foundational film studies courses, including Art of the Short Film, in order to form a historical, theoretical, and aesthetic basis for their creative work in film and media arts.

The degree has two required distribution areas: 1) Film Production, and 2) Film Studies. In the Film Production area, students will choose four upper-level courses in specialized production forms, including documentary production, narrative production, animation, and screenwriting. In these courses, students will learn production techniques specific to the form, and they will also create original short film works suitable for inclusion in a portfolio or demo reel. In the Film Studies area, students will choose two topics courses in American or international film. These courses will broaden students' knowledge of film history and aesthetics, and the critical writing they will produce in these classes will advance their analytical skills.

All students will also be required to take Comm-St 499: Film and Media Arts Seminar, a one-credit course, each semester. This course is the only new course within the proposed new degree, and it will be taught by existing faculty. This course will focus on professional preparation in film production, and will cover topics such as writing a production resume, assembling a demo reel, and creating a website. The seminar will also host area film professionals and visiting filmmakers as guest speakers. As the seminar will enroll all majors, it will also help to enhance a sense of cohort among the students, as well as facilitate peer collaboration on film projects.

We intend to continue to offer the B.A. in Communication Studies, Film and Media Arts emphasis, but we will change the emphasis area name to Film and Media Studies, to better reflect the content of this major. Please see explanation in the Introduction for why the emphasis area should remain.

5D. Program Goals and Assessment

The program in Film & Media Arts will involve distinct assessments in each area of study allowing us to measure student success across the program.

Creative Development & Media Production:

Portfolio Review (Summative Assessment): Creative Development and Media Production will be assessed using a portfolio review. At the end of each of the core production courses, COMM-ST 250 (Introduction to Film and Video Methods), COMM-ST 373 (Intermediate Media Production) and COMM-ST 471 (Advanced Media Production) students will submit a portfolio of their work including production documents and finished media productions. Portfolios will be scored according to a rubric and evaluated year to year and stored on University servers for continuity of evaluation.

Exams (Interim Assessments): Questions from Midterm exams in COMM-ST 250 and COMM-ST 373 will be assessed to assure that students are developing skills and understanding appropriately.

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Professional Development:

Portfolio Review & Website (Summative Assessment): In addition to the assessment of professionalism in the portfolio review rubric, the personal website created in COMM-ST 471 will be assessed with a rubric.

Internship Reports (Interim Assessment): Internship managers will be asked to provide feedback on students' preparedness areas of strength and weakness.

Film History & Film Theory:

Research Papers (Summative Assessment): Research papers in both COMM-ST 330 and COMM-ST 399 are assessed using a rubric aligned with course student learning outcomes.

National and/or local assessments: There are no standardized assessment tests for the field.

Retention & Graduation Rates: Our goal is that 70% of matriculating students will complete the program within one year of expected graduation.

Graduates per annum at three and five years: We project awarding degrees to three students by year three and twelve students by year five.

Proportion of students who will achieve licensing, certification or registration: There is no licensing or registration system for this field.

Placement rates in related fields, in other fields, and unemployed: It is anticipated that 80% of program graduates will find employment in a field engaging media production.

Additional measures of success: Enrollments, degrees granted, surveys of graduation majors and alumni, job placement, acceptance for graduate level work, and film festival screenings and reviews.

5.E. Student Preparation

Preparation recommended for students entering program to ensure success

Any student meeting the admissions requirements for the University of Missouri Kansas City and to the College of Arts and Science will be eligible for the Film and Media Arts major. No special preparation is required.

Characteristics of specific population to be served

The population to be served is students who are interested in a rigorous course of study in film and media production. In polling our current and former students we have found that many of our current students would prefer a major to the emphasis area and those who have graduated would have chosen the program had it been available. The program

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will also attract new students interested in media production as one of the few programs available in the region.

5.F. Faculty and Administration

Name and position of the individuals who will be responsible for the success of this program:

Dr. Lyn Elliot, Associate Professor of Film & Media Arts and Caitlin Horsmon, Associate Professor of Film & Media Arts.

Four full-time faculty comprise the core of the Film & Media Arts faculty – Associate Professor Caitlin Horsmon, Associate Professor Lyn Elliot, Associate Professor Tom Poe and Associate Teaching Professor Mitch Brian. These four faculty are supplemented by staff member Kevin Mullin who also teaches one Film and Media Arts course a year, and two adjunct faculty members already employed by the department. No additional faculty are required for this degree.

Professors Elliot and Horsmon already serve as advisors for the area, and their time and that of Professor Poe and Teaching Professor Brian will be split between the B.A. in Film and Media Arts and the Emphasis Area in Film and Media Studies currently being offered in the Communications Department. It is hard to estimate the percentage of time allotted strictly to students in the B.A., but 100% of the time of the core faculty will continue to be dedicated to the department of Communication Studies.

Faculty teaching in the department of Communication Studies must meet qualifications appropriate to their area of specialization, either by holding the appropriate earned degrees or the equivalent professional experience. Tenure-track faculty must hold a terminal degree in their field of study and meet departmental and college requirements and qualifications. Roughly 90% of the credit hours in the degree will be taught by full-time faculty.

Tenure-Track faculty in the College of Arts and Sciences balance active research programs with excellent teaching and service to the University. Faculty in the Communication Studies Department will follow the guidelines for distribution of teaching, research and service as established by the department and college according to rank. Faculty will be active in recruiting and marketing the program regionally and nationally both working in concert with the admissions and marketing staff assigned to the department and in their own professional and community activities.

5.G. Alumni and Employer Survey

We plan to survey our students in the semester before they graduate about their experiences and level of satisfaction with the degree. We also plan to interview and survey alumni at points after graduation. In our sample, we will include alumni who work in Kansas City, alumni who work in other cities, and alumni who attend or attended graduate school in the field.

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The Film and Media Arts program already receives, on an informal basis, evaluative information regarding our graduates from area employers. Our faculty have collegial relationships with local film production professionals, and often seek and receive feedback on our graduates who work for them. When we institute the B.A. in Film and Media Arts, we will formalize these channels by developing a survey for employers.

We plan to use the information from student and employer surveys to help adjust our curriculum to changes in standards, technology, and demand within the field.

5.H. Program Accreditation

There is no specialized accrediting body for film and media production programs.

Appendices

Appendix A

Course Descriptions

Required Courses:

Art 114: Foundation Digital Design

This introductory course on techniques and practical applications for digital arts, graphic design, and computer multimedia.

Art 206: Photography I

An introduction to photography as a means of creative self-expression. The course centers on the technical and aesthetic aspects of the medium. A fully adjustable digital camera is required.

Comm-St 250: Introduction to Film and Video Methods

This course teaches the fundamentals of media making using digital video. Students will learn techniques in pre-production planning, camera, sound, and editing by creating a series of short videos. Students will also learn to think analytically about film, and to apply insights about what gives an image impact and meaning to their own work. It is the foundation and prerequisite for all film and video production courses in the department.

Prerequisite: None. Offered: Spring, Fall

Comm-St 330: Introduction to Film Studies

The course is an introduction to the study of film as an art form and industrial practice. Students are introduced to the basic terms and concepts of film theory, including theories of film editing and mise-en-scene while becoming familiar with the basic "canon" of major films and directors that form the foundations for the academic field of film studies.

Prerequisites: English 110. Offered: Spring and Fall

Comm-St 339: Film Theory and Criticism

The course serves to locate the film medium within the study of human communication while developing an understanding of the effects of film on the individual and society with an emphasis on understanding the film medium as both an art form and a reflection of a social system with national, cultural & sub-cultural components. Term paper required. Offered: Spring

Comm-St 354: Introduction to Screenwriting

An introduction to the form and language of the motion picture screenplay. Students will learn to create a workable blueprint for a movie and undertake an in-depth examination of visual storytelling. This will include understanding the basics of dramatic structure, scene

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and sequence construction and the role of dialogue. Emphasis will be placed on students mastering the accepted movie industry format of the screenplay. They will also adapt a short story and revise it after giving and receiving feedback in small groups.

Prerequisites: Comm-St 330. Offered: Fall and Spring

Comm-St 373: Intermediate Media Production

Emphasis on digital production. Students produce, direct and edit a significant narrative, documentary or experimental project. Lecture, discussion and laboratory. Prerequisite: Comm-St 250. Offered: Spring

Comm-St 400A The Art of the Short Film

Outlines the historical and artistic trajectory of short filmmaking. Intended to examine thinking on film form determined by length and distribution strategy, this course examines the complexities of short form works from the narrative, documentary and experimental traditions.

Comm-St 471: Advanced Media Production

An advanced course in media production techniques involving knowledge and practical use of video, film and sound equipment to create professionally competitive media productions. Lecture, discussion, laboratory and research. Prerequisites: Comm-St 373 and Comm-St 354 or Instructor Consent. Offered: Fall

Comm-St 484: Internship

Internships opportunities for advanced students involved in community and campus activities. Student must receive approval of advising professor in semester prior to enrollment. No more than four hours with any one project.

Required Seminar (1 credit hour)

Required each semester that the student is enrolled in the B.A. in Film and Media Arts.

Comm-St 499: Film and Media Arts Seminar (1 credit)

A weekly seminar that covers special screenings, readings, discussions, professional development, and other topics pertaining to the B.A. in Film and Media Arts. Repeatable; restricted to majors.

Film Production Electives (all 3 credit hours)—choose 4:

Comm-St 381: Narrative Production

This course covers the creative, technical, and practical aspects of short-form narrative film production. Prerequisites: Comm-St 250 and Comm-St 354. Offered: Spring.

Comm-St 385: Documentary Production

This course is designed to familiarize students with the basics of documentary production from an artistic, ethical, and practical results-oriented perspective. Prerequisite(s): Comm-St 250 or Consent of Instructor. Offered: Fall

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Comm-St 386: Animation

This course provides an introduction to animation production techniques and an overview of the history of American animation arts. We will address both stop-motion and computer animation using industry standard software. Prerequisite: Comm-St 250.

Offered: Fall

Comm-St 400S: Narrative Theory and Practice

Advanced seminar in screenwriting. Prerequisite: Comm-St 454. Offered: On Demand.

Comm-St 454: Advanced Screenwriting

This course provides students with advanced theory in narrative screenwriting, training in industry standard script analysis (called "coverage") and story editing. Students will be required to draft, revise and workshop a short film screenplay or will focus on a feature screenplay, delivering a draft and revision of the first act and a detailed outline for the rest of the script. Students will workshop feature screenplays in small groups, emphasizing the art of constructive story editing. Prerequisite: Comm-St 354. Offered: Spring

Comm-St 457: Producing and Distributing Media

This course teaches the process of creating media for a professional client. Students will take on specialized crew positions and work together to plan, write, direct, shoot, edit, and distribute a short video for a local non-profit client. Prerequisite: Comm-St 250
Offered: On Demand.

Comm-St 473: Directing Actors and Scenes

This intensive workshop class seeks to deepen the student director's understanding of the acting process and provide ways of clearly and creatively communicating with actors. The course will deepen students' understanding of blocking scenes and designing camera coverage. It will explore the role of the director as a guiding creative force in the making of a film through collaboration and provide techniques for scene analysis and preparation. Students will cast, rehearse and present a live performance for their final project and design appropriate camera coverage. Prerequisite: Comm-St 250.

Comm-St 484: Internship

Internships opportunities for advanced students involved in community and campus activities. Student must receive approval of advising professor in semester prior to enrollment. No more than four hours with any one project.

Film Studies Electives (all 3 credit hours)—choose 2:

Comm-St 376: History of the Film Industry

A history of the development of the American film industry from 1900 to the end of the studio era. The course will stress such issues as studio production, censorship, the economics of production and the selling of mass culture through the film medium. Term paper required. Offered: On demand.

Comm-St 379: African American Images in Film

April 14-15, 2016

This course examines the historical and social evolution of African Americans in film from the early 1900s to the present. The course will provide an overview of contributions from African Americans in cinema and trace their impact in Hollywood through critical analysis. Films show what a society accepts and rejects, therefore the course will consider major themes, historical movements, and how films capture societal issues. Most of the discussions will focus on images in front of the camera, although works from African Americans behind the camera may be explored as well. Offered: Fall & Spring.

Comm-St 384: Documentary Film History

The purpose of this course is to familiarize students with the history, terminology, filmmaking techniques, filmmakers and cultural/societal influences of documentary film. Five distinguishing characteristics will be examined in terms of 1) subjects, 2) purposes, points of view, or approaches, 3) forms, 4) production methods and techniques and 5) experiences they offer to audiences. Prerequisites: None. Offered: Spring.

Comm-St 391: The Worlds of Alfred Hitchcock

The course offers an historical study of the film art of Alfred Hitchcock. The course gives special attention to the director's work in the silent cinema of the U.K., Hitchcock's early major British sound films, his arrival in the United States, his major World War II propaganda films, the directors maturing into a major influence on world cinema in the 1940s, and Hitchcock's "masterworks" of the 1950s-1960s. Offered: On Demand.

Comm-St 392: Great Directors of Foreign Film

The course is an introduction to the major films and directors of the international cinema. Particular attention will be given to the influence of German Expressionism, Italian "Neo-Realism," the "French New Wave," the "New German Cinema" of the 1970s, post-Franco Spanish cinema, and the national cinemas of South America, India, China, and Japan. Offered: On Demand

Comm-St 393: The History of the Hollywood Musical

The course offers an historical survey of the development of the film musical as a major Hollywood film genre from the introduction of the sound film in 1927 to current manifestations of the genre. The course gives particular attention to the development of the studio musicals of the 1930s, the role of the musical during World War II, the "Golden Age" of the MGM musical in the 1950s-60s, and the effects on the traditional Hollywood musical of the Vietnam Era social upheavals. Offered: On Demand

Comm-St 394: The World of "Film Noir"

The course offers an historical survey of the development of "film noir" as a major film genre. The course examines the major characteristics that define "film noir" and offers an introduction to the historical roots of this genre in German Expressionism, as well as the social and political context for the development of "film noir" as a Hollywood studio genre in the late 1940s. Particular attention is given to the social/ political conditions of the 1950s that contributed to both the rise and decline in popularity of "film noir" during the Cold War, as well as the film genre's revival in the "neo-noirs" of the 1970s. Offered: On Demand

April 14-15, 2016

Comm-St 402 CD: Silver Screen and the American Dream

This course will combine American social history and American film history. Using Hollywood entertainment films, the course will look at Hollywood as an indicator of social, political, and economic conditions in the U.S. from the early 1900s to the late 1950s. The main topics are war and the threat of war, poverty and affluence, racial tensions, censorship, and political zealotry. A paper is required, and a social history textbook, a film history textbook, a play by Arthur Miller and a collection of articles constitute core readings. Offered: On Demand

Comm-St 406 CD: Film Adaptation

The class will explore the process of adapting both fiction and non-fiction literary works into motion pictures. Students will examine the original literary source, then the interim screenplay and finally the completed motion picture. Offered: On Demand

April 14-15, 2016

Appendix B

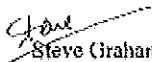
Letters of Support




Office Of Academic Affairs

January 22, 2016

TO:


Steve Graham, Senior Associate Vice President for Academic Affairs
University of Missouri System

FROM:


Barbara A. Bichelmeyer, Provost and Executive Vice President
University of Missouri Kansas City

RE:

Proposed BA degree in Film and Media Studies

The Department of Communication Studies proposes a BA degree in Film and Media Studies. This novel program has been vetted and approved by several faculty committees from Departmental, College and University Curriculum as well as receiving approval from the Chair of the Department of Communication Studies, the Dean of the College of Arts and Sciences, and the Deans' Council.

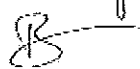
I support this program, especially as it clearly fits into the strategic plan of UMKC stated as follows:

Goal 4. Excel in the Visual and Performing Arts

To create excellent programs in visual and performing arts that are central to campus life and support Kansas City's initiatives in entrepreneurship, urban education and innovation.

- Enhance UMKC's reputation as a national leader in artistic excellence
- Enhance all students' education through infusing the arts into campus life
- Collaborate with local and regional partners to provide community arts programming and experiences.
- Demonstrate the relationships between artistic creativity, entrepreneurial innovation and economic development.

The proposed curriculum is in line with this goal and has all components of the objectives within the program. If you have further questions, please contact me at your convenience.

Thank you for your support on this!


3003 Administrative Center | 5115 Oak Street | Kansas City, MO 64112 | p 816-235-1107 | f 816-235-5509

University of Missouri-Kansas City

April 14-15, 2016

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College of Arts and Sciences
Department of Art and Art History

To Whom It May Concern:

I am writing this letter in support of the proposed Bachelor of Arts degree in Film and Media Arts. I believe that this degree would be an important addition to the College of Arts and Sciences and the Department of Communication Studies while also serving to strengthen the visual and performing arts emphasis in UMKC's strategic plan.

It may go without saying that the Kansas City arts community is the most robust in the broad region and one of the most vibrant in the country. This degree would be of great benefit to this community, filling a much-needed gap in the educational opportunities within the field, while also drawing from the creative energy and support within the community.

I am excited about this new degree for its potential to foster more collaboration between our departments. We already have close faculty ties and share students in a number of classes, but an expanded degree program could only serve to strengthen these existing connections, benefiting both programs.

The proposed Bachelor of Arts in Film and Media Arts degree has my utmost support. I strongly encourage the adoption of this new program in a timely manner.

Sincerely,

Barry Anderson
Professor and Chair
andersonbs@umkc.edu
816-235-2988

UNIVERSITY OF MISSOURI-KANSAS CITY

204 Fine Arts Building • 5169 Rockhill Road • Kansas City, MO 64110-2459 • p 816-235-1591 • f 816-235-5597
campus location: 2015 Holmes Street • <http://info.umkc.edu/art> • art.umkc.edu
an equal opportunity affirmative action institution

April 14-15, 2016

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To Whom It May Concern:

My name is Michael Russo and I have taught the production classes at The University of Missouri, Columbia within the Dept. of Communication Studies. I am writing this letter to give my full support for the proposed BA degree in Film and Media Arts at UMKC.

To give a little bit of background about our program it might be helpful to understand how the Department of Communication Studies works at The University of Missouri. In our program we have 4 areas of studies that undergraduates can choose, and one of them is Mass Media (which is where my production classes reside). The current classes we offer are currently maxed, we have 4 classes: 1 writing for media, digital production I, digital production II and a capstone in digital video production. Our plan for this program is to keep these classes the same with no intention of expansion, we do not offer a production focus. These classes are only organized to compliment the media theory classes offered by the Mass Media track within our department.

I am very excited for this program to not only exist within the UM systems but even more so to be developed in Kansas City. It is my belief that Kansas City is in need of such a high-caliber program such as the one you are offering. I have already heard nothing but good things about students graduating from your existing program and I think that this expansion to the program would fill a needed void that is not being filled in Missouri and the Kansas City region.

I am happy to completely endorse this program. As it stands now I see no overlap with the courses we are watching, and I believe that this program will enhance opportunities for students with production interests within the UM systems. If you have any more questions feel free to contact me.

Sincerely,
Michael Russo
Assistant Professor
University of Missouri, Columbia
Department of Communication Studies
8165065563
russomr@missouri.edu

April 14-15, 2016

UNIVERSITY *of* MISSOURI

DEPARTMENT OF ENGLISH

February 2, 2016

Dear Steve Graham,

I am writing to voice my strong support for the proposed new BA degree in Film and Media Arts at the University of Missouri-Kansas City in the Department of Communication Studies.

Programs in film and media studies are in demand by students regionally, nationally and internationally. Since starting the Digital Storytelling program in the fall of 2015, MU has already seen fast growth, and Film Studies at MU has seen even stronger growth. Clearly students are hungry for opportunities to make media—whether traditional narrative film, documentary, experimental, animated or short-form digital productions. The new program at UMKC will meet both student demand and needs in Kansas City for graduates with media production training, and will, I believe, draw new students to the institution.

I have talked at some length with Professor Horsmon about this program at various points during the past year, and I am quite eager to see it up and running. As Director of Digital Storytelling at MU, I'm excited about the potential for students from institutions across the Missouri system to connect around events such as the True/False Festival and potential inter-campus film and media projects. I'm committed to supporting this effort in any way I can.

Sincerely,



Joanna Hearne

Associate Professor, film studies

Director, Digital Storytelling Program



114 Tate Hall Columbia, MO 65211-1500 Phone: 573-882-6421 Fax: 573-882-5785 Web: <http://english.missouri.edu>

April 14-15, 2016

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**WRIGHT/LAIRD CASTING**

3619 Broadway, Suite 10
Kansas City, Missouri 64111
TEL: 816/531-0331 FAX: 816/531-7797
E-MAIL: heather@wrightlairdcasting.com

December 1, 2015

Steven W. Graham, Ph.D.
Senior Associate Vice President for Academic Affairs
309 University Hall
Columbia, MO 65211

SUBJECT: RE: LETTER OF SUPPORT FOR UMKC FILM DEGREE

Dear Dr. Graham:

I am writing in support of the proposed BA degree in Film and Media Arts at UMKC. As a member of the Professional Advisory Board for the University of Kansas Department of Film & Media Studies, I have observed the 20+ year progress of a practical film degree program from its inception to today. According to a University publication from last year, the Film Department at KU "...has experienced steady growth in student major and credit hour production. Currently with 11 faculty (members), the robust program serves over 325 undergraduate majors, 25 graduate students, and a large population of students beyond the department who take film and media coursework." The department has so dramatically outgrown its current space such that the University is creating a new 25,000 square foot combined production and classroom facility. KU is just one example of the growth in film programs at many universities around the country. It's past time for UMKC to take advantage of this trend.

Contrary to popular perception, a degree in film does not necessarily translate into a career in Hollywood. I am a poster child for setting up shop closer to home. After 10 years in Los Angeles, I returned to the Midwest and have made a successful career as a Casting Director in Kansas City for the last 21 years. I am surrounded by many others in all aspects of production who have done the same. Large metropolitan areas nationwide enjoy thriving advertising industries that rely on the same production personnel as feature films and television and many graduates prefer the lower cost of living and generally better quality of life enjoyed outside of Los Angeles. And Kansas City is very user-friendly to the industry beginner. It's easy to get started as an assistant in a number of areas of production, build a resume and gain professional experience in a way that is not possible in Hollywood.

As the former president of the Board of the Film Commission of Greater Kansas City, I led our organization in an effort to quantify the impact of the business of production here. After polling the top 25 companies, production and post production houses, television stations, photographers, and out-of-town productions shooting in Kansas City, we found that gross receipts for production were well over \$120,000,000 annually, and

(Continued)

April 14-15, 2016

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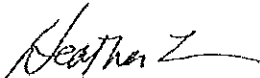
*Page 2 (Cont.)
UMKC Film Degree
H. Laird*

growing. This research was compelling enough to convince Mayor Sly James and the City Council to vote unanimously in support of the reestablishment of a Film Office, which opened last year. Furthermore, according to KCWorkforce.com, there are 35,000 jobs in the visual arts industry in our community. And yet, the university at the heart of this city does not offer a degree in film.

Finally, as a small business owner, I routinely have interns from the Communications Studies Department at UMKC who are seeking practical experience in production. I have found the students from UMKC to be motivated and committed and I have often promoted them to paid, freelance staff for my business and introduced them to producers and others to be considered for production assistant work around town. These students are an asset to my business and I will certainly nurture this symbiotic relationship with the Communications Department as well as interested students seeking a Film Degree. As I have done many times in the past, I will also continue to be available as Guest Lecturer for production classes.

If I can be of further assistance feel free to contact me directly. Thank you for your consideration.

Very truly yours,



Heather Laird, USA
Wright/Laird Casting
3619 Broadway, Ste. 10
Kansas City, MO 64111
o 816/531-0331
c 816/582-7045
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heather@wrightlairdcasting.com
<https://www.facebook.com/groups/125636938759/>

April 14-15, 2016

OPEN - AS&EA 2-43

SIU Southern Illinois
University
CARBONDALE

November 9, 2015

Dear Colleagues:

I am writing at the request of Professor Lyn Eliot, a filmmaker colleague of mine, who has asked me to write a letter responding to the proposal at the University of Missouri at Kansas City to add a degree program in film production. I have served as the chair of two medium-sized film production programs, the School of Film and Photography at Montana State University (MSU) in Bozeman and the Department of Cinema and Photography at Southern Illinois University (SIU) in Carbondale, where I am currently a full professor.

I began my career as an assistant professor in 1998 at MSU, where the student demand for the filmmaking program was astronomical. I regularly taught first year student "gate" courses to upwards of 150 students. The sophomore basic production level was capped at 48 students, resulting in a fixed enrollment of just shy of 300 students. The demand for the major was so great, if we would have gotten expanded resources from the university, we could have doubled the size of the program without significantly impacting overall quality. I started at SIU in 2009, where we are in different circumstances: our enrollment has been gradually declining from over 500 students at its peak in the early 2000s, but even with such decreases, we currently have 250 majors (200 in cinema and 50 in photography). This makes us one of the largest majors on our campus of 15,000 students. In short, the demand for high quality filmmaking programs remains strong compared to other academic disciplines. Students of the twenty-first century will need good skills in image making, design, working in teams, and creative initiative. These are the values and skills that a good filmmaking program delivers to a university and a community.

I have carefully studied the proposed B.A. in Film and Media Arts at UMKC. It is an excellent degree program in "the art and craft of film production." When I evaluate such programs, I look for a number of strategies that represent solid curriculum design. First, does the program vertically integrate learning? The proposed degree program does just that, moving students from a series of foundation courses (three in film studies, two in visual design in other areas, four in filmmaking). Then, the curriculum allows students to choose four elective courses in advanced production, as well as two more in film studies at the upper-division level.

Second, does the program properly integrate studies and production, the hallmark of an academic, rather than a vocational, approach to filmmaking. This proposed program allows for cross talk between courses taken simultaneously at all levels of the curriculum, but also seeks to combine "individual artistic development" on the part of the students by ensuring knowledge of the "historical and cultural context of film and media." This is well designed, and as it should be. Third, at this moment in the history of public higher education, our students need to be prepared to quickly and successfully enter a highly

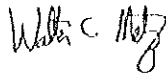
competitive, economically stagnant job market. Requiring the students to perform an internship, as well as take a job skills (resume writing, creating a reel, building a professional website, "setiquette," and the like) seminar every semester are both terrific ways of addressing this learning outcome. In short, the proposed B.A. program is sound from a curriculum design program, and attends to the unique issues that arise in the academic teaching of film production.

While SIU does not keep good departmental level statistics on job placement, my experience over the past six years indicates that about half of our graduates move to Los Angeles to work in the film and television industry. Another quarter or so remain locally to work in various sorts of independent and corporate media making (television stations, advertising firms, and the like). It is a difficult industry to break into, and thus we are not a discipline that would have extremely high job placement rates, especially in a short (say three-year, or so) window immediately upon graduation. This is because the road to success in the commercial industry takes decades of both luck and hard work. However, even if students secure jobs in seemingly unrelated fields, many of the skills I have listed above serve our students well in most jobs they attain with a degree from a well-respected, accredited university such as SIU or UMKC.

Furthermore, there is a tangible value to having a filmmaking program at a university located in a vibrant city, even if that city is not currently known as a hub of media making. Carbondale and Bozeman are both small towns, and yet students come from very long distances to study film at those institutions. A medium-sized city such as Kansas City will certainly have more inherent local media production occurring already; a university serving as an intellectual center for such work could help both the university's profile with the community, but also the artists currently working in that community. The symbiotic relationship that develops between town and gown because of film production can involve the development of international film festivals, film series, production workshops and other such events that serve both the university's visibility and the businesses in the community that rely, or will come to rely, on the film production hub.

I would be delighted to discuss further my understanding of the excellent B.A. program being proposed at UMKC. I can be reached at the coordinates listed below.

Sincerely,



Dr. Walter C. Metz, Professor
Department of Cinema and Photography
Mail Code 6610
Southern Illinois University
1100 Lincoln Dr.
Carbondale, IL 62901
Cell Phone: (406) 579-3679
E-mail: wmetz@siu.edu
Website: <http://waltermetz.com>



School of Theatre and Film
Dustin Morrow | Assistant Professor, Film

Post Office Box 751 503-725-4609 tel
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www.dustnmorrow.com

November 15, 2015

To whom it may concern,

I am writing this letter to express support for the proposed new degree of a B.A. in Film and Media Arts at the University of Missouri Kansas City. I have reviewed the proposed curriculum, provided to me by Prof. Lyn Elliot, and I will speak to its strengths through a comparison to the similar degree we offer in the School of Theatre and Film at Portland State University.

After careful review, I believe this proposed B.A. to be well-structured, diverse in focus and course offerings, and impressively balanced between historical studies, practical application, and critical thinking courses. This mix is reflective of the approach we took in the design and implementation of our B.A. in Film that we offer at Portland State. Our major consists of a core of 28 credits, which includes courses in film history, film analysis, and film theory; 16 credits in critical and theoretical practices, which includes all aspects of both narrative and nonfiction media production; 12 credits of historical and cultural contexts, which includes close reading of film texts as well as upper-division film studies courses; 4 credits in international cinemas; and 12 credits of electives, consisting primarily of advanced topics courses in film studies and production. Completion of our major requires 72 credit hours, which makes our degree significantly larger than the proposed B.A. at UMKC, but the structure of the two degrees is, as you can see, fairly similar. We believe, like the authors of this new degree at UMKC, that a strong education in Film requires a careful balance of historical context, critical and theoretical studies, and competence in production.

Portland is, like Kansas City, a mid-level media market, with a regional population of 2.3 million people. We currently host TV programs like *Grimm*, *Portlandia*, and *The Librarians*, and have recently hosted films like *Wild*, *The Green Room*, and the *Twilight* series. We are also home to a growing animation market, led by Laika Studios (*Coraline*, *Paranorman*), a healthy advertising scene, led by the massive ad agencies Sockeye and Wieden+Kennedy, and an exploding CGI visual effects scene. We feed a steady stream of graduates from our program into all of these markets.

Like Kansas City, we are also home to a young, vibrant and ever-growing community of media artists, as well as a terrific independent film scene led by such

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filmmakers as Gus Van Sant and Todd Haynes. We have found great success in placing graduates of our program not just in film production positions, but in sports media, museums, film schools, UX design firms, and web media companies. Many of our graduates also depart for industry work in Los Angeles and New York, and we've had many graduates go on to pursue terminal degrees at such schools as the University of Chicago, Pitt, and the University of New Orleans. I suspect that graduates of this proposed program at UMKC will find similar employment in the Kansas City regional market, while many will strike out for larger cities.

Portland State is, like UMKC, a large public university centered in a mid-level urban market. The enrollment in Film has grown every year since the inception of our program. We currently host about 330-380 students, depending on the term. Demand for our courses has far outpaced our ability to provide a sufficient number of classes to accommodate all of our students. We are hiring six new full-time faculty to begin in Fall 2016, including a tenure-track position in production and a tenure-track position in film studies. Nearly all of our courses fill quickly and have long waiting lists. I suspect the demand at UMKC will be proportional, and with the structure and design of the proposed B.A. in Film and Media Arts, I anticipate that my colleagues at UMKC will find similar success with their new major. With the ever-expanding web media, corporate video, and cable television industries, film and media production/studies will continue to be a popular, in-demand major for incoming college students. I believe that my colleagues at UMKC have, as we did here in Portland, identified an untapped group of students with the creation of this new degree, and will find tremendous success with its implementation.

If I can provide any further commentary or answer any questions, please don't hesitate to contact me.

Regards,
Dustin Morrow
Assistant Professor
School of Theatre and Film
Portland State University

April 14-15, 2016

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UNIVERSITY OF MISSOURI - KANSAS CITY

November 17, 2015

To Whom It May Concern:

I am writing in support of the proposed B.A. in Film & Media Arts at UMKC. I am the CEO/President of Hint, a Video Production and Experience company producing digital content for events, websites, interactive installations, mobile apps, and television commercials. Hint's Reality Road division does original program development and branded entertainment for television and digital networks.

Kansas City's film production and digital content is a growing industry in Kansas City. We are emerging as a leader in the industry and the proposed curriculum will likely increase the local pool of well-trained media arts professionals that the growing industry needs. The next generation of media producers need the kind of training this kind of a program will provide.

With 25 full time employees and a growing number of contract employees, we are constantly looking for employees who can do it all – from camerawork to editing, and the proposed curriculum is geared toward producing students who have a broad and well-developed skill set.

Work in this industry is based on both your resume and your reel – so I applaud the UMKC program because it will allow students to leave the program with a diverse and competitive reel by giving them the opportunity to make several original productions during their studies. In addition, the requirement of an internship program will prepare them professionally, while providing graduates with both personal creative development and practical experience.

As a professional in the region I would be willing to share my expertise by being a guest speaker and will consider UMKC Film & Media Arts graduates for our competitive Internship program.

It will be a great addition to the growing media production community in Kansas City to have a degree program in Film & Media Arts at a public University. I am thrilled to see this happening at UMKC.

Sincerely,

Teri Rogers

April 14-15, 2016



[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Stephane Scupham

[Redacted]

Visit KC Film & Media Office
1321 Baltimore Street
Kansas City, MO 64108

Stephane Scupham
KC Film & Media Manager
sscupham@visitkc.com
(816) 691-3842



November 25, 2015

Dr. Lyn Elliot
Associate Professor
Communication Studies Department
University of Missouri-Kansas City

Hello Dr. Elliot,

I am writing to express my support for the proposed new B.A. in Film and Media Arts program, part of the Communication Studies Department at the University of Missouri-Kansas City.

In my position as film commissioner for the state of Missouri, I work to recruit, develop, coordinate and market the film industry and film-related activities across the state. This proposed degree, a comprehensive course of study in the art and craft of film production, will help not only equip and build the film workforce in Missouri; but also encourage students to originate and develop their own ideas for projects, and work with fellow students to bring their ideas to fruition.

A strong program that teaches all phases of film production will lead to skilled workers across all areas of production from planning, cinematography, lighting, sound, to editing. This influx of well trained local film talent will attract more productions to the growing industry in the Kansas City area which currently attracts hundreds of film, TV and commercial productions annually.

I am especially pleased to see that an internship is required of all students, and I look forward to working with faculty to help place students from this new program in industry internships through my network of Missouri-connected professionals working in film and TV not only in state but also in Los Angeles and New York.

Again, I completely support this effort by the University of Missouri-Kansas City to offer a new B.A. in Film and Media Arts. Please let me know how else I can help you in this mission.

Best,

A handwritten signature in black ink that reads "Andrea Sporcic".

Andrea Sporcic
Missouri Film Office

April 14-15, 2016

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