APPENDIX C
UNIVERSITY OF NORTH CAROLINA
REQUEST FOR AUTHORIZATION TO ESTABLISH
A NEW DEGREE PROGRAM

INSTRUCTIONS: Each proposal should include a 2-3 page executive summary. The signature of the Chancellor is required. Please submit one hard copy and an electronic copy of the proposal to the Office of the Senior Vice President of Academic Affairs at UNC General Administration.

Date: July 21, 2014

Constituent Institution: University of North Carolina Wilmington

CIP Discipline Specialty Title: Film/Video Production

CIP Discipline Specialty Number: 500602 Level: M

Exact Title of the Proposed Degree: Master of Fine Arts in Filmmaking

Exact Degree Abbreviation (e.g., B.S., B.A., M.A., M.S., Ed.D., Ph.D.): M.F.A.

Does the proposed program constitute a substantive change as defined by SACS?  Yes _____ No _X_

The current SACS Substantive Change Policy Statement may be viewed at: http://www.sacsoc.org/pdf/081705/Substantive%20Change%20policy.pdf

If yes, please briefly explain.

Proposed date to enroll first students in degree program: Month August Year 2015

Are there plans to offer 50% or more of program credit hours to students off-campus or online? Yes _____ No _X_

If yes, complete the form to be used to request establishment of a distance education program and submit it along with this request.

Note: If a degree program has not been approved by the Board of Governors, its approval for alternative, online, or distance delivery must wait until BOG program approval is received. (400.1.1[R], page 3)

Provide a summary of the status of this proposal in your campus review processes.

a. List the campus bodies that reviewed and commented on this Appendix C proposal before submission to UNC General Administration. What were there determinations? Include any votes, if applicable.

The UNCW Film Studies department full time faculty planned the proposed M.F.A. in Filmmaking program collaboratively. Planning documents were drafted by the departmental M.F.A. planning faculty committee and submitted for departmental...
approval in Fall 2011. Film Studies faculty voted unanimously to accept and forward the documents to the UNCW Graduate Council for their consideration. The UNCW Graduate Council unanimously approved the planning document.

In the Spring of 2013, the M.F.A. in Filmmaking planning documents received the highest levels of university support: approval by Chancellor, Provost, Graduate School Dean, College of Arts and Sciences Dean. In May 2013, the UNCW Provost and Chancellor announced a 2015-17 Unified Budget Process objective: “Conceptualize, design and fund an industry-linked film production facility consistent with the addition of a graduate program in Film Studies”. Planning and fundraising for the M.F.A. in Filmmaking program and facilities are being incorporated into 2015-17 budget cycle.

In January 2014, in response to a request from UNC General Administration, the M.F.A. in Filmmaking planning documents were submitted and grouped with two additional planning proposals from UNC-Greensboro and NC School of the Arts. UNC-GA approved the planning documents with a request that the campuses work to distinguish the unique characteristics of their programs and provide employment and job outlook data. In March and April 2014, the M.F.A. in Filmmaking Appendix C – Request to Establish a New Degree Program document was prepared and formatted to comply with the new document format and address collaboration and program differentiation with M.F.A. programs proposed by UNCG and UNCSA. The completed Appendix C document was approved by the Film Studies Department (10 for, 0 against, and 2 abstentions) and submitted to the UNCW Graduate Council on April 16, 2014. The UNCW Graduate Council unanimously approved the document, after which the Provost and Chancellor also approved the establishment of the new degree program.

b. Summarize any issues, concerns or opposition raised throughout the campus process and comment periods. Describe revisions made to address areas of concern.

No major concerns were raised throughout the campus process for the establishment of the M.F.A. in Filmmaking program. Faculty within the department did deliberate and make careful choices about the design of the program to ensure it met the required academic rigor as well as could be supported by existing (and a few new) resources. The Unified Budget Planning process at the university-level carefully looked at all aspects of the program (faculty resources, facilities, equipment, etc) to ensure that the program would be adequately financed during its operation.

I. Description of the Program
A. Describe the proposed degree program (i.e., its nature, scope, and intended audience).

The proposed Master of Fine Arts in Filmmaking will offer an intensive studio-academic apprenticeship in a variety of filmmaking modes, including narrative, documentary, experimental, and animation. The curriculum will offer workshop-style courses in film production, as well as a range of critical studies courses (e.g. film history, theory and criticism), and a required applied learning experience.

Students in the program will develop knowledge and skills in all aspects of filmmaking aesthetics and technology. Through courses in cinematography, screenwriting, editing, sound design, producing, and directing in narrative, documentary, and experimental modes, the program aims to provide students with comprehensive knowledge of the art
and process of filmmaking. The program seeks to prepare students as complete filmmakers equipped to use cinematic language in a wide variety of expressive and commercial applications, ranging from the feature film and television industry to emerging markets, platforms, delivery systems, and entertainment models made possible by digital and web-based technologies.

The M.F.A. in Filmmaking offers students a variety of professional experiences. In addition to class assignments, each student develops technical expertise and a creative voice by directing three short films and collaborating on film projects directed by his/her peers. Through required applied learning experiences, students may gain practical knowledge about specialized film crew positions, post production, distribution, or producing, or such careers as exhibition programming, conference planning, and media-integrated publishing. We believe our department is uniquely positioned to offer students these applied learning experiences. Film Studies produces Visions, a student-run international film festival and conference, and has a strategic partnership with Intellect Press, an international publisher of books, academic journals, and popular magazines dedicated to film and visual culture. The department participates in a variety of capacities in Wilmington’s Cucalorus Film Festival. Perhaps most significantly, UNCW is located in an active filmmaking center. Film Studies successful internship program maintains relationships with local, regional and national film industry agencies to provide students with a wide range of professional learning experiences. The M.F.A. in Filmmaking will partner with the UNCW Center for Innovation and Entrepreneurship and facilitate filmmaking entrepreneurs and filmmaker and film production residencies to increase collaborative and vocational opportunities for its students.

The Film Studies department is founded on the principle that the study of cinema and the artistic production of motion pictures complement one another. Students gain hands-on experience in film production through a curriculum that balances theory and practice, but also learn the history, aesthetics, and social significance of film. This complementary dual emphasis on film culture and filmmaking gives our program a competitive edge and broadens the prospective pool of applicants.

The M.F.A. will require a minimum of 61 graduate hours: 30 hours in film production; 6 research hours devoted to producing 2 significant pre-thesis film projects; 9 hours in thesis, a creative film work of substantial merit and quality; a 1 credit entrepreneurship in the industry course, and 12 hours in graduate critical studies courses, with the option of taking one graduate elective course in production, critical studies or a graduate course outside of Film Studies. In addition, the student must complete 3 graduate hours in an applied learning experience (e.g. internship, mentorship).

A primary intended audience is continuing North Carolina students interested in applying their BA education in applicable fields such as film studies, studio and digital arts, creative writing, communications, business, etc.) to a career in filmmaking. Other intended student applicant pools include North Carolina professionals interested in applying their background and interest to a career in filmmaking, and out of state students seeking to enter the North Carolina motion picture workforce.
B. List the educational objectives of the program.

The Master of Fine Arts in Film Production serves three kinds of students:
1) prospective filmmakers who wish to pursue their own artistic ambitions to create and exhibit/distribute motion picture content in a variety of modes and roles; 2) those who wish to apply their creative experience and technical expertise to other motion picture related professions and markets, such as interactive media, advertising, journalism, gaming, and publishing; and 3) those who, upon completing that apprenticeship, wish to teach, especially at the college level.

Thus, the educational goals are four:
1) to provide the student with a rigorous experiential filmmaking apprenticeship in every stage in the motion picture production process.
2) develop the student's critical faculties and aesthetic judgment;
3) provide the student with the skills, experience, knowledge, and network to enter the motion picture marketplace
4) develop the student's abilities in the teaching of filmmaking, providing viable models and an ethical and artistically sound pedagogy.

C. Describe the relationship of the program to other programs currently offered at the proposing institution, including the common use of:
1. Courses
2. Faculty
3. Facilities, and
4. Other resources

The proposed M.F.A. in Filmmaking and existing B.A. in Film Studies will overlap and enhance one another in numerous mutually beneficial ways:

Both the B.A. and the proposed M.F.A. will share essential resources:
- Film Studies Department faculty will teach in and administer both programs;
- Both programs will share office staff, classrooms, and office spaces;
- Both programs will share facilities and some equipment;
- Both programs will employ Film Studies holdings at Randall Library.

The M.F.A. program will provide research and teaching assistants that will enhance the undergraduate Film Studies program and faculty productivity, provide mentors and collaborators for undergraduate Film Studies majors, and offer professional opportunities, teaching and research experience, and financial support for M.F.A. students.

The curriculum of the proposed M.F.A. in Film Studies coordinates organically with the existing Film Studies undergraduate curriculum: The M.F.A. curriculum represents an expansion and deepening of the Film Studies’ undergraduate curriculum and is in keeping with the department’s mission. Film Studies at UNCW is founded on the principle that the study of cinema and the artistic production of motion pictures complement one another,
and both undergraduate and graduate students in Filmmaking perform work in both areas.

The M.F.A. in Filmmaking will incorporate the Creative Writing feature film screenwriting course currently offered by the Creative Writing department M.F.A. program. This course will provide the initial opportunity for a variety of interdisciplinary collaborations between graduate writing and filmmaking students. Because filmmaking is interdisciplinary by nature and its potential subject matter is so broad, M.F.A. in Filmmaking students will also have the option of taking electives in a wide range of other graduate programs, from Business Administration and History to Environmental Studies and Sociology.

The M.F.A. in Filmmaking program will offer collaborative and learning opportunities for undergraduate students in a number of other related disciplines, including performance and production design students in the Theatre Department, visual effects and 3D animation students in the Digital Arts minor and the Computer Science department, visual artists in the Art and Art History department, composers in the Music department, and management and entrepreneurship and innovation students in the Cameron School of Business.

Screening and production facilities associated with the M.F.A. in Filmmaking can be used for public events and productions sponsored by associated departments. Performance spaces, scene workshops, darkrooms, and other appropriate facilities may be made available to M.F.A. in Filmmaking students.

II. Justification for the Program – Narrative Statement

A. Describe the proposed program as it relates to:

1. Institutional mission

UNCW has dedicated itself to “creative inquiry, critical thinking, thoughtful expression and responsible citizenship.” By educating its students in the creation of motion pictures, the M.F.A. in Filmmaking encourages interaction with society in ways that are creative, probing, and socially aware. Through creating cinema in a variety of modes (narrative, documentary, experimental, animation), our students will engage in producing cultural products that are aesthetic, thoughtful and expressive.

Through the addition of a new graduate program, the Film Studies department will enhance “distinctive student involvement in faculty scholarship” and pedagogy. Classes, teaching assistantships, research assistantships, and applied learning activities will train the department’s graduate students to become filmmakers, writers, teachers, scholars, artists, and arts administrators, diversifying the variety of learning opportunities currently available at UNCW. Such a major addition to UNCW’s portfolio of programs, in alignment with the university’s educational mission, will increase the profile of the university and
expand its connections to other major educational institutions both within the United States and abroad.

2. Strategic plan

The development of a new Master of Fine Arts degree program in Filmmaking directly enhances the University of North Carolina Wilmington’s strategic vision, as articulated in Soaring to Greatness: A Strategic Plan. The plan states, “Our powerful academic experience stimulates creative inquiry, critical thinking, thoughtful expression, and responsible citizenship in an array of high quality programs at the baccalaureate and master’s levels”. The proposed graduate filmmaking program combines scholarly research and analysis with creative filmmaking and the dynamic presentation of original thinking. A Master of Fine Arts program in Filmmaking will not only extend the university’s post-baccalaureate curriculum but also complement and reinforce current undergraduate and graduate degree programs in Theatre, Music, Art & Art History, Computer Science, Creative Writing, English, History, Sociology and others.

The mission section states UNCW’s commitment to the quality of life through scholarly community engagement in areas that include the arts. The Regional Engagement entry under the Core Values section speaks to UNCW’s commitment to the people of southeastern North Carolina and establishing partnerships that improve the quality of life in our region. M.F.A. students will contribute to the cultural life of the UNCW campus and the region through the process of collaborative filmmaking, the stories, ideas, and images expressed in their completed films, film programming and film-related events, which will disseminate film culture throughout the region. M.F.A. students will participate as interns with Wilmington’s Cucalorus Film Festival, and in the Wilmington film industry, including Screen Gems studios, the largest film facility outside of Hollywood. Visions Film Festival and Conference, a free public event that brings international filmmakers and scholars to UNCW and Wilmington, will involve significant M.F.A. student participation. Such participation will enrich the region’s quality of life, economy, and education.

In its teaching modules, as well as its concomitant cultural and professional activities, the M.F.A. in Filmmaking will serve the Core Values articulated in UNCW’s Soaring To Greatness: A Strategic Plan. These include “creative, critical and reflective thinking; lifelong learning; communication and interaction; a celebration of diversity of people and ideas; commitment to improving the quality of life on and off campus; and personal achievement and integrity.”

The proposed M.F.A. in Filmmaking directly advances 6 of the 7 Goals and Objectives within UNCW’s Strategic Plan:
GOAL I: Create the most powerful learning experience possible for our students.
The proposed M.F.A. degree program will produce complete filmmakers by providing students significant instruction in film analysis and history, intensive applied learning instruction in every stage of the creative and technical filmmaking process, and in every mode of motion picture production.

The proposed M.F.A. degree program will directly advance UNCW’s stated aim to “improve the range and quality of student-faculty interactions.” Film faculty will involve M.F.A. students in their research and filmmaking initiatives, developing and expanding students’ abilities to participate on advanced projects. Graduate students will also mentor and collaborate with undergraduate Film Studies students on filmmaking projects.

The proposed M.F.A. degree program will add to UNCW a new graduate studies program in an important and evolving area of study. It will contribute to the goal of student recruitment through academic and support programs that advance the university’s stature and impact. Graduate filmmaking programs are in high demand, and such a program in a thriving Film Studies Department in one of the largest film production centers in the U.S. will offer a powerful learning experience and promises to recruit outstanding students whose graduate works will reach wide audiences.

GOAL II: Recruit, retain, and develop quality faculty
The M.F.A.’s focus on a variety of cinematic modes (narrative, documentary, experimental, animation) will enable the department to support the creative and pedagogical work of current faculty, as well as to recruit from diverse areas in the field.

The addition of a graduate program in the department will aid our recruitment of quality faculty. Furthermore, teaching and research assistance from graduate students will aid the productivity of the faculty and enhance the department’s impact.

GOAL III: Embrace and enhance diversity throughout the university’s constituencies, culture, curriculum and outreach activities.
Film is now one of the primary means by which different nations and ethnicities export their cultures. In addition to producing their own films, M.F.A. students will study domestic and international cinemas. Through outreach activities in the community (including documentary filmmaking, collaborative narrative and experimental filmmaking, film festivals and internships, and media literacy outreach), students and faculty will promote and engage in diverse idea exchanges on campus and in the region.
Filmmaking is collaborative by nature, and film projects and screenings will help strengthen relationships and interaction among all students. The program’s comprehensive curriculum, which in addition to narrative includes documentary, experimental, animation and hybrid filmmaking, will attract non-traditional and diverse students and faculty.

**GOAL IV: Create an educational environment that prepares our students to be global citizens.**

Cinema is a global language, and is a primary intersection of politics, art, business, history, culture, technology and global citizenship. Students who understand the complex workings of this business and art form, as our M.F.A. students will, are not only prepared global citizens but are uniquely situated to influence and advance global perspectives.

**GOAL V: Strengthen the university’s regional engagement and outreach activities.**

As indicated above, the proposed M.F.A. program will enable UNCW to participate in and lead regional film activity. Through the Film Studies Department’s close working relationship with the Cucalorus film festival, Screen Gems Studios, and the Wilmington filmmaking community, and its slate of popular cultural events (including film screenings, festivals, and conferences), the M.F.A. program will enhance the university’s regional engagement and outreach activities.

**GOAL VII: Ensure adequate resources to achieve university goals by increasing public financial support and private giving.**

Filmmaking’s high visibility and impact are an ideal means of advancing the university’s own stature and of increasing public and private funding sources. The popularity and visual force of motion pictures provides a tangible, accessible, and engaging demonstration of UNCW’s educational resources at work. The large output of high quality M.F.A. projects and cultural events will enhance foundation and corporate giving (Objective 5), secure more equitable funding from the state (Objective 1), and increase grants, contracts, and entrepreneurial activity to enhance the university’s programs and projects (Objective 7).

*Board of Governors UNC Strategic Plan 2013*

The proposed M.F.A. in Filmmaking program addresses many of the strategies and goals articulated in the Board of Governors UNC Strategic Plan 2013.

**GOAL 1: Setting Degree Attainment Goals Responsive To State Needs**

*Strategy: Improve graduation and retention rates.*

Aspects of the proposed graduate program, including improved facilities, collaboration opportunities with M.F.A. filmmakers, and increased level and number of faculty, productions, publications, and
filmmaker residencies will improve Film Studies department undergraduate retention.

Availability and visibility of M.F.A. in Filmmaking programs will inspire increased undergraduate retention among majors in Film Studies and related disciplines.

Strategy: Improve graduate student education through better advising, more timely completion, and targeted recruitment of graduate students in high growth specialties.

The UNCW M.F.A. in Filmmaking program will recruit graduate students seeking training in cutting-edge digital technologies, multi-modal production methods, and emerging distribution systems.

GOAL 2: Strengthening Academic Quality

Strategy: Graduate well-prepared teachers for North Carolina’s public schools

The M.F.A. in Filmmaking offers a useful specialization for teachers seeking to serve a growing emphasis on film and media studies in high school curricula.

GOAL 3: Serving the people of North Carolina

Strategy: Invest in game-changing research and scholarship that has the potential to create value and solve significant problems in North Carolina.

Strategy: More readily apply the research and scholarship carried out on our campuses to the state’s economic, civic, and social challenges.

Strategy: Directly engage with the specific needs of businesses, nonprofit groups, and governments throughout North Carolina.

All students in the proposed M.F.A. in Filmmaking program will complete three motion pictures for regional and national distribution, and an additional applied learning internship. A minimum of 12 annual graduate internships will be drawn from the Wilmington regional film and television production industry, as well as state-wide industries ranging from production to publishing, animation to journalism, education to advertising.

Students will actively engage industry via organized master class instruction, a mentor program, collaboration, and observation. Established targets include: industry/student mentorships, visiting filmmaker residencies, visiting film production residencies, resident entrepreneurs developing film related businesses (providing multiple student engagement opportunities), a weekly guest-lecture course featuring filmmakers and film industry entrepreneurs.

Students will receive hands on training in technologies and practices appropriate to a broad range of media applications, including: digital cinematography; digital editing; sound recording, design, and mixing; and have access to training in 2D and 3D animation; visual effects; sound stage production; post production color correction/grading, and media-integrated publishing.
3. Student demand. Provide any update to the documented evidence of student demand presented in Appendix A.

At the national level, there is a consistently large annual applicant pool for production-comprehensive 3 year M.F.A. programs in filmmaking. UNCW consulted 12 such programs requiring 50 or more credit hours, all of which enroll only a portion of a steady pool of applicants:

- **American University / M.F.A. in Film and Electronic Media / 51 credits**
  - Average annual applicants: 74
  - Acceptance rate: 59%

- **Chapman University / M.F.A. in Film Production / 72 credits**
  - Average annual applicants: 383
  - Acceptance rate: 43%

- **Florida State University / M.F.A. in Production / 90 credits**
  - Average annual applicants: 229
  - Acceptance rate: 13%

- **New York University / M.F.A. in Filmmaking / 108 credits**
  - Average annual applicants: 800
  - Acceptance rate: 5%

- **San Francisco State University / M.F.A. in Cinema / 60 credits**
  - Average annual applicants: 100
  - Acceptance rate: 20%

- **Savannah College of Art and Design / M.F.A. in Film and Television / 90 credits**
  - Average annual applicants: 108
  - Acceptance rate: 51%

- **Southern Illinois University / M.F.A. in Media Arts / 60 credits**
  - Average annual applicants: 18-25
  - Acceptance rate: 25 to 28%

- **Temple University / M.F.A. in Film and Media Arts / 54 credits**
  - Average annual applicants: 58
  - Acceptance rate: 17%

- **University of California Los Angeles / M.F.A. in Production/Directing / 72 credits**
  - Average annual applicants: 1219 (*M.F.A. programs & PhD in Film*)
  - Acceptance rate: 10%

- **University of Iowa / M.F.A. in Film and Video Production / 54 credits**
  - Average annual applicants: 40
  - Acceptance rate: 10 to 12%

- **University of Southern California / M.F.A. in Cinematic Arts, Film & Television Production / 52 credits**
  - Average annual applicants: 312
  - Acceptance rate: 25%

- **University of Texas at Austin / M.F.A. in Film & Media Production / 60 credits**
  - Average annual applicants: 117
  - Acceptance rate: 17%

According to research conducted by UNCSA, 5,568 M.F.A. in Film applications are submitted each year. Only 15% of those individuals have the opportunity to attend a graduate filmmaking program. Their research found that M.F.A. in Film tuition
averages $32,989 for resident applications and $35,970 for non-residents. The demonstrated demand and relatively low cost of tuition at UNCW ($3,240 in-state; $9,208 out of state), suggests that an M.F.A. in Filmmaking program would attract a consistently large applicant pool.

Student demand for film studies in North Carolina is further evidenced in part by the popularity of the undergraduate program at UNCW. With 280 majors drawn from across North Carolina and the United States, ours is one of the most popular majors on campus, despite a demanding curriculum and a rigorous admissions process that turns away 25% to 60% of the students who apply to the major.

A March 2014 survey of 100 UNCW Film Studies majors and alumni offer another indication of strong demand. The survey revealed that 41% of respondents were “very interested” in a three year M.F.A. filmmaking program, with an additional 30% “somewhat interested”. 44% of respondents answered “very interested” when asked about an M.F.A. filmmaking program at UNCW, with an additional 24% indicating they’d be “somewhat interested”. Between Fall 2003 and Fall 2013, the total number of upper-level students enrolled in UNC programs carrying the 50.0602 CIP code (an academic designation for programs in cinematography & film/video production), grew by 50%; the total number of degrees awarded in 50.0602 programs grew by 146%. This state-wide graduate pool will provide another source of applicants to an a graduate filmmaking program at UNCW. Of course, the applicant pool is not limited to graduates of film production programs. Graduate filmmaking programs draw applicants with degrees in many related disciplines – everything from Communications to Visual Arts to Creative Writing to Theatre – as well as professionals in other fields seeking a career change.

UNCW recognizes that Wilmington’s identity as a thriving film production center plays a significant role in the success of the university’s undergraduate Film Studies major. There is every indication that the regional film industry – and the many creative, curricular, and vocational opportunities it provides – will contribute to student demand for an M.F.A. in Filmmaking program at UNCW.

4. Societal demand and employability of graduates. Provide any update to the documented evidence of societal demand and employment opportunities presented in Appendix A.

The proposed M.F.A. in Filmmaking is an intensive 3 year terminal degree program with extensive course-work, hands-on assignments, and required projects that engage each student with every aspect of the motion picture production process (screenwriting, directing, producing, cinematography, sound recording/mixing, editing), in every mode of the movie medium: (narrative, documentary, and alternative/experimental). Every student directs and edits three exhibition-quality movies, crews on many others in a variety of creative and technical roles, completes a course focused on motion picture entrepreneurship, and completes an applied learning internship experience.

This intensive and extended experience empowers students to develop technical expertise and master storytelling, communication, and aesthetics -- as well as develop collaborative and commercial networks with peers and professionals.
North Carolina Film Industry

UNCW-trained M.F.A. filmmaking graduates will help fuel the North Carolina film industry as directors, producers, writers, and principal crew. Students who have studied and repeatedly applied every aspect of the collaborative filmmaking process will be prepared for potential careers in cinematography (camera and lighting), sound recording and design, picture editing and post-production.

With the help of courses in entrepreneurship, the UNCW Center for Innovation and Entrepreneurship, and internships and other professional partnerships, UNCW strives to not only serve the existing NC film industry, but also help create new state-based businesses in visual effects, animation, post-production, etc. that both support imported productions and nourish more motion picture production born and raised right here in North Carolina.

Some determinations regarding the net positive returns of incentives posed by Dr. Robert Hanfield’s North Carolina film production study (A Supply Chain Study of the Economic Impact of the North Carolina Motion Picture and Television Industry) have been questioned, but many of the statistics regarding jobs he cites are relevant. NC Department of Revenue audits cited show that more than 20,467 workers were employed by the film industry in 2012, of which 6237 were crew and talent, and the remaining 14,440 were extras and part-time workers. The NC film industry provides 4,259 permanent jobs at an average wage of $66,000, compared to a statewide average wage for all private industries of $43,056 (NC Labor and Economic Analysis Division, Quarterly Census of Employment and Wages, 2012), or all occupations of $41,750 (US Bureau of Labor Statistics, Occupational Employment Statistics, 2012 Annual Average Wage, May 2012).

The North Carolina Film office provides job numbers (culled from film productions that have applied for North Carolina tax incentives) that indicate growth in NC motion picture industry jobs.

2005 - 16
2006 - 8255
2007 - 8835
2008 - 9240
2009 - 8645
2010 - 8357
2011 – 14,002
2012 – 17,730

Nationwide, the motion picture industry employs 338,740, with an average annual mean wage of $75,726.

Content and Markets Beyond The Traditional Film Industry

With its complete-filmmaker emphasis on all modes of motion picture production, our program will produce content creators capable of generating motion picture products to serve a broad range of markets beyond the traditional feature film and broadcast television industry.
Consumers no longer depend on theaters, broadcast television, or even cable television for the movies, episodic programming, documentaries, and other motion picture entertainment. Contemporary and emerging audiences access motion pictures in an increasingly diverse spectrum of styles, durations, and formats on a wide range of platforms and devices: streaming, websites, computers, tablets, and even cell-phones. This multi-faceted expansion has substantially increased the demand for motion picture content. Viewers consume more media (70 hours per week currently; over 80 hours per week forecast by 2020); the media entertainment market is predicted to increase at 7% compound annual growth over the next five years.

On-demand video streaming services such as Netflix, Amazon, Microsoft and Hulu provide distribution and compensation for motion picture content creators. These companies purchase streaming distribution rights to independently produced feature film content, as well as produce original series content exclusive to the service. Netflix has 44 million subscribers; the company began producing original content in 2012 and currently streams 7 Netflix-original series. Amazon Instant Video currently produces 10 original series.

Independently produced episodic fiction or documentary series viewed online (known as webisodes) are a growing entertainment market, offering motion picture content creators an increasing number of revenue and advertising-generating distribution outlets, including Vimeo.com, Crackle.com, and YouTube.com. The New York Times reports a growing webisode trend called branded entertainment. Major brands (like Maybelline, Honda, ConAgra, Healthy Choice and Marie Callender’s) fund webisodes that use online episodic narratives to promote their products.

Online video services provide employment opportunities to M.F.A. trained content creators. According to Nielsen, YouTube reaches more US adults ages 18-34 than any cable television network. The YouTube Partner Program allows motion picture content creators to monetize content streamed on the website via advertisements, paid subscriptions, and associated merchandise. Currently more than one million content creators generate revenue (up from 30,000 in 2011); 2 billion video views per week are monetized; thousands of content creator channels generate over $100,000 annually. In May 2013, YouTube announced a paid channel subscription service which allowed content creators and publishers to charge for their video content. 53 channels were initially launched with monthly fees ranging from $0.99 to $6.99. Content creators receive 45% of revenue generated. YouTube is a growing enterprise. The number of 2014 subscribers is triple the number of subscribers registered in 2013.

Other North Carolina Motion Picture Employment

Video Production Companies: North Carolina video production companies provide clients advertising, corporate, sports, educational/training, and entertainment content. The North Carolina Department of Labor reports 495 motion picture and sound recording production companies in the state in 2012. This number is a 22% increase over the 405 production companies listed in 2007. These production companies range from small one and two person operations to
large organizations employing over 30 filmmakers and technicians. Video’s power as a marketing tool helps drive this growth. According to a 2013 Forbes report: "To say that online video has become a staple of the marketer’s toolbox would be a significant understatement. More than half (54%) of senior marketing executives say that they use online video, while 23% are planning to use it, nearly 70% of them within the next year. Companies see online video as an effective way to spur higher degrees of brand awareness, retention and loyalty. Seven in 10 respondents (68%) to the Forbes/Sharethrough survey said that a top objective was to enhance brand awareness. Fifty-five percent of respondents said branding was a goal of online video advertising, while 43% pointed to bolstering customer retention and loyalty as a leading objective." Graduates of the proposed M.F.A. program will have the technical and creative skills to work for an existing company -- or create their own new company.

Animation: The proposed M.F.A. in Filmmaking program will allow students to develop expertise as animators. As of 2009, 680 animators worked in production studios, colleges, and advertising and computer design firms throughout the state of North Carolina. Across the nation, employment in the animation (and multimedia) industry is expected to grow by 14 percent for the 2008-2018 decade. As of May 2009, the mean annual wage for animators overall was $62,810 per year. The lowest paid animators earned $32,360 per year and the highest paid animators earned $99,130 per year. As of May 2009, animators in the state of North Carolina earned a mean salary of $52,970 per year.

Exhibition: M.F.A. students will have the opportunity to study exhibition and curating through elective coursework, departmental cultural activities, and internships. North Carolina hosts 27 Film Festivals that screen hundreds of short and feature films to thousands of viewers each year. Majors festivals like Full Frame, River Run, Cucalorus, and Carolina Film and Video Festival employ full time directors and staffs ranging from 1 to 8 members; all festivals employ seasonal staff.

Emerging Markets in Publishing

Video content is an increasingly prominent feature of newspapers and magazines as print publications migrate online. A piece published by the Neiman Foundation at Harvard University quoted New York Times executive vice president Denise Warren, saying that the market-leader publication seeks to transition from "a place you just read to a place you watch." The company hired Rebecca Howard its first internal Head of Video Production in 2013. Howard calls original motion-picture content "a tremendous growth area".

An article in the American Journalism Review titled “The Video Explosion” states that video content has "grown from a significant trend into a near stampede". It reports that as early as 2008, online newspaper editions with circulations as low as 97,000 were adding videographers to their staff – even as other positions were being consolidated or eliminated.

The growth of motion picture content in online magazines is such that the National Magazine Awards added a video award category beginning in 2011.
Online publications ranging from *The Oxford American* to *Slate* to *TIME* to *The Onion* feature video content.

The continued growth of digital publishing has created opportunities for integrating embedded motion picture content into what the publishing industry calls enhanced eBooks that consumers “read” on Kindle, iPad, and other tablet devices. Children’s books, adult and young adult Novels, non-fiction books, and textbooks increasingly feature motion picture illustrations, interviews, and other supplementary or supporting features. The current interactive eBook edition of *Looking At Movies*, the best selling film studies textbook in the U.S., includes 66 motion picture tutorials and illustrations.

The UNCW Film Studies department’s strategic partnership with Intellect Press, an international publisher of books, academic journals, and popular magazines dedicated to film and visual culture will provide direct student access to video integrated publishing opportunities.

**Teaching**

Students who graduate with a terminal degree in filmmaking will also have available to them a number of concrete professional opportunities in the field of education. The Bureau of Labor Statistics reports that “Postsecondary teachers are expected to grow by 15 percent between 2008 and 2018, which is faster than the average for all occupations.” The expanding role of motion pictures in global culture and commerce has fueled the growth of undergraduate film programs, with 600 colleges and universities now offering a film degree. Tenure track faculty positions teaching film production in these and other related programs require the M.F.A. as the established terminal degree credential. Demand is growing across the country and right here in North Carolina: the number of undergraduate degrees awarded in the UNC system in the area of film/video production increased 36.7% from 2005 – 2010. The number of NC community college students taking classes in motion picture production increased 47.9% between 2003 and 2013.

Moreover, there is a growing emphasis on film studies and production in high school curricula. Roughly half of incoming UNCW undergraduate Film Studies majors have taken a film course while in high school.

**Societal Need and Economic Impact**

A report on the impact of Arts and Culture on the U.S. Economy issued in December 2013 by the Bureau of Economic Analysis and the National Endowment for the Arts reported that in 2011, the value added from arts and cultural production accounted for nearly 3.2 percent, or $504 billion, of Gross Domestic Product. The report stated that “In 2011, the production of arts and cultural goods and services employed 2 million workers and generated $289.5 billion in employee compensation in the form of wages, salaries, and supplements. The largest share worked in the motion picture and video industry, which employed nearly 310,000 workers at $25 billion in compensation.” Graduates of the M.F.A. in Filmmaking program will be capable of engaging with the leading 7 selected commodities listed in the study: advertising; arts education; cable production and distribution; motion picture and video goods and services; independent artists and
performing arts; book, newspaper, and periodical publishing; and radio and television broadcasting.

B. Provide any update to the discussion of similar degree programs and opportunities for collaboration presented in Appendix A. Discuss here the feasibility of a joint or collaborative degree program with one or more UNC institutions.

MFA program planners at UNCG, UNCSA, and UNCW have identified a number of opportunities for collaboration in delivery of all programs, which can be organized in four categories: Shared Web Portal, Shared Instruction, Shared Events, and Shared Resources. A committee composed of representatives from the MFA programs at each of our institutions will meet annually to oversee ongoing inter-institutional efforts and to explore further possibilities of collaboration.

**SHARED WEB PORTAL:**
A shared website representing all planned MFA Filmmaking programs will serve as a portal for recruiting and enrolling new students, enabling enrolled students to network and share resources, and disseminate employment and exhibition information to students and graduates.

**Recruitment of Prospective Students**
The website will describe and differentiate the M.F.A. programs and offer supporting information and links related to North Carolina motion picture accomplishments, business, and culture. The portal will be linked and advertised state-wide and nationally as part of a unified strategy to recruit students and brand NC as a film and media production center.

**Admission Applications**
Once prospective students use the information on the shared web portal to determine which M.F.A. program is the best fit for his/her situation and goals, the student may apply to the selected program directly from the website.

**Student Network**
Website features will enable students at all M.F.A. programs to access and solicit crew and collaborators with specific skills from across all participating institutions, and seek a variety of in-kind resources from their filmmaking peers.

**Employment and Internship Information**
Website features will provide common internship listings, shared state-wide job postings, and other employment-related announcements to students and graduates of all participating programs. North Carolina employers and internship sponsors can use the feature to advertise directly to students and graduates.

**Exhibition and Distribution Information**
Website features will provide shared information on film festival, online, and broadcast exhibition opportunities to students and graduates of all participating programs. Distributors, festivals, online and broadcast outlets, and other content seekers can use the feature to advertise directly to students.

**Budget/Savings/Efficiencies**
Participating MFA programs will share the cost and labor necessary to operate and maintain an MFA filmmaking web portal housed at one participating institution. Assuming an annual cost of $15,000 ($14K for graduate assistant staff stipend; $1K supplies), annual cost savings will total $30K.
SHARED INSTRUCTION:
Opportunities include a required online course, an elective online course, elective online/low-residency Independent study courses, reciprocity, and thesis committee participation.

Required Online* Course
Entrepreneurs in the Industry (1 credit - required)
A series of screenings, workshops, and seminars offered throughout the academic year at all three institutions. These will feature motion picture industry professionals, focusing primarily on the entrepreneurial aspects of their work. Students will discuss creative work, entrepreneurial pursuits, and employment opportunities with the visiting professionals. Each participating program will require the course and deliver a set and equal number of speakers via live video conference each academic year. *Students are allowed to participate on-line or in person at any institution.

Elective Online Course
All programs require students to complete elective courses. Each participating MFA program will share specialized expertise by offering at least one elective online course every three semesters. Students from any participating program may take any of these shared elective online courses, for example:

Special Topics in Entrepreneurship (3 credits)
A one-semester online course devoted to the marketing research and predictive analytics of the business model to a chosen mode and market (i.e. film, television, web-based, corporate). Additional shared courses may be developed and offered.

Elective Online/Low Residency Independent Study Courses
All programs require students to complete elective courses. Each M.F.A. program will share specialized expertise by allowing students from partner programs to develop courses of study with M.F.A. faculty at any institution. These individualized courses may be conducted partially or entirely online, but may include in-person meetings at the instructor’s home institution.

Independent Study (variable credit)
An Independent Study is a course of individualized work proposed by a student to a faculty member covering subject matter of particular interest to the student but not currently available within the existing curricula. In order to register for an Independent Study, the student must receive written permission from the faculty member under whose guidance s/he will be working.

Reciprocity / Articulation Agreement
Students in any M.F.A. program may enroll in any course offered at another participating program for elective credit at their home institution. These courses will require travel to the program offering the course.

Thesis Committees
All programs require students to complete and defend thesis projects under the supervision of faculty thesis committee chairs and readers. Each M.F.A. program will share specialized expertise by allowing students from partner programs to enlist appropriate M.F.A. faculty to serve on thesis committees. Consultation and defense participation may be conducted partially or entirely online, but may include in-person meetings at the instructor’s or student’s home institution.

Budget/Savings/Efficiencies (Assuming instructional costs of $1800 per credit hour):
Entrepreneurs in the Industry: 1 credit, offered each semester. Annual Savings: $7200

- Special Topics in Entrepreneurship: 3 credits, offered once per year: Annual Savings: $10,800
- Independent Study Courses: cost savings difficult to determine; faculty compensation varies from zero to course banking for CHE (credit hour equivalent) towards teaching load reassignment. Efficiencies include allowing student access to instruction and expertise not available at their home institution.
- Reciprocity/Articulation and Thesis Committees: Efficiencies include allowing student access to instruction and expertise not available at their home institution.

SHARED EVENTS

Traveling Film Festival and Conference
M.F.A. programs will host a traveling annual film festival and conference on a rotating basis; curating and promotion will be shared by all programs. The event will screen student films, stage readings of student scripts, and provide social and networking opportunities for participating students. A film market feature may be incorporated to provide employers and content outlets access to student filmmakers and their work.

Budget/Savings/Efficiencies
Assuming a cost of up to $10,000 in departmental operating budget costs, a rotating shared event funded by equal annual contributions from each participating institution would provide professional and educational benefits for students at all three institutions for 1/3 the cost of individual events. Annual Savings: $20,000.

SHARED RESOURCES
M.F.A. programs will make best efforts to share information and physical resources whenever possible, including library and subscription services, and facilities and equipment.

Library Services
M.F.A. programs will share library resources through established UNC system initiatives such as interlibrary loan. In addition, the programs will work with their respective university library administrators and staff to explore other collaborative possibilities and efficiencies, such as sharing access to motion picture industry databases and subscriptions, and a collaborative approach to collection development i.e. acquiring foundational resources to support the programs. Certain institutions, for example, might be centers of excellence for one set of foundational or core resources, another institution might do the same for a different set, etc. Additionally, librarians in the three institutions might also collaborate on the creation of online guides on relevant topics, subjects, courses etc., thereby leveraging both content and expertise.

Budget/Savings/Efficiencies
Proposed library budgets may be reduced by up to $1000 at each institution by sharing/combining or negotiated group discounts of subscriptions to online journals, databases, and other information services.

Facilities and Equipment
M.F.A. programs will make best efforts to provide access to available facilities and equipment to qualifying students from other participating programs.
Budget/Savings/Efficiencies
Efficiencies and savings would be for qualified students who could gain access to available locations and facilities for student film projects.

UNCSA Film Music Composition M.F.A. Collaboration
M.F.A. students from all three schools are encouraged to collaborate on original film scores with graduate students in UNCSA's Film Music Composition M.F.A. program. These composition students have expressed strong interest in collaborating with filmmakers from UNCG and UNCW; this kind of interdepartmental participation represents the kind of graduate student collaboration that will increase the quality of student work and build professional partnerships.

Budget/Savings/Efficiencies
Students at UNCG and UNCW could save the cost of hiring a professional composer, which – even for a student film – can range from $1000 to $5,000. Efficiencies include professional collaboration and networking opportunities for students.

Administrative Consultation
A committee composed of representatives from the MFA programs at UNCG, UNCW, and UNCSA will meet annually to oversee ongoing inter-institutional efforts and to explore further possibilities of collaboration.

C. Enrollment (baccalaureate programs should include only upper division majors, that is, juniors and seniors).

Please indicate the anticipated first year and fourth year steady-state enrollment (head count) for the proposed program.

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<th>Full Time</th>
<th>Part-time</th>
<th>Total</th>
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III. Program Requirements and Curriculum

A. Program Planning

1. List the names of institutions with similar offerings regarded as high quality programs by the developers of the proposed program.

   American University
   Chapman University
   Florida State University
   New York University
   San Francisco State University
   Savannah College of Art and Design
   Temple University
   University of Iowa
   University of Southern California
   University of Texas at Austin
2. List institutions visited or consulted in developing this proposal. Also discuss or append any consultants’ reports or committee findings generated in planning the proposed program.

   Savannah College of Art and Design
   University of Iowa
   University of Texas at Austin
   Northwestern University
   UNC Greensboro
   UNC School of the Arts

B. Admission. List the following:

1. Admissions requirements for proposed program (indicate minimum requirements and general requirements).
   I. Successful completion of an undergraduate degree (BS, BA, BFA) with at least a 3.0 overall GPA.
   II. Candidates should demonstrate artistic commitment in their creative work and an interest in combining film study with film production. Though specialties in areas outside of filmmaking are welcome and can add diversity to the program, candidates must show ability and potential to utilize filmmaking tools and techniques.
   III. The application deadline for fall admission will be January 15.

2. Documents to be submitted for admission (listing or attach sample).
   I. An application for graduate admission.
   II. Official transcripts of all college work (undergraduate and graduate).
   III. A 2-3 page Statement of Purpose that articulates creative and research goals the candidate would like to pursue in the M.F.A. program.
   IV. A sample of creative work (a short film or films on DVD) not to exceed 30 minutes. Work in other media (i.e. still photographs, audio projects or a written script) may be submitted, but at least one example of filmmaking work is required.
   V. An example of academic writing (minimum of 8 pages).
   VI. 3 letters of recommendation
   VII. Resume or Curriculum Vitae

C. Degree requirements. List the following:

1. Total hours required: 61

2. Other requirements (e.g. residence, comprehensive exams, thesis, dissertation, clinical or field experience, "second major," etc.).
   - A Thesis Production in any of the following genres: Narrative, Documentary, Experimental, Animation or Hybrid
   - Applied Learning: Internship, Mentor, Film Festival, etc.

For graduate programs only, please also list the following:
3. Proportion of courses open only to graduate students to be required in program
   57 of the 61 credit hours will be required to be taken from graduate only
courses and research. No more than three hours of graduate cross-listed
courses will apply towards student’s degree.

4. Grades required
   A student must have no less than a 3.0 GPA on all graduate-level courses.
   Grades of A, B, C, F, S, U and W are permanent grades and can be changed
   only by the instructor with the approval of the appropriate dean in cases of
   arithmetical or clerical error or as a result of protest of grade. Plus (+) or
   minus (-) grades may be awarded at the discretion of the faculty.

5. Amount of transfer credit accepted
   Up to 6 transfer credits will be accepted.

6. Language and/or research requirements
   • There are no language requirements.
   • A “Year One” silent narrative film, to be created during the summer
     following the first academic year (3 research credits)
   • A “Year Two” film (in any of the following genres: Narrative,
     Documentary, Experimental, Animation, or Hybrid) to be created during
     the summer following the second academic year (3 research credits).

7. Any time limits for completion
   Maximum allowable time limits are set by the Graduate School of the
   University of North Carolina Wilmington. A graduate student has five (5)
calendar years to complete the degree program.

D. For all programs, list existing courses by title and number and indicate (*) those that are
required. Include an explanation of numbering system. List (under a heading marked "new") and
describe new courses proposed.

Masters-level courses are numbered at the 500 level. Generally, the graduate-level critical
studies courses are numbered to correspond with course numbers in the existing
undergraduate film studies program in order to maintain a logical consistency between the
two curricula. M.F.A. film production courses are numbered to reflect the trajectory along
which students must progress as they acquire the skills needed to create or participate in
film projects. Required courses in **bold** and marked (*) will be offered every year; all
other courses are graduate level critical studies electives that will be offered on a
rotating basis as the curricular needs demand.

- Courses numbered 500-519 are core and introductory critical studies courses and
  first-year film production courses.
- Courses numbered 520-539 are second-year film production courses.
- Courses numbered 540-549 are introductory world cinema courses. (critical studies
  elective)
- Courses numbered 550-559 teach the study of film technique. (critical studies elective)
- Courses numbered 560-569 are special topics courses in critical studies. (critical
  studies elective)
- Courses numbered 570-579 teach film history (critical studies elective)
- Courses numbered 580-589 are specialized world cinema courses. (critical studies
  elective)
Courses numbered 590-599 are advanced critical studies and third-year film production courses, applied learning courses, directed independent study (DIS) courses, and courses in the theory and practice of Film Studies pedagogy.

New Courses:

*FST 500. Introduction to Film Study and Production (6) Analysis and application of film style and film form. Through study and practice, students learn to understand and create narrative, documentary, and experimental films.

*FST 501. Screenwriting (3) An introduction to narrative structure, screenplay format, and storytelling craft.

FST 502. Research Methods/Historiography (3) An introduction to the tools and strategies required for scholarly work in Film Studies, as well as an applied overview of the concepts, issues, and philosophical challenges associated with researching and writing film history.

*FST 503. Entrepreneurs in the Industry (1) A series of screenings, workshops, and seminars featuring motion picture industry professionals, focusing primarily on the entrepreneurial aspects of their work. Students will discuss creative work, entrepreneurial pursuits, and employment opportunities with the visiting professionals.

FST 504. Topics in Film Theory (3) Selected topics in film theory. May be repeated under different subtitles.

FST 506. Seminar in Film Study (3) Intensive study of a major topic in film studies. Emphasis on individualized work. May be repeated under different subtitles.

*FST 510. Editing (3) Motion picture editing aesthetics, technology, and techniques for narrative, documentary, and experimental filmmakers.

*FST 511. Cinematography (for Directors) (3) Exploration of camera and lighting concepts and techniques.

*FST 512. Directing the Narrative Film (3) Introduces students to the interpretive concepts, language, and processes that a director is responsible for when collaborating with others.

*FST 520. Directing the Documentary (3) Emphasizes research, conceptualization, production strategies, ethical challenges, distribution, and audience for nonfiction filmmaking.

*FST 521. Sound Recording and Design (3) Sound recording and design aesthetics, technology, and techniques for narrative, documentary, and experimental filmmakers.

*FST 530. Directing the Experimental Film (3) Explores experimental processes in film and video production with an emphasis on the dialectic between personal expression and public significance.
*FST 531. Producing (3) Focuses on duties of a producer through a project lifecycle: development, financing, pre-production, production, post-production, marketing and distribution.

FST 543. French Cinema (3) Analytical history of the forms and contexts of French film, from its origins to the present day. Includes case studies drawn from early cinema, the coming of sound, the classical era, the New Wave, the cinema du look, and contemporary pop-art filmmaking.

FST 549. Studies in World Cinema (3) Study of a selected topic in world cinema. May be repeated under different subtitles, including World Film Minimalism, The Essay Film, and Art Cinema.


FST 551. Study of Cinematography (3) Study of cinematography principles and practices, including aspects of the photographic image, framing, and shot duration.

FST 552. Study of Film Editing (3) Study of diverse editing styles, practices, technologies, techniques, and theories.

FST 553. Study of Film Acting (3) Study of the principles of acting in the cinema and analysis of individual film performances.

FST 554. Study of Film Narration (3) Study of the principles of film narration and the ways in which different film genres, film modes, and filmmakers tell stories.

FST 555. Study of Film Sound (3) Study of the principles associated with sound and music in cinema, emphasizing the diverse methods by which filmmakers combine auditory and visual materials.

FST 556. Study of Mise-en-Scene (3) Study of staging, set design, lighting, costuming, and other aspects of mise-en-scene.

FST 559. Studies in Film Technique (3) Study of a selected topic in film technique, such as camera movement, lighting, or set design. May be repeated under different subtitles.

FST 567. Film Authors (3) Study of the films of a major filmmaker or group of filmmakers. May be repeated under different subtitles.

FST 568. Studies in Film Styles and Genres (3) Study of a film style or genre, such as film noir, the western, or the musical. May be repeated under different subtitles.
FST 569. Special Topics in Film Studies (3) Study of a special topic in film. May be repeated under different subtitles.

FST 579. Studies in Film History (3) Historical overview of a major period in film. May be repeated under different subtitles.

FST 580. New Wave Cinemas (3) An in-depth analysis of New Wave cinemas, a transnational response to classical filmmaking.

*FST 590: Writing/Researching/Preproducing the Thesis Film (3)* A preproduction workshop in which students develop, research, write and plan their thesis project to be executed in the spring semester of year three.

FST 591. Directed Independent Study (1-3) Students must secure permission of the graduate coordinator. May be repeated for credit.

FST 597. Theory and Practice of Film Studies Pedagogy (3) Concepts and application of film studies pedagogy.

*FST 598. Internship in Applied Film Studies (1-3) Prerequisite: Nine hours of graduate course credit. Supervised professional experience in film studies or film production.

*FST 599. M.F.A. Thesis Production (6)

IV. Faculty

A. (For undergraduate and master’s programs) List the names, ranks and home department of faculty members who will be directly involved in the proposed program. The official roster forms approved by SACS may be submitted. For master’s programs, state or attach the criteria that faculty must meet in order to be eligible to teach graduate level courses at your institution.

Department of Film Studies

1. Dr. Todd Berliner
2. Dr. Nandana Bose
3. Dr. Lou Buttino
4. Mr. Frederick Hackler
5. Dr. Mariana Johnson
6. Dr. Juan Carlos Kase
7. Mr. Dave Monahan
8. Dr. Ana Olenina
9. Dr. Timothy Palmer
10. Mr. Glenn Pack
11. Dr. Sue Richardson
12. Mr. Andre Silva
13. Ms. Shannon Silva

UNCW Graduate Faculty Criteria:
Persons employed for the first time at UNCW as tenure track faculty, adjunct, or visiting faculty may be granted membership on the Graduate Faculty at the discretion of the graduate dean for an initial appointment not to exceed three years.
An eligible person desiring membership on the Graduate Faculty may be appointed (or reappointed) to a five-year membership by the dean of the Graduate School upon nomination by the appropriate department chair and college or school dean, and with the advice and consent of the Graduate Council. The following criteria shall be required for membership on the Graduate Faculty.

1. An earned terminal degree in an appropriate discipline along with demonstrated effectiveness in teaching.

2. A continuing record of productive scholarship. Scholarship shall be defined as the creation of factual, theoretical, or interpretive knowledge, including performances, showings, and other forms of artistic accomplishment, which
   (a) is subject to regional, national, or international peer evaluation,
   (b) is disseminated regionally, nationally, or internationally in professional media, and
   (c) establishes a permanent record in a format appropriate to the discipline.

3. A record or strong indication of growing involvement with scholarship for those applicants/members holding the rank of assistant professor.

Except for the application of these criteria may be approved on a case-by-case basis upon petition to the dean of the Graduate School and the Graduate Council. Nothing in these and future criteria shall be adopted as a means of discriminating against any person because of race, sex, physical handicap, religion, age, or ethnic background.

**Film Studies Department Policies Research/Artistic Achievement for Full-time Faculty**

A reputation for strong faculty scholarship or artistic achievement is essential to an academic department in a comprehensive university, and active scholarship and/or artistic achievement is expected of all professorial-rank faculty members. Scholarly achievements include the publication of books, articles chapters, and reviews; the presentation of papers at academic conferences; the delivery of invited public lectures; and the securing of grants. Artistic achievements include serving a "significant" role (e.g., writer, director, producer, director of photography, editor) in the production of original motion pictures; staged readings; optioned screenplays, scripts and stories; festival screenings; and awards for original motion pictures.

Research and artistic achievements are equally valued. Research and artistic achievements are judged by their quality, impact and originality and the prestige of the publication or venue in which they are presented.

Most valued are original films on which the faculty member served a significant role and original film studies scholarship in the form of books and articles in scholarly presses and publications. Textbooks, published interviews, reviews, and popular writing directly pertinent to filmmaking or the discipline of film studies are also valued, though to a lesser degree than original films and film scholarship. The department, however, recognizes the expense and difficulties of filmmaking and does not expect production faculty to produce new artistic works every year. Consequently, although production faculty are encouraged to focus on creating artistic works, the department also supports production faculty who choose to produce other works related to film and filmmaking, such as textbooks or chapters in textbooks, interviews, reviews and popular writings about film, film studies, or filmmaking.

The department also values publications and artistic works that are not directly related to film but that still contain a tangible bearing on film or the discipline of film studies. It is incumbent upon the faculty member to demonstrate that the work manifests a tangible bearing.

Approved by the College of Arts and Sciences November 11, 2004
Approved by the Graduate Council January 27, 2005
B. (For doctoral programs) List the names, ranks, and home department of each faculty member who will be directly involved in the proposed program. The official roster forms approved by SACS may be submitted. Provide complete information on each faculty member’s education, teaching and research experience, research funding, publications, and experience directing student research including the number of theses and dissertations directed.

C. Estimate the need for new faculty for the proposed program over the first four years. If the teaching responsibilities for the proposed program will be absorbed in part or in whole by the present faculty, explain how this will be done without weakening existing programs.

1. 2015-2016: 1 new faculty
2. 2016-2017: 1 new faculty
3. 2017-2018: 1 new faculty
4. 2018-2019: 0 new faculty

D. Explain how the program will affect faculty activity, including course load, public service activity, and scholarly research.

The Department’s faculty workload policy is consistent with the College of Arts and Sciences’ policy and allows for faculty to gain workload credit for a variety of instructional methods. The workload will remain nine hours of instruction for research-active faculty in the Department.

The M.F.A. in Filmmaking will enhance and increase faculty research and teaching productivity. Graduate assistants will participate in faculty research and creative work and may be employed by faculty research grants. Filmmaking is a collaborative art form; students will contribute as crew and collaborators on a significant number of faculty projects. Directing graduate theses and other graduate program duties will allow qualifying faculty to accrue credit hour equivalencies toward course load reductions, according to UNCW standard practices. Teaching assistantships will increase faculty teaching productivity by allowing the department to increase the number of discussion sections for large lecture classes. Graduate students will mentor undergraduates and help with their scholastic development. Again, the collaborative nature of the creative filmmaking process ensures opportunity for undergraduate students to contribute (and learn) as crew, etc. on graduate film projects. The presence of a graduate program will increase public service activity, including conferences, festivals, film screenings, and public lectures by scholars and filmmakers.

V. Library

A. Provide a statement as to the adequacy of present library holdings for the proposed program to support the instructional and research needs of this program.

The current library holdings at UNCW of databases, monographs, periodicals and DVDs is strong. The William Madison Randall Library houses a collection of more than 468,000 monographs, 30,000 e-books and 105,000 bound periodical volumes, including over 700,000 government documents and 30,000 journals. The Library has 34,000 videos (DVD & VHS), including over 10,400 feature narrative films, 2,400 foreign films, 9,500 documentaries, and 315 short film collections. The library is open 132-hours per week and offers a variety of reference services that provide assistance by email, phone, chat or text.
In addition, a staff librarian serves as the liaison to the Department of Film Studies and students may request personalized research consultations with that individual.

The library currently has 143 film journals available to UNCW users and has purchased access to several film-related databases, including Project MUSE, International Index of Performing Arts, and the Film and Television Literature Index. Project MUSE is a unique collaboration between libraries and publishers providing 100% full-text to over 300 high quality humanities, arts, and social sciences journals from 60 scholarly publishers. International Index to the Performing Arts Full Text is a performing arts journal resource with nearly 350,000 indexed articles, plus detailed abstracts and full text, covering film, theatre and dance. Film & Television Literature Index with Full Text is a comprehensive bibliographic and full text database covering the entire spectrum of television and film. Subject coverage includes film & television theory, preservation & restoration, writing, production, cinematography, technical aspects, and reviews.

The Film Studies faculty have been diligent in bolstering Randall Library's holdings of Film Studies resources. In the past five years, the film studies department has ordered some 650 titles in a wide variety of areas including: Classical Hollywood, Documentary, Animation, Avant-Garde, American Independent, World Cinemas (African, Brazilian, Cuban, French, German, Indian, Italian, Japanese, Korean, Mexican), and Silent Era cinema. Faculty have also been successful in acquiring several library project development grants to purchase monographs in a variety of specialty areas, such as feminist film theory, experimental film, Latin American cinema, and Bollywood cinema.

The proposed M.F.A. program will require the library to bolster its holdings of short film collections as well as continue to grow its contemporary cinema offerings. A modest increase in the annual library budget for film studies would allow us to fill current gaps and grow the collection.

B. State how the library will be improved to meet new program requirements for the next four years. The explanation should discuss the need for books, periodicals, reference material, primary source material, etc. What additional library support must be added to areas supporting the proposed program?

Randall Library will meet the needs of the proposed program provided that the Department of Film Studies receive a 30% increase to its library budget. This increase is needed to expand the library’s holdings of short film collections and to permit the continued growth of film titles, which is essential to meet the needs of the program.

C. Discuss the use of other institutional libraries.

All UNCW faculty and students have borrowing privileges at other North Carolina state universities. In addition, UNCW is a member of the Coastal Library Consortium, which includes Fayetteville State University (FSU) and UNC Pembroke (UNCP). Faculty and students may use the electronic catalog to locate and place holds on books and other circulating materials at FSU and UNCP, which are usually delivered to Randall Library’s circulation department within a few days. ILIAD, which is Randall Library’s interlibrary loan system, is an online request system that allows faculty and students to request books, theses and dissertations, and journal articles that are not available from UNCW. These
materials are usually available within a few days; many articles are received in electronic format.

See II, B, Shared Resources: Library for plans to collaborate with UNCG and UNCSA M.F.A. programs and libraries.

VI.   Facilities and Equipment

A.   Describe facilities available for the proposed program.

The Department of Film Studies is currently located in both the first floor of King Hall and the Northeast corner of Kenan Hall. Existing facilities include two smart classrooms, a 160 seat movie theater with high definition projection, a small black box studio, an equipment room, and a 20 station edit lab/classroom. These facilities serve the UNCW Film Studies undergraduate program and are operating at near capacity.

B.   Describe the effect of this new program on existing facilities and indicate whether they will be adequate, both at the commencement of the program and during the next decade.

The proposed M.F.A. in Filmmaking program can be initiated in the current FST classroom space if courses are scheduled outside of prime times and additional classroom space is provided. The M.F.A. in Filmmaking will require facilities and space not currently available at UNCW by the beginning of the third year of the program.

In May 2013, the UNCW Provost and Chancellor announced a 2015-17 Unified Budget Process objective: “Conceptualize, design and fund an industry-linked film production facility consistent with the addition of a graduate program in Film Studies”. Planning and fundraising for Film Studies M.F.A. in Filmmaking program and facilities are being incorporated into 2015-17 budget cycle.

Additional filmmaking equipment will be required to implement and sustain the program over the first three years. Equipment/technology purchases needed for the facilities above is detailed on the attached M.F.A. Equipment Budget Breakdown. As this program is a strategic priority for the university, resources will be reallocated and/or raised to support this program and ensure its viability.

C.   Describe information technology and services available for the proposed program

No immediate computer services will be required to implement the M.F.A. All production faculty in the Film Studies Department currently have access to Apple office computers for word-processing and editing/post-production. KE1122 contains 22 iMac student computers, each equipped with the following: Adobe Creative Suite, Avid Media Composer, Pro Tools, and Final Cut Pro. All Film Studies computers are on life cycle and will be current upon the commencement of the M.F.A.. Within the first three years, the M.F.A. will require some additional facilities to be outfitted with computer editing and screening technologies. All graduate program computers will also be on a lifecycle replacement plan.

UNCW’s Information Technology Systems office provides campus-wide technical support and management of all computer and related communications technologies, including classroom support, learning management software, wireless and wired networking, and staff training. These services are available to every department and academic program.
D. Describe the effect of this new program on existing information technology and services and indicate whether they will be adequate, both at the commencement of the program and during the next decade.

Within the first three years following implementation, the M.F.A. in Filmmaking will require some additional facilities to be outfitted with computer editing and screening technologies. All graduate program computers will be part of the university's lifecycle replacement plan.

The M.F.A. will require equipment to service a range of filmmaking modes: narrative, documentary, experimental and animation. Because all students are required to actively explore the practice of all modes, a variety of film packages are necessary to equip each production approach. The range needed covers a spectrum of complexity; some will be classified as studio productions that need a complete production package (high-definition cameras with support equipment, prime and zoom lenses, lighting and grip, power distribution, and audio) while others will be smaller and thus more portable (Super8mm film cameras with a basic light kit).

Equipment/technology purchases needed for the purposes described above is detailed on the attached M.F.A. Equipment Budget Breakdown, with phased purchases for implementation detailed in the proposed annual budget.

Electronic equipment (cameras and audio) will also be on a three-year life cycle replacement schedule. Film Cameras, lighting, grip and power distribution will have a life expectancy of ten or more years. An annual maintenance and replacement cost for non-camera equipment/technology is included in the proposed annual budget.

VII. Administration

Describe how the proposed program will be administered, giving the responsibilities of each department, division, school, or college. Explain any inter-departmental or inter-unit administrative plans. Include an organizational chart showing the "location" of the proposed new program.

College of Arts & Sciences:
(1) Oversees Graduate School
(2) Oversees Film Studies Department academic standards
(3) Approves scheduling & faculty assignments
(4) Budgets salaries & equipment

Graduate School:
(1) Keeps student records
(2) Reports for accreditation
(3) Handles applications for admission and makes initial admissions criteria check
(4) Certifies completion of degree

Department of Film Studies:
(1) Chair schedules classes & faculty assignments
(2) Chair facilitates budget
M.F.A. Coordinator
(1) Recommends course schedule and faculty assignments to chair
(2) Oversees routine administration
(3) Approves thesis committees
(4) Implement policies derived by the M.F.A. Committee in accordance with guidelines provided by the Graduate School.

M.F.A. Committee
(1) Juries applications and application manuscripts
(2) Create policies in accordance with guidelines provided by the Graduate School
(3) Approve student manuscripts for graduation

A committee composed of representatives from the MFA programs at UNCG, UNCW, and UNCSA will meet annually to oversee ongoing inter-institutional efforts and to explore further possibilities of collaboration.

ADMINISTRATIVE ORGANIZATIONAL CHART

VIII. Accreditation and Licensure
A. Where appropriate, describe how all licensure or professional accreditation standards will be met, including required practica, internships, and supervised clinical experiences.
N/A
B. Indicate the names of all accrediting agencies normally concerned with programs similar to the one proposed. Describe plans to request professional accreditation.
N/A
C. If the new degree program meets the SACS definition for a substantive change, what campus actions need to be completed by what date in order to ensure that the substantive change is reported to SACS on time?
N/A
D. If recipients of the proposed degree will require licensure to practice, explain how program curricula and title are aligned with requirements to “sit” for the licensure exam.
N/A
IX. Supporting Fields

Discuss the number and quality of lower-level and cognate programs for supporting the proposed degree program. Are other subject-matter fields at the proposing institution necessary or valuable in support of the proposed program? Is there needed improvement or expansion of these fields? To what extent will such improvement or expansion be necessary for the proposed program?

The proposed M.F.A. will not require any support from other programs on campus, however, several other subject-matter fields will be valuable in the support of the program. The minor in Digital Arts, the undergraduate majors in Art and Theatre and Music, and graduate and undergraduate programs in Creative Writing program will benefit the proposed M.F.A. in providing faculty expertise and student collaborators to M.F.A. projects and programs, as will our own Film Studies undergraduate degree program.

X. Additional Information

Include any additional information deemed pertinent to the review of this new degree program proposal.

XI. Budget

A. Complete and insert the Excel budget template provided showing incremental continuing and one-time costs required each year of the first four years of the program. Supplement the template with a budget narrative for each year.

See next page
### SUMMARY OF ESTIMATED ADDITIONAL COSTS FOR PROPOSED PROGRAM

<table>
<thead>
<tr>
<th>INSTITUTION</th>
<th>University of N. C. Wilmington</th>
<th>DATE</th>
<th>11-Apr-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program (CIP, Name, Level)</td>
<td>Film/Video Production</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Degree(s) to be Granted</td>
<td>Master of Fine Arts in Filmmaking</td>
<td>Program Year</td>
<td>Year 1 (2015-2016)</td>
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<tr>
<td>Differential tuition requested per student per academic yr</td>
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<tr>
<td>Percent differential tuition for financial aid</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Differential tuition remainder</td>
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<td></td>
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</tr>
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#### ADDITIONAL FUNDS REQUIRED - BY SOURCE

<table>
<thead>
<tr>
<th></th>
<th>Reallocation of Present Institutional Resources</th>
<th>Projected Differential Tuition</th>
<th>Enrollment Increase Funds</th>
<th>Other New Allocations (Identify)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>EPA/SPA Regular Salaries</td>
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<td>(Administrative Associate)</td>
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<td>$20,900.00</td>
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<td>EPA Academic Salaries</td>
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<td>(1-Faculty)</td>
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<td>Graduate Stipends</td>
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<tr>
<td>(4-Teaching Assistants @)$14,000</td>
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</tr>
<tr>
<td>Communications</td>
<td>$ -</td>
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<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
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<tr>
<td>Printing and Binding</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
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<td>$ -</td>
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<tr>
<td>Fixed Charges</td>
<td></td>
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<tr>
<td>(Events, Equipment Maintenance)</td>
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<td>Capital Outlay (Equipment)</td>
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<tr>
<td>(Film/Video Production Equipment)</td>
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<td><strong>$153,500.00</strong></td>
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<td><strong>$556,018.00</strong></td>
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</table>

Narrative: Cost for the first year of implementation include 1 new faculty, 4 teaching assistants and a substantial purchase of motion picture production equipment necessary to teach courses and facilitate student filmmaking assignments and first year projects. Enrollment Increase Funds will cover most new personnel costs but other funding sources will be needed to cover fixed charges and capital outlay related to film/video production.
SUMMARY OF ESTIMATED ADDITIONAL COSTS FOR PROPOSED PROGRAM

<table>
<thead>
<tr>
<th>INSTITUTION</th>
<th>University of N. C. Wilmington</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program (CIP, Name, Level)</td>
<td>Film/Video Production</td>
</tr>
<tr>
<td>Degree(s) to be Granted</td>
<td>Master of Fine Arts in Filmmaking</td>
</tr>
<tr>
<td>Program Year</td>
<td>Year 2 (2016-2017)</td>
</tr>
<tr>
<td>Differential tuition requested per student per academic yr</td>
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<tr>
<td>Projected annual FTE students</td>
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<tr>
<td>Projected annual differential tuition</td>
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<td>Percent differential tuition for financial aid</td>
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</tr>
<tr>
<td>Differential tuition remainder</td>
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ADDITIONAL FUNDS REQUIRED - BY SOURCE

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<thead>
<tr>
<th>Source</th>
<th>Reallocation of Present Institutional Resources</th>
<th>Projected Differential Tuition</th>
<th>Enrollment Increase Funds</th>
<th>Other New Allocations (Identify)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>EPA/SPA Regular Salaries</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Administrative Associate)</td>
<td>$ -</td>
<td>$ -</td>
<td>$ 31,000.00</td>
<td>$ -</td>
<td>$ 31,000.00</td>
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<tr>
<td>EPA Academic Salaries</td>
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<tr>
<td>(2-Faculty @ $55,000)</td>
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<td>$ 110,000.00</td>
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<td>$ 110,000.00</td>
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<td>$ 18,590.00</td>
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<td>$ 18,590.00</td>
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<td>$ -</td>
<td>$ 15,219.00</td>
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<td>$ 15,219.00</td>
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<td>$ -</td>
<td>$ 15,855.00</td>
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<td>$ 15,855.00</td>
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<tr>
<td>Graduate Stipends</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(8-Teaching Assistants @ $14,000)</td>
<td>$ -</td>
<td>$ -</td>
<td>$ 112,000.00</td>
<td>$ -</td>
<td>$ 112,000.00</td>
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<tr>
<td>Supplies and Materials</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>(Travel, supplies, etc.)</td>
<td>$ 2,994.00</td>
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<td>$ 2,006.00</td>
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<td>$ 5,000.00</td>
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<tr>
<td>Travel</td>
<td>$ -</td>
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<td>$ -</td>
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</tr>
<tr>
<td>Communications</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td>Printing and Binding</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
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<td>Advertising</td>
<td>$ -</td>
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<td>$ -</td>
</tr>
<tr>
<td>Fixed Charges</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Film/media equipment/supplies)</td>
<td>$ 14,570.00</td>
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<td>$ 3,430.00</td>
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<td>$ 18,000.00</td>
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<tr>
<td>Capital Outlay (Equipment)</td>
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<tr>
<td>(Film/Video Production Equipment)</td>
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<td>$ 185,682.00</td>
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<td>Libraries</td>
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</table>

TOTAL ADDITIONAL COSTS | $ 203,246.00 | $ - | $ 308,100.00 | $ - | $ 511,346.00 |

Narrative: Costs for program year 2, including the 1 additional new faculty member and 4 additional TA's will be covered by Enrollment Increase Funds. Film/Video production equipment purchases completed in year one will partially satisfy curricular needs of year 2, but initial equipment purchases are necessary for year two courses, assignments, and projects.
<table>
<thead>
<tr>
<th>INSTITUTION</th>
<th>University of N. C. Wilmington</th>
<th>DATE</th>
<th>11-Apr-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program (CIP, Name, Level)</td>
<td>Film/Video Production</td>
<td>Degree(s) to be Granted</td>
<td>Master of Fine Arts in Filmmaking</td>
</tr>
<tr>
<td>Program Year</td>
<td>Year 3 (2017-2018)</td>
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<tr>
<td>Differential tuition requested per student per academic yr</td>
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<tr>
<td>Projected annual FTE students</td>
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<td></td>
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</tr>
<tr>
<td>Percent differential tuition for financial aid</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Differential tuition remainder</td>
<td>0</td>
<td></td>
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### ADDITIONAL FUNDS REQUIRED - BY SOURCE

<table>
<thead>
<tr>
<th>EPA/SPA Regular Salaries</th>
<th>Reallocation of Present Institutional Resources</th>
<th>Projected Differential Tuition</th>
<th>Enrollment Increase Funds</th>
<th>Other New Allocations (Identify)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Administrative Associate)</td>
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<td>$ -</td>
<td>$ 31,000.00</td>
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<td>$ 31,000.00</td>
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<td>EPA Academic Salaries</td>
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<td>Communications</td>
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<td>$ -</td>
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<tr>
<td>Printing and Binding</td>
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</tr>
<tr>
<td>Advertising</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td>Fixed Charges</td>
<td>(Film/media equipment/supplies)</td>
<td>$ -</td>
<td>$ -</td>
<td>$ 18,000.00</td>
<td>$ -</td>
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<tr>
<td>Capital Outlay (Equipment)</td>
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<tr>
<td>TOTAL ADDITIONAL COSTS</td>
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<td>$ 440,700.00</td>
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<td>$ 479,762.00</td>
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</table>

Narrative: Program year 3 will be the first year in which UNCW M.F.A. in Filmmaking students will be completing motion picture thesis projects, necessitating one last major film/video production equipment purchase. More than half of these equipment purchases will be covered by Enrollment Increase Funds, as well as the cost of the third (and final) faculty line, as well as the last four (of a total of 12) teaching assistant positions.
### SUMMARY OF ESTIMATED ADDITIONAL COSTS FOR PROPOSED PROGRAM

<table>
<thead>
<tr>
<th>INSTITUTION</th>
<th>Program (CIP, Name, Level)</th>
<th>DATE</th>
<th>Degree(s) to be Granted</th>
<th>Program Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of N. C. Wilmington</td>
<td>Film/Video Production</td>
<td>11-Apr-14</td>
<td>Master of Fine Arts in Filmmaking</td>
<td>Year 4 (2018-2019)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Program Year</th>
<th>Differential tuition requested per student per academic yr</th>
<th>Projected annual FTE students</th>
<th>Projected annual differential tuition</th>
<th>Percent differential tuition for financial aid</th>
<th>Differential tuition remainder</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 4</td>
<td>$0</td>
<td>36</td>
<td>$0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

### ADDITIONAL FUNDS REQUIRED - BY SOURCE

<table>
<thead>
<tr>
<th>Source</th>
<th>Reallocation of Present Institutional Resources</th>
<th>Projected Differential Tuition</th>
<th>Enrollment Increase Funds</th>
<th>Other New Allocations (Identify)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>EPA/SPA Regular Salaries (Administrative Associate)</td>
<td>$ -</td>
<td>$ -</td>
<td>$ 31,000.00</td>
<td>$ -</td>
<td>$ 31,000.00</td>
</tr>
<tr>
<td>EPA Academic Salaries (3-Faculty @ $55,000)</td>
<td>$ -</td>
<td>$ -</td>
<td>$ 165,000.00</td>
<td>$ -</td>
<td>$ 165,000.00</td>
</tr>
<tr>
<td>Social Security</td>
<td>$ -</td>
<td>$ -</td>
<td>$ 22,415.00</td>
<td>$ -</td>
<td>$ 22,415.00</td>
</tr>
<tr>
<td>State Retirement</td>
<td>$ -</td>
<td>$ -</td>
<td>$ 21,559.00</td>
<td>$ -</td>
<td>$ 21,559.00</td>
</tr>
<tr>
<td>Medical Insurance</td>
<td>$ -</td>
<td>$ -</td>
<td>$ 21,140.00</td>
<td>$ -</td>
<td>$ 21,140.00</td>
</tr>
<tr>
<td>Graduate Stipends (8-Teaching Assistant @ $14,000)</td>
<td>$ -</td>
<td>$ -</td>
<td>$ 112,000.00</td>
<td>$ -</td>
<td>$ 112,000.00</td>
</tr>
<tr>
<td>Supplies and Materials (Tech, supplies, travel)</td>
<td>$ -</td>
<td>$ -</td>
<td>$ 7,500.00</td>
<td>$ -</td>
<td>$ 7,500.00</td>
</tr>
<tr>
<td>Current Services (Identify)</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td>Travel</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td>Communications</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td>Printing and Binding</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td>Advertising</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td>Fixed Charges (Film/media supplies, production equipment maintenance)</td>
<td>$ -</td>
<td>$ -</td>
<td>$ 18,000.00</td>
<td>$ -</td>
<td>$ 18,000.00</td>
</tr>
<tr>
<td>Capital Outlay (Equipment)</td>
<td>Film/Video Production Equipment</td>
<td>$ -</td>
<td>$ -</td>
<td>$ 137,528.00</td>
<td>$ -</td>
</tr>
<tr>
<td>Libraries</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td><strong>TOTAL ADDITIONAL COSTS</strong></td>
<td>$ -</td>
<td>$ -</td>
<td>$ 536,142.00</td>
<td>$ -</td>
<td>$ 536,142.00</td>
</tr>
</tbody>
</table>

**Narrative:** Additional equipment costs needed to equip new facilities such as a sound recording and mixing studio and sound stages have been set aside until the fourth year of implementation. Following this fourth year, the M.F.A. in Filmmaking becomes self-sustaining in terms of Enrollment Increase Funding and base operating costs. Maintenance and lifecycle funding outlined in the Facilities and Equipment section will be used to upgrade and maintain the program's largest physical expense: film/video production equipment.
B. Based on the campus’ estimate of available existing resources or expected non-state financial resources that will support the proposed program (e.g., federal support, private sources, tuition revenue, etc), will the campus:

1. Seek enrollment increase funds or other additional state appropriations (both one-time and recurring) to implement and sustain the proposed program? If so, please elaborate.

2. Require differential tuition supplements or program-specific fees? If so, please elaborate.
   a. State the amount of tuition differential or program-specific fees that will be requested.
   b. Describe specifically how the campus will spend the revenues generated.
   c. Does the campus request the tuition differential or program-specific fees be approved by the Board of Governors prior to the next Tuition and Fee cycle?

C. If enrollment increase funding, differential tuition, or other state appropriations noted in the budget templates are not forthcoming, can the program still be implemented and sustained and, if so, how will that be accomplished? Please elaborate and provide documentation of campus commitments where appropriate.

   If enrollment growth funding is unavailable, the Film Studies department will take measures to reduce or postpone start-up costs by temporarily eliminating the proposed administrative assistant position, and reducing the number of proposed faculty and teaching assistantships. Because the proposed M.F.A. in Filmmaking must employ a lock-step curriculum, reduced enrollments and delayed purchases/construction of equipment and facilities are not viable options. As this program is a strategic priority for the university, resources will be reallocated and/or raised to support this program and ensure its viability.

XII. Evaluations Plans

All new degree program proposals must include an evaluation plan which includes:

A. Criteria to be used to evaluate the quality and effectiveness of the program, including academic program student learning outcomes.

   The annual criteria we will use to evaluate the M.F.A. in Film Studies program include the number and quality of applicants, the number of students accepted into the program, performance in graduate coursework, advisor and mentor feedback, graduate student professional activity, the number of successful theses, and placement of graduates.

B. Measures (metrics) to be used to evaluate the program (include enrollments, number of graduates, and student success).

   See next page
<table>
<thead>
<tr>
<th>Criteria</th>
<th>Indicators</th>
<th>Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Quality and number of applicants</td>
<td>Eligible applicants will have:</td>
<td>• Number of eligible applications received</td>
</tr>
<tr>
<td></td>
<td>• exceeded minimum criteria set by Graduate School</td>
<td>• Quality of Work Samples Presented</td>
</tr>
<tr>
<td></td>
<td>• submitted all materials requested</td>
<td>• Average GRE scores</td>
</tr>
<tr>
<td>2. Number of students accepted into the program</td>
<td>Successful applicants will have above average or excellent ratings by the</td>
<td>Number of students accepted into the program</td>
</tr>
<tr>
<td></td>
<td>departmental admissions committee.</td>
<td></td>
</tr>
<tr>
<td>3. Performance in graduate coursework</td>
<td>Successful graduate students will have exceeded a 3.0 GPA in all graduate</td>
<td>Average GPA for cohort</td>
</tr>
<tr>
<td></td>
<td>coursework.</td>
<td></td>
</tr>
<tr>
<td>4. Comprehensive Exam</td>
<td>Successful graduate students will complete required research and exam</td>
<td>• Test Score</td>
</tr>
<tr>
<td></td>
<td>questions and will be given clearance to proceed in program.</td>
<td>• Faculty review comments</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Approval to proceed in program</td>
</tr>
<tr>
<td>5. Research Projects</td>
<td>Successful graduate students will complete required research projects and</td>
<td>Faculty review comments</td>
</tr>
<tr>
<td></td>
<td>successfully defend projects in annual review.</td>
<td></td>
</tr>
<tr>
<td>6. Advisor and mentor feedback</td>
<td>Successful graduate students will have received positive feedback from</td>
<td>Qualitative assessments of student performance/progress toward the degree</td>
</tr>
<tr>
<td></td>
<td>advisors and/or mentors.</td>
<td></td>
</tr>
<tr>
<td>7. Graduate student artistic/scholarly/research activity</td>
<td>Successful graduate students will have presented at least one of their</td>
<td>• Number of graduate students who present or co-present their work in a</td>
</tr>
<tr>
<td></td>
<td>film projects in a competitive and public context, such as juried film</td>
<td>competitive/public context.</td>
</tr>
<tr>
<td></td>
<td>festivals, TV broadcast or gallery exhibition.</td>
<td></td>
</tr>
<tr>
<td>8. Theses projects</td>
<td>• Successful graduate students will have passed the thesis requirement</td>
<td>Number of graduates from the program</td>
</tr>
<tr>
<td>9. Placement of graduates</td>
<td>• Successful graduates of the program will have found employment in a</td>
<td>• Number of graduates placed in professional occupations</td>
</tr>
</tbody>
</table>
Year 1  | Year 2  | Year 3  | Year 4  | TOTALS
---|---|---|---|---
Graduates | 0 | 0 | 12 | 12 | 24

C. The plan and schedule to evaluate the proposed new degree program prior to the completion of its fourth year of operation.

UNCW has a set of guidelines and a well-defined process for the review and evaluation of its graduate programs. After the second full year of operation, the proposed program will undertake a comprehensive self-study as outlined by these guidelines. Guidelines at: [http://uncw.edu/gradschool/programreview/Graduate%20Program%20Review%20Guidelines,%20Revised%202009.pdf](http://uncw.edu/gradschool/programreview/Graduate%20Program%20Review%20Guidelines,%20Revised%202009.pdf)

XIII. Reporting Requirements

Institutions will be expected to report on new program productivity as a part of the biennial low productivity program review process.

XIV. Attachments

Attach the final approved Appendix A as the first attachment following this document.

This proposal to establish a new degree program has been reviewed and approved by the appropriate campus committees and authorities.

Chancellor: ___________________________ Date: July 21, 2014
July 20, 2014

Courtney H. Thornton, Ed.D.
Associate Vice President for Research and Graduate Education
UNC General Administration
910 Raleigh Road, Box 2688
Chapel Hill, NC 27515-2688

Dear Courtney,

I am writing in support of the Request to Establish the M.F.A. in Filmmaking degree proposal that is being submitted to UNC General Administration from UNCW. As you know, this degree program is one that is of great importance to our campus; it is appropriate to our mission and builds upon our institutional strengths.

Although the proposed program budget relies on enrollment growth funding, I want to assure you that UNCW is committed to providing the resources needed in the absence of the enrollment funding. As stated in Appendix C, if enrollment growth funding is unavailable, the Film Studies department will take measures to reduce or postpone start-up costs by temporarily eliminating the proposed administrative assistant position and reducing the number of proposed faculty and teaching assistantships. Because the proposed M.F.A. in Filmmaking must employ a lock-step curriculum, reduced enrollments and delayed purchases/construction of equipment and facilities are not viable options. As this program is a strategic priority for the university, resources will be reallocated and/or raised to support this program and ensure its viability.

Let me know if you have any questions or other concerns.

Sincerely,

[Signature]

Denise A. Battles
APPENDIX A
UNIVERSITY OF NORTH CAROLINA
REQUEST FOR AUTHORIZATION TO PLAN
A NEW DEGREE PROGRAM

THE PURPOSE OF ACADEMIC PROGRAM PLANNING: Planning a new academic degree program provides an opportunity for an institution to make the case for need and demand and for its ability to offer a quality program. The notification and planning activity to follow do not guarantee that authorization to establish will be granted.

Date: 09/17/12

Constituent Institution: University of North Carolina Wilmington

CIP Discipline Specialty Title: Film/Video Production

CIP Discipline Specialty Number: 500602 Level: M

Exact Title of the Proposed Program: Master of Fine Arts in Filmmaking

Exact Degree Abbreviation (e.g. B.S., B.A., M.A., M.S., Ed.D., Ph.D.): MFA

Does the proposed program constitute a substantive change as defined by SACS? Yes ___ No X___

The current SACS Substantive Change Policy Statement may be viewed at: http://www.sacscoc.org/pdf/081705/Substantive%20Change%20policy.pdf

If yes, please briefly explain.

Proposed date to establish degree: Month August Year 2015

1. Describe the proposed new degree program. The description should include:
   a. a brief description of the program and a statement of educational objectives

   The proposed Master of Fine Arts in Filmmaking will offer an intensive studio-academic apprenticeship in a variety of filmmaking modes, including narrative, documentary, experimental, and animation. The curriculum will offer workshop-style courses in film production, as well as a range of critical studies courses (e.g. film history, theory and criticism), and a required applied learning experience.

   Students in the program will develop knowledge and skills in all aspects of filmmaking aesthetics and technology. Through courses in cinematography, screenwriting, editing, sound design, producing, and directing in narrative,
documentary, and experimental modes, the program aims to provide students with comprehensive knowledge of the art and process of filmmaking. The program seeks to prepare students as complete filmmakers equipped to use cinematic language in a wide variety of expressive applications.

The MFA in Filmmaking offers students a variety of professional experiences. In addition to class assignments, each student develops technical expertise and a creative voice by directing three short films and collaborating on film projects directed by his/her peers. Through required applied learning experiences, students may gain practical knowledge about specialized film crew positions, post production, distribution, producing, animation, and effects, or such careers as motion picture exhibition, marketing, and publishing. Professional engagement strategies planned for the proposed MFA in Filmmaking program include visiting artist residencies, feature film production residencies, a professional mentor program, and film industry entrepreneurial incubation residencies.

The UNCW Department of Film Studies is uniquely positioned to offer students these applied learning experiences. Our successful internship program currently places over 80 students a year and maintains relationships with local, national and international film-related agencies to provide students with a wide range of professional learning experiences. The FST210 Movie Makers and Scholars course hosts an average of 12 motion picture industry professionals each academic year. Film Studies produces Visions, a student-run international film festival and conference, and has a strategic partnership with Intellect Press, an international publisher of books, academic journals, and popular magazines dedicated to film and visual culture. The department participates in a variety of capacities in Wilmington’s Cucalorus Film Festival.

The Film Studies department is founded on the principle that the study of cinema and the artistic production of motion pictures complement one another. Students gain hands-on experience in film production through a curriculum that balances theory and practice, but also learn the history, aesthetics, and social significance of film. This complementary dual emphasis on film culture and filmmaking gives our program a competitive edge and broadens the prospective pool of applicants.

The MFA will require a minimum of 60 graduate hours: 30 hours in film production; 6 research hours devoted to producing 2 significant pre-thesis film projects; 9 hours in thesis, a creative film work of substantial merit and quality; and 12 hours in graduate critical studies courses, with the option of taking one graduate elective course in production, critical studies or a graduate course outside of Film Studies. In addition, the student must complete 3 graduate hours in an applied learning experience (e.g. internship, mentorship, professional engagement, etc.).

The program is designed for students with undergraduate degrees in film study and/or filmmaking, as well as for students coming from other relevant disciplines.

The Master of Fine Arts in Film Production serves three kinds of students:
1) prospective filmmakers who wish to pursue their own artistic ambitions to create and exhibit/distribute films in a variety of modes; 2) those who, upon completing that apprenticeship, wish to teach, especially at the college level; and 3) those who wish to apply their creative experience to other professions, such as interactive media, integrated media, advertising, journalism, etc.

Thus, the educational goals are four:
1) to provide the student with a rigorous apprenticeship in film and help him or her master the art and craft of filmmaking; 2) develop the student's critical faculties and aesthetic judgment; 3) provide the student with the skills, experience, knowledge, and network to enter the motion picture marketplace, and 4) develop the student's abilities in the teaching of filmmaking, providing viable models and an ethical and artistically sound pedagogy.

b. the relationship of the proposed new program to the institutional mission

The Institutional Mission:
The University of North Carolina Wilmington, the state's coastal university, is dedicated to learning through the integration of teaching and mentoring with research and service. Our powerful academic experience stimulates creative inquiry, critical thinking, thoughtful expression and responsible citizenship in an array of high-quality programs at the baccalaureate and master's levels, and in our doctoral programs in marine biology and educational leadership. Substantial research activity, combined with our hallmark teaching excellence and moderate size, advances distinctive student involvement in faculty scholarship. We are committed to diversity and inclusion, affordable access, global perspectives, and enriching the quality of life through scholarly community engagement in such areas as health, education, the economy, the environment, marine and coastal issues, and the arts.

UNCW has dedicated itself to “creative inquiry, critical thinking, thoughtful expression and responsible citizenship.” By educating its students in the creation of motion pictures, the MFA in Filmmaking encourages interaction with society in ways that are creative, probing, and socially aware. Through creating cinema in a variety of modes (documentary, experimental, narrative, animation), our students will engage in producing cultural products that are aesthetic, thoughtful and expressive. The motion pictures produced by graduate students will enhance film exhibition and arts events presented locally and regionally, but the community engagement fostered by the proposed program will extend beyond cultural offerings. MFA filmmakers will collaborate with local filmmakers and technicians, contribute their skills to a prospering local and regional film industry, and engage the services of film production support enterprises.

Through the addition of a new graduate program, the Film Studies department will enhance “distinctive student involvement in faculty scholarship” and pedagogy. Classes, teaching assistantships, research assistantships, and applied learning activities will train the department's graduate students to become writers, teachers, filmmakers, scholars, artists, and arts administrators,
diversifying the variety of learning opportunities currently available at UNCW. Such a major addition to the educational mission of UNCW will increase the profile of the university and expand its connections to other major educational institutions both within the United States and abroad.

c. the relationship of the proposed new program to existing programs at the institution and to the institution’s strategic plan

**Existing Programs at UNCW**
The proposed MFA in Filmmaking and existing B.A. in Film Studies will overlap and enhance one another in numerous mutually beneficial ways:

First, both the B.A. and the proposed MFA will share essential resources:
- Film Studies Department faculty will teach in and administer both programs;
- Both programs will share office staff, classrooms, and office spaces;
- Both programs will share some facilities and equipment;
- Both programs will employ Film Studies holdings at Randall Library.

Second, the MFA program will provide research and teaching assistants that will enhance the undergraduate program and faculty productivity, provide mentors for undergraduate Film Studies majors, while offering professional opportunities, teaching and research experience, and financial support for MFA students.

Third, the curriculum of the proposed MFA in Film Studies coordinates organically with the existing Film Studies undergraduate curriculum: The MFA curriculum represents an expansion and deepening of the Film Studies’ undergraduate curriculum and is in keeping with the department’s mission. Film Studies at UNCW is founded on the principle that the study of cinema and the artistic production of motion pictures complement one another, and both undergraduate and graduate students in Filmmaking perform work in both areas.

Finally, the MFA in Filmmaking will seek curricular and project collaborations with other departments and programs in the UNCW College of Arts and Sciences. The feature film screenwriting course currently offered by the Creative Writing department’s MFA program will provide the initial opportunity for a variety of interdisciplinary collaborations between graduate writing and filmmaking students. MFA graduate filmmakers will collaborate with actors, designers, and technicians in the Theatre department, animators, designers, and visual effects artists in the Art and Art History department and Digital Arts minor, and composers and musicians in the Music major. Because filmmaking is interdisciplinary by nature and its potential subject matter is so broad, MFA in Filmmaking students will also have the option of taking electives in a wide range of other graduate programs, from English and History to Environmental Studies and Sociology.

**Strategic Plan:**
The development of a new Master of Fine Arts degree program in Filmmaking directly enhances the University of North Carolina Wilmington’s strategic vision,
as articulated in *Transforming Ideas into Action: A Strategic Plan*. The plan states, “The college of arts and sciences, the professional schools, and the graduate school seek to stimulate intellectual curiosity, imagination, critical thinking, and thoughtful expression in a broad range of disciplines and professional fields.” The proposed graduate filmmaking program combines scholarly research and analysis with creative filmmaking and the dynamic presentation of original thinking. The activities of graduate students in Filmmaking will embody these mission statement goals.

The opening section of *Transforming Ideas into Action: A Strategic Plan* states UNCW’s mission to provide “the highest quality undergraduate and graduate academic experience in an extensive array of programs at the baccalaureate and master’s levels.” A Master of Fine Arts program in Filmmaking will not only extend the university’s post-baccalaureate curriculum but also complement and reinforce current undergraduate and graduate degree programs in Theatre, Music, Art & Art History, Computer Science, Creative Writing, English, History, Sociology and others.

The mission section of *Transforming Ideas into Action: A Strategic Plan* also states: “UNCW seeks to celebrate and study the heritage and environment of the coastal region, and to enrich its quality of life, economy, and education.” MFA students will contribute to the cultural life of the UNCW campus and the region through the process of collaborative filmmaking, the stories, ideas, and images expressed in their completed films, film programming and film-related events, which will disseminate film culture throughout the region. MFA students will participate as interns with Wilmington’s Cucalorus Film Festival, and in the Wilmington film industry, including Screen Gems studios, the largest film production facility outside of Hollywood. Visions Film Festival and Conference, a free public event that brings international filmmakers and scholars to UNCW and Wilmington, will involve significant MFA student participation. Such participation will enrich the region’s quality of life, economy, and education.

In its teaching modules, as well as its concomitant cultural and professional activities, the MFA in Filmmaking will serve the core values articulated in UNCW’s *Transforming Ideas into Action: A Strategic Plan*. These include “creative, critical and reflective thinking; lifelong learning; communication and interaction; a celebration of diversity of people and ideas; commitment to improving the quality of life on and off campus; and personal achievement and integrity.”

The proposed MFA in Filmmaking directly advances 6 of the 7 Goals and Objectives within UNCW’s Strategic Plan:

**GOAL I: Create the most powerful learning experience possible for our students.**

The proposed MFA degree program will produce complete filmmakers by providing students significant instruction in film analysis and history, intensive applied learning instruction in every stage of the creative and
technical filmmaking process, and in every mode of motion picture production.

The proposed MFA degree program will directly advance UNCW’s stated aim to “improve the range and quality of student-faculty interactions.” Film faculty will involve MFA students in their research and filmmaking initiatives, developing and expanding students’ abilities to participate on advanced projects. Graduate students will also mentor and collaborate with undergraduate Film Studies students on filmmaking projects.

The proposed MFA degree program will add to UNCW a new graduate studies program in an important and evolving area of study. It will contribute to the goal of student recruitment through academic and support programs that advance the university’s stature and impact. Graduate filmmaking programs are in high demand, and such a program in a thriving Film Studies Department in one of the largest film production centers in the U.S. will offer a powerful learning experience and promises to recruit outstanding students whose graduate works will reach wide audiences.

**GOAL II: Recruit, retain, and develop quality faculty**

The MFA’s focus on a variety of cinematic modes (narrative, documentary, experimental, animation) will enable the department to support the creative and pedagogical work of current faculty, as well as to recruit from diverse areas in the field.

The addition of a graduate program in the department will aid our recruitment of quality faculty. Furthermore, teaching and research assistance from graduate students will aid the productivity of the faculty and enhance the department’s impact.

**GOAL III: Embrace and enhance diversity throughout the university’s constituencies, culture, curriculum and outreach activities.**

Film is now one of the primary means by which different nations and ethnicities export their cultures. In addition to producing their own films, MFA students will study domestic and international cinemas. Through outreach activities in the community (including documentary filmmaking, collaborative narrative and experimental filmmaking, film festivals and internships, and media literacy outreach), students and faculty will promote and engage in diverse idea exchanges on campus and in the region.

Filmmaking is collaborative by nature, and film projects and screenings will help strengthen relationships and interaction among all students. The program’s comprehensive curriculum, which in addition to narrative and documentary includes experimental, animation and hybrid filmmaking, will attract non-traditional and diverse students and faculty.
GOAL IV: Create an educational environment that prepares our students to be global citizens.

Cinema is a global language, and is a primary intersection of politics, art, business, history, culture, technology and global citizenship. Students who understand the complex workings of this business and art form, as our MFA students will, are not only prepared global citizens but are uniquely situated to influence and advance global perspectives.

GOAL V: Strengthen the university’s regional engagement and outreach activities.

As indicated above, the proposed MFA program will enable UNCW to participate in and lead regional film activity. Through the Film Studies Department’s close working relationship with the Cucalorus film festival, Screen Gems Studios, and the Wilmington filmmaking community, and its slate of popular cultural events (including film screenings, festivals, and conferences), the MFA program will enhance the university’s regional engagement and outreach activities.

GOAL VII: Ensure adequate resources to achieve university goals by increasing public financial support and private giving.

Filmmaking’s high visibility and impact are an ideal means of advancing the university’s own stature and of increasing public and private funding sources. The popularity and visual force of motion pictures provides a tangible, accessible, and engaging demonstration of UNCW’s educational resources at work. The large output of high quality MFA projects and cultural events will enhance foundation and corporate giving (Objective 5), and increase grants, contracts, and entrepreneurial activity to enhance the university’s programs and projects (Objective 7).

d. special features or conditions that make the institution a desirable, unique, or cost effective place to initiate such a degree program

The Master of Fine Arts in Filmmaking program will seek to expand on UNCW’s already flourishing collaborative relationship with a thriving local filmmaking industry and further utilize the region’s relatively unique film resources, which include the expanded EUE Screen Gems Studios, Wilmington Camera, Cinepartners, The Wilmington Regional Film Commission, Working Films, KMG Kaufman Media Group, and the Cucalorus Film Festival – all of which contribute to the approximately 80 Wilmington film industry undergraduate internships Film Studies currently places each year.

The rapid growth of the current Film Studies major is one indicator of the proposed Master of Fine Arts degree program’s potential. At the inception of the undergraduate film studies major in 2001, the film studies program counted 40 majors. With no recruitment or advertising, that number grew to 285 in three years and has stabilized at approximately 320 (majors and pre-majors) only after Film Studies instituted a rigorous curricular gateway. When the program gained departmental status in 2003, Film Studies had only two tenure track faculty. In
the following nine years, the department added nine tenure track professors, three full-time lecturer positions, and an adjunct professor. The department also employs professional filmmakers as guest artist faculty each semester.

With the department’s proven ability to attract excellent faculty in mind, Film Studies is confident that experienced and talented faculty will be drawn to a graduate academic program in a thriving production center. Building a diverse collaborative community is essential to any filmmaking endeavor, and thus the program will utilize its unique position to recruit both students and faculty on a national and global scale.

In turn, the program will further expand upon the cinema culture, crew base, and growing population of visual artists that the Film Studies department already contributes to the Cape Fear region and state of North Carolina. The thirty-six films that the graduate program produces each year will be shared with audiences, the industry, and peer institutions through international film festival screenings, broadcast outlets, webcasting, and commercial theatrical venues, including Thalian Hall, Lumina Theater, the Cine Noir and Cape Fear Independent film festivals, and the Cucalorus Film Festival -- showcased in Time Magazine as one of America’s most exceptional regional film events.

The proposed Master of Fine Arts degree program in Filmmaking will strive to contribute to Wilmington’s transition from a production-for-hire community to self-reliant filmmaking community that develops and produces homegrown content. The University of Texas at Austin’s MFA degree program in Film and Video production produced internationally acclaimed filmmakers such as Robert Rodriguez (*Sin City*), who in turn elevated the local film industry and strengthened cooperative filmmaking initiatives with the university. Like UT Austin, UNC Wilmington can utilize student, faculty, community and university resources to develop filmmakers capable of transforming motion picture production in southeastern North Carolina.

2. Provide documentation of student demand and evidence of the proposed program’s responsiveness to the needs of the region, state, or nation.

At the national level, there is a consistently large annual applicant pool for graduate programs in filmmaking. For example, the MFA program at the University of Texas-Austin, a graduate film school with a structure similar to our proposed program, annually admits 12 students from an applicant pool of 150-175.

Student demand for film studies in North Carolina is evidenced in part by the popularity of the undergraduate program at UNCW. With almost 300 student majors drawn from various states and countries, ours is one of the most popular majors on campus, despite a demanding curriculum and a rigorous admissions process that turns away approximately half of the students who apply to the major.
Our department’s research indicates a similarly strong demand for a graduate program in film at UNCW. A recent survey of students in the Film Studies Department’s senior seminars indicates that a majority of our graduating seniors are interested in pursuing a graduate degree in film. Out of 43 graduating seniors surveyed, 63% indicated that they were interested in pursuing graduate study in film, 58% indicated an interest in an MFA in filmmaking, 16% indicated an interest in entering an M.A. in Film Studies, and 30% indicated an interest in a joint M.A./MFA in Film. 72% of those surveyed also expressed a particular interest in earning a graduate degree in film studies and/or filmmaking at UNCW, were we to start such programs.

The growth of the filmmaking industries in North and South Carolina will continue to generate regional interest in graduate level film education. The North Carolina Film Office reports that in 2013 film productions provided direct in-state spending of $254 million, and were responsible for 25,000 job opportunities including 4,000 crew positions. In 2012, in-state film production spending hit $278 million; direct in-state spending reached $220 in 2011. The Wilmington area has contributed more than 400 movies, miniseries, television series and TV movies since its inception. Three of the highest grossing films of 2013 were shot in Wilmington (#2 Iron Man 3; #16 We’re The Millers; #18 The Conjuring; #46 Safe Haven was shot in nearby Southport NC). Three television series are currently shooting in Wilmington (Sleepy Hollow, FOX; Under the Dome, CBS; Eastbound and Down, HBO). ABC plans to begin Wilmington production on a new series titled Secrets and Lies in Spring 2014.

UNCW trained MFA filmmaking students and graduates will help fuel the North Carolina film industry as producers, writers, directors, and principal crew. Students who have studied and repeatedly applied every aspect of the collaborative filmmaking process will be prepared for potential careers in cinematography (camera and lighting), production design, sound recording and design, picture editing and post-production.

With its emphasis on all modes of motion picture production, our program will produce graduates capable of creating moving images to serve a broad range of aesthetic and commercial applications beyond the conventional film industry. A film production degree, once seen as a limited technical degree, has become central to understanding and participating in the workplace. A 2005 New York Times article titled, “Is a Cinema Studies Degree the New M.BA.?” reported that students are now studying film in order to prepare for careers not just in the film and television industry, and not just in related industries—such as industrial filmmaking, visual effects and computer animation—but also in fields as diverse as computer gaming, web design, advertising, journalism, military training, film festival and museum curating, multi-media arts, the leisure business, music, and politics. Our graduates will be poised to create, critique, and respond to the diverse modes of audio-visual representation that influence our world.

Students who graduate with a Masters of Fine Arts in Filmmaking will also have available to them a number of concrete professional opportunities in the field of
education. The Bureau of Labor Statistics reports that “Postsecondary teachers are expected to grow by 15 percent between 2008 and 2018, which is faster than the average for all occupations.” The expanding role of motion pictures in global culture and commerce has fueled the growth of undergraduate film programs, with 600 colleges and universities now offering a film program. Tenure track faculty positions teaching film production in these and other related programs require the MFA as the established terminal degree credential. Moreover, there is a growing emphasis on film studies and production in high school curricula. Indeed, roughly half of our incoming undergraduates have taken some film course while in high school. Our Masters of Fine Arts degree offers a useful specialization for high school teachers, increasing their professional skills and affording them a higher salary bracket.

3. List all other public and private institutions of higher education in North Carolina currently operating programs similar to the proposed new degree program. Identify opportunities for collaboration with institutions offering related degrees and discuss what steps have been or will be taken to actively pursue those opportunities where appropriate and advantageous.

    UNC-Greensboro    Greensboro, NC    210 mi.
    Wake Forest University  Winston Salem, NC  237 mi.
    Duke University    Durham, NC     159 mi.

The MFA Documentary Film Program at Wake Forest University is devoted exclusively to conventional documentary production. Duke University’s MFA in Experimental and Documentary Arts is an interdisciplinary visual arts program with a stated “focus on stimulating aesthetic production outside of traditional contexts”.

The UNC Greensboro department of Media Studies offers an MFA in Drama, with a concentration in Film and Video production.

UNCW is aware of appendix A MFA filmmaking proposals submitted recently by UNCG and North Carolina School of the Arts. At this early stage, UNCW is reaching out to these sister institutions to learn more about their current and planned programs and explore possible opportunities for collaboration.

4. Are there plans to offer all or a portion of this program to students off-campus or online? 
No

5. Estimate the total number of students that would be enrolled in the program during the first year of operation: Full-Time 12  Part-Time 0

Estimate the total number of students that would be enrolled in the program during the fourth year of operation: Full-Time 36  Part-Time 0

6. Will the proposed program require development of any new courses: Yes X No
If yes, briefly explain.
The UNC Policy Manual
400.1.1.3[G]
Adopted 05/23/12

The proposed program curriculum will include advanced and specialized filmmaking and film study courses not available or practical in the current undergraduate curriculum. These courses include advanced practicum in cinematography, sound recording and design, producing, editing, screenwriting, and narrative, documentary, and experimental film directing; a range of graduate level critical studies courses designed for filmmakers covering of aesthetics and analysis of animation, cinematography, acting, narration, sound, mise en scene, national cinemas, and film history; and a theory and practice of Film Studies pedagogy.

7. Will any of the resources listed below be required to deliver this program? (If yes, please briefly explain in the space below each item, and state the source of the new funding and resources required.)

a. New Faculty: Yes __X__ No ____

Three new faculty positions are required to implement the proposed program. One new faculty position must be filled in each of the first three years of program implementation.

Faculty positions will be funded with Enrollment Increase Funds. Should those funds not be forthcoming, positions will be provided through faculty retirements and currently unfilled or unallocated positions.

b. Additional Library Resources: Yes __X__ No ____

The proposed MFA program will require the library to bolster its holdings of short film collections as well as continue to grow its contemporary cinema offerings. A modest increase in the annual library budget for film studies would allow us to fill current gaps and grow the collection.

Source of new funding: Enrollment Increase Funds, and reallocation of present institutional resources. Should Enrollment Increase Funds not be forthcoming, the modest increase proposed will be financed entirely through the reallocation of present institutional resources.

c. Additional Facilities and Equipment: Yes __X__ No ____

The proposed program can be initiated in existing university space. The MFA in Filmmaking curriculum will require additional facilities not currently available at UNCW by the beginning of the second year of the program. Most required facilities, which include classroom space, edit lab space, a sound recording/mixing studio, a small screening room, and faculty offices, can be located in existing university space retrofitted to program needs. By the third year of implementation, MFA program needs will compromise FST undergraduate access to the Kenan 1133 black box studio, and will exceed the capacity of the Kenan 1122 equipment room. An additional sound stage/production classroom with adequate equipment storage space will meet program needs at minimal construction cost.

The MFA in Filmmaking program trains students according to professional independent filmmaker standards, and requires each student to complete a graduate-level motion picture project every program year. Beginning with
program initiation, and continuing through the third year of implementation, additional motion picture production and post-production equipment will be required. The estimated total cost of the additional motion picture production and post production equipment needed to equip the proposed program is $700,000.

Partial financial support (approximately 7%) for the proposed MFA in Film Studies equipment needs will be derived from Enrollment Increase Funds (if available); the bulk of costs associated with facilities and equipment will be derived primarily from on-campus sources including the Division of Academic Affairs, the College of Arts and Sciences, the Graduate School and Information Technology Services. Grants, contracts, and departmental resources may provide additional support for non-capital expenditures. The proposed MFA will also work closely with the Office for University Advancement and collaborate on fundraising opportunities including planned giving, corporate and alumni donations, and naming opportunities.

d. Additional Other Program Support: Yes ___ X ____ No ______
   (for example, additional administrative staff, new Master's program graduate student assistantships, etc.)

The program requests 1 administrative associate and 8 graduate teaching assistants. All support positions will be funded by Enrollment Increase Funds after the first year of program implementation. In the first year of program implementation, the administrative associate salary will be funded by reallocation of present institutional resources.

Should Enrollment Increase Funds not be forthcoming, graduate teaching assistants and administrative support will be financed entirely through the reallocation of present institutional resources.

8. For graduate programs only:
   a. Does the campus plan to seek approval for a tuition differential or program specific fee for this new graduate program? Yes _____ No __X__
   b. If yes, state the amount of tuition differential or fee being considered, and give a brief justification.

9. For doctoral programs only:
   a. Describe the research and scholarly infrastructure in place (including faculty) to support the proposed program.
   b. Describe the method of financing the proposed new program (including extramural research funding and other sources) and indicate the extent to which additional state funding may be required.
   c. State the number, amount, and source of proposed graduate student stipends and related tuition benefits that will be required to initiate the program.
List the names, titles, e-mail addresses and telephone numbers of the person(s) responsible for planning the proposed program.

Dr. Todd Berliner, Professor, Film Studies Department, berlinert@uncw.edu, 910-962-3336
Dr. Juan Carlos Kase, Assistant Professor, Film Studies Department, kasejc@uncw.edu, 910-962-2507
Mr. Dave Monahan, Associate Professor/Chair, Film Studies Department, monahand@uncw.edu, 910-962-7544
Dr. Ana Olenina, Assistant Professor, Film Studies Department, oleninana@uncw.edu, 910-962-2440
Dr. Tim Palmer, Associate Professor, Film Studies Department, palmert@uncw.edu, 910-962-7475
Mr. Chip Hackler, Assistant Professor, Film Studies Department, hacklerc@uncw.edu, 910-962-7389
Dr. Mariana Johnson, Asst. Professor, Film Studies Department, johnsonmm@uncw.edu, 910-962-7475
Mr. Andre Silva, Assistant Professor, Film Studies Department, silvaa@uncw.edu, 910-962-2229
Ms. Shannon Silva, Assistant Professor, Film Studies Department, silvas@uncw.edu, 910-962-2232
Dr. Nandana Bose, Assistant Professor, Film Studies Department, bosen@uncw.edu, 910-962-2057

This request for authorization to plan a new program has been reviewed and approved by the appropriate campus committees and authorities.

Chancellor [Signature] Date 1/22/14