

**Program Performance Review: Culmination Meeting Memo  
Cinema and Television Arts-BA; Screenwriting-MFA**

The 2015-2016 Program Performance Review (PPR) process for Cinema and Television Arts-BA and Screenwriting-MFA programs concluded with a culmination meeting on April 28, 2017.

The following people attended the meeting: Anil Puri (Provost), Pamella Oliver (AVPAP), Su Swarat (Director of Assessment and Educational Effectiveness), Ed Fink (Dean, COMM), Doug Swanson (Associate Dean, COMM), Garry Hart (Chair), Heather Osborne-Thompson (Faculty), and Bob Davis (Faculty).

The Provost congratulated the program for successfully completing the PPR. The program was commended for the significant accomplishments it has made:

1. Department embodies an energy, dynamic, and passion for film, television, and media production.
2. Department is to be commended on identifying six goals to work toward as they progress.
3. Department is to be commended for their attentiveness to the content and quality of their curriculum demonstrated by their awareness of the dynamic state of media production and consumption as reflected in the courses addressing the very contemporary issues of globalization and diversity.
4. Faculty have significant accomplishments in both the Academy and entertainment industry, as represented by the impressive list of faculty endeavors including numerous production credits, grants, and publications.
5. The students were enthusiastic.
6. Dr. Hart, Dr. Paynton, and Katie McGill are commended for working with Advancement on design drawings for a facility.

The major recommendations and concerns raised through the PPR process were discussed. Suggestions on how to address them were provided:

1. Implement an equipment safety check out process ensuring students have been provided with the appropriate safety precautions before using the stage or filmmaking equipment.
  - The faculty commented that this concern is regarding the standardization of check-out procedures between instructors. The Chair assured that this process will be put in place.
2. Establish a separate "School of Cinema and Television Arts".
  - The Chair indicated that this proposal is moving forward. The Provost concurred, and indicated that he will have further discussion with the department.
3. Investigate the possibility of developing an Entertainment Media Center, providing a resource and opportunities for the various entertainment related degree programs dispersed throughout the University to collaborate and share resources.

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- The Chair acknowledged that this is an interesting idea, but indicated that it is low on the department's priority list. The department is willing to collaborate with MCBE or COTA to foster cross collaboration and to explore such ideas.
4. Investigate ways to provide access to the digital editing facility for students beyond the hours/days the library is open.
    - The Chair stated that an agreement has been made with the Police Department, which will allow student access to the facility 24/7.
    - The faculty expressed the desire for a dedicated lab space for student group work.
  5. Adopt tools with the capacity to handle Ultra HD video.
    - The Chair acknowledged the need to update the equipment for the studio systems, but indicated that funding is needed to do so. The Chair stated that the equipment needs should to be addressed at the time a new building is constructed.
  6. Significant capital investment and ongoing support from the University is required to deliver a program commensurate with the promise of the high caliber faculty and significant student interest and provide the minimum required resources and facilities necessary to support the program.
    - The faculty commented that the main issue is the facilities. The facilities the department has is subpar compared to some community colleges, high schools, or even what students have themselves. The Chair concurred, and indicated that better facilities are needed to enhance student learning and fundraising.
    - The Provost and the AVPAP acknowledged the need to update the facilities.
    - The Chair indicated that the university has hired Steinberg Architecture (who did the Student Union remodel) to create a set of concept/visioning slides for the department and college to use in initial fundraising efforts. The drawings encompass a two-story building with 36,000 square feet of usable space. The current plan is for this building to contain a motion picture theatre, multiple sound stages, post production facilities, classrooms designed to teach cinema and television courses, faculty offices, and ancillary production spaces.
  7. Consider offering a capstone experience that provides the students with an opportunity to build a reel, complete a film, or have a polished screenplay showcasing who they are as a filmmaker, or complete a research or project paper worthy of submission to a conference or journal that demonstrates proficiency ready for the workforce or graduate school.
    - The Chair and the faculty indicated that while a formal capstone course is not in place, many students voluntarily seek out capstone experiences. Whether to require a capstone experience for all students is an issue to be discussed among faculty.

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- The Associate Dean recommended that the department could consider using a capstone course/experience for assessment purposes. It is possible to assess all SLOs in such a course/experience.
  - The Provost emphasized that assessment of student learning is critical. The department needs to make it a top priority. He recommended the faculty to hold a retreat to discuss how to put this process in place.
8. Consider using all full-time CTVA faculty as advisors for majors and minors and making advising mandatory.
- The Chair indicated that the department currently has one faculty with course release to advise majors. The faculty advisor serves the purpose of advising what courses students should take in the major. Faculty should not be advising students on matters outside the major. The Chair has met with the college advisors to clarify expectations on this matter.
  - The Associate Dean emphasized that it is critical that the Student Success Team advisor and the faculty advisor tell students the same information.
  - The Chair indicated that he will discuss with the faculty to see whether to implement mandatory advising for majors. The Provost asked the department to consider requiring students to attend office hours for advising purposes.
9. Internships should be more fully integrated into the department with some faculty oversight of the progress of the internship.
- The Chair indicated that currently one lecturer coordinates the internship program for the college, which is a desirable arrangement. While faculty help students get into internships, the main responsibility is on the students. The students are encouraged to get industry internships. The department, however, does have a working system that will help students who cannot get an internship on their own.
10. Website design and some content could be upgraded to better reflect the modernity of the overall program and how the school provides practical training for a career in entertainment media, including incorporating alumni achievements.
- The Chair stated that the website update is underway.

The Provost concluded the meeting by commending the contribution of the department and the faculty to the students and the University.