



Missouri Department of Higher Education

Building Missouri's future...by degrees

NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Missouri Western State University

Program Title: Theatre and Cinema

Degree/Certificate: Bachelor of Arts

Options: Concentration in either Theatre or Cinema

Delivery Site(s): Missouri Western State University

CIP Classification: 50.0501

Implementation Date: Fall 2012

Cooperative Partners: N/A

AUTHORIZATION:

January 30, 2012

Jeanne Daffron, Ph.D. Provost

| Name/Title of Institutional Officer    | Signature | Date             |
|--|-----------|------------------|
| Cindy Heider, Associate Provost        |           | (816) 271 - 4534 |
| Person to Contact for More Information |           | Telephone        |



Missouri Department of Higher Education

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**1. Need:**

- Student Demand

- i. Estimated enrollment each year for the first five years for full-time and part-time students

**STUDENT ENROLLMENT PROJECTIONS**

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| Year      | 1  | 2   | 3   | 4   | 5   |
|-----------|----|-----|-----|-----|-----|
| Full Time | 60 | 100 | 125 | 150 | 200 |
| Part Time | 0  | 0   | 0   | 0   | 0   |
| Total     | 60 | 100 | 125 | 150 | 200 |

The integration of cinema and theatre present in the existing B.S. degree program makes it one of the most attractive and unique programs in the region. This proposed change to a Bachelor of Arts degree would give it the quality to compete with most University theatre and cinema programs. As a result, our student enrollment should increase dramatically over the next 5 years.

An informal survey was conducted of our current students in the B.S. and over 65 percent were willing to take the additional foreign language classes required for the Bachelor of Arts degree. Furthermore, currently enrolled students will easily be able to merge into the proposed Bachelor of Arts degree with the addition of the required foreign language.

- ii. Will enrollment be capped in the future?

The number of majors in the department of Communication Studies, Theatre and Cinema has increased by over 300 percent in the past year due to the integration of theatre and cinema in the B.S. program. We see this trend continuing with the change to the Bachelor of Arts degree, and we believe this growth is good. If student demand exceeds expectations, an enrollment cap will be instituted with rigorous artistic and academic standards including the institution of a portfolio review prior to the junior year as well as a requirement of a grade of "C" or better in all

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introductory courses in the program. This review process is consistent with policies set at some of the top Theatre and Film schools across the country.

A: Market Demand

- i. National, state, regional, or local assessment of labor need for citizens with these skills

Over the last decade, the dramatic changes in media technology have resulted in a fundamental rethinking of the boundaries between film, video, and all other performing arts. Institutions that are preparing to instruct within an interdisciplinary structure are growing, however many theatre and video programs at state institutions are housed in separate departments, thus making the interdisciplinary transition difficult. Missouri Western State University has had this interdisciplinary structure for the past 6 years and has seen a significant amount of growth in that time. By end of fall 2011, we are anticipating 60 plus majors. Listed in #2 are other Missouri State Colleges and Universities, and none offer the combination of Theatre and Cinema, making Western one of the most unique programs in the region.

The proposed change of the current Bachelor of Science degree to a Bachelor of Arts degree is the next step in raising Missouri Western State University's attractiveness to students and helping our students become more viable to graduate schools and the current job market. The Bachelor of Arts degree emphasizes a strong liberal arts education, including the requirement of 12 hours in a foreign language. Bureau of Labor Statistics state, "*rising demand for U.S. films in other countries should create more employment opportunities for actors, producers, and directors.*" This statement supports the need for the foreign language requirement in the theatre and cinema program.

The current B.S. program is already in place; thus this new B.A. degree will generate no new costs to the University or the Department of Communication Studies, Theatre and Cinema. No additional instructors are needed to support this proposal. The cost of equipment in the cinema area has already been built in to department and course fees. The Theatre area remains self sufficient through box office receipts and designated foundation monies.

The flexibility of this degree allows students to pursue numerous employment areas including the following: audio production, camera operator and video editor, graphic design, sound design, web design, audio and video installation, commercial video production, multi-media content producer, actor, director, entertainment producer.

**The following citations discuss the demand for individuals trained in the disciplines of the proposed degree.**

**Camera Operators/Editors:** "Employment of camera operators and editors is expected to grow 11 percent over the 2008–18 decade, which is as fast as the average for all occupations through 2018. As the motion picture industry expands, demand for camera operators and editors will expand also. Camera operators will be needed to film made-for-Internet broadcasts, such as music videos, digital movies, sports features, and general entertainment programming. As the market for professional Internet video grows, camera operators may see increases in

employment. Growth will be tempered, however, by the increased offshore production of motion pictures.” <http://www.bls.gov/oco/ocos091.htm>

**Projections data from the National Employment Matrix**

| Occupational Title   | SOC Code | Employment, 2008 | Projected Employment, 2018 | Change, 2008-18 |         |
|--|----------|------------------|----------------------------|-----------------|---------|
|  |          |                  |                            | Number          | Percent |
| Television, video, and motion picture camera operators and editors | 27-4030  | 51,900           | 57,300                     | 5,400           | 11      |
| Camera operators, television, video, and motion picture            | 27-4031  | 26,300           | 28,800                     | 2,400           | 9       |
| Film and video editors   | 27-4032  | 25,500           | 28,600                     | 3,000           | 12      |

**Actors/Producers/Directors:** “Employment in these occupations is expected to grow 11 percent during the 2008–18 decade, about as fast as the average for all occupations. Expanding cable and satellite television operations and increasing box-office receipts of major studio and independent films will increase the need for workers. Additionally, a rising demand for U.S. films in other countries should create more employment opportunities for actors, producers, and directors. Also fueling job growth is the continued development of interactive media, online movies, and mobile content produced for cell phones or other portable electronic devices. Attendance at live theater performances should continue to be steady, and drive employment of stage actors, producers and directors.” <http://www.bls.gov/oco/ocos093.htm>

**Projections data from the National Employment Matrix**

| Occupational Title               | SOC Code | Employment, 2008 | Projected Employment, 2018 | Change, 2008-18 |         |
|----------------------------------|----------|------------------|----------------------------|-----------------|---------|
|                                  |          |                  |                            | Number          | Percent |
| Actors, producers, and directors | 27-2010  | 155,100          | 172,000                    | 16,900          | 11      |
| Actors                           | 27-2011  | 56,500           | 63,700                     | 7,200           | 13      |
| Producers and directors          | 27-2012  | 98,600           | 108,300                    | 9,700           | 10      |

**Graphic Designers:** “Employment of graphic designers is expected to grow 13 percent, as fast as the average for all occupations from 2008 to 2018, as demand for graphic design continues to increase from advertisers and computer design firms. Moreover, graphic designers with Web site design and animation experience will especially be needed as demand increases for design projects for interactive media—Web sites, mobile phones, and other technology. Demand for graphic designers also will increase as advertising firms create print and Web marketing and promotional materials for a growing number of products and services. Growth in Internet advertising, in particular, is expected to increase the number of designers.” <http://www.bls.gov/oco/ocos090.htm>

**Note:** Although this is not a Graphics Designer degree, this degree does allow the flexibility for someone to fully develop necessary skills and training in industry standards.

**Projections data from the National Employment Matrix**

| Occupational Title | SOC Code | Employment, 2008 | Projected Employment, 2018 | Change, 2008-18 |         |
|--------------------|----------|------------------|----------------------------|-----------------|---------|
|                    |          |                  |                            | Number          | Percent |
| Graphic designers  | 27-1024  | 286,100          | 323,100                    | 36,900          | 13      |

**Content Producers:** “Employment of authors, writers, and editors is expected to grow 8 percent, about as fast as the average for all occupations, from 2008 to 2018. Employment in

salaried writing and editing positions is expected to increase slightly as jobs become more prevalent throughout the economy. Companies in a wide array of industries are using newer multimedia technologies and online media to reach a more technology friendly consumer and meet the growing demand for Web-based information. Online publications and services are growing in number and sophistication, spurring the demand for authors, writers, and editors, especially those with Web or multimedia experience.” <http://www.bls.gov/oco/ocos320.htm>

**Note:** Although this is not a journalism degree, this degree contains numerous classes designed to specialize in the growing world of digital media and content writing.

**Projections data from the National Employment Matrix**

| Occupational Title            | SOC Code | Employment, 2008 | Projected Employment, 2018 | Change, 2008-18 |         |
|-------------------------------|----------|------------------|----------------------------|-----------------|---------|
|                               |          |                  |                            | Number          | Percent |
| Authors, writers, and editors | —        | 281,300          | 303,300                    | 22,100          | 8       |
| Editors                       | 27-3041  | 129,600          | 129,200                    | -400            | 0       |
| Writers and authors           | 27-3043  | 151,700          | 174,100                    | 22,500          | 15      |

**B: Societal Need**

- i. General needs which are not directly related to employment

Over the last decade, the dramatic changes in media technology have resulted in a fundamental rethinking of the boundaries between film, video, and all other performing arts. This department is embracing these changes as extraordinary new opportunities. With an astonishing wealth of resources, and through an interdisciplinary curriculum, the department is actively supporting students’ exploration of theatre, film and video as well as advanced computer animation techniques, media installation, performance with media, web casting, multimedia authoring, interactivity, and many new forms yet to be discovered. This interdisciplinary approach builds upon integrating curriculum by expanding opportunities to explore newer (creative art) forms in order to meet the challenges of twenty-first century media-arts production and study (The Art Institute of Chicago - [www.artic.edu/saic/programs/depts/undergrad/fvnm.html](http://www.artic.edu/saic/programs/depts/undergrad/fvnm.html)).

The above statement and the creation of similar programs at the University of Colorado at Denver College of Arts & Media, Saint Augustine College, Purchase College in New York and Bowling Green State University illustrate a reaction to the increasing demand for cross training within digital technology that is utilized in the communication process of business and entertainment. All of the above interdisciplinary programs mentioned allow their students to earn a Bachelor of Arts degree. The overwhelming presence of instant information, entertainment and other forms of digital media, requires the development of product producers, artists, writers and entertainers. The Department of Communication Studies, Theatre and Cinema (CTSC) at Western is committed to this interdisciplinary approach.

**C: Methodology used to determine “B” and “C” above.**

All sources are cited with the text.

**2. Duplication and Collaboration: If similar programs currently exist in Missouri, what makes the proposed program necessary and/or distinct from the others at public institutions, area vocational technical schools, and private career schools?**

No other regional college or university has a combined Bachelor of Arts in Theatre & Cinema degree. The following is a list of schools and degree programs that include either the theatre or video components of this proposed degree. Missouri Western State University will offer an interdisciplinary Bachelor of Arts degree in Theatre and Cinema with freedom of choice in concentrations and electives.

**REGIONAL MISSOURI PROGRAMS**

1. Northwest Missouri State University – Maryville, MO

**Communication, Theatre Arts and Languages**

BS – Theatre/Technical Theatre Option

BS – Education of Speech/Theatre

BS – Theatre/Performance Option

BA – Public Relations

BA – Theatre

**Business and Professional Studies**

BS/BA - Mass Communications Broadcasting Option

BS - Mass Communications Interactive Digital Media

2. Southwest Missouri State University- Springfield, MO

**Department of Theatre and Dance**

BA – Theatre

BFA – Acting

BFA – Design, Technology & Management

3. University of Missouri-Kansas City – Kansas City, MO

**Department of Theatre**

BA – Theatre

**Department of Communication Studies**

BA – Communication Studies

Note: The **Bachelor of Arts in Communication Studies** combines study in three emphasis areas: Interpersonal & Public Communications, Journalism & Mass Media, and Film & Media Arts. This combination includes the study of public speaking, interpersonal and intercultural communications, contemporary communication theory, cinema studies, radio and video production, TV and film, media writing and advertising.

4. Central Missouri State University – Warrensburg, MO

**Department of Theatre**

BA – Theatre

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BFA – Theatre: Performance or Technical  
 BS – Theatre Education

5. University of Missouri – Columbia, MO

**College of Arts and Sciences**

BA – Film Studies

**Department of Theatre**

BA – Theatre with emphasis in Performance/Design/Writing

Note: The **Film Studies Program** offers a major that focuses on film analysis and covers the history of cinema, national and global cinemas, film theory and genres, documentary film, and contemporary visual culture. As a classic liberal arts discipline, film studies teaches the fundamental skills that make a college degree essential in career-oriented jobs: research, information management, critical analysis, cogent development of ideas, developing and testing of hypotheses, and writing and communication.

**3. Program Structure**

|  |
|--|
| <b>A. Total credits required for graduation:</b> 124   |
| <b>B. Residency requirements, if any:</b> Same as University’s requirements                      |
| <b>C. General education: Total credits:</b> 42-46 <i>*see attached Major form for breakdown</i>  |
| <b>D. Major Requirements: Total credits:</b> 66 <i>*see attached Major form for breakdown</i>    |
| <b>E. Free Elective credits: Total credits:</b> 12 <i>*see attached Major form for breakdown</i> |
| <b>Sum of C, D, and E should Equal A:</b> Yes  |
| <b>F. Requirements for thesis, internship or capstone experience:</b> N/A                        |
| <b>G. Any unique features such as interdepartmental cooperation:</b> N/A                         |

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Form SE - Student Enrollment Projections

# MISSOURI WESTERN STATE UNIVERSITY

## Major Declaration Four Year Program

Student Name \_\_\_\_\_

Address \_\_\_\_\_ Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone \_\_\_\_\_ ID# \_\_\_\_\_

Students are expected to read the regulations and policies in both the **University Catalog** and **Student Handbook** and to conform to them. The student, not the University or a member of the faculty or staff, is primarily responsible for knowing the regulations and policies, and for meeting the requirements for a degree or certificate.

**PREPARATORY COURSES** (Do not count towards General Studies. RDG095, MAT081/082/083 or equivalent do not count toward graduation requirements.)

| Based on placement criteria. | Credits | Grade |
|------------------------------|---------|-------|
| MAT081 or equivalent         | 3       | _____ |
| MAT082 or equivalent         | 3       | _____ |
| MAT083 or equivalent         | 3       | _____ |
| ENG100                       | 3       | _____ |
| RDG095                       | 3       | _____ |

### GENERAL STUDIES (42-46 Credits)

#### CATEGORY ONE: BASIC SKILLS (12-14 credits)

- MAT110 or MAT112 or MAT116 or MAT130 or MAT137 or MAT147 or MAT167 3/4/5 \_\_\_\_\_
- ENG104 and 108 or ENG112 6 \_\_\_\_\_
- COM104 3 \_\_\_\_\_

#### CATEGORY TWO: NATURAL SCIENCES (8-10 credits)

Minimum of 8 credits from TWO of the following groups.

- BIO101 or 105 5 \_\_\_\_\_
- CHE101(4) or 104(5) or 111(5) 4/5 \_\_\_\_\_
- ESC111 4 \_\_\_\_\_
- PHY101(4) or 107(4) or 110(4) or 210(5) 4/5 \_\_\_\_\_
- PHY104 4 \_\_\_\_\_

#### CATEGORY THREE: SOCIAL SCIENCES (9 credits)

Minimum of 9 credits with at least one course from each of the two following groups.

- ECO101 or 260 or 261 or GEO100 or PSY101 or SOC110 or 120 3 \_\_\_\_\_
- HIS140 or 150 or PSC101 3 \_\_\_\_\_
- Additional course from group 1 or 2 3 \_\_\_\_\_

#### CATEGORY FOUR: HUMANITIES (9 credits)

One course each from three of the following four groups.

- HIS200 or 210 or 230 or HUM203 or 204 or 205 3 \_\_\_\_\_
- ENG210 or 220 or PHL210 or 230 or HUM250 3 \_\_\_\_\_
- ART100 or MUS101 or THR113 3 \_\_\_\_\_
- FRE/GER/SPA100 or any higher level 3-credit language course 3 \_\_\_\_\_

#### CATEGORY FIVE: PHYSICAL HEALTH (4 credits)

- PED101 3 \_\_\_\_\_
- MIL105 or any PE lifetime sports activity class 1 \_\_\_\_\_

### LAS AREAS OF FOCUS Course ID

- LAS Writing Intensive \_\_\_\_\_
- LAS Computer Literacy \_\_\_\_\_
- LAS Ethics \_\_\_\_\_
- LAS International/Intercultural \_\_\_\_\_

*TR beside grade denotes that transfer work fulfills course requirements.*

|                                |                           |
|--------------------------------|---------------------------|
| <b>Degree / Program:</b>       | B.A. – Theatre and Cinema |
| <b>Major:</b>                  | Theatre and Cinema        |
| <b>Concentration:</b>          | Cinema                    |
| <b>Minor:</b>                  |                           |
| <b>Catalog Year:</b> 2012-2013 | <b>Expires:</b> 2018-2019 |

Advisor \_\_\_\_\_ Department \_\_\_\_\_

Student's Signature \_\_\_\_\_ Date \_\_\_\_\_

Advisor's Signature \_\_\_\_\_ Date \_\_\_\_\_

Chairperson's Signature \_\_\_\_\_ Date \_\_\_\_\_

Registrar's Signature \_\_\_\_\_ Date \_\_\_\_\_

### DEGREE REQUIREMENTS

Check when the requirement is completed.

- A minimum of 124 credits is required for graduation (including 60 from a senior college).
- A minimum of 30 credits must be earned in upper level courses. Lower division transfer courses accepted as meeting upper division departmental course requirements cannot be used to fulfill this requirement. Thirty (30) of the last 45 credits of course work must be earned at MWSU.
- Participation in departmental and campus wide assessment efforts is required. Contact the Academic Affairs Office for more information.
- Complete the requirements below.

### MAJOR REQUIREMENTS (57 Credits)

| CORE         |                           | Credit    | Grade |
|--------------|---------------------------|-----------|-------|
| CIN 170      | Intro to Film             | 3         |       |
| CIN 270      | Intro to Video Production | 3         |       |
| CIN 285      | Film Theory and Criticism | 3         |       |
| CIN 360      | Scriptwriting             | 3         |       |
| CIN 362      | Editing I                 | 3         |       |
| THR 113      | Introduction to Theatre   | 3         |       |
| THR 140      | Production Participation  | 4         |       |
| THR 228      | Acting I                  | 3         |       |
| THR 280      | Stagecraft                | 3         |       |
| THR 367      | History of Theatre        | 3         |       |
| <b>TOTAL</b> |                           | <b>31</b> |       |

### CINEMA CONCENTRATION

|              |                           |           |  |
|--------------|---------------------------|-----------|--|
| CIN 276      | Audio Production          | 3         |  |
| CIN 368      | Producing                 | 3         |  |
| CIN 370      | Editing II                | 3         |  |
| CIN 374      | Cinematography & Lighting | 3         |  |
| CIN 378      | Acting for the Camera     | 3         |  |
| CIN 470      | Directing                 | 3         |  |
| CIN 476      | Advanced Production       | 3         |  |
| CIN 480      | Senior Portfolio          | 1         |  |
| <b>TOTAL</b> |                           | <b>22</b> |  |

**Plus 4 additional credits of CIN or THR numbered 300 or above:**

|              |  |          |  |
|--------------|--|----------|--|
| <b>TOTAL</b> |  | <b>4</b> |  |
|--------------|--|----------|--|

**PLUS at least 12 credits in one foreign language**

|              |   |           |
|--------------|---|-----------|
|              | 3 |           |
|              | 3 |           |
|              | 3 |           |
|              | 3 |           |
| <b>TOTAL</b> |   | <b>12</b> |

This form is not official until signed by the Registrar.

# MISSOURI WESTERN STATE UNIVERSITY

## Major Declaration Four Year Program

Student Name \_\_\_\_\_

Address \_\_\_\_\_ Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone \_\_\_\_\_ ID# \_\_\_\_\_

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| RDG095                       | 3       | _____ |

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Minimum of 8 credits from TWO of the following groups.

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- PHY104 4 \_\_\_\_\_

#### CATEGORY THREE: SOCIAL SCIENCES (9 credits)

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- ART100 or MUS101 or THR113 3 \_\_\_\_\_
- FRE/GER/SPA100 or any higher level 3-credit language course 3 \_\_\_\_\_

#### CATEGORY FIVE: PHYSICAL HEALTH (4 credits)

- PED101 3 \_\_\_\_\_
- MIL105 or any PE lifetime sports activity class 1 \_\_\_\_\_

### LAS AREAS OF FOCUS Course ID

- LAS Writing Intensive \_\_\_\_\_
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- LAS Ethics \_\_\_\_\_
- LAS International/Intercultural \_\_\_\_\_

*TR beside grade denotes that transfer work fulfills course requirements.*

|                                |                           |
|--------------------------------|---------------------------|
| <b>Degree / Program:</b>       | B.A. – Theatre and Cinema |
| <b>Major:</b>                  | Theatre and Cinema        |
| <b>Concentration:</b>          | Theatre                   |
| <b>Minor:</b>                  |                           |
| <b>Catalog Year:</b> 2012-2013 | <b>Expires:</b> 2018-2019 |

Advisor \_\_\_\_\_ Department \_\_\_\_\_

Student's Signature \_\_\_\_\_ Date \_\_\_\_\_

Advisor's Signature \_\_\_\_\_ Date \_\_\_\_\_

Chairperson's Signature \_\_\_\_\_ Date \_\_\_\_\_

Registrar's Signature \_\_\_\_\_ Date \_\_\_\_\_

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Check when the requirement is completed.

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| CIN 285   | Film Theory and Criticism  | 3         |       |
| CIN 360   | Scriptwriting              | 3         |       |
| CIN 362   | Editing I                  | 3         |       |
| THR 113   | Introduction to Theatre    | 3         |       |
| THR 140   | Production Participation   | 4         |       |
| THR 228   | Acting I                   | 3         |       |
| THR 280   | Stagecraft                 | 3         |       |
| THR 367   | History of Theatre         | 3         |       |
| <b>TOTAL</b>  |                            | <b>31</b> |       |
| THEATRE CONCENTRATION   |                            |           |       |
| THR 222   | Costume & Makeup Technique | 3         |       |
| THR 275   | Script Analysis            | 3         |       |
| THR 328   | Acting II                  | 3         |       |
| THR 348   | Directing for the Stage I  | 3         |       |
| THR 360   | Playwriting                | 3         |       |
| THR 389   | Scenic Design              | 3         |       |
| THR 448   | Directing for the Stage II | 3         |       |
| THR 480   | Senior Portfolio           | 1         |       |
| <b>TOTAL</b>  |                            | <b>22</b> |       |
| <b>Plus 4 additional credits of CIN or THR numbered 300 or above:</b> |                            |           |       |
| <b>TOTAL</b>  |                            | <b>4</b>  |       |
| <b>PLUS at least 12 credits in one foreign language</b>               |                            |           |       |
|   |                            | 3         |       |
|   |                            | 3         |       |
|   |                            | 3         |       |
|   |                            | 3         |       |
| <b>TOTAL</b>  |                            | <b>12</b> |       |

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**\* Please provide a brief description of the nature of the state aid. Is "new" money requested or is "old" money going to be used? What is the nature of the "old" money?**  
This proposed program is designed to utilize existing faculty, staff, facilities and equipment, while not increasing cost to the university existing under the current BS in Theatre and Cinema. The courses and instructors are already in place, and the cost of the equipment in the cinema area has been a part of our normal annual operating cost and departmental fees. The theatre area remains self sufficient through designated foundation grants and box-office receipts. Any expenditure required specifically for this proposed major would be predicated upon unexpected substantial growth beyond the current projections.

## **6. Program Characteristics and Performance Goals**

**Institution Name** Missouri Western State University

**Program Name** BACHELOR OF ARTS IN THEATRE AND CINEMA

**Date** 2/6/12

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

### **Student Preparation**

- **Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.**

No preparation is needed to enroll in this degree program other than meeting the regular university admissions standards. If student demand exceeds expectations, an enrollment cap will be instituted with rigorous artistic and academic standards involving the institution of an audition (for performance students) or a portfolio review (for technical theatre/design/cinema students) prior to the junior year as well as a grade of "C" or better on all introductory courses in the program (CIN270, THR113, CIN170, THR228).

- **Characteristics of a specific population to be served, if applicable.**

This program is designed for those students who desire employment in the multi-media arts production areas of theatre performance, design, technical entertainment production and/or HD filmmaking.

### **Faculty Characteristics**

- **Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.**

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The MFA is considered a terminal degree for those teaching in the areas of Theatre and Cinema.

- **Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.**

Because of the level of skill and knowledge required to teach the courses in this degree program, full-time faculty will teach 95% of all credit hours.

- **Expectations for professional activities, special student contact, teaching/learning innovation.**

This program is based on an applied learning standard. Because of its interdisciplinary nature, the opportunity for both students and faculty to work with colleagues in the various related disciplines and expand their areas of expertise is supported and encouraged. The members of the teaching faculty will be expected to attend conferences and workshops that focus not only on their specific discipline, but the general digital media and theatre disciplines as well. Faculty will also be encouraged to continue working in their respective professions, seeking freelance work as performers, directors, designers, technicians, and filmmakers. Internships, film festival and theatre conference activities are currently being utilized as ways to facilitate this exposure.

### **Enrollment Projections**

- **Student FTE majoring in program by the end of five years.**

There are projected to be a maximum of 20 new students enrolled into the program every year. They will follow a strictly prescribed program of study as outlined in the proposal. It is anticipated that we will have some attrition each year. By the fourth year, we expect to have 150 full-time students in the program.

- **Percent of full time and part time enrollment by the end of five years.**

Due to the requirements of the program and scheduling of courses, this degree is primarily designed for full-time students, thus the expectation is to enroll full-time students. However, part-time students can be considered for admission.

### **Student and Program Outcomes**

- **Number of graduates per annum at three and five years after implementation.**

By the third year, we anticipate at least 10 graduates per year with a maximum of 25 graduates per annum.

- **Special skills specific to the program.**

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Students who graduate from this program will have a solid foundation of training in both theatre and cinematic arts. Students will become experienced in a wide variety of high definition (HD) camera equipment including the proper use of cameras, lenses, and lighting. They will have detailed knowledge of Final Cut Pro, the industry standard in HD video editing software as well as applied learning experience shooting and editing commercials, music videos, PSAs, television programs and short films in both academic and semi-professional settings, working with professional clients from outside the university. In addition to their training in the cinematic arts, students will be equally trained in all aspects of live theatrical production. Students will have both academic and professional applied learning opportunities in performance, technical theatre, and design (scenic, costume, lighting, sound, makeup, props, etc.). Most importantly, students will be able to work collaboratively within their chosen art form and understand that art form's function as a business in society. They will be able to evaluate ethical, moral and legal situations within their discipline and in the art form as a whole. Graduates of this program will be attractive to potential employers because of their training in both theatre and cinematic arts. This will help make our graduates successful, whether they choose to go on to graduate level studies or to begin work in their field immediately upon graduation.

- **Proportion of students who will achieve licensing, certification, or registration.**

This is not relevant with regard to this program at this time.

- **Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.**

There is no nationally recognized assessment for graduates of theatre or cinema programs. The following is a description of the overall goals & guidelines for program assessment\*

### **OVERALL GOALS & GUIDELINES FOR PROGRAM ASSESSMENT**

\* This material is based on the National Association of Schools of Theatre (NAST) undergraduate assessments for accreditation.

#### **Degree Objectives:**

Each concentration prepares its graduates to master both the artistic and technical aspects of the medium. A combination of artistic and technical preparation enables graduates to successfully enter a graduate program or obtain entry-level professional positions in theatre performance, technical entertainment production, multi-media and/or HD filmmaking.

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### **Expected Competencies:**

Graduates in Theatre & Cinema will have attained a firm grounding in one of the following disciplines in which they graduate: Theatre or Cinema. Fundamental appreciation for, and mastery of, the artistic and technical nature of the medium is required. Emphasis on actual production of work in the medium chosen by the student is required. Fundamental appreciation for the history of the medium and the major aesthetic and social theories pertaining to its role in society and culture is required.

### **Communication Skills:**

Graduates are expected to write well, speak articulately, and listen to others. The Theatre and Cinema areas are, by nature, collaborative, and students must be able to work well in and with groups. Student work includes extensive focus in preparing and presenting their work publicly.

All graduates will have satisfied the Institution's general studies requirements and Department's Core Curriculum requirements, in addition to written and oral communication. The student's success in both areas will be measured consistently through evaluation of speaking and writing in all Theatre & Cinema courses. Students will construct written proposals for projects and orally present their project results.

### **Problem-Solving Skills:**

The curriculum in each of the concentrations requires that students take artistic and technical responsibility for the production of work in the medium chosen. The understanding of how value and meaning are expressed in each of the areas is required. Critical and analytical skills are required to enable the student to critically evaluate the work in which he or she has engaged. Each of the concentrations presents the student with myriad critical, artistic, and technical choices, among which he or she must select.

The student's success in developing critical thinking and analytical skills will be measured consistently through evaluation in all Theatre & Cinema courses. The capstone course project tests the student's problem-solving skills and is evaluated by faculty.

### **Student Learning Assessment:**

The required courses in both of the emphases mandate the completion of an acceptable project, projects, or portfolio deemed to be of sufficient quality to demonstrate the fundamental mastery of the medium in which the student is working. The senior project should be of the same quality as would be expected of any beginning professional in the field.

### **Program Assessment:**

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#### Internal Feedback:

The faculty will systematically consult with senior students, bringing the results of such discussion into faculty meetings in both emphases. Student progress through each stage of the curriculum will be carefully monitored and discussed. Curriculum and teaching decisions will be based on these discussions. Assessment will be based on a departmental standard rubric by which all Theatre and Cinema student work will be measured. Criteria will include but are not limited to critical thinking skills, articulation of knowledge in film & theatre history, professional self-evaluation, articulation of knowledge of tools and techniques in theatrical design and cinema production, creative writing, performance, and entertainment-related computer technology.

The degree program requires a minimum 2.5 grade point average and successful faculty review before students may enter third-year (300-level) courses.

#### External Feedback:

Through the required senior portfolio class, an external review of portfolio work is integrated within the course work. Examples will include Kennedy Center/American College Theatre Festival Responses, film festival acceptance, and community-based applied learning. The Department and individual faculty maintain regular, though informal, contact with graduates and their employers.

#### **Evaluation:**

Student assessment of all courses taught in Theatre & Cinema area will incorporate the “Knapp” evaluation form. Other solicitations of student responses to teaching will be encouraged. “Danforth” evaluations of teaching, which are highly detailed and extensive, can be conducted periodically using senior faculty from outside the area. The use of the “Danforth style” evaluation is encouraged.

#### **Curriculum Review**

Each option in the department reviews its curriculum on an on-going, regular basis. These reviews will include successful student progression through the program, constant evaluation of course offerings, frequent departmental discussions of curriculum growth, content and structure. An annual unit report is compiled that includes the above measures.

- **Placement rates in related fields, in other fields, unemployed.**

Currently, not only do we have graduates working at the local ABC affiliate within the creative productions department, graduates are also employed with

Cablevision and Creative Group, Inc., a local interactive multi-media production house. These three companies have developed intern and entry-level employment relationships with

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our department. Companies and organizations such as Missouri Western Instructional Media, Angus Association, The Saint Joseph School District, ABC Sports, CNN Espanola, The City of Olathe Video Support, Outpost Worldwide, Two Hearts Productions and various other corporate and production video facilities have employed our graduates. Our graduates continue to be successful in the workforce and can be found in jobs covering all aspects of production, including Producer, Editor, Production Stage Manager, Actor, Media Specialist, Cinematographer, Director, Properties Manager, and Front of House Manager for production companies (both theatre and cinema) all over the country. We are also very proud of our graduates who have gone on to become professors in our field. The placement projection for the proposed degree program is estimated to exceed eighty percent due to the expansion and flexibility of the Interdisciplinary training facilitating greater exposure to additional job markets.

- **Transfer rates, continuous study.**

The incoming transfer rates are expected to increase above the level that currently exists at Western, due to the clarity and focus of the new degree. We also expect a much greater retention rate.

The ratio of students who go directly to graduate school has been relatively low due to: 1) the competitive nature of these schools, 2) the ability of students to achieve entry-level positions in a variety of fields, and 3) graduate schools' preference for students with B.A. degrees. Most graduates prefer to work in the field before deciding to enroll in a post-graduate program. However, we project that as many as 40% of the students who complete this new B.A. degree will continue into graduate school.

### **Program Accreditation**

- **Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide reasons.**

We will use the NAST goals and guidelines for this particular interdisciplinary program. We intend to begin the accreditation process as soon as possible, given the NAST policies and procedures for accreditation.

### **Alumni and Employer Survey**

- **Expected satisfaction rates for alumni, including timing and method of surveys**

Satisfaction rate from program participants is expected to be at or above our employment rate of 80%. The alumni will be surveyed within a year of graduation and then again three years after graduation.

- **Expected satisfaction rates for employers, including timing and method of surveys**

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Expected satisfaction rate for employers of our alumni is 85%. This determination is based upon an Intern Supervisor Evaluation Report that is part of the students' internship contract. The employer rates the student on 20 different factors such as motivation, critical thinking, communication skills, and quality of work. This internship contract is available for review by any student or prospective employer prior to the internship.

## **7. Institutional Characteristics**

Missouri Western has a unique history of collaboration between the theatre, cinema and communication faculty. These three areas are housed within the same department. This is not the national norm. This program is the only combined Theatre and Cinema degree in the region. And, if approved, the B.A. degree program will take its place in a growing list of unique Theatre and Cinema programs currently in place or being developed throughout the United States.

A Video Production/Performance emphasis in speech communication has existed at Missouri Western since 1994, but its growth has been inhibited by a core curriculum that lacked specific focus and placed a disproportionate emphasis in communication theory. This lack of focus has been detrimental to attracting and retaining the Theatre and Cinema student. Those students interested in performance or narrative cinema production either transferred to another school or stayed and struggled with the lack of specific focus. The previous implementation of the Bachelor of Science degree with major requirements in Theatre and Video has shown marked success. This option generated a great deal of student interest, but significant issues with the B.S. curriculum have caused that interest to plateau in recent years. To date, there are over 45 students following the B.S. degree track and a survey of current students indicated overwhelming support for a current curriculum overhaul and change from B.S. to B.A. degree.

Given the existence of the emphasis and the B.S. degree, necessary equipment, facilities and faculty are already entrenched and able to implement the proposed degree without pause.

The following institutions have developed similar programs:

### **West - University of Southern California, Los Angeles, CA**

USC obviously has large, nationally recognized programs offering B.A. and B.F.A degrees in Theatre as well as B.A. degrees in various disciplines of Cinema. However, it should be noted that these are each separate programs and are not a true, combined interdisciplinary degree program.

### **East Coast – Radford University, Radford, Virginia**

The new curriculum incorporates major engagement strategies to involve students in course material, foster interactions between faculty and students, and carry knowledge gained in the classroom to their production work. Each semester majors are given production assignments

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rotating each student through diverse production areas both onstage and backstage. By its nature, the Division of Theatre and Cinema is a collaborative unit where faculty and students work side by side on a continual basis.

Students learn to be critical thinkers and effective communicators through written, spoken and visual means. The curriculum meets the needs of students seeking careers in theatre and cinema or graduate studies. Internships provide students with experiential learning opportunities and help them accrue professional credits essential to career development. The department strongly encourages students to work professionally in the field where they can assess personal career goals.

### **Virginia Tech, Blacksburg, VA**

The department offers a Bachelor of Arts in Theatre with an emphasis, or option, in Cinema. This degree features courses in film history, criticism, and production, in addition to a strong foundation in the fundamentals of theatre performance, history, and production.

### **Mid-West – Bowling Green State University, Bowling Green, OH**

Bowling Green State University offers two separate degrees that both fall under a blanket interdisciplinary department.

#### Theatre

Accredited by the National Association of Schools of Theatre, the Theatre program at Bowling Green State University is a liberal arts program committed to instilling in students the values of studying live theatre in the classroom and on the stage. With a focus both on academic rigor and artistic excellence, the Theatre Major offers classes and opportunities, which will help to develop an appreciation for the necessary relationship between artistry and understanding.

There are two-degree programs offered to the undergraduate theatre major: a Bachelor of Arts (in Theatre), and a Bachelor of Arts in Communication (in Theatre). Each program is academically flexible, allowing students to tailor a course of study to fit individual interests and goals. Each is academically and artistically challenging, with the goal of stretching students to grow creatively both in their intellect and in their art.

#### Film

The Film Major gives students a foundation in film history, aesthetics, production, and methods of analysis that illuminate global and cultural perspectives. Students who select the specialization in film production gain experience in all aspects of production and are prepared to begin careers as writers, producers, and directors. BGSU graduates have been accepted into prestigious MFA film programs and highly competitive professional programs such as those sponsored by the Director's Guild of America. Students who choose the

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specialization in film studies develop expertise in electronic publishing and in analyzing the film industry and individual films. They are prepared to begin careers in journalism, festival organization, film acquisition and distribution, and, with professional training, entertainment law. Film studies students have been accepted into graduate film studies programs and have launched successful electronic publications on film, media, and culture.

## **8. Conclusion**

A Bachelor of Arts degree in Theatre and Cinema will offer students a cutting-edge, interdisciplinary degree with an emphasis on applied learning that will enable the department to recruit, retain and graduate employable students. The essential elements are already in place regarding funding, faculty, a student base, and interdepartmental relations. This degree has no additional costs associated with its implementation and has been carefully scrutinized to assure a unique training program for the creative theatrical and cinematic artist. Therefore, the faculty strongly agrees that this degree strengthens their ability to provide a magnet program that will support a vigorous academic future for the Communication Studies, Theatre and Cinema Department at Missouri Western State University.

The proposed Bachelor of Arts degree in Theatre and Cinema adds a more streamlined core that allows students freedom to select a concentration and electives tailored to their professional and academic goals. Furthermore, the revised course descriptions and the additional cinema and theatre courses offer students greater variety and room for growth and development.

A degree that allows a performance student to learn and perform on stage *and* in front of the camera while teaching them practical skills such as editing and camera operation is critical in today's changing world of media. This program offers students a clear opportunity for success in the entertainment industry and/or post-graduate studies. Approval of this proposal will allow Missouri Western State University to become more competitive by replacing the current Bachelor of Science degree with the interdisciplinary Bachelor of Arts degree.