

Response to the External Review of
The Department of Cinema and Television Arts

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By
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I am extremely appreciative of the diligence and thoughtfulness David, Ted and Chuck put into their External Review of The Department of Cinema and Television Arts. I was encouraged by their very favorable comments throughout the report, especially those about our outstanding faculty, and especially acknowledge their suggestions for improving our program.

Following are my responses to the seven categories on which the review team focused.

FACILITIES

The external review team did an excellent job of articulating the number one issue with our program, stating “Inadequate facilities is an item which was addressed extensively in the previous review conducted in 2009, and has only seemed to have become exacerbated since that time.” The report goes on to “strongly recommend that the University invest in the program commensurate with the high promise of the high caliber faculty and student significant interest.” Toward this end I have to say while I certainly understand the economic constraints at CSUF that affect all departments and programs I am particularly concerned that unless we can generate enough public and private monies to fund the requisite spaces, equipment and support services to compete with the other programs in our region we ultimately will fail in our mission. Raising these monies to build out and equip these facilities has to be the department’s number one priority. By far.

In terms of immediate recommendations that I will work on are 1) ways to provide access beyond 9am-5pm for students to the digital editing facility; 2) establish a codified line of communication between the department and IT division to recognize the specific needs and requests of the department in addressing the kinds of digital tools needed; 3) look for financing options to adopt tools with the capacity to handle Ultra HD video in the TV studio.

CURRICULUM

The review team focused on student’s concerns that it took too much time to actually get to make films. Since CTVA 300 is a prerequisite to CTVA 325 and that course is the gateway to almost all other production courses the team wrote “We recommend CTVA 300 be considered as a 100 or 200 level course. Completion of this course at the lower division and opportunity for articulation with Community College programs will help to get the students making films sooner.” This is a very interesting finding and produced a thought provoking recommendation. I plan on having in-depth discussions with the faculty as this would have many ramifications on our program.

The other area that the team brought up was how best to ensure that each student have a capstone experience to showcase a production or screenplay upon graduation for which they are responsible. Again, I will take this recommendation up with the faculty.

FACULTY

While the review team touched on a number of issues, the most salient involved faculty workload. My goal to address this issue is to try to establish an enrollment pattern that can move our full-time faculty to a 3/4 workload with the ultimate goal of obtaining a 3/3 workload.

STUDENT ADVISEMENT

The review team recommended mandatory advisement for all CTVA majors and minors. I think this is an excellent suggestion. I will work with faculty to ensure this recommendation is implemented.

INTERNSHIPS

The review team highlighted a concern that CTVA faculty was “disconnected from this program, which is run by an administrator at the college, not by someone who is part of the department.” The team suggested CTVA faculty “1) have some oversight of the progress of the internship; 2) take advantage of the industry contacts who are offering the internships and; 3) possibly set up the internships as a class within the department, with sporadic meetings, and summaries of the experience that are available to all professors.”. These suggestions can definitely add to the internship program and I will work with the faculty to discuss if and how we might find the time and resources to implement these suggestions.

CTVA WEBSITE

The review team was very critical of the department’s website. “There is a strong imperative to redesign the look and utility.” Further “the 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.”

The team made a number of concrete suggestions as to ways to enhance the site. Unfortunately, we do not have the manpower or financial resources available at this time to follow through. I will look into giving significant course release time to one or more professors to work on this project and to carving out money from our department budget to secure the services of a design expert to guide the faculty on this important mission.

THE OPPORTUNITY OF DIGITAL MEDIA

“There are many reasons for the CTVA program to create more curriculum in New Media. The curriculum contribution cannot be overstated and yet the growing ubiquity of the digital marketplace seems to require more knowledge in how to write, produce, effectively distribute and market a web-series. That goal could be facilitated by creating a separate CTVA course dedicated solely to creating web content.” This is a fantastic suggestion and one the faculty will discuss at the earliest possible date.