



**Board of Regents Program Action Request
University of Alaska**

Proposal to Add, Change, or Delete a Program of Study
(University Regulation R10.04.020)

1a. Major Academic Unit UAF	1b. School or College College of Liberal Arts	1c. Department Film
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2. Complete Program Title: Film

3. Type of Program

Undergraduate Certificate
 AA/AAS
 Baccalaureate
 Post-Baccalaureate Certificate
 Masters
 Graduate Certificate
 Doctorate

4. Type of Action	5. Implementation date (semester, year)
<input checked="" type="checkbox"/> Add <input type="checkbox"/> Change <input type="checkbox"/> Delete	Fall, 2012

6. Projected Revenue and Expenditure Summary. Not Required if the requested action is deletion.
(Provide information for the 5th year after program or program change approval if a baccalaureate or doctoral degree program; for the 3rd year after program approval if a master's or associate degree program; and for the 2nd year after program approval if a graduate or undergraduate certificate. If information is provided for another year, specify (1st) and explain in the program summary attached).

Projected Annual Revenues in FY 17		Projected Annual Expenditures in FY 17	
Unrestricted		Salaries & benefits (faculty and staff)	\$22,6525
General Fund	\$204,078	Other (commodities, services, etc.)	\$8500
Student Tuition & Fees	\$60,947	TOTAL EXPENDITURES	\$265,025
Indirect Cost Recovery	\$0	One-time Expenditures to Initiate Program (if >\$250,000)	
TVEP or Other (specify): TVEP	\$30,000	(These are costs in addition to the annual costs, above.)	
Restricted		Year 1	\$100,000
Federal Receipts	\$0	Year 2	\$450,000
TVEP or Other (specify): TVEP	\$0	Year 3	\$50,000
TOTAL REVENUES	\$265,025	Year 4	\$50,000

Page # of attached summary where the budget is discussed, including initial phase-in: Pg #5

7. Budget Status. Items a., b., and c. indicate the source(s) of the General Fund revenue specified in item 6. If any grants or contracts will supply revenue needed by the program, indicate amount anticipated and expiration date, if applicable.

Revenue source	Continuing	One-time
a. In current legislative budget request	\$0	\$0
b. Additional appropriation required	\$0	\$0
c. Funded through internal MAU redistribution:	\$204,078	\$8000
d. Funded all or in part by external funds, expiration date	\$0	\$
e. Other funding source Specify Type: Federal fund – matching grant	\$0	\$350,000

8. Projected enrollments (headcount of majors). If this is a program deletion request, project the enrollments as the program is phased out.

Year 1: 16	Year 2: 20	Year 3: 23	Year 4: 26
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Page number of attached summary where demand for this program is discussed: pg #3-4

9. Number* of new TA or faculty hires anticipated (or number of positions eliminated if a program deletion):

Graduate TA	
Adjunct	.2 FTE
Term	
Tenure track	

10. Number* of TAs or faculty to be reassigned:

Graduate TA	
Adjunct	
Term	
Tenure track	

Former assignment of any reassigned faculty: N/A
For more information see page #1 of the attached summary.

11. Other programs affected by the proposed action (please list):

Program Affected	Anticipated Effect	Program Affected	Anticipated Effect
Theatre, UAF	Equipment usage increase (including computer labs, video cameras, lights, etc.). Students currently enrolled in Theatre major with Film Concentration may choose to move into Film Major. Current headcount of THR majors with Film Concentration = 4	Journalism, UAF	Equipment usage increase (including labs and video cameras, lights, etc.). Potential migration of Journalism students with emphasis in Broadcast to move towards more specific Film program as major degree.
KUAC-TV	Increased usage of the Television studio with student programming developed		

Page number of attached summary where effects on other programs are discussed: pg. # 5

12. Specialized accreditation or other external program certification to needed or anticipated. List all that apply or 'none':

- Certification from State of Alaska Film Office for Film Internship program.
- Development and approval of Federal "DACUMS" for workforce development component.

13. Aligns with University or campus mission, goals, and objectives (list):

- Unity in promoting communication and collaboration.
- advances and *disseminates* knowledge ... emphasizing the North and its diverse peoples.
- Continue placing students in good jobs.
 - Increase partnerships with major employers.
 - Provide additional internship programs.
- Emphasize the community college mission.
 - Increase the number of programs, course sections, and scheduling options in the areas of vocational/technical training, community interest, and professional workforce development.
- Develop new and relevant programs
- Enhance responsiveness to workforce needs.

Page in attached summary where alignment is discussed: pages 1-2.

14. State needs met by this program (list):

- State Workforce Development in support of Alaska State Film Office and Film Incentive Program

Page in the attached summary where the state needs to be met are discussed: pg # 3

15. Program is initially planned to be:


Available to students attending classes at UAF and UAA (limited) campus(es).

Available to distance students.

Partially available to distance students. (More than one box may be checked if applicable.)

Page # in attached summary where distance delivery is discussed: pg #1

Submitted by the University of Alaska Fairbanks with the concurrence of its Faculty Senate.

 / 1/28/11
Authorized MAJ Signature Date

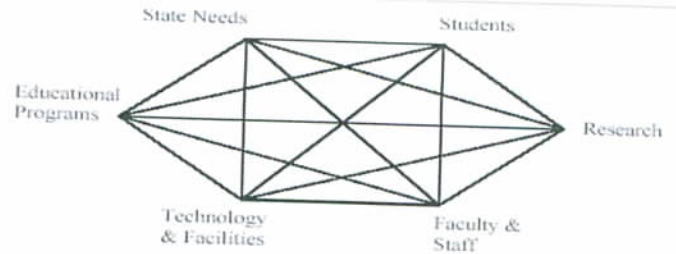
Approved _____ / _____
 Disapproved _____ / _____
Chair, Academic and Student Affairs Committee Date

Approved _____ / _____
 Disapproved _____ / _____
Chair, Board of Regents Date

*Net FTE (full-time equivalents). For example, if a faculty member will be reassigned from another program, but their original program will hire a replacement, there is one net new faculty member. Use fractions if appropriate. Graduate TAs are normally 0.5 FTE. The numbers should be consistent with the revenue/expenditure information provided.

Attachments: Summary of Degree or Certificate Program Proposal.
 Other (optional)

Film Major Proposal



I Regents Guidelines

University of Alaska Board of Regents

Program Approval Summary Form

MAU: UAF

Title: Film

Target admission date: Fall 2012

How does the program relate to the **Education** mission of the University of Alaska and the MAU?

The University of Alaska fundamentally believes in both the creation and *dissemination* of knowledge. As faculty, disseminating knowledge is what we do. While there may be a plethora of pedagogical approaches towards this dissemination, the *means* of disseminating knowledge is semi-limited. You can share information personally or remotely via an intermediary source. Publications and the printed word fulfill this transmission method for many types of information. Often images, music, movement, or a combination there of are more effective for the type of information or intended audience. **Film and multimedia are means of dissemination.** The content is as flexible as the ABC's. Teaching tools and methods to disseminate knowledge accurately in multiple forms to various audiences is a primary concern of the University of Alaska.

Film captures our imagination. Films shot in Alaska capture our imagination about Alaska, further "emphasizing the North and its diverse peoples." Whether the story is a dramatic rendition of actual events in Alaska (*Everybody Loves Whales, 2012*) or a completely fictitious story based on fantasy about Alaska (*Dear Lemon Lima, 2008*), the *spirit* of Alaska is evoked. Our students want to share Alaska with the world. They want to have the means to broadcast their vision in literal and poetic ways. This next generation is media-centric. They will expect opportunities to investigate the methods of creating their own media content.

The UA Board of Regents first fundamental value is: "Unity in promoting communication and collaboration" (UA Strategic Plan 2009). It is this same value which has led to the Film major degree proposal. Since 1992, Film Studies existed as an interdisciplinary minor degree program on the UAF campus. The departments of Theatre (who houses the film minor), English, Journalism, and Art, with assistance from the Center of Distance Education, have collaborated to offer courses that meet the needs of this minor. Each of the aforementioned academic programs have independently, and collaboratively, added courses, technologies, and faculty proficient in areas of Film. We believe that the collaborative and communication intensive structure of the program will be reflected in our students, research, and service as well.

Goal 1: Student Success

The departments of Journalism and Theatre have active corporate partnerships and track records for providing excellent student internship opportunities. This program will:

- *Continue placing students in good jobs.*
 - *Increase partnerships with major employers.*
 - *Provide additional internship programs.*

Goal 2: Educational Quality

The growth of the University is a goal of the BOR, so long as the growth is well placed, well provided for, and serves as many students as possible. In spirit of the goals of educational quality, the Film program will reflect the objectives to:

- *Emphasize the community college mission.*

Film Major Proposal

- *Increase the number of programs, course sections, and scheduling options in the areas of vocational/technical training, community interest, and professional workforce development.*
- *Improve collaboration among campuses.*
 - *Develop additional degree programs that rely on content from the several campuses.*
 - *With the model of a rotating faculty line, courses can easily be offered on several campuses, the degree based at UAF. Talks are underway with UAA to more fully integrate their current course offerings into this degree program proposal.*
- *Develop new and relevant programs*

Goal 3: Research Excellence

- *Capture Alaska-specific opportunities for the State and the University.*
 - *Focus on fields where the University has an advantage, e.g., cold climates and coastal engineering, ocean science, arctic biology, climate change, telecommunications, fisheries, and health.*
 - *In terms of cinematic prowess, Alaska is ALASKA! If you want to film glaciers, brown bears, moose, traditional dancing, dog sledding, the ear pull, or majestic landscapes, (maybe on the same day?) have we the location for you! If you also need trained crew, facilities, and industry standard equipment, then you've come to the right place.*

Goal 5: Responsiveness to State Needs

This program proposal reflects our responsiveness to state needs. By providing incentives to the Film Industry to work in Alaska, the State anticipated the need for skilled crew to fill the created jobs. For making films in Alaska, producers have the potential to qualify for up to a 44% tax rebate for dollars spent in state. A full 10% of that is only earned on wages paid to Alaskans. This is not a slow industry. It is mobile and often transient. However, staying in sync with the present State needs will still supply Alaskans with jobs and the infrastructure to maintain a solid industry after the incentives are gone. Our students today will become the production companies of tomorrow.

- *Assess and meet Alaska's current and projected workforce needs.*
 - *Continue to survey employers and work with the cognizant state agencies to assess workforce demand.*
 - *Build strong partnerships with employers to ensure our graduates possess needed skills and abilities.*
- *Enhance responsiveness to workforce needs.*
 - *Expand programs to train graduates in high demand fields.*
 - *Continue to survey industry, small business, and governments for their workforce needs.*
 - *Continue to reallocate faculty, staff, and other resources to high need areas.*

Goal 6: Technology and Facility Development

- *Support distance education through additional technology and faculty development.*

Film students are the media creators that have already worked with various programs to develop curriculum materials for distance education. Instructional, educational, and corporate videos, tailored to suit, is the film industry's bread and butter. Our students have already designed K-12 curriculum used state wide for as part of NSF outreach, as well as educational materials for the College of Education, Alaska Behavioral Health, ARSC, College of Rural Alaska, and the Geophysical Institute.

Goal 7: Diverse Sources of Revenue

- *Increase financial participation from partnerships with industry and government agencies.*

Creative thinking and the bottom line go hand in hand with film production. Using industry methods, we will explore ways to become a valuable partner ourselves. Possibilities include an in-house production facility to meet the needs of University departments while providing students opportunities to work with "clients." By including our work in the planning and grant writing process, some funding proposals may have more appeal.

What State Needs are met by this program.

Alaska is a film destination, frequently hosting film crews from around the world that seek out the unique landscapes, people, politics, and stories that only Alaska can offer. Hundreds of film professionals work in Alaska annually, and frequently they contact the University of Alaska Fairbanks Theatre department or Journalism department looking for assistants, resources, or advice. Unfortunately, the majority of the time they opt to bring their own production assistants, sound techs, and producers to Alaska as they can not find the support here to help them with their projects.

The Alaska State Film Office reports that since 2009, producers qualified for the tax incentive have brought over \$5 million dollars of revenue into the state. Not yet included in this figure is the ground spend of the recently wrapped \$30 million dollar production of "Everybody Loves Whales" nor the John Voight film, "Ghost Vision," shot in December of 2010. Producers who place Alaskan student interns, apprentices, and employees on their projects will receive a higher tax rebate from the State of Alaska. This incentive program draws filmmakers here to spend their money, and aims to ensure rewards for those who train and hire locally.

The University of Alaska has many pockets of media studies and media arts courses, but no definitive program that unites all of the disparate faculty and students, and resources together. As a result, the state needs which are broadcast on a daily basis through the Alaska Film Board's website largely go unaddressed by the University of Alaska.

According to information collected from the State of Alaska Department of Labor and Workforce Development website, the number of jobs in the motion picture industry (Classification 512), subcategory of video production, has increased from a statewide average of 37 jobs in 1997 to an average of 370 jobs in 2007! A 900% increase in video production jobs over 10 years reveals only one aspect of the potential growth of this medium. These numbers do NOT include television broadcasting, advertising, or web/internet based production. The average number of employees in the industry has increased an additional 15% from 2007 to the end of the second quarter of 2010 (most recent data available).

In Spring of 2007, the Alaska State Legislature passed Senate Bill 230 which established a state film office and tax incentive program. This bill was signed into law by former Governor Palin on June 4, 2008, and includes a provision that the state will certify an internship program to help develop the demands of the Alaska Film Industry. Maya Salganek testified to the Legislature in favor of SB 230 several times in support of its passing. Currently, Senator Ellis has proposed SB23, in support of extending the Film Tax Incentive program. Salganek continues to work with the legislative body to advocate for the success of the Alaska State Film Industry, and the role of UA within that. Partnerships have been established with the Alaska State Film Office, the State Department of Labor, the Alaska Film Group, and a Los Angeles based film production company, Patina Pictures, to develop the UAF Film degree program as a Federally certified Workforce Development program for the industry.

The Alaska State Film Office has already approved our current program for interns, but the need remains to expand it. The UAF Film program has had students placed on the recent films of *On the Ice* by Andrew MacLane (Official Selection of the Sundance Film Festival), *Everybody Loves Whales* produced by Universal Studios, Discovery Channel's *Gold Rush Alaska*, and the History Channel's *Ice Road Truckers*. UAF Film department will continue to provide internship opportunities with national and international film companies working in Alaska, while

simultaneously providing a range of both academic and experiential learning courses designed for bachelors' and work force minded students.

While the Work Force Development portion of our training program is not yet in place, much of the ground work is currently being done. A DACUM (developing a curriculum) workshop is scheduled in FY11 with industry leaders and corporate partners. One of our main partners in the DACUM is the American Film Institute (AFI), a mecca and authority on filmmaking dedicated to "providing leadership in screen education and the recognition and celebration of excellence in the art of film, television and digital media. A non-profit educational and cultural organization open to the public" (www.afi.com). As an organization, they are interested in providing intensive workshops for our students as part of the rotating faculty. A workforce partly trained by AFI will position Alaska in an amazingly strong position.

What are the Student opportunities and outcomes? Enrollment projections?

In the Spring of 2007 Theatre UAF offered an internship with Grey Jumper Productions, an independent film company who was producing a film written by a UAF alum. The resulting film produced, *Chronic Town*, was premiered at the Sundance Film Festival in January 2008. This film highlighted UAF campus, students, staff, and faculty as locations, production assistants, producers, extras, and actors. Four years later, we have been asked to produce the first feature film of one of the UAF *Chronic Town* interns. Again, the film will feature UAF as a campus and be largely crewed by UAF Film student interns. This is the "full circle" effect every degree program hopes for.

As an interdisciplinary medium, film and video studies attract students from a wide variety of backgrounds and academic disciplines. Both undergrads and graduate students use digital media for basic research and to enhance the understanding of their research subjects. In May of 2008 the Film program collaborated with the Geophysical Institute, and offered an interdisciplinary class in Barrow, Alaska. Film students learned about arctic documentary filmmaking while focusing on a group of sea-ice scientists and students. Enrolled in the film portion of the course were 10 students, from PhD to undergraduate, working in diverse fields such as Wildlife Biology, Natural Resource Management, Anthropology, and Theatre. The material shot during the Maymester course became a multimedia DVD as part of the textbook, *Field Techniques for Sea Ice Research* edited by H. Eicken, et al., published by the UA Press in 2010. Films from this project have been screened in Norway as part of the concluding International Polar Year Oslo Science Conference, on Canadian Geographic's website, and as part of the World Wildlife Foundations focus on ringed seals.

Since beginning the film minor in 1992, we have graduated 24 students. Upon adding the FLM (film) designator in the course catalog in Fall 2005, we noticed a considerable increase in interest and enrollment in classes cross-listed with FLM. Student Credit Hour production has rocketed under the FLM designator from FY06-FY09 with 19% annual growth rate. Part of this growth is accredited to new courses coming online with the FLM designator each semester. We anticipate that this growth will stabilize into manageable levels.

In calculating the projected revenue and expenditures for the program into FY17, a very conservative annual growth rate of 4% was employed to generate SCH and Tuition and Fee revenue. Obviously, without more continuing resources we would never be able to sustain a 20% growth rate annually. More high visibility Hollywood film productions are coming to Alaska, and with them comes the immediate need to establish a strong Workforce development program for this growing industry. As the workforce components come on-line, some of the Bachelor degree students may transfer into a more vocational program. Over time, the BA program in Film will adapt to allow students in the Apprenticeship Training program the option to use their credits towards the BA in Film. It is envisioned that these two options will bisect and cross-fertilize allowing students greater options in both vocational and educational opportunities.

Film Major Proposal

We anticipate sixteen majors at the time of roll-out, with a growth rate of approximately three majors per year for the first five years. Again, these numbers are highly conservative given the proven trends.

Describe Research opportunities:

Students of Film will have the opportunity to participate in professional video and film production projects conducted both for UAF programs and outside organizations. Previous projects include the Geophysical Institute's Sizonet project documenting sea ice research in conjunction with the International Polar Year; the UAF College of Education Yup'ik Math Program documenting elder's knowledge of traditional mathematics; authoring DVD guides for curriculum instruction for teachers; the Fairbanks North Star Borough School District's Project ARTiculate documenting the training educators in the visual and performing arts; and creation of educational resources for Rural students in collaboration with Yup'ik Elders for the Alaska Rural Behavioral Health Training Academy. Students will assist faculty in all stages of video production and will be included as collaborators in the projects.

In addition, many film students have gone on to propose their own unique undergraduate research projects. Film students have received four EPSCoR undergraduate research grants since 2007. There are multiple opportunities to collaborate with researchers in a wide variety of projects in which video documentation and dissemination are part of the NSF proposal, educational outreach component, or a necessary research methodology. When previously researchers were attempting to do this work themselves, increased interest in working with Film students allows for scientific researchers to "direct" the project and provide the grant funding for students to fill the documentation role. Film students can earn credit as interns, researchers, or through thesis credits.

Describe Fiscal Plan for development and implementation:

Over the past four years considerable effort has been made to develop the student base, integrate departmental resources, broaden industry contacts, and fund equipment purchases and upgrades. Accomplishments since FY09 include:

- an integrated equipment check-out system between Journalism and Theatre departments for all Film Students
- additional computer lab space and lab refresh efforts for Art/Music/Theatre/Film students
- Installation of site licenses for Final Cut Pro video editing software (Industry Standard) on over 30 workstations supporting not only film classes but UA System Marketing and Communications, the UA Museum of the North, Institute of Arctic Biology, the UAF Rasmuson Library, Journalism, Anthropology, and OIT (to name a few). The site license continuation has been committed by the Provost for the longevity of this degree program.
- Greater collaboration and space sharing with KUAC-TV studio.

A full -ledged degree program will allow us to move into the next phases of growth.

Year One - FY13

One-time funds of \$100,000 would be utilized to equip the department with essential non-innovative standard film production equipment ("C"- stands, lighting kits, tripods, sandbags, etc.) and several sets of basic lighting/camera/audio kits for student use and checkout to supplement and compliment the equipment currently used by Journalism/Theatre students and film minors. Resources would also be used to produce and promote recruitment materials, using student talent to do so along with faculty and industry professionals, emphasizing the on the job training strengths of the program. TVEP, Federal and other grants will also be targeted for the following year. Renovation plans for the KUAC studio will be designed and developed.

Film Major Proposal

Year Two- FY14

KUAC-TV is the only public television station in central Alaska, and has proven to be a valuable partner over the years. Since their switch to digital broadcasting, the standard definition equipment in their studio has severely limited their ability to create new television programming. One-time funds in Year Two would serve as a matching grant for Federal funding enabling a total renovation and equipment refresh of the KUAC-TV studio. This renovation would not only benefit the students of the program, but the community as well. The renovated facility will also provide us with industry standard equipment necessary in training Alaskans for Film Industry jobs. During renovation, attention will be placed on providing course offerings into other campuses by providing intensive six-week training workshops as part of the workforce training program. Expectations for the participation of Workforce development training will be provided to staff and faculty as well.

Year Three- FY15

One-time funding would be secured to provide post-production computer lab upgrades, and broaden course offerings to rural sites. Industry professionals as well as local faculty will teach intensive workforce development courses. Student fees generated would help to cover future workshops in the series. Student showcases will be featured at local and national student film festivals. Grant writing for film projects (student and otherwise) will be a continuous goal, so that students can apply to receive program support for thesis projects, fieldwork, travel, and other filmmaking opportunities around the state.

Year Four- FY16

Assessment of the programs strengths and weaknesses will be addressed with industry partners. Actions for corrections will be established. Internship opportunities for students, job placement, growth of the state film industry, SCH, recruitment and retention rates will all be evaluated. Opportunities for faculty and staff development will be supported as needed. Exit video interviews will be conducted with our first class of graduates.