

**Executive Summary**

**BACHELOR OF APPLIED SCIENCE  
with a major in  
Film, Television & Digital Production**

**Submitted to:  
*The Florida Department of Education***

**by  
*MIAMI DADE COLLEGE  
School of Entertainment  
& Design Technology***

**September 1, 2008  
(Revisions Submitted December 12, 2008)**



## Baccalaureate Program Proposal for Community Colleges Cover Sheet

This completed cover sheet should accompany each application submitted to the Department of Education for review and approval to offer a baccalaureate program in accordance with Section 1007.33, Florida Statutes. **Please submit the application by September 1** to the Commissioner of Education with a copy to the Chancellor of Community Colleges:

**Commissioner**

Florida Department of Education  
325 West Gaines Street, Suite 1514  
Tallahassee, FL 32399-0400

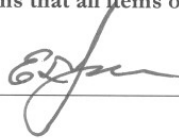
**Chancellor**

Division of Community Colleges  
Florida Department of Education  
325 West Gaines Street, Suite 1314  
Tallahassee, FL 32399-0400

<b>Institution Name:</b> Miami Dade College	<b>Baccalaureate Degree Contact: Barry Gordon</b> <b>Title: Director, School of Entertainment &amp; Design Technology</b> <b>Address: 11380 NW 27<sup>th</sup> Ave. Suite 2235</b> <b>Miami, FL 33167</b> <b>Phone: (305) 237-1754</b> <b>Fax: (305) 237-1237</b> <b>Email: bgordon@mdc.edu</b>	<b>Baccalaureate Degree Secondary Contact:</b> <b>Harry Hoffman</b> <b>Title: Interim Dean of Academic Affairs</b> <b>Address: 11380 NW 27<sup>th</sup> Ave., Suite 1312</b> <b>Phone:</b> <b>Fax: (305)237-8069</b> <b>Email: hhoffman@mdc.edu</b>
<b>Degree Type (BA, BS, BAS):</b>  <b>BAS</b>	<b>Complete Degree Program Title and Department:</b> <b>Bachelor of Applied Science with a major in Film, Television &amp; Digital Production</b>  <b>Department:</b> <b>School of Entertainment &amp; Design Technology</b>	<b>Proposed Degree CIP Code :50.0602</b>  <b>New <input type="checkbox"/> Existing <input checked="" type="checkbox"/></b> <b>If this is an existing CIP, do the proposed prerequisites match those in the <i>Common Course Prerequisites Manual</i>?</b> <b>Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></b> <b>If no, explain why:</b>
<b>Total Number of Credit Hours in Program:</b>  <b>120</b>	<b>Proposed Program Implementation Date:</b> <b>January, 2010</b>	
<b>Proposal Check List:</b> <b>X Executive Summary</b> <b>X Description of Planning Process and Time Line for Implementation</b> <b>X Analysis of the Workforce Need for the Baccalaureate Program, Demand for Graduates, and Impact on Other Institutions</b> <b>X Alignment with K-20 Goals and Strategic Imperatives</b> <b>X Academic Content and Curriculum</b> <b>X Assessment of Current and Anticipated Resources to Deliver the Program</b> <b>X Enrollment, Performance, and Budget Plan</b> <b>X Accreditation Plan</b> <b>X Plan of Action in Case of Program Termination</b>		

Date program was approved by the community college's Board of Trustees: June 17, 2008  
 The college President's signature affirms that all items on the Proposal Check List are included and accurate:

President's Signature: \_\_\_\_\_



Date: 8/27/2008

**MIAMI DADE COLLEGE**  
**BACHELOR OF APPLIED SCIENCE**  
**with a major in**  
**FILM, TELEVISION & DIGITAL PRODUCTION**

**A. Executive Summary**

**Introduction**

The principal goals of the Miami Dade College School of Entertainment & Design Technology (SEDT) *Bachelor of Applied Science with a major in Film, Television & Digital Production* (BAS-FT&DP) are to provide students with: 1) a seamless, workforce-driven baccalaureate degree that will enable them to obtain immediate employment in the field of digital production thereby meeting South Florida workforce needs, 2) a convenient, one-stop opportunity for students to obtain the BAS degree with strong technical and business components along with the unprecedented opportunity to develop, produce, and exhibit projects in cooperation with the Miami International Film Festival (MIFF). The blend of skills garnered during the program will help meet workforce needs by providing students with immediate employment opportunities.

**Planning Process**

Based on data obtained from surveys, focus groups, workforce data, industry leaders in South Florida's film, television, and digital production arenas, MDC determined that the conventional, theory-based learning programs offered by traditional film and television training centers are not adequately preparing students to enter and succeed in the emerging field of digital production. As a response to the rapid convergence of digital production technologies in the film and television industries, Miami Dade College and the three Greater Miami Film Offices conducted Subject Matter Expert (SME) meetings involving production professionals from South Florida Workforce Region 23 and across the State in an attempt to identify alternative learning strategies that would prepare digital production professionals to handle new job demands. The SME recommendations and consultations with curriculum specialists from industry and educational fields resulted in an industry and technology-driven proposed BAS with a major in Film, Television & Digital Production degree to be offered at Miami Dade College. The curriculum was developed using surveys, focus groups, interviews, and meetings with college faculty and staff, industry partners, the Greater Miami Chamber of Commerce and the South Florida Hispanic Chamber of Commerce. The curriculum takes a unique approach, focusing on cost-effective and accessible digital production and desktop post-production techniques combined with a strong business emphasis that will produce individuals skilled as digital media technicians, business managers, and artists ready to obtain immediate employment.

**Proposed Program Start Dates**

A committee was formed in October, 2007 to create the BAS-FT&DP proposal which will be submitted to the State Department of Education in September, 2008. Budget development, hiring faculty and staff, course development, on-line course training, student services issues (including admission criteria, recruitment, placement testing, marketing, and counseling sessions), library acquisitions, technology renovations and enhancement will be completed by December, 2009, enabling MDC to offer the first set of classes for the BAS-FT&DP in January, 2010.

**Workforce Needs and Demands**

To gauge the interest for the proposed BAS-FT&DP degree, MDC faculty and staff held meetings with local and state film and television officials, conducted industry and student surveys, and evaluated state and national higher education initiatives beginning in February, 2007. Miami Dade College analyzed data and collaborated with its local workforce development board, economic development councils, and business and industry partners to determine workforce baccalaureate degree needs and demands as stipulated by the *Baccalaureate Proposal Approval Guidelines*. Subject Matter Expert (SME) meetings revealed concerns that the traditional curriculum and learning strategies that currently exist in basic training programs are inadequate because they do not address the convergence of the film and television industries which now *both* rely on emerging digital technologies to produce a

product. Industry professionals from across the state identified new learning strategies that incorporate innovative digital production techniques that enable students to handle current job demands. Due to the dynamic nature of the rapid convergence of digital television and digital film production, it was determined that a new curriculum must reflect modern training, knowledge, attitudes, and abilities to meet current workforce needs. The proposed BAS with a major in Film, Television, & Digital Production degree addresses all of these concerns with specialized workforce training designed to turn out qualified professionals who are immediately employable.

The following data support the proposal:

- The 2007 South Florida Workforce 2-Year Strategic Workforce Investment Plan lists Film and Entertainment as targeted industries for Region 23.<sup>1</sup>
- The Florida Labor Market Statistics website includes multimedia artists, animators, camera operators, graphics designers, editors, technical writers, equipment techs, and broadcast and sound technicians in the fastest growing job categories in Region 23.<sup>2</sup> Approximately three-hundred (300) annual job openings in Miami-Dade County<sup>3</sup> and nearly 2,500 openings across the State of Florida will become available within the next 6 years.<sup>4</sup>
- According to the U.S. Dept. of Labor website, employment in the motion picture and video industries is projected to grow 17% between 2004 and 2014, compared to the 14% average growth projected for employment in all industries combined.<sup>5</sup>
- A spring 2007 survey (Appendix A) of one hundred and thirty-seven (137) participants was conducted by the Director of the School of Entertainment & Design Technology at Miami Dade College at the Broadcast Education Association annual convention in Miami. Human Resources directors from major companies including Fox Network Group, Emmis Broadcasting, Beasley Broadcasting, CNN-USA, Ascent Media, RTNDA, Univision, Venevision, and CBS were surveyed regarding their vision of the job market. One hundred and nineteen (119) of those who responded (87%), revealed that the greatest employment opportunities over the next few years would be in the field of digital production and one hundred and twenty-six (126) respondents (92%) indicated that they preferred a bachelor's degree when seeking candidates for production positions.<sup>6</sup>
- In 2007, MDC conducted a survey (Appendix B) of one hundred and eleven (111) current School of Entertainment & Design Technology students to determine their level of interest in digital production programs. Results indicated that one hundred and thirty-seven (105) of the respondents (95%) expressed a strong interest in enrolling in degree programs which would prepare them for employment opportunities in these industries.<sup>7</sup>

### **Academic Content & Curriculum**

The proposed BAS-FT&DP degree is a one hundred and twenty (120) credit-hour program, and incorporates the AA and/or AS lower division coursework as its foundation. The degree program will be housed primarily at the MDC North Campus with course offerings at the Wolfson, Kendall, and Homestead campuses, thereby taking full advantage of the high-tech facilities available at all sites including two (2) state-of-the-art television studios conveniently located at either end of the County.

The proposed BAS-FT&DP program will include:

- Forty-three (43) credit hours of designated core courses that can be taken from either the AS degree in Film Production Technology or the AS degree in Television Production Technology which includes the following program pre-requisites for CIP 50.0602:
  - FIL 1100- Screenwriting 1 (3 credit hours)
  - FIL 1400- History of Motion Pictures (3 credit hours)
- Thirty-six (36) credit hours of General Education courses
- Thirty-five (35) credit hours of Upper Division courses
- Six (6) credit hours of Required Electives

The BAS-FT&DP curriculum was developed utilizing input from faculty and film and television professionals including producers, directors, camera operators, editors, technicians, and business owners. The proposal was developed and approved in accordance with the Florida Common Prerequisite requirements by a committee

comprised of faculty and staff of the MDC School of Entertainment & Design Technology (SEDT) and was submitted and approved through the Miami Dade College curriculum approval process.

The MDC Office of Institutional Effectiveness will oversee the collection of data regarding enrollment, completions and other performance measures for the purpose of state and accreditation agency reporting. The program will also use assessment data for continuous improvement.

### **Assessment of Current and Anticipated Resources and Budget to Deliver the Program**

A preliminary assessment of required resources has been projected with estimated costs (Appendix C) for the academic years 2009 through 2013 to include: facilities renovations for classrooms and laboratories (\$104,683); specialized information technology equipment and tools for laboratories, including computer stations and software applications (\$460,000); additional library resources including trade subscriptions, 800 new book titles, 200 new media titles (DVDs, CDs, etc.) (\$71,000); plus library support salaries (\$15,500). Instructional support requires one additional full-time faculty, two additional part-time faculty, and a laboratory instructional support assistant (\$424,380 for instructional support). Other staffing needs include one full-time program manager, and student services support (\$369,332 other program personnel expenses).

The projected expenditure for academic years 2009 through 2013 averages \$543,639 per year. Enrollment projections are based on 25 students (10 FTEs) beginning in January 2010 and increasing to 85 students (71 FTEs) by 2012-2013, assuming an annual attrition rate of 25%. Revenue from student fees is projected to be \$342,350 for the 4-year start-up period, based on the 2008-2009 state tuition rate of \$69.40 per credit hour. The estimated FTE funding from the State is projected to be \$603,405 based on the State's 2008-2009 funding formula of \$3,657 per FTE. It is estimated that beginning in 2011-12, twelve (12) students will graduate from the program with 100% placement due to the demand, and at projected starting salaries of \$33,000 or higher.

### **Budget and Projections**

The proposed BAS-FT&DP degree has an estimated initial Capital start-up cost of \$759,970 to include production equipment, computer lab enhancement, facilities renovations, and personnel. These funds would come from BAS degree grants and other revenues. These upgrades would be in addition to the current SEDT resources used in the AS degree production programs. Additional production equipment would be acquired to replace and supplement current SEDT resources as dictated by student enrollment and advances in technology. The facilities and equipment acquired would be sufficient to accommodate the eighty-five (85) student headcount enrollment projected for the 2012-2013 school term (Table 14, Appendix C).

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<sup>1</sup> South Florida Workforce, Region 23. "ASSESSMENT OF NEEDS" - *The 2007 South Florida Workforce 2- Year Strategic Workforce Investment Plan*, (9/26/05): 15, 58.

<sup>2</sup> Florida Labor Market Statistics. "Fastest Growing Industries." *EP - Employment Projections (to 2015)*, Region 23-Miami Dade & Monroe Counties (pub. f15wr23), (3rd Qtr. 2007): Excel sheet line 25.

<sup>3</sup> Florida Labor Market Statistics. "Florida Jobs by Occupation." *EP - Employment Projections (to 2015)*, Region 23-Miami Dade & Monroe Counties (pub. f15wr23), (3rd Qtr. 2007): Excel sheet lines 50, 270, 275, 280, 285, 292, 300, 307, 310-318.

<sup>4</sup> Florida Labor Market Statistics. "Florida Jobs by Occupation." *EP - Employment Projections (to 2015)*, Statewide (pub. f15sw00), (3rd Qtr. 2007): Excel sheet lines 51, 278, 275, 283-285, 288, 293, 300, 309, 316, 319-327.

<sup>5</sup> Bureau of Labor Statistics, U.S. Department of Labor, *Career Guide to Industries*, 2006-07 Edition, Motion Picture and Video Industries, on the Internet at <http://www.bls.gov/oco/cg/cgs038.htm> (Visited December 18, 2007)

<sup>6</sup> Miami Dade College, School of Entertainment & Design Technology, Entertainment Hiring Practices Survey, April 2007

<sup>7</sup> Miami Dade College, School of Entertainment & Design Technology, Baccalaureate Degree Interest Student Survey, Feb. 2007