

**PROPOSAL**

**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

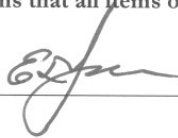
**Chancellor**

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

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**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 (SEDТ) *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

## **B. Description of Planning Process and Time Line for Implementation**

### **Planning Process**

A committee was formed in October 2007 to draft the BAS with a major in Film, Television & Digital Production degree proposal. It was chaired by the Director of the School of Entertainment & Design Technology (SEDT) and was composed of the five full-time faculty members in the Film and Television Departments plus a full-time Producer at SEDT, (Appendix D). The Planning committee met weekly to create the program, review changes and make revisions to the proposal.

The committee's responsibilities were to plan the process of developing the proposal for the new BAS-FT&DP degree; design a curriculum that addressed the community's workforce needs (Region 23: Miami-Dade and Monroe Counties) and research the region's other academic offerings in the film, TV and digital production area to ensure the new degree's uniqueness and to ensure no overlap with existing programs at other educational institutions.

In the process of planning the degree program, the committee:

- Elicited input from local entertainment industry leaders, state and local government offices, as well as other stakeholders in the program.
- Conducted student and industry surveys (Appendices A and B)
- Evaluated current resources, facilities, and equipment (Table 12)
- Planned for future facility renovation and equipment purchases
- Evaluated similar programs being offered at area universities and institutions
- Designed curriculum and 4-year course of study (Appendices J and K)

The BAS-FT&DP degree program was designed with the flexibility to accommodate students entering the program with already attained AS degrees in film *or* television production, students entering with AA degrees from other fields of study, or students transferring to Miami Dade College from other institutions.

Based on the data acquired, MDC is proposing to offer the BAS with a major in Film, Television & Digital Production degree beginning in January 2010 and will follow the Time Line for Implementation (Table 1) as a direct response to:

- The lack of practical, hands-on educational opportunities at the bachelor's degree level with an emphasis on pre/post production and the business of independent production
- The critical need expressed by local industry leaders for employees who are prepared in all aspects of digital production
- The desire for a cost-effective transfer opportunity for Associate in Science and Associate in Arts degree graduates

The demands of the Region 23 workforce (Table 3) for well-trained employees who have the skill sets provided by the proposed BAS-FT&DP degree program

**Table 1: Time line for BAS-FT&DP Implementation**

<b>Time Line for Implementation</b>		
<b>Date</b>	<b>Activity</b>	<b>Personnel</b>
Feb-Apr 2007	<ul style="list-style-type: none"> <li>Data research, student and Industry surveys conducted.</li> </ul>	N/A
Oct-Dec 2007	<ul style="list-style-type: none"> <li>Committee formed and begins draft of the BAS-FT&amp;DP Proposal.</li> </ul>	N/A
Oct. 2007	<ul style="list-style-type: none"> <li>SEDTE Advisory Committee consulted. Industry-related workforce input provided to the BAS-FT&amp;DP program.</li> </ul>	N/A
Feb. 2008	<ul style="list-style-type: none"> <li>ALC reviews Executive Summary for approval</li> </ul>	N/A
March 2008	<ul style="list-style-type: none"> <li>MDC Board of Trustees approves Executive Summary</li> </ul>	N/A
April, 2008	<ul style="list-style-type: none"> <li>CASSC reviews all forms, curricula, proposals and Executive Summary</li> </ul>	N/A
May, 2008	<ul style="list-style-type: none"> <li>Proposal approved by CASSC</li> </ul>	N/A
May, 2008	<ul style="list-style-type: none"> <li>MDC President submits Letter of Intent to FLDOE</li> </ul>	N/A
June, 2008	<ul style="list-style-type: none"> <li>MDC Board of Trustees approves proposal</li> </ul>	N/A
Sept., 2008	<ul style="list-style-type: none"> <li>Proposal received by FLDOE</li> </ul>	N/A
Nov/Dec 2008	<ul style="list-style-type: none"> <li>FLDOE reviews Proposal and makes recommendations</li> <li>MDC makes changes to Proposal and resubmits it to FLDOE for approval.</li> </ul>	N/A
Jan/Feb 2009	<ul style="list-style-type: none"> <li>Consideration of the Proposal for approval by the FLDOE</li> </ul>	N/A
Jan 2009	<ul style="list-style-type: none"> <li>SACS is notified by MDC of plans for the new BAS Program</li> </ul>	N/A
April, 2009	<ul style="list-style-type: none"> <li>Course Development begins</li> <li>Media Services prepares formal announcement and recruitment materials</li> </ul>	N/A
May, 2009	<ul style="list-style-type: none"> <li>Official Program announcement by district with full press release</li> <li>Budget Development and Appropriations with new quals established</li> <li>Plans for facilities renovations formulated and discussed with district facilities and Dean for Administration</li> <li>Development of Marketing and Recruitment Strategies continues</li> <li>Posting of New Faculty and Staff Positions with HR assistance</li> </ul>	MDC posts: <ul style="list-style-type: none"> <li>2 PT faculty</li> <li>1 FT BAS program director</li> <li>1 PT secretary</li> <li>1 PT faculty support (lab assistant)</li> <li>1 PT library support</li> <li>1 PT student services/ academic advisor</li> <li>PT web designer (professional services)</li> </ul>

June, 2009	<ul style="list-style-type: none"> <li>• RFP's go out for facilities renovation contracts</li> <li>• Library and Equipment Purchases negotiations</li> <li>• Marketing and Recruitment efforts begin</li> <li>• Faculty screening committee appointed</li> <li>• Support staff screening committee appointed</li> <li>• Perspective candidates are interviewed</li> </ul>	N/A
July, 2009	<ul style="list-style-type: none"> <li>• Library and Equipment Purchases negotiations continue</li> <li>• Marketing and Recruitment efforts continue (Wolfson and Homestead Campuses)</li> <li>• Advisory Committee reviews marketing and recruitment plan</li> <li>• Advisory Committee proposes internship sites</li> </ul>	MDC completes hiring of: <ul style="list-style-type: none"> <li>• PT web designer</li> </ul>
Aug. 2009	<ul style="list-style-type: none"> <li>• Library and Equipment Purchases finalized</li> <li>• Facilities renovation contracts awarded</li> <li>• Prospective Faculty and Staff interviews continue</li> <li>• Marketing and Recruitment efforts continue (Kendall Campus)</li> <li>• MDC TV program airs regarding BAS-FT&amp;DP degree program</li> </ul>	N/A
Sept. 2009	<ul style="list-style-type: none"> <li>• Approval of facilities renovation plans and timelines</li> <li>• Prospective Faculty and Staff interviews continue</li> <li>• Marketing and Recruitment efforts continue (North Campus)</li> </ul>	N/A
Oct. 2009	<ul style="list-style-type: none"> <li>• Prospective Part-Time Faculty (2) and Staff (Academic Administration) hired to begin January, 2010 (2009-2)</li> <li>• Marketing and Recruitment efforts continue</li> <li>• Complete hiring of 1 PT faculty support (lab assistant)</li> </ul>	MDC completes hiring of: <ul style="list-style-type: none"> <li>• 2 PT faculty</li> <li>• 1 FT BAS program director</li> <li>• 1PT secretary</li> <li>• 1PT faculty support (lab assistant)</li> <li>• 1 PT student services/ academic advisor</li> <li>• 1 PT library support</li> </ul>
Nov. 2009	<ul style="list-style-type: none"> <li>• Purchases and renovations completed</li> <li>• Marketing and Recruitment efforts continue</li> <li>• New textbooks for courses ordered and received</li> </ul>	N/A
Dec. 2009	<ul style="list-style-type: none"> <li>• Installations completed.</li> <li>• Marketing and Recruitment efforts continue (All campuses)</li> <li>• Registration of new BAS-FT&amp;DP degree students and orientation</li> </ul>	N/A
Jan. 2010	<ul style="list-style-type: none"> <li>• First classes of BAS-FT&amp;DP offered</li> <li>• SEDT and Advisory Committee reviews courses,</li> </ul>	N/A

	enrollment, budget, and facilities/concerns for BAS-FT&DP degree program.	
June 2010	<ul style="list-style-type: none"> <li>Post full time doctoral-prepared faculty</li> </ul>	MDC posts: <ul style="list-style-type: none"> <li>1 FT faculty (doctoral)</li> </ul>
July 2010	<ul style="list-style-type: none"> <li>MDC completes hiring FT faculty (1) to begin teaching classes in January, 2011</li> </ul>	MDC completes hiring of: <ul style="list-style-type: none"> <li>1 FT faculty (doctoral)</li> </ul>
Jan. 2011	<ul style="list-style-type: none"> <li>SEDT and Advisory Committee reviews courses, enrollment, budget, and facilities/concerns for BAS-FT&amp;DP degree program.</li> <li>On-line course training finalized in collaboration with Virtual College</li> <li>on-line course training begins of courses approved by ALC and College CASSC</li> </ul>	N/A
Aug. 2011	<ul style="list-style-type: none"> <li>1<sup>st</sup> Annual Report submitted to State and district</li> </ul>	N/A
Dec. 2011	<ul style="list-style-type: none"> <li>First class of BAS-FT&amp;DP degree program graduate</li> <li>Posting of additional part-time Faculty Support (lab assistant) position with HR assistance</li> </ul>	MDC posts: <ul style="list-style-type: none"> <li>1 additional PT faculty support (lab assistant)</li> </ul>
Jan. 2012	<ul style="list-style-type: none"> <li>SEDT and Advisory Committee reviews courses, enrollment, budget, and facilities/concerns for BAS-FT&amp;DP degree program.</li> <li>Prospective Part-Time Faculty Support (lab assistant (1) hired to begin January, 2012 (2011-2)</li> </ul>	MDC completes hiring of: <ul style="list-style-type: none"> <li>1PT faculty Support (lab assistant)</li> </ul>
Aug. 2012	<ul style="list-style-type: none"> <li>2<sup>nd</sup> Annual Report submitted to State and district</li> </ul>	N/A
Jan. 2013	<ul style="list-style-type: none"> <li>SEDT and Advisory Committee reviews courses and makes recommendations to adjust program according to technological advances and workforce needs.</li> </ul>	N/A

### C. Analysis of Workforce Needs and Demands for the Baccalaureate Program

The MDC School of Entertainment & Design Technology collaborated with its local workforce investment board, chambers of commerce, SEDT Advisory Committee (Appendix F) and business and industry partners and conducted surveys of employers throughout the region and current students (Appendix A and B) to determine workforce baccalaureate degree needs and demands. Based on the data collected, MDC School of Entertainment & Design Technology recognizes the need for a trained workforce in a variety of production skills and disciplines and is aware of the lack of college level training available to meet the workforce needs and demands. The proposed BAS-FT&DP degree provides a unique, hands-on practical education designed to generate digital production personnel who are immediately employable. The BAS-FT&DP degree was planned to provide a simple transition and articulation for associate degree graduates to achieve a four-year degree that will support higher paying careers and respond to the workforce needs of Region 23. In addition, the BAS-FT&DP degree is designed to enhance and complete the career pathway for Miami-Dade County Public School students studying in various multimedia academies while addressing the career educational needs of associate degree graduates. The BAS-FT&DP degree will also serve those

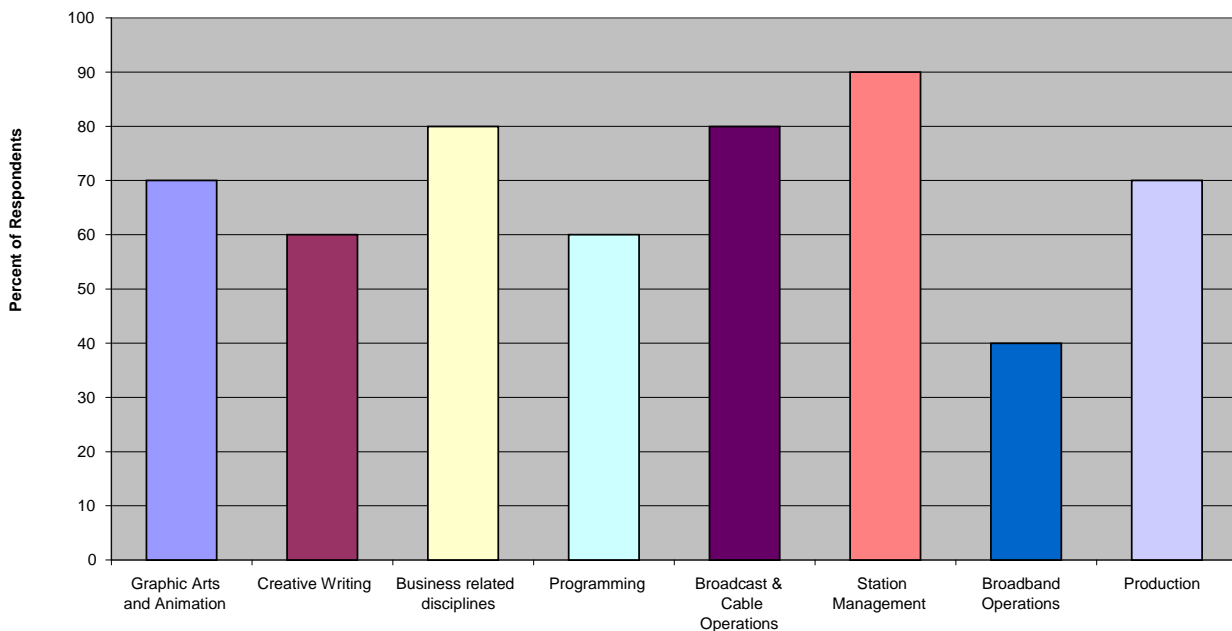
currently in the workforce by providing a baccalaureate degree that would increase their career opportunities and wages.

***“Students graduating with a BAS degree will have a greater chance of seeking employment in the South Florida entertainment industry.”***

-Carl M. Kesser  
Kesser Productions (Appendix E)

Miami Dade College surveyed Region 23 businesses (Appendix A) and as noted in Table 2, the percentage of industry employers recommending a baccalaureate degree for candidates seeking employment in the entertainment industry with the listed disciplines, ranged from 40-90%.

**Table 2: Industry Survey of Baccalaureate Degree Preferences**  
**A baccalaureate degree is preferred when hiring entry-level employees for the following occupations:**



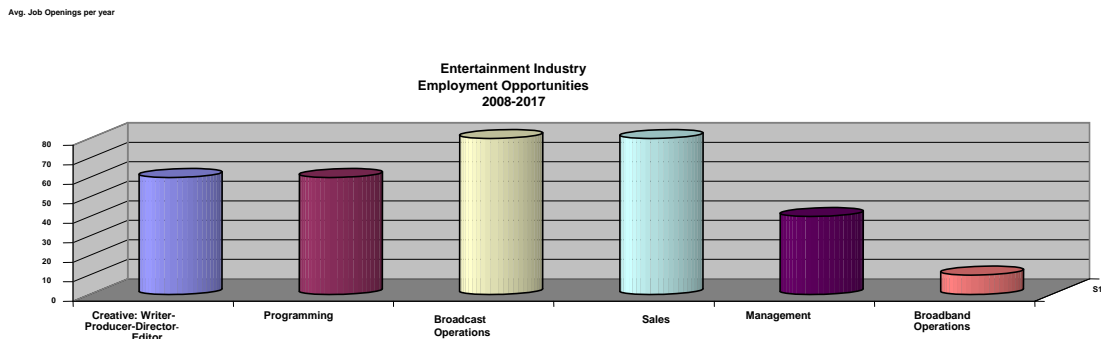
The BAS-FT&DP degree Planning Committee (Appendix D) explored and analyzed relevant workforce data and statistics (Table 3) and the estimated job openings in both South Florida Region 23 and the State. It is estimated that 300 annual job openings will be available for the next 6 years in Miami-Dade County and nearly 2,500 job openings are expected throughout the State by 2014. According to the Florida Labor Market Statistics (FLMS, 2007) it is projected that there will be 16,831 jobs in the motion picture and sound recording industries by 2017, representing an annual growth rate of 2.2%. The *Fastest Growing Occupations List* for Workforce Region 23 includes camera operators, television, video, and motion picture crew at an annual growth rate of 1.73% with a total of 1,042 job openings by 2015. In the broadcasting industry, nearly 21,000 jobs are projected throughout the State by 2017, representing an annual growth rate of 1.1% and offering just over 200 job openings per year.

**Table 3: Employment Opportunities in the Entertainment Industry**

Employment Opportunities in the Entertainment Industry (South Florida Workforce Region 23 and State)	
Annual Job Openings (Region 23) 2008-2014	300
Fastest Growing Occupations List (Region 23)	Camera Operators, Television and Motion Picture Crew (annual growth rate: 1.73%) Total Job Openings by 2015: 1,042
Total Job Openings in Entertainment Industry throughout Florida 2008-2014	2,500
Job Openings in Motion Picture and Sound Recording Industries by 2017 ( <i>Florida Labor Market Statistics, 2007</i> )	16,831 (annual growth rate: 2.2%)
Job Openings in the Broadcast Industry by 2017	21,000 (annual growth rate: 1.1% with just over 200 job openings per year)

Based on entertainment industry employment data; *US Dept. of Labor-Bureau of Labor Statistics, 2007*, Table 4 illustrates the average job openings per year for companies spanning the spectrum of the entertainment industry. The greatest number of job openings, 75 (approx.) was found in broadcast operations and sales, followed by 57 (approx.) creative positions (writer, producer, director, editor) and programming 57 (approx.) Positions in management offered 35 (approx.) openings per year with broadband operations offering 10 (approx.) annual employment opportunities.

**Table 4: Employment Opportunities in the Entertainment Industry**  
US Dept. of Labor-Bureau of Labor Statistics, 2007



It is expected, however, that students who would enroll in the proposed BAS with a major in Film, Television & Digital Production degree would come from a variety of areas as the degree is designed with the flexibility to accommodate students with various academic backgrounds. Industries that may employ BAS-FT&PD graduates are determined by several factors, including the discipline of the technical coursework selected by the student. According to the *U.S. Department of Labor, Bureau of Labor Statistics*, industries demand heavy concentration on post production technical skills training and hands-on applications within the curriculum, and any student completing the BAS-FT&DP degree program would have the necessary skills to successfully meet the workforce needs and demands in this area. Employment opportunities in this field would include, but not be limited to: camera operators, lighting designers, sound recorders, sound mixers, pre-production and post-production specialists. All of these workforce demands are met by the BAS-FT&DP degree curriculum design.

Florida labor market projections (2008-2014) and other data (compiled in Table 3), clearly demonstrate a need for varying levels of film, television and digital media productions due to the high growth rate of emerging distribution outlets such as web-streaming, cable and satellite television stations, podcasts, and websites such as *YouTube* and *myspace.com*.

***“Over half of US population will watch video online in 2008”***

-Camilo Bernal  
Business Development for *M dialog*

The digital production industry is a highly technical field that expands as quickly as the technology evolves to support it. Offering an educational program that adapts itself to the evolution of the industry is paramount to the program’s success. The MDC BAS-FT&DP degree program allows for this expansion by emphasizing skills and techniques that coincide with the latest state-of-the-art hardware/software utilized in the industry at any given time. The BAS-FT&DP is a “living program” that will technologically re-define itself to meet the needs of the workforce by enlisting the assistance of industry professionals to ensure that our programs emphasize the latest skills necessary for successful employment in the entertainment industry.

The need for a baccalaureate degree program in Film, Television & Digital Production is based on the identified needs and desires of students (Appendix B) and the expressed needs of the local workforce, and the *Department of Labor General Information about the Motion Picture Industry, Florida Labor Market Statistics, Television, Video, and Motion Picture Camera Operators and Editors, and Multi-media Artists and Animators*. The BAS-FT&DP Planning Committee conducted surveys of area employers (Appendix A) and current SEDT students (Appendix B) and found that the proposed program would be welcomed by both surveyed groups.

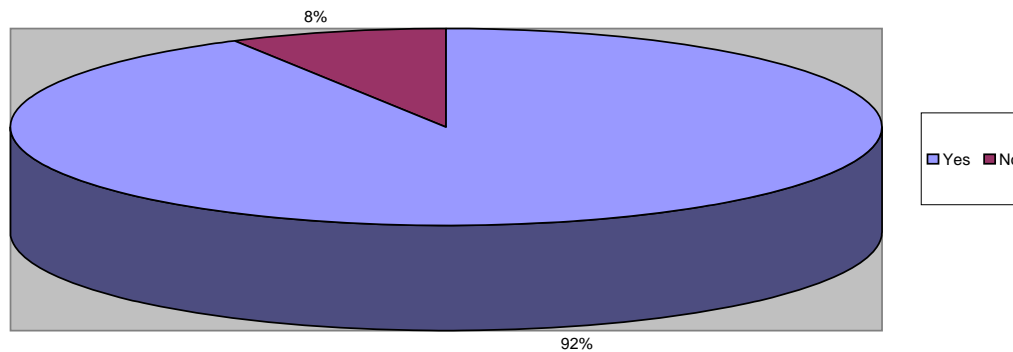
***“I personally, have worked closely with your faculty in conducting seminars at the College to educate your students about new developments in motion picture film as well as requesting Miami Dade Students as interns at our educational seminars both at the Miami International Film Festival and the American Black Film Festival. I have found Miami Dade College students to be most eager to learn, responsible and professional and always look forward to working with them.”***

Michael P. Brown, Account Manager for the Southeast  
Eastman Kodak – Entertainment Imaging Division

Table 5 illustrates the results of a survey (Appendix A) distributed to 137 human resources directors from local industry companies attending the 2007 Broadcast Education Association annual convention in Miami. An overwhelming 92% (n-126) of the respondents revealed that the greatest employment advantage for entry-level employees is to hold a baccalaureate degree in subject areas (e.g., programming, research, on-air promotions, etc.)

**Table 5: Baccalaureate degree preference by potential employers in the entertainment industry.**

Would you consider it advantageous for entry-level employees to have a baccalaureate degree in subject areas such as programming, research, on-air promotions, broadcast and business administration and operations?



*“As an experienced film and television agent at the William Morris Agency, I understand the importance a focused degree provides. Together with hands-on training and state-of-the-art facilities, a BAS from Miami Dade College will be able to provide a unique and fulfilling program for its students wishing to pursue a career in film and television production in South Florida.”*

Eric Rovner, William Morris Agency, LLC (Appendix E)

In 2007, a survey (Appendix B) was conducted of one hundred and eleven (111) current MDC A.S. film/television students to determine their level of interest in a baccalaureate degree program in film, television & digital production. An overwhelming 95% (n-105) of the respondents expressed a strong interest in enrolling in a baccalaureate degree program which would prepare them for immediate employment in the industry. The respondents also indicated (Appendix B) that they would enroll in the BAS-FT&DP degree program if offered at MDC for reasons such as:

- **Cost**
  - *“I am an international student...a university would be very expensive for me to attend.”*
  - *“I would love to take classes for my bachelor’s at MDC because of cost and location.”*
- **Class schedules**
  - *“I would love to take more classes at MDC ...”*
  - *“Because I work full time, I take all of my classes at MDC in the evenings.”*
- **School location**
  - *“...if a bachelor’s were offered at MDC, I would enroll because it’s closer to home.”*
  - *“MDC is the most convenient place for me to continue with my studies.”*
- **School reputation**
  - *“MDC offering a BAS in film production is the best news I’ve heard yet.”*
  - *“Absolutely interested in taking classes at MDC.”*

The School of Entertainment & Design Technology enrollment is comprised of students taking a variety of courses ranging from film and television production to graphic design, 3D computer animation, and music business during the daytime, evenings, and weekends at four different MDC campuses. Graduates of the School of Entertainment & Design Technology who earn an AS degree, can immediately seek employment in the industry. Unfortunately, as confirmed by the employer survey data (Table 5), students find that employers are looking for students who hold baccalaureate degrees and have more knowledge and skills to handle the business, as well as the technological demands of the industry. People are being hired to oversee productions from conception to exhibition and employers are no longer looking for people who *specialize* in only one aspect of production.

The 2007-2008 academic year shows a headcount of 1,511 students (Table 6) who officially declared their major in one of the disciplines taught in SEDT with over 2,890 students (majors and non-majors) enrolled in SEDT classes during the 2007-2008 academic year.

**Table 6: School of Entertainment & Design Technology Student Headcount, 2007-2008**

<b>SEDT Discipline Major</b>	<b>Student Headcount</b>
Film Production Technology	247
Television/Radio Production Technology	214
Computer Animation	173
Graphic and Web Design Technology	266
Music Business (Production/Performance/Management)	611
<b>Student Headcount TOTAL</b>	<b>1,511</b>

(MDC, Institutional Research, 2008)

The courses offered, the convenience of the College’s campus locations and the cost per credit hour all play significantly on students’ decisions to continue their education at MDC (Appendix B). On average, the school has 15,000 registered credit hours each semester. Although enrollment fluctuates, MDC School of Entertainment & Design Technology is currently seeing an increase in enrollment by approximately 3.7% when compared to the 2007-2008 school year (MDC Fact Book 2008). The strong enrollment at MDC provides further evidence of the demand for degrees in production-related programs such as film, television and digital production and provides a large pool of potential applicants for the proposed BAS-FT&DP degree.

MDC has built a solid reputation on being able to provide accessible, affordable, high quality education by keeping the learner’s needs at the center of decision-making and working in partnership with its dynamic, multicultural community. The focus on workforce skills and applied business practices in the proposed BAS-FT&DP degree is unique and will provide an opportunity for AS and AA students to transfer associate degree credits to a four-year program that will fulfill the students’ desire to continue their education while fulfilling workforce needs.

The BAS-FT&DP is designed to meet the diversified workforce needs of South Florida. As shown in Tables 7 and 8 below, MDC has demonstrated success by graduating more minority students than any other institution of higher education in the nation (Miami Dade College,

Institutional Research, 2006-07). Based on prior graduation rates, it is expected that the BAS-FT&DP degree program will continue to provide a diversified, skilled workforce, thereby adding to the economic development of South Florida.

**Table 7: Associate Degrees Awarded Nationally to Hispanics (2006-2007)**

College	Hispanic Graduates
Miami Dade College (FL)	5,293
El Paso Community College (TX)	1,594
South Texas Community College (TX)	1,289
Laredo Community College (TX)	836
Texas Southmost College (TX)	828

(Miami Dade College: Institutional Research, 2006-07)

(Miami Dade College Fact Book, 2006)

**Table 8: Associate Degrees Awarded Nationally to African-Americans (2006-2007)**

College	African-American Graduates
Miami Dade College (FL)	1,888
American Intercontinental University(On-line)	1,097
Central Texas College (TX)	844
Broward Community College (FL)	814
CUNY- Manhattan Community College (NY)	710

(Miami Dade College: Institutional Research, 2006-07)

(Miami Dade College Fact Book, 2006)

As evidenced in Table 9 below, Miami Dade College provides one of the most affordable and accessible educational opportunities in South Florida. Many students have financial constraints (Appendix B) that dictate whether or not they are able to achieve their educational goals when paying tuition or seeking educational opportunities when transferring to other upper level institutions. In order to accommodate students who have personal obligations, MDC offers flexible course scheduling options such as evening, weekend, and on line courses. Student demand for the discipline in Region 23 is high as evidenced by the fact that FIU cannot accommodate additional applicants and is currently not accepting new students in the BA-Television Production program for the Fall, 2008.

**Table 9: Comparison of Tuition Costs at South Florida Colleges & Universities 2007-2008**

Institution	Estimated BAS In-State Tuition & Fee Costs (exclusive of room and board and other fees)
Florida International University (B.A. Television Production) (Currently not accepting new students in this program)	\$13,128
Saint Thomas University (B.A. Communication Arts)	\$78,800
Barry University (B.A. Broadcast Communication)	\$98,000

University of Miami (B.S. Motion Pictures/ B.S. Broadcast Journalism)	\$122,688
Miami Dade College (BAS-FT&DP)	\$8904.25

Source: Corresponding Institution Website

In compliance with the State Board of Education *Baccalaureate Program Proposal for Community Colleges* guidelines, Dr. Norma Martin Goonen, Provost, Academic and Student Affairs, Miami Dade College, notified local higher education institutions of Miami Dade College's intent to submit baccalaureate program proposals to the State Board in September 2008 (Appendix G). Florida International University, St. Thomas University, Barry University and the University of Miami were provided a copy of the curriculum guide and a summary of the proposed Bachelor of Applied Science with a major in Film, Television & Digital Production. As of the submission date of this proposal, there has been no response to the correspondence.

#### **D. Alignment with K-20 Goals and Strategic Imperatives**

The Miami Dade College BAS with a major in Film, Television & Digital Production degree proposal aligns with the Florida Department of Education (FLDOE) K-20 strategic plan's mission, goals and strategic Imperatives.

The Mission of Florida's K-20 Education System states:

***Increase the proficiency of all students within one seamless, efficient system, by providing them with the opportunity to expand their knowledge and skills through learning opportunities and research valued by students, parents, and communities, and to maintain an accountability system that measures student progress toward the following goals.***

Miami Dade College offers affordable, high quality, workforce programs for the South Florida community. The addition of the proposed BAS with a major in Film, Television & Digital Production degree will offer increased access and new educational opportunities for students. Graduates who hold a discipline-related AS or AA degree can easily transition into the BAS with a major in Film, Television & Digital Production degree program. The Miami Dade College BAS-FT&DP degree proposal has been developed to provide students with a seamless, efficient, low cost and workforce driven program. This is reinforced by aligning the program with FLDOE Goals and Imperatives.

Florida Department of Education (FLDOE) K-20 Goals:

1. *Highest Student Achievement:*

Miami Dade College is accredited by the Southern Association of Colleges and Schools (SACS) as a Level 2 institution and authorizes the offering of baccalaureate and associate degrees. SACS accreditation standards provide quality assurance for the BAS degree in Film, Television & Digital Production. The proposed BAS-FT&DP promotes high student achievement and ensures a quality program by meeting SACS standards as well as other internal program reviews required

by MDC. MDC will not terminate any existing Associate in Arts or Associate in Science degree as a result of the BAS-FT&DP proposal.

## 2. *Seamless Articulation and Maximum Access:*

The proposed BAS with a major in Film, Television & Digital Production degree program will provide increased access and seamless articulation for:

- a. Students from low-income families who cannot afford high tuition costs.
- b. Students in need of flexible scheduling and convenient locations. MDC offers courses during days, evenings, and weekends, and on-line.
- c. Graduates of associate degree programs who want to continue their education at Miami Dade College.
- d. Working professionals who wish to further their education.

As reflected in the student survey responses, the affordability of higher education is an issue for Miami Dade College students. The US Census Bureau (2007) noted that Miami is the third poorest city in America. As noted in the MDC Student Survey (Appendix B), 98% (n-108) of AS SEDT degree respondents cite cost as the way in which MDC excels over other institutions. As noted in Table 9, MDC offers the most affordable higher educational opportunity in Region 23. MDC's Office of Institutional Research reports that 35% of MDC students are below the poverty level, 57% are low income, and 49% are currently recipients of some type of financial assistance. Eighty-eight (88%) of MDC's students are classified as academically under-prepared and MDC accommodates these students by providing college preparatory courses to prepare them for college-level credit course work and programs. MDC enrolls and graduates large numbers of students (*MDC Graduate Profile 2006-2007*) and, consequently, is in a position to meet the challenges of increasing rates of learning and completion at all levels by utilizing proven multiple and varied academic student support services.

The proposed BAS FT&DP effectively utilizes the education resources of the K-20 system. The educational and training opportunities may begin immediately after high school with a student enrolling in the Associate in Science or Associate in Arts degree in the SEDT discipline-specific coursework and matriculating to the proposed BAS-FT&DP program. Students will receive the full range of articulation and transfer rights guaranteed by the Florida Statewide Course Numbering System (SCNS) and articulation agreements.

## 3. *Skilled Workforce and Economic Development*

Miami Dade College can meet the diversified workforce needs of the community and agencies in its service region by providing higher education opportunities for many South Florida students. As noted in Tables 7 and 8, MDC graduates more minority students than any other institution of higher education in the nation (*Miami Dade College Student Profile Data, 2007*) and has the potential to provide South Florida Region 23 employers with a large pool of skilled and experienced BAS-FT&DP degree graduates.

The proposed Miami Dade College BAS-FT&DP degree will provide the South Florida community with an affordable, efficient, pipeline career approach to education and will also enable currently employed individuals to enhance their skills while pursuing a baccalaureate.

#### *4. Quality, Efficient Services*

Miami Dade College has an existing infrastructure that is able to support the facilitation of the proposed BAS-FT&DP degree in order to provide high quality, efficient services and will conform to established MDC policy and Florida statutes and rules. Admissions, financial aid, advising, testing, student activities and all essential support services that are necessary for student success currently exist at MDC and will be available to all students enrolled in the proposed baccalaureate degree program.

Florida Department of Education (FLDOE) K-20 Imperatives:

##### *1. Set, Align, and Apply Academic Curricular and Testing Standards*

Students will be required to meet all baccalaureate admission standards, including foreign language, College-Level Academic Skills Test (CLAST) requirements, and minimum grade point averages. The program will meet all requirements as stipulated by the State of Florida Common Pre-Requisite Manual and will align course requirements with professional needs and standards. MDC will conduct program reviews as stipulated by MDC Policies and Accreditation Requirements (Appendix H).

##### *2. Improve Student Rates of Learning*

Miami Dade College has extensive experience using varied academic student support services in order to improve students' rate of learning. The proposed BAS-FT&DP degree will address this imperative by developing and implementing plans to annually increase:

- The number of associate graduates who enroll in the BAS-FT&DP degree program.
- The number of students retained in the BAS-FT&DP degree program.
- The number of completions in the BAS-FT&DP degree program.
- The number and quality options of program internships.

##### *3. Increase the Quantity and Improve the Quality of Education Options*

Miami Dade College provides higher education opportunities for many non-traditional South Florida students and graduates more minority students than any other institution of higher education in the nation (Miami Dade College, 2007). This workforce-driven program will provide opportunities for the minority, low-income and working student who may not have other educational options. The BAS-FT&DP degree program will enable MDC to provide access and increase the number of baccalaureate-prepared students to enter the workforce.

##### *4. Align Workforce Education Programs with Skill Requirements of the New Economy*

The proposed BAS with a major in Film, Television & Digital Production degree curriculum was developed and aligned with the training and skill requirements identified by the surveyed employers (Appendix A). Additionally, the School of Entertainment & Design Technology has an Advisory Committee (Appendix F) which meets regularly and aides in the development and review of curriculum to align with current workforce needs. The membership of the committee is comprised of a broad range of industry professionals and educators in the South Florida community and has assisted in the development of the proposed BAS-FT&DP degree. The proposed BAS-FT&DP program will meet the needs of the workforce by educating and training students with practical hands-on experience. There is also the opportunity for students to participate in various internship programs that the School of Entertainment & Design Technology (SEDTE) has developed. Students are given the opportunity to intern as television studio crew members and production assistants for the College's television network, MDC TV.

There are also many opportunities for students to intern at local television stations in all production capacities. The Film Production Technology program provides students the opportunity to intern with local independent production companies as production assistants and management personnel. On average, SEDT places 12 students per semester (36 per year) into *hands-on* internship positions enabling students to gain valuable on-the-job-training while completing their education requirements. By completing MDC's BAS-FT&DP degree, graduates will have already gained the knowledge, skills, and experience needed to succeed in the film and television production industries.

*5. Align Financial Resources with Performance*

MDC will provide advisory committees with information regarding accountability measures and processes. Recruitment and retention of students will be monitored to ensure that student learning and educational needs are met. The annual budget process and the five-year program review process (Appendix H) as well as SACS accreditation reviews, and the Florida State Board of Education annual report will ensure that resources address program performance.

*6. Coordinate Efforts to Improve Higher Student Learning*

MDC will continue to utilize its existing articulation and access plans and will facilitate new agreements as appropriate. In addition, student support services will be coordinated to ensure student success in the BAS-FT&DP degree program. MDC has a good working relationship with Miami-Dade County Public Schools, thus ensuring a collaborative effort of providing a seamless transition for students and coordinating student progress from high school through the associate level and into the baccalaureate degree.

**E. Academic Content and Curriculum**

<b>Program Title</b>	<i>Bachelor of Applied Science with a major in Film, Television &amp; Digital Production</i>
<b>CIP Code</b>	<b>50.0602</b>
<b>Department</b>	School of Entertainment & Design Technology (SEDT)
<b>General Education Requirements</b>	36 credit hours
<b>Total Credits</b>	120
<b>Common Course Pre-requisites</b>	FIL 1100 and FIL 1400
<b>State-wide Articulation: Associate in Science in Film/Television Production Technology to a Bachelor of Applied Science with a major in Film, Television &amp; Digital Production</b>	In compliance

The proposed BAS with a major in Film, Television & Digital Production degree will be housed within the School of Entertainment & Design Technology at Miami Dade College, North Campus. It is a 120 credit hour program incorporating lower and upper division coursework which includes the required 36 credits of general education, 43 credits of program foundation core (film or TV), including 6 credits of the required program pre-requisites for CIP 50.0602 (FIL1100 and FIL1400), 6 required electives, and 35 upper division discipline content credits. The proposed Classification of Instructional Programs (CIP) Code is: **50.0602** and the curriculum is in compliance with the State of Florida Prerequisite Manual requirements.

## Program Description

The Bachelor of Applied Science with a major in Film, Television & Digital Production degree is designed to provide the South Florida workforce with a highly skilled applicant pool to fulfill job demands and to provide an affordable opportunity for students completing either an Associate in Science or an Associate in Arts degree to seamlessly continue and complete a baccalaureate degree. Graduates of the Bachelor of Applied Science with a major in Film, Television, and Digital Production degree will be prepared with the abilities and skills needed to succeed in the film and television industry. The Bachelor of Applied Science with a major in Film, Television & Digital Production degree will prepare graduates with the hands-on training and business acumen necessary to meet workforce demands and to operate within the entertainment business environment.

## Curriculum Design

The BAS-FT&DP curriculum (Table 10) allows AS graduates appropriate opportunity to complete the general education courses while affording AA graduates the opportunity to complete credits in a technical area, e.g., film or television production. (A Four-Year Advising Sheet with course sequencing can be found in Appendices I and J).

The 35 credit hours of upper-division discipline content courses (Course Descriptions, Appendix M) provides students with a comprehensive understanding and command of digital production as well as business practices and production management. Upper level coursework also includes grant proposal writing and ethics & research, further enhancing the business aspects of the training. The curriculum was developed utilizing extensive input from SEDT's faculty (Appendix K) and Advisory Committee (Appendix F) workforce representatives to ensure that students acquire the latest and most sought-after skills.

**Table 10: Curriculum Guide**



### **Bachelor of Applied Science with a major in Film, Television & Digital Production Degree**

**Program Number: CIP: 50.0602**  
*Total credits required for the degree is 120*

<b>Course</b>	<b>Course Title</b>	<b>Credits</b>	<b>Pre/Co Requisites</b>
<b>Communications – 6 Credits Required</b>			
ENC 1101	English Composition 1	3	
ENC 1102	English Composition 2	3	Pre-Req ENC 1101
<b>Oral Communication – 3 Credits Required</b>			
SPC 1026	Fundamentals of Speech Communications (Recommended)	3	
<b>Humanities – 6 Credits Required</b>			
Select 3 Credits from Group A		3	
<b>*AND*</b>			

**Select 3 Credits from Group B**  
 PHI 2604 Critical Thinking/Ethics 3 Pre-Req ENC 1101  
 (Recommended)

**Behavioral and Social Science – 6 Credits Required**

**Select 3 Credits from Group A**  
 CLP 1006 Psychology of Personal Effectiveness 3  
 (Recommended)

**\*AND\***

**Select 3 Credits from Group B** 3

**Natural Science – 6 Credits Required**

**Select 3 Credits from Group A** 3  
**\*AND\***

**Select 3 Credits from Group B** 3

**Mathematics – 6 Credits Required**

**Select 6 Credits.**  
 MAC 1105 College Algebra 3  
 (Recommended)  
 Approved Math Course 3

**General Education Elective – 3 Credits Required**

*See Advisor for Approved Selection* 3

**Program Foundation Core – 43 Credits Required**

*Electives chosen by the student may be technical courses from an AS degree or General Education courses from an AA degree. Students should speak to an Academic Advisor on the selection of these electives. The following courses must be taken prior to beginning the upper division course work:*

<u>Course</u>	<u>Course Title</u>	<u>Credits</u>	<u>Pre-/Co-Requisites</u>
<b><u>Program Prerequisites – 15 Credits Required</u></b>			
FIL 2552C	Editing 1	3	
FIL 2553C	Editing 2	3	Pre-Req FIL 2552C
FIL 2560C	Editing 3	3	Pre-Req FIL 2553C
VIC 1000	Visual Communications	3	
VIC 1202C	Video Comp. Motion Graphics 1	3	
<b><u>Lower Division Core – 28 Credits Required</u></b>			
<b>Film</b>			
FIL 1100*	Screenwriting 1	3	
FIL 1400*	History of Motion Pictures	3	
FIL 1420C	Film Production 1	4	Co-Req FIL 2552C
FIL 1431C	Film Production 2	4	Pre-Req FIL1420C/Co-Req FIL 2553C
FIL 2130	Screenwriting 2	3	Pre-Req FIL1100
FIL 2480C	Film Production 3	4	Pre-Req FIL1431C / Co-Req FIL2560C
FIL 2515C	Film Production 4	4	Pre-Req FIL2480C
FIL 2611	Film Bus/Mktg/Dist/Exhib	3	
<b>OR</b>			
<b>Television</b>			
MMC 2000	Intro. To Mass Communications	3	
RTV 1100	Writing for Elec. Media	3	
RTV 1241C	TV Studio Prod. 1	4	
RTV 1242C	TV Studio Prod. 2	4	Pre-Req RTV 1241C
RTV 2226	Broadcast News	3	
RTV 2243C	Television Directing	3	Pre-Req RTV 1242C
RTV 2245C	Elec. Field Prod. 1	4	Pre-Req RTV 1242C and FIL 2552C
RTV 2246C	Elec. Field Prod. 2	4	Pre-Req RTV 2245C

**\* FIL 1100 and FIL 1400 are common prerequisites for CIP 50.0602 listed in the State of Florida Common Prerequisite Manual.**

**Required Electives– 6 Credits Required**

FIL 1100*	Screenwriting 1	3	
FIL 1400*	History of Motion Pictures	3	
FIL 1055	American Independent Cinema	3	
FIL 1360	Survey of Documentary Film	3	
FIL 2370	Film Workshop	3	Pre-Req FIL2515C
FIL 2413	Screenwriting and Storyboarding	3	Pre-Req FIL 2130
FIL 2572C	Advanced Video Post-Production	3	Pre-Req FIL 2552C
FIL 2945	Film Internship	3	
RTV 2230C	Radio and TV Announcing	3	
RTV 2244	Television Direction 2	3	Pre-Req RTV2243C
RTV 2248C	Television Workshop	3	Pre-Req RTV2246C
RTV 2249C	Radio Program Operations	3	Pre-Req RTV1240C
RTV 2940	TV Internship	3	Pre-Req RTV2245C
Foreign Language (2 sequential courses)		6	
Computer CGS1060			

<u>Course</u>	<u>Course Title</u>	<u>Credits</u>	<u>Pre-/Co-Requisites</u>
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**Upper Division Discipline Content– 35 Credits Required**

DIG 3XXXC	Digital Cinematography	3	
DIG 3XXXC	Sound Design	3	
DIG 4XXXC	DVD Authoring, Web Design, & Elec. Distribution	3	
DIG 4345C	Digital Effects & Compositing	3	
FIL 3XXX	Grant Proposals & Funding	3	
FIL 3602	Business Practices & Production Management	3	
FIL 4XXX	Fiction Scriptwriting	3	
FIL 4201C	Production Workshop 1	4	
FIL 4202C	Production Workshop 2	4	Pre-Req FIL4201C
RTV 3408	Ethics & Research for Non-Fiction Scripts	3	
RTV 3810C	Broadcast Design & On-Air Promotions	3	

**TOTAL CREDITS**

General Education Requirements	36 credits
Program Foundation Core	43 credits
Required Electives	6 credits
Upper Division Discipline Content	35 credits
*****	

**Total 120 credits**

**Computer Competency:** By the **16th earned** college level credit (excluding EAP and college preparatory courses), a student **must take** the Computer Competency Test and pass

*Or*

By the **31st earned** college level credit (excluding EAP and college preparatory courses), a student **must pass** CGS 1060, an equivalent continuing education or vocational credit course or retest with a **passing score on the Computer Competency Test.**

**Foreign Language:** Students admitted to the baccalaureate degree program without meeting the foreign language admission requirement of at least 2 courses (8-10 credit hours) of sequential foreign language at the secondary level or the equivalent of such instruction at the postsecondary level must earn such credits prior to graduation.

**Additional Information:** Students entering with an AS degree may have more than 24 elective credits and may need additional General Education credits to meet the 36 credits required for the baccalaureate degree. Students entering with an AA degree may need additional electives to provide appropriate background for the baccalaureate program.

A minimum cumulative grade point average of 2.50 is required for graduation with a 2.0 in courses used to fulfill the Gen. Ed. requirement.

Students must successfully complete 30 semester hours of 3000-4000 level course work.

Students should check their individualized Degree Audit Report to determine the specific graduation policies in effect for their program of study for the year and term they entered Miami Dade College. This outline includes current graduation requirements. However, the final responsibility for meeting graduation requirements rests with the student.

### Admission Requirements

To be admitted to the MDC BAS-FT&DP program, applicants must:

- Complete the MDC application
- Have earned an Associate in Science or Associate in Arts degree from a regionally accredited institution **OR** have completed a minimum of 60 semester hours from a regionally accredited institution, including 4 credits applicable to the program curriculum, including ENC 1101 and MAC 1105 or equivalents
- Have a minimum cumulative GPA of 2.0 or higher
- Have passed all parts of the College Level Assessments Skills Test (CLAST) or met State-mandated CLAST alternatives.
- Successfully complete the Florida Common Pre-requisite coursework (FIL1101 and FIL1400)

### Additional Information:

Students entering with an AS degree may need additional General Education credits to meet the 36 General Education credits required for the baccalaureate degree. Students entering with an AA degree may need additional electives to provide appropriate background for the baccalaureate program.

### Graduation Requirements

- Minimum of 120 semester hours in specified coursework
- Minimum cumulative grade point average of 2.5
- Minimum 2.0 grade point average in courses used to fulfill the Gen. Ed. requirements
- Minimum of 30 semester hours of 3000-4000 level course work at the senior level institution
- Satisfactory completion the general education 36 credit hour requirements
- Satisfactory completion of the Gordon Rule requirements
- Satisfactory completion of the CLAST (or waiver)
- Computer Competency: By the 16th earned college level credit (excluding EAP and college preparatory courses), a student must take the Computer Competency Test and pass
- By the 31st earned college level credit (excluding EAP and college preparatory courses), a student must pass CGS 1060, an equivalent continuing education or vocational credit course or retest with a passing score on the Computer Competency Test.
- Foreign Language: Students admitted to the baccalaureate degree program without meeting the foreign language admission requirement of at least 2 courses (6 - 8 credit hours) of sequential foreign language at the secondary level or the equivalent of such instruction at the postsecondary level must earn such credits prior to graduation.

### Terminal Program Outcomes

In regard to specific learning outcomes, Florida Statute 1001.03 [13] requires a “*cyclic review of postsecondary academic programs*” to “*document how individual academic programs are achieving stated student learning and program objectives*”. SACS guidelines place responsibility on an institution for reviewing its programs.

- 3.3.1 The institution identifies expected outcomes for its educational programs and its administrative and educational support services; assesses whether it achieves these outcomes; and provides evidence of improvement based on analysis or those results.
- 3.4.1 The institution demonstrates that each educational program for which academic credit is awarded (a) is approved by the faculty and administration, and (b) establishes and evaluates program and learning outcomes.
- 3.4.12 The institution places primary responsibility for the content, quality, and effectiveness of its curriculum with its faculty.
- 3.5.1 The institution identifies college-level competencies within the general education core and provides evidence that graduates have attained those competencies.

To meet Florida Statute 1001.03 [13], the MDC School of Entertainment & Design Technology has developed a variety of methods to assess terminal program objectives, including written and oral assignments, and several projects involving production and exhibition, and opportunities to participate in internships within the entertainment industry. The MDC Program Review Process (Appendix H) meets the guidelines outlined in MDC’s mission, vision, and values, Florida State Statutes, and SACS guidelines and criteria.

As noted in Table 11, upon completion of the proposed BAS-FT&DP degree, graduates will be expected to demonstrate the following:

**Table 11: Terminal Program Outcomes**

1. The student will be able to develop a production plan which details the plan from concept to creation.
2. The student will be able to apply time and resource management principles to the development of pre-production, production, and post-production process.
3. The student will be able to create a story overview and a detailed scene outline for fiction and non-fiction productions.
4. The student will be able to record, edit and mix audio and prepare new tracks for overdubbing.
5. The student will demonstrate knowledge of both 2D and 3D video elements, motion tracking and advanced keying techniques.
6. The student will be able to enter the workforce as an independent contractor and function in a professional business climate.
7. The student will demonstrate knowledge of the budget and proposal process in digital production.
8. The student will be able to research and apply for available grants relevant to a project and seek alternate funding sources, if necessary.
9. The student will learn to set up a simple DVD including menus, chapter index, and special features.
10. The student will learn to set up and manage a local web site, build pages, and distribute audio and video content on the Internet.

### **Miami Dade College Learning Outcomes**

In addition to the specific Terminal Outcomes required for the proposed BAS-FT&DP degree, MDC programs integrate and assess the Miami Dade College Learning Outcomes skills and learning objectives throughout each curriculum. The BAS-FT&DP upper division coursework incorporates the MDC Learning Outcomes (Appendix L).

### **Delivery Mode**

For more than 45 years, Miami Dade College has focused on achieving its fundamental mission “to provide accessible, affordable, high-quality education by keeping the learner’s needs at the center of decision-making and working in partnership with its dynamic multicultural community”. Consequently, Miami Dade College is aware of its students’ educational needs and challenging work-related schedules. Therefore, the College offers classes from 7:00 a.m.-11:00 p.m. and on weekends. In 2011-2012, MDC will begin developing appropriate on-line coursework for the BAS-FT&DP program to ensure additional accessibility to the program.

The Miami Dade College BAS with a major in Film, Television & Digital Production degree conforms to all State statutes and rules, including the completion of 36 credits of general education, the Gordon Rule, and CLAST requirements. The proposed BAS-FT&DP incorporates the AA and AS lower division coursework as the core for the baccalaureate program and MDC is in compliance with State of Florida articulation agreements regarding transferability. Transcripts from students transferring from out-of-state institutions will be evaluated on an individual basis per the established MDC transfer policy. Descriptions for upper division BAS-FT&DP degree courses are available in Appendix M.

**Limited Access:**

To offer greater opportunities for students to enroll in the BAS-FT&DP degree, MDC is not seeking limited access status for this program.

**F. Assessment of Current and Anticipated Resources to Deliver the Program**

Initially, the BAS-FT&DP degree program will be housed at Miami Dade College's North Campus with major coursework offered at North and general education courses available at most MDC campuses. The majority of facilities, equipment, and academic infrastructure that already exist for this program will have minimal impact on start up costs. However, modifications to classrooms and labs to accommodate components of program instruction are necessary. Additional computers, multimedia equipment and software upgrades are key in assuring that this program trains its students on the latest technologies employed in the entertainment industry. Currently, North Campus has a complete editing suite with 24 workstations equipped with the latest software, a sound recording studio, and a recently upgraded TV studio. During the first two years of the program, it is expected that classroom and lab renovations will be necessary to meet the technological demands of the program. As the enrollment grows, additional classrooms will be needed as well as technology updates.

*Faculty:* The School of Entertainment & Design Technology currently has 12 full time associate-level faculty members and administrators who will be eligible to teach in the BAS program, two of whom have doctoral degrees (Appendix K). Another full-time instructor is currently enrolled in an Ed.D. program and is expected to complete the program by 2012. Based on projected enrollment, the number of upper division courses to be offered, and to ensure that 30% or more of the upper division classes will be taught by doctoral-prepared instructors, MDC will need to hire 2 part-time equivalents, (each with a different area of expertise in the program) of one full time, doctoral prepared faculty member in 2009-2010 and then cut back to only 1 part-time faculty member by 2010-2012 after a full-time faculty member is hired in 2010-2011. With a projected increase in enrollment, a second part-time faculty member will be needed in 2012-2013. MDC will need 1 full-time BAS-FT&DP Program Coordinator in 2009-2012, and 1 part-time student advising staff member in 2009-2012.

The BAS with a major in Film, Television & Digital Production degree program is expected to be self-supporting by 2012 and show a program revenue of \$24,320 in excess of expenses by 2013, as evidenced in Appendix C.

Miami Dade College has existing resources (from the AS degree programs in Film and Television Production) to facilitate the BAS-FT&DP degree program and with the proposed facility modifications and the acquisition of new equipment, the College will be poised to support the proposed baccalaureate degree program. Addressed below are general facilities, and other academic and operational resources.

*General Facilities:* The facilities to be utilized as part of the BAS-FT&DP degree are of superior quality and the highest caliber. Many of the Colleges' classrooms are equipped with state-of-the-art technology and utilize advanced instructional equipment. Modifications will be necessary to several classrooms and labs within the first three years of the program to accommodate the components of program instruction. Several classrooms will need to be upgraded to smart classrooms, including the addition of computers, projectors, software and related items.

*Equipment/Communication Technology:* The BAS-FT&DP degree program will incorporate the current equipment and facilities used in the AS degree programs for Film Production and Television Production Technology. The video cameras, sound recording equipment, lighting gear, and production accessories that SEDT currently has accommodates 20 student production teams (20 "production packages") and is sufficient to cover all classes during the first year of the BAS-FT&DP program implementation.

As student headcount rises, (25/2009-2010, 40/2010-2011, 60/2011-2012, and 85/2012-2013) additional production gear (10 "production packages") will be purchased as allocated in the Enrollment, Performance and Budget Plan (Appendix C).

Post Production/editing labs currently used by the AS degree programs in Film and Television Production are sufficient to handle current AS degree students and the first year (2009-2010) of projected enrollment for the BAS-FT&DP. SEDT currently has 3 editing labs on the North Campus, 2 labs on the Wolfson Campus, 2 labs on the Kendall Campus and 1 lab on the Homestead Campus. Additional workstations (36) will be added to the North Campus and Kendall Campus postproduction labs to accommodate BAS students 2012-2013 as noted in Appendix C.

The program is designed to acquire and implement new production and post production gear as new technologies emerge in the entertainment industry. Such budget allocations are included in the Enrollment, Performance and Budget Plan (Appendix C).

*Academic Administration:* A full time Director of the BAS-FT&DP degree will be needed to manage and handle the administrative functions of the program.

*Support Staff:* A part-time Student Recruiter/Advisor is necessary to recruit and advise students about program requirements. Part time professional services (web designer) will be needed to assist the Director of the BAS-FT&DP degree for years 2 through 4 of the program's implementation.

*Marketing:* Needed program brochures and materials to market the BAS-FT&DP degree through 2013

*Library:* The MDC North Campus Library has an estimated print and electronic book collection of 3,000 book titles in areas related to film, television, and digital production, as well as 1,346 multi-media resources and 34 periodical titles. It will also be necessary for the library to acquire approximately 800 new titles needed in Digital Production, Post-Production, Management, and Research titles, electronic periodical database, industry journal titles and instruction manual updates annually. As the college currently subscribes to a large number of databases that contain journals which are relevant to both the two-year and four-year degree programs, the need for additional databases is minimal.

At present, all faculty librarians have collection development expertise that can easily assist the SEDT faculty and administration to select the new library material. A part-time library support technician would assist in collection management to assist with the processing of the materials. The North Campus Library has recently undergone facility renovations that will allow for ample space and shelving for the additional proposed materials.

**Table 12: Summary of Current and Anticipated Resources to Implement the BAS-FT&DP**

	Current Resources	Anticipated Resources
Library Volumes	<ul style="list-style-type: none"> <li>▪ The book collection is approximately 3,000 volumes.</li> <li>▪ Collection of approximately 1,346 multi-media resources &amp; 34 Periodical titles</li> <li>▪ Online databases</li> </ul>	<ul style="list-style-type: none"> <li>▪ 800 new titles needed in Digital Production, Post-Production, Management, and Research titles</li> <li>▪ Electronic periodical database</li> <li>▪ Industry journal titles and instruction manual updates annually</li> </ul>
Space	<ul style="list-style-type: none"> <li>▪ General Facilities</li> <li>▪ Electronic and Traditional Classroom Space</li> <li>▪ Library and Information Resource Center has space, multimedia stations, a computer courtyard, connectivity, group study rooms, reading rooms, and a quiet study area.</li> </ul>	<ul style="list-style-type: none"> <li>▪ General Facilities: Reconfigure office space and classroom space for expanded digital production courses</li> </ul>
Equipment	<ul style="list-style-type: none"> <li>▪ 3 Labs with FCP, Avid, &amp; Adobe software (North Campus)</li> <li>▪ 2 Labs with FCP, Avid, &amp; Adobe software (Wolfson Campus)</li> <li>▪ 2 Labs with FCP, Avid, &amp; Adobe software (Kendall Campus)</li> <li>▪ 1 Lab with FCP, Avid, &amp; Adobe software (Homestead Campus)</li> <li>▪ Camera and Lighting Equipment (20 “production packages)</li> <li>▪ 2 TV Studios (North and Homestead Campuses)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Computers and software for additional students &amp; faculty (labs and office space)</li> <li>▪ Office furniture (labs and office space for North and Kendall Campuses)</li> <li>▪ Digital Camera &amp; Sound Equipment (10 “production packages”)</li> <li>▪ Digital Media Servers to accommodate 36 additional workstations in the post production labs for North and Kendall Campuses</li> </ul>
Internship sites	<ul style="list-style-type: none"> <li>▪ Affiliations with local production business</li> </ul>	<ul style="list-style-type: none"> <li>▪ Affiliations with additional local production businesses</li> </ul>
Personnel	<ul style="list-style-type: none"> <li>▪ AS Program Faculty Full-Time 5</li> </ul>	<ul style="list-style-type: none"> <li>▪ BAS-FT&amp;DP Program Faculty: Full-time: 1</li> </ul>

	Part-Time 5 Program Chair (FT)	Part-Time: 2-1-2 ▪ BAS-FT&DP Staff: 1 program director (FT) 1-2 faculty support (lab assistants) (PT) 1 PT secretary (support services) 1 web designer (professional services) (PT)
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*Internship Sites:* SEDT places approximately 36 students into internship programs throughout the academic year and anticipates placement of another 6 students per semester enrolled in the BAS-FT&DP program. Through the School of Entertainment & Design Technology Advisory Committee (Appendix F) and various Chambers of Commerce, SEDT is well-poised and confident that sufficient internship sites are presently secured, and additional opportunities will be secured to meet the program’s demands. The following is a list of entertainment industry partners currently participating in SEDT’s Internship program:

**SEDT Internship Partner for Film and Television Production-2008**

- WLRN
- NBC Network
- Miami Dade College Television (MDC TV)
- Radio Mambi
- ABC Network
- Accent Marketing
- Cine VideoTech
- Haitian TV Network
- La Fábrica Films
- Miami Beach Cinematheque
- MTV-Latino
- Pigeon Productions
- South Florida Archive of the Motion Picture
- Telemundo TV Network
- Univisión TV Network
- Homestead TV Network
- 2CMedia
- Golden Palms Productions

**G. Proposed Enrollment, Performance, and Budget Plans**

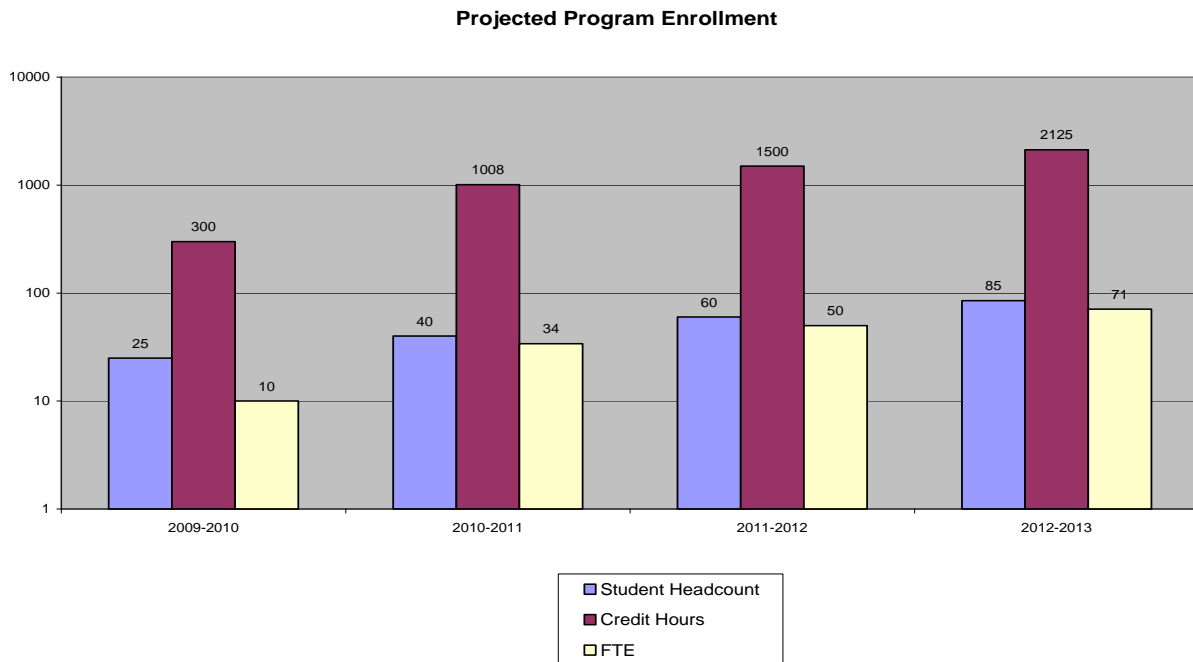
The attached Florida Community College System Baccalaureate Degree Enrollment Performance and Budget Plan (Appendix C) provides an overview of projected costs through 2013 for the BAS-FT&DP degree program implementation. The proposed student enrollment for the BAS-FT&DP degree program is illustrated in Table 13 for years 2009 (2009-2) through 2013, starting with 25 new students for the first year, 40 for the second year (2010-11), 60 for the third year (2011-12), and 85 for the fourth year (2012-2013) with an average yearly attrition rate of 25%. It is anticipated that 12 students will comprise the first graduating class of the Miami Dade College BAS-FT&DP degree program in December 2011 and an anticipated graduating class of 20 in December 2012.

**Table 13: Proposed Enrollment for BAS-FT&DP**

	2009-2 Jan 2010	2010-1 Aug 2010	2011-1 Aug 2011	2012-1 Aug 2012
New	25	21	30	40
Returning		19	30	45
Total	<b>25</b>	<b>40</b>	<b>60</b>	<b>85</b>
Graduated			<b>12 (Dec. 2011)</b>	<b>20 (Dec. 2012)</b>

Table 14 below illustrates the projected program enrollment including: Student Headcount, Credit Hours, and FTE. With an anticipated start date of January 2010, the projected program enrollment for the 2009-2010 Fiscal Year (FY) is 25 students (headcount). Enrollment is expected to grow steadily reaching 85 students by 2012-2013. Upper division student credit hours generated is projected at 300 in the 2009-2010 school year, and is expected to increase to 2,125 credits by the 2012-2013 year. Likewise, upper division student FTE is projected to increase from 10 to 71 FTE during the same time period.

**Table 14: Projected Program Enrollment**



Based on student enrollment projections, it is anticipated that in December, 2011 the program will graduate 12 students. Based on current job openings in Region 23, it is anticipated that there will be a 100% placement rate, with starting salaries approximated to be \$33,000/yr. By 2012, it is anticipated that 20 students will graduate with a 100% job placement rate with a starting salary of \$36,000/yr.

## Actual, Estimated and Projected Program Expenditures (Appendix C)

- *Instructional*

To ensure that 25% or more of the upper division classes will be taught by doctoral-prepared instructors, MDC will need to hire one full-time faculty member in 2010-2011. Full-time faculty salaries and fringe benefits are estimated at \$64,898 in FY 2010-2011 increasing to \$67,493 in FY2011-2012, and to \$70,193 in FY2012-2013.

Two part time (adjunct) faculty will be required for years 2009-2010, and then reduced to 1 part-time for year 2010-2012 after the full-time faculty is hired. An additional part-time faculty member will be required in FY2012-2013 to accommodate enrollment. Part-time faculty salaries and fringe benefits are projected to be \$55,198 in FY2009-2010 (with NO full-time faculty) and \$27,599 in 2010-2012, (with the addition of 1 full-time faculty) and then increasing to \$45,000 in FY2012-2013 (with 1 full-time faculty). Instructional lab assistants will be required to support student enrollment in various lab-related courses. The program will start with 1 part-time instructional laboratory support assistant for academic year 2009-2010, with a projected salary of \$12,400 and become a full-time lab assistant in year 2010-2011 with a salary of \$14,000 increasing to \$15,000 for year 2011-2012. A part-time lab assistant will be added for a total cost of \$25,000 for academic year 2012-2013.

- *Operating Expenses*

Miami Dade College anticipates the following budgetary requirements for academic administration operating expenses. Line item details appear in Appendix C, *Enrollment, Performance, and Budget Plan*.

- One full time program manager and one administrative support staff will be needed to manage, coordinate, and assist in the administration of the degree program offering. The program manager's salary, including benefits and 3% annual increases, will be \$66,872 in FY2009-2010, \$69,444 in FY2010-2011, \$72,016 in FY2011-2012, and \$78,000 in FY2012-2013.
- Standard office supplies and materials will cost \$21,000 for the first 4 years of the BAS-FT&DP degree program implementation.
- A travel budget of \$2,000 (FY2009-2012) increasing to \$3,000 (FY2012-2013) will be established to provide faculty and staff the opportunity to attend professional development conferences and training to enable them to remain current in their discipline.
- Office communication technology will be required to support the daily operations of the program, estimated at \$130,000 for 2009-2010, decreasing to \$30,000 in 2010-2011, \$12,000 in 2011-2012, and increasing to \$18,000 in 2012-2013.
- A part-time librarian, who will provide library and resource center information to students, will be required. Projected cost for the librarian is \$2,500 in FY 2009-2012, increasing to \$8,000 in FY2012-2013.
- Due to the highly specialized, technical nature of this program, a part-time student services/academic advisor will be necessary to assist and advise students with degree requirements and career opportunities. The projected expense for the student services position is \$18,000 in FY2009-2012. An additional part-time position will increase expenses to \$29,000 in FY2012-2013.

- Professional services (web design) costs are estimated at \$20,000 for FY2009-2010, \$21,000 in FY2010-2011, decreasing to \$5,000 in FY2011-2012, and increasing to \$7,000 in FY2012-2013. Professional services funds will be utilized for consulting services to assist in the development of curriculum, laboratories, instructional aids, and grant-related research and writing. Professional consultants will also be used to create advertisement and publicity for the program.
  - MDC will seek certification from various software applications utilized within the program. This would give the College and the BAS-FT&DP degree program credibility and prestige for our graduating students. Estimated yearly costs related to such software program certification are \$2,000 for FY2011-2013.
  - Support Services (PT secretary) costs are estimated at \$3,000 in 2009-2010, \$3,500 in 2010-2011, \$4,159 in 2011-2012, and \$7,000 in 2012-2013.
- *Capital Outlay*

**Library Resources:** Although the College has a library/resource center, additional funding is required to update texts, periodicals, and upper-division level resource material. It is anticipated that \$40,000 will be required in FY2009-2010 to begin establishing a film, television and digital production technology library consisting of updated senior level institution text books, new periodicals, and an electronic library of resource materials. An additional \$25,000 will be needed in FY2010-2011, to continue development of library resource materials. In FY2011- 2012, expenses will be reduced to \$2,000. FY2012-2013 expenses will increase slightly to \$4,000 as library resources reach a maintenance level.

**Information Technology Equipment:** In FY2009-2010, it will be necessary to purchase \$200,000 in computers, software and networking capabilities for post-production laboratories. In FY2010-2011, an additional \$215,000 in production equipment will be necessary to accommodate course requirements and student-related film and television productions. Expenses are expected to decline to \$15,000 in FY2011-2012 and increase to \$30,000 in FY2012-2013 to accommodate increased enrollment.

**Other Equipment:** As the program continues to grow and develop, additional technology purchases will be required to keep the learning environment up-to-date and provide state-of-the-art technology to its students. A cost of \$150,000 is budgeted for FY2009-2010, \$225,000 in FY2010-2011. A cost of \$25,000 for FY 2011-2012 and a cost of \$35,000 to refresh equipment as necessary for FY2012-2013.

**Facilities/Renovation** Some facilities modifications will be necessary to accommodate the program and modify existing structures including the development of three new state-of-the-art post-production laboratories. Estimated outlays for facilities renovations are \$50,000 occurring in FY2009-2010, \$25,000 in FY2010-2011, and \$14,683 in 2011-2012 and \$15,000 in FY2012-2013.

- *Nature of Expenditures*  
The vast majority of expenditures, as reflected in the attached *Enrollment, Performance, and Budget Plan* (Appendix C), will be recurring expenses. Non-recurring expenses will

consist of facilities renovation, information technology equipment, and other equipment purchases.

- *Sources of Funds*

Miami Dade College will utilize two revenue streams to implement and expand the proposed BAS-FT&DP degree program.

- **State funding:** will provide a \$3,657.00 subsidy for each FTE student credit hour.
- **Tuition:** is estimated at the approximate rate of \$69.40 per upper division credit hour (exclusive of other fees) based on 2008-2009 rates.

The majority of revenue for the BAS- FT&DP degree will come from baccalaureate degree grants from the state. The remaining program funding source will be student fees, projected to increase by 5 percent per credit annually. Additionally, the School of Entertainment & Design Technology will seek grants and other sources of revenue available to the College.

The 2008-2009 Resident Student Fees at Miami Dade College is \$69.40 per credit hour which is less than the average state university undergraduate cost per credit hour. Therefore, Miami Dade College will be able to provide the BAS-FT&DP degree program in a more cost-effective manner than similar programs offered at State and private universities (Table 9).

In 2012-2013, when stable enrollment and graduation rates are reached and non-recurring start-up funding has been completed, State Funds will represent 24.6% percent of the required funding for the four year enrollment period projection with the balance coming from student fees and other sources. For additional information, please refer to the attached *Enrollment, Performance, and Budget Plan* (Appendix C).

## **H. Accreditation Plan**

Miami Dade College is currently a Southern Association of Colleges and Schools (SACS) level 2 institution. As of this date, MDC School of Entertainment & Design Technology will not seek additional accreditation for the BAS-FT&DP degree program.

## **I. Plan of Action in Case of Program Termination**

As mandated by the State Board of Education, Miami Dade College will demonstrate diligence to individual student needs in the event of program termination and will enact an approved degree completion plan to enable eligible students to complete the appropriate BAS-FT&DP degree program coursework no later than two academic years following the termination decision. The School of Entertainment & Design Technology will provide transition services to students, including a transition educational plan outlining coursework and program options for program completion and will ensure that the program will remain open and provide “train-out” options to allow eligible students currently enrolled to complete graduation requirements. The plan will be comprised of courses based on an individual student review, with transfer and advising assistance provided. MDC will maintain transcripts of the BAS-FT&DP degree students and program graduates in accordance with MDC policies and procedures and will maintain and

archive the BAS-FT&DP degree course descriptions and representative course syllabi. Every effort to serve the interests of affected students will be observed in the event of program termination. Miami Dade College will adhere to the stipulations as mandated by the State Board of Education regarding its monitoring of the program implementation through annual reviews. All educational programs at MDC are reviewed on a five-year cycle (Appendix H) and follow established operational procedures for college-wide evaluation. Following this process, MDC develops program recommendations to continue, modify, or discontinue specific programs. This same procedure would be followed in case of program termination.

Each program review will address five areas:

1. Program goals and rationale
2. Outcomes assessment
3. Program resources and support
4. Program strengths/opportunities for improvement
5. Program viability

### **Proposal Implementation**

Implementation is planned for January, 2010, and upon State Board of Education (SBE) approval of the proposed Miami Dade College BAS-FT&DP degree program, a Memorandum of Agreement (MOA) will be developed listing the criteria for initial release of funds, and for continuing program approval as stipulated by the State. Upon approval, the MOA will be signed by the Miami Dade College President and the Commissioner on behalf of the SBE. Funding, as determined by the Commissioner, approved by the SBE, and specified in the MOA, will be released upon receipt of the signed MOA.

### **Terms and Conditions of Program Continuation**

As indicated in the Miami Dade College Program Review Policy (Appendix H), MDC will adhere to all requirements as stipulated in the MOA. MDC values a systematic approach to decision making and assessment of program effectiveness and is in compliance with *Florida Statute 1001.03 (13)* regarding a cyclic review of post-secondary academic programs. MDC will provide data required by the Chancellor of Community Colleges and revisions to budget information, as appropriate.

Miami Dade College understands that continued funding will be based upon performance specified in annual reports and dependent on Legislative funding. Once the program is established, continued funding will be provided via the upper-division funding model approved by the Legislature.

## Reference List

1. Broadcast and Sound Engineering Technicians and Radio Operators  
<http://www.bls.gov/oco/ocos109.htm>
2. Department of Labor General Information about the Motion Picture Industry  
<http://www.bls.gov/oco/cg/cgs038.htm>
3. Distribution of Educational Attainment  
[http://www.acinet.org/acinet/occ\\_rep.asp?id=1&nodeid=2](http://www.acinet.org/acinet/occ_rep.asp?id=1&nodeid=2)
4. Florida Labor Market Statistics  
<http://www.labormarketinfo.com/library/ep.htm>
5. Graphic Designers  
<http://www.bls.gov/oco/ocos090.htm>
6. Industry Employment Hourly and Annual Mean Wage  
[http://www.bls.gov/oes/current/oes\\_stru.htm#27-0000](http://www.bls.gov/oes/current/oes_stru.htm#27-0000)
7. Information from America's Career Info.net  
<http://www.acinet.org>
8. mDialog  
[www.mdialog.com](http://www.mdialog.com)
9. Multi-media artists and Animators  
<http://www.bls.gov/oco/ocos092.htm>
10. National information from the U.S. Department of Labor – Bureau of Labor Statistics  
<http://data.bls.gov/oep/servlet/oep.nioem.servlet.ActionServlet?Action=empios&TtypeOccupation>
11. State Occupational Projections  
<http://www.projectionscentral.com/projhome.asp>
12. State of Florida projection  
<http://www.projectionscentral.com/projhome.asp>
13. Sundance  
[http://www2.sundance.org/press\\_article.aspx?articleID=1&subID=1&colorCode=red](http://www2.sundance.org/press_article.aspx?articleID=1&subID=1&colorCode=red)
14. Television, Video, and Motion Picture Camera Operators and Editors  
<http://www.bls.gov/oco/ocos091.htm>
15. U.S. Department of Labor, Bureau of Labor Statistics  
[http://www.bls.gov/oes/current/oes\\_stru.htm#27-0000](http://www.bls.gov/oes/current/oes_stru.htm#27-0000)
16. U.S. Department of Labor, Bureau of Labor Statistics about the Motion Picture Industry, which encompasses Documentary and Non-fiction Films as an industry.  
<http://www.bls.gov/oco/cg/cgs038.htm>
17. US Labor Statistics Department  
<http://www.bls.gov/emp/optd/home.htm>

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

**Appendices**



## Appendix A: Entertainment Industry Hiring Practices Survey

### Survey of Hiring Practices for Entry-Level Positions in the Entertainment Industry

Please Check as many of the following answers which relate to your company's hiring preferences.

1. A bachelor's degree is preferred when hiring new entry-level employees in the following fields:
  - Graphic Arts and Animation (n-96/70%)
  - Creative Writing (n-82/60%)
  - Business related disciplines (n-110/80%)
  - Programming (n-82/60%)
  - Broadcast and Cable Operations (n-110/80%)
  - Station Management (n-123/90%)
  - Broadband Operations (n-55/40%)
  - Production (n-96/70%)
  
2. Would your company consider it advantageous for entry level employees to have a four-year degree in professional subject areas such as programming, research, on air promotions, broadcast and cable business administration and operations?
  - Yes (n-126/92%)
  - No (n-11/8%)
  
3. Would having a four-year degree in one of these areas be advantageous to an employee in terms of future career advancement?
  - no advantage (n-8/6%)
  - some advantage (n-55/40%)
  - great advantage (n-74/54%)
  
4. Do you believe that a four-year degree provides entry-level employees with greater personal and professional resources to better serve your company?
  - Yes (n-126/92%)
  - No (n-11/8%)
  
5. Please check the career paths that will be in most demand during the next five years within your company.
  - Creative: Writer-Producer-Director-Editor (n-119/87%)
  - Programming (n-30/22%)
  - Broadcast Operations (n-25/18%)
  - Sales (n-112/82%)
  - Management (n-89/65%)
  - Broadband Opportunities (n-55/40%)
  - Program Distribution (n-48/35%)

## Appendix B: Baccalaureate Degree Interest Student Survey

### School of Entertainment & Design Technology Baccalaureate Degree in Film/Television Production Student Survey

Please answer the following questions based on your personal preference.

1. Are you interested in continuing your film/television production education to earn a baccalaureate degree? YES (n-105/95%) NO (n-5/5%)

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2. Would you attend Miami Dade College to earn your baccalaureate degree?  
YES (n-79/72%) NO (n-31/28%)

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3. What criteria would be most important to you should you decide to continue your education?

(Check all that apply)

- Cost (n-108/98%)
- Class scheduling (n-88/80%)
- Program offerings (n-75/68%)
- School location (n-96/87%)
- School reputation (n-68/62%)

4. What career in the entertainment industry do you wish to pursue upon graduation?  
Various responses: Production/Post Production (n-84/76%) Other (n-26/24%)

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5. Do you feel that you would have an advantage in seeking employment with a baccalaureate degree instead of an AS or AA degree?

YES (n-105/95%) NO (n-5/5%)

---

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6. Do you think that MDC should offer a BAS degree in film and television production?

YES (n-105/95%) NO (n-5/5%)

## Student Survey Comments

The School of Entertainment & Design Technology Student Survey (Appendix B) received the following responses from currently enrolled students when asked if they would be interested in pursuing a baccalaureate degree in film/television production at MDC.

1. *“MDC offering a BAS in film production is the best news I’ve heard yet.”*
2. *“I would definitely enroll in a BAS program in film and TV production at MDC.”*
3. *“I love the AS program so much, I’m sure the bachelor’s program would be great, too.”*
4. *“I am very interested. I am an international student and a university would be very expensive for me to attend.”*
5. *“Yes, I would be interested in attending MDC for a bachelor’s degree. It’s closer to home.”*
6. *“I would love to take more classes.”*
7. *“Yes, I would take classes for my bachelor’s at MDC because of cost and location.”*
8. *“I would be interested in taking more classes at MDC because I study with a Bright Futures Scholarship and don’t have much money to pay for a private institution which will not be covered by the scholarship.”*
9. *“Hell, yes!”*
10. *“Yes, getting a bachelor’s degree is one of my primary goals.”*
11. *“Absolutely!”*
12. *“I am seeking a BA or even a Master’s, so if it was offered at MDC which is closer to home with comparable courses to other schools then I would consider attending.”*

## Appendix C: Enrollment, Performance and Budget Plan

**FLORIDA COMMUNITY COLLEGE SYSTEM  
2009-10 PROJECTED OPERATING BUDGET REQUEST  
BACCALAUREATE DEGREE GRANTS  
ENROLLMENT, PERFORMANCE AND BUDGET PLAN**

COLLEGE NAME: MIAMI DADE COLLEGE

Contact Name: E. H. LEVERING

DEGREE NAME: BAS: Film, Television & Digital Production (BAS-FT&DP)

	PROJECTED 2009-10	PROJECTED 2010-11	PROJECTED 2011-12	PROJECTED 2012-13
<b>I. PLANNED STUDENT ENROLLMENT</b>				
A. Student Headcount	25	40	60	85
B. Upper Division Student Credit Hours Generated - (Resident)	300	1,008	1,500	2,125
Upper Division Student Credit Hours Generated - (Nonresident)	0	0	0	0
Upper Division Total Student Credit Hours Generated - (Resident and Nonresident)	300	1,008	1,500	2,125
C. Upper Division Student FTE (30 Credit Hours) - (Resident)	10	34	50	71
Upper Division Student FTE (30 Credit Hours) - (Nonresident)	0	0	0	0
Upper Division Student FTE (30 Credit Hours) - (Resident and Nonresident)	10	34	50	71
<b>II. PLANNED PERFORMANCE</b>	<b>2009-10</b>	<b>2010-11</b>	<b>2011-12</b>	<b>2012-13</b>
A. Number of Degrees Awarded	0	0	12	20
B. Number of Placements	0	0	12	20
C. Projected Annual Starting Salary	0	0	33,000	36,000
<b>III. ACTUAL, ESTIMATED AND PROJECTED PROGRAM EXPENDITURES</b>	<b>2009-10</b>	<b>2010-11</b>	<b>2011-12</b>	<b>2012-13</b>
<b>INSTRUCTIONAL</b>				
1. Faculty Full-Time FTE	0	1	1	1
2. Faculty Part-Time FTE	2	1	1	2
1. Faculty Full-Time Salaries/Benefits	0	64,898	67,493	70,193
2. Faculty Part-Time Salaries/Benefits	55,198	27,599	27,599	45,000
3. Faculty Support: Lab Assistants, etc	12,400	14,000	15,000	25,000
<b>OPERATING EXPENSES</b>				
1. Academic Administration	66,872	69,444	72,016	78,000
2. Materials/Supplies	10,000	2,500	2,500	6,000
3. Travel	2,000	2,000	2,000	3,000
4. Communication/Technology	130,000	30,000	12,000	18,000
5. Library Support	2,500	2,500	2,500	8,000
6. Student Services Support	18,000	18,000	18,000	29,000
7. Professional Services	20,000	21,000	5,000	7,000
8. Accreditation	0	0	2,000	2,000
9. Support Services	3,000	3,500	4,159	7,000
<b>CAPITAL OUTLAY</b>				
1. Library Resources	40,000	25,000	2,000	4,000
2. Information Technology Equipment	200,000	215,000	15,000	30,000
3. Other Equipment	150,000	225,000	25,000	35,000
4. Facilities/Renovation	50,000	25,000	14,683	15,000
<b>TOTAL ACTUAL, ESTIMATED AND PROJECTED PROGRAM EXPENDITURES</b>	<b>759,970</b>	<b>745,441</b>	<b>286,950</b>	<b>382,193</b>
<b>IV. NATURE OF EXPENDITURES</b>				
1. Recurring	559,970	495,441	247,267	332,193
2. Non-recurring	200,000	250,000	39,683	50,000
<b>TOTAL</b>	<b>759,970</b>	<b>745,441</b>	<b>286,950</b>	<b>382,193</b>
<b>V. SOURCES OF FUNDS</b>				
<b>A. REVENUE</b>				
1. Baccalaureate Degree Grants	36,570	122,875	182,850	259,038
2. College Operating Budget	0	0	0	0
3. Resident Student Fees	20,820	69,955	104,100	147,475
Nonresident Student Fees	0	0	0	0
4. Federal Funds	0	0	0	0
5. Contributions or Matching Grants	0	0	0	0
6. Other Grants or Revenues	702,580	552,611	0	0
7. Special State Nonrecurring	0	0	0	0
<b>B. CARRY FORWARD</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>TOTAL FUNDS AVAILABLE</b>	<b>759,970</b>	<b>745,441</b>	<b>286,950</b>	<b>406,513</b>
<b>TOTAL UNEXPENDED FUNDS (CARRY FORWARD)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>24,320</b>

UPPER DIVISION EXPENDITURES PER TOTAL CREDIT HOUR - (RESIDENT AND NONRESIDENT)	2,533	740	191	180
UPPER DIVISION EXPENDITURES PER FTE (30 CREDIT HOUR)	75,997	22,186	5,739	5,396

UPPER DIVISION STATE REVENUE PER CREDIT HOUR - (RESIDENT)	122	122	122	122
UPPER DIVISION STATE REVENUE PER FTE (30 CREDIT HOUR)	3,657	3,657	3,657	3,657

**NOTE: STATE REVENUE IS LIMITED TO A MAXIMUM OF \$3,657 PER FTE FOR FISCAL YEAR 2008-09.**

**Appendix D: Planning Committee- BAS-FT&DP Degree Program and Meeting Minutes**

<b>BAS-FT&amp;DP Planning Committee</b>	
<b>SEDТ Director</b>	<b>Credentials</b>
Barry Gordon	B.A., M.F.A., University of California, Los Angeles
<b>SEDТ Faculty</b>	<b>Credentials</b>
Rubén Abruña	B.F.A., M.A., New York University
Holly Anderson	B.A., Brenau University; M.A., M.F.A., University of Miami
Mario Bequiristain, Ph.D.	B.A., University of South Carolina-Columbia; M.S., Ph.D., University of Southern California
Ece Karayalcin	B.A., C.U.N.Y; M.F.A., University of Miami. The Southeast Banking Corporation Foundation Endowed Teaching Chair 2003-2005
Billy Oliver	B.A., M.A., Auburn University
<b>SEDТ Full-Time Producer</b>	<b>Credentials</b>
James Reid Van Voris	B.S., University of Florida

## **BAS: Film, Television & Digital Production Meeting**

Date: Oct. 24, 2007

Attendees: Barry Gordon

Ece Karayalcin

Holly Anderson

Ruben Abruña

Mario Beguiristain, Ph.D.

Billy Oliver

James (Reid) Van Voris

Items Discussed:

- The committee organized the plan of action for designing the course of study
- The committee discussed possible tracks of study for the BAS program
- The committee discussed possible titles for the program to encompass all the aspects of production; film, TV, digital technologies, etc.
- Decided to meet weekly and communicate with each other throughout the weeks.

## **BAS: Film, Television & Digital Production Meeting**

Date: Oct. 29, 2007

Attendees: Barry Gordon  
Ece Karayalcin  
Holly Anderson  
Ruben Abruña  
Mario Beguiristain, Ph.D.  
Billy Oliver  
James (Reid) Van Voris

### Items Discussed:

- BAS degree should emphasize digital media. This will set us apart from other programs offered.
- The upper division business courses should not emphasize the Hollywood studio system. It should be geared more toward desktop/independent productions.
- The BAS degree will be submitted as: BAS degree in Film/Television/Digital Production. The name could always be tweaked upon recommendation.
- The tracks so far: Production and Post-Production. Pre-production was discussed to include the writing components.
- It was decided that the AS in TV production should funnel into the BAS program in order to satisfy the workforce needs and to attract more students into the program.
- There may be a melding of the Narrative and Non-Fiction strands of the Production track. Courses could be offered in each but the filmmaking skills are similar.

## **BAS: Film, Television & Digital Production Meeting**

Date: Oct. 30, 2007

Attendees: Barry Gordon

Ece Karayalcin

Holly Anderson

Ruben Abruña

Mario Beguiristain, Ph.D.

Billy Oliver

James (Reid) Van Voris

Items Discussed:

- Three possible tracks for production specialization: Production- Fiction and Non Fiction, Post Production.
- Draft possible courses for 3 Tracks for BAS in Film, TV & Digital Production
- Designed BAS in Film, TV & Digital Production Tracks Chart
- BAS in Film, TV & Digital Production Upper Division Course Requirements per Track
- BAS in Film, TV & Digital Production New Upper Division Course Offerings for Program

## **BAS: Film, TV & Digital Production Meeting**

Date: Oct. 31, 2007

Attendees: Barry Gordon

Ece Karayalcin

Holly Anderson

Ruben Abruña

Mario Beguiristain, Ph.D.

Billy Oliver

James (Reid) Van Voris

Items Discussed:

- Modify 2 of 3 Tracks for BAS in Film, TV & Digital Production
- Move to AS Elective (FIL 2560 =FCP, FIL 2561 = Avid) and to BAS Upper as a required course
- Move to BAS Upper as Elective FIL 2611 Film Business Marketing Distribution Exhibition
- Move to Elective VIC 1000 Visual Communications
- Move to BAS Upper FIL 2572C Advanced Video Post
- Keep as AS Elective and Move to AS Upper as required course VIC 2203 Video Compositing and Motion Graphics 2
- Move to BAS Upper VIC 2204 Video Compositing and Motion Graphics 3

## **BAS: Film, TV & Digital Production Meeting**

Date: Nov. 7, 2007

Attendees: Barry Gordon

Ece Karayalcin

Holly Anderson

Ruben Abruña

Mario Beguiristain, Ph.D.

Billy Oliver

James (Reid) Van Voris

Items Discussed:

- Rethink the 3 tracks of study. Possibly combining tracks into one course of study
- Capstone project courses: Film Workshops 1 & 2. Should they be a continuation or separate projects.
- Selection of students for capstone projects: required or elective?
- Discussion of competencies for upper division courses

## **BAS: Film, TV & Digital Production Meeting**

Date: Nov. 28, 2007

Attendees: Barry Gordon

Ece Karayalcin

Holly Anderson

Ruben Abruña

Mario Beguiristain, Ph.D.

Billy Oliver

James (Reid) Van Voris

Items Discussed:

- Finalizing the upper division track for BAS
- Working document version 1.1 (Required upper-level courses for the Post Production Strand for the BAS.
- Choose 35 credits from these Upper-level courses for the Narrative Fiction Production Track
- Choose 35 credits from these Upper-level courses for the Non-Fiction Production Track
- Choose 35 credits from these Upper-level courses for the Post Production Strand

## **BAS: Film, TV & Digital Production Meeting**

Date: Dec. 5, 2007

Attendees: Barry Gordon  
Ece Karayalcin  
Holly Anderson

### Items Discussed:

- Reworking the Film Workshop classes.
- Film workshop to be sequential: Workshop 1: Pre production, Production,
- Workshop 2: Post Production, exhibition.

## Appendix E: Letters of Support



Dear Dr. Padron

This letter is in support of Miami Dade College offering a BAS in Film, Television & Digital Production within the School of Entertainment & Design Technology. Students graduating with a BAS degree will have a greater chance of seeking employment in the South Florida entertainment industry. Together with hands-on training and state-of-the-art facilities, Miami Dade College will be able to provide a unique and fulfilling program for its students wishing to pursue a career in film and television production in South Florida. I have been in the Film business for the past 43 years and am still very committed to this great business. Finding something that you can be passionate about is hard these days. Finding a career to be able to make a difference in this world is hard to find. There are many opportunities in South Florida for qualified people. And we need them to compete with other markets.

Sincerely

**Carl M. Kesser**

Carl M. Kesser  
4005 Kumquat Avenue  
Miami, FL 33133  
Tele 305-447-6611 fax 305-447-3347  
carlkesser@comcast.net



WILLIAM MORRIS AGENCY, LLC  
TALENT AND LITERARY AGENCY

**Eric Rovner**  
**Telephone: (305) 938-2050**  
**Email: ecr@wma.com**

August 11, 2008

**Dr. Eduardo Padrón**  
**President of Miami Dade College**  
**Miami Dade College, North Campus**  
**11380 NW 27th Ave.**  
**Miami, FL 33167**

To Dr. Padrón:

This letter is in support of Miami Dade College offering a BAS in Film, Television & Digital Production within the School of Entertainment & Design Technology.

As an experienced film and television agent at the William Morris Agency, I understand the importance a focused degree provides. Together with hands-on training and state-of-the-art facilities, a BAS from Miami Dade College will be able to provide a unique and fulfilling program for its students wishing to pursue a career in film and television production in South Florida. The students attending this academic institution will be prepared to enter the workforce upon graduation due to a hands-on and high tech curriculum. The degree would provide an array of opportunities including employment in the industry meeting the South Florida Workforce needs, which include WMA internship programs.

In short, I give my highest recommendation, and very much hope that you will consider this application strongly. I believe this initiative will help create great future leaders for our industry.

Best regards,

Eric Rovner

NEW YORK BEVERLY HILLS LONDON NASHVILLE MIAMI BEACH SHANGHAI  
FLORIDA LICENSE NUMBER 1A/53  
119 WASHINGTON AVENUE • SUITE 400 • MIAMI BEACH • FLORIDA 33139  
PHONE 305 938 2050 • FAX 305 938 2002

# ENTERTAINMENT INDUSTRY INCUBATOR

1521 ALTON ROAD SUITE 79 • MIAMI BEACH FL • 33139  
PHONE: (305) 672-9297 • WWW.EINCUBATOR.ORG

August 6, 2008

Dr. Eduardo Padrón  
President  
Miami Dade College  
300 NE Second Avenue  
Miami, FL 33132

Dear Dr. Padron,

As Founding Director of an eleven year old organization which supports the growth of the local film and entertainment industries here in South Florida, I have always been an admirer of the work done by the MDC School of Entertainment & Design Technology. Over the years, we have worked closely with the school's students and staff.

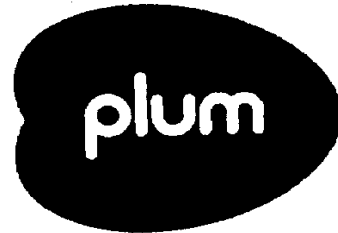
As such, I am fairly familiar with the curriculum offered and the growth of the school over the years. I also understand the need for a well-trained and prepared work force to help grow the local economy in the field of film and entertainment.

This letter is in support of Miami Dade College offering a BAS in Film, Television & Digital Production within the School of Entertainment & Design Technology. Students graduating with a BAS degree will have a greater chance of seeking employment in the South Florida entertainment industry. Together with hands-on training and state-of-the-art facilities, Miami Dade College will be able to provide a unique and fulfilling program for its students wishing to pursue a career in film and television production in South Florida.

Thank you for all you have done over the course of the years to encourage the education and expansion of opportunities for our local community and work force. It helps all of us for the future of South Florida.

Best,

Susan Schein  
Founding Director



Greetings,

This letter is in support of Miami Dade College offering a BAS in Film, Television & Digital Production within the School of Entertainment & Design Technology. Students graduating with a BAS degree will have a greater chance of seeking employment in the South Florida entertainment industry. Together with hands-on training and state-of-the-art facilities, Miami Dade College will be able to provide a unique and fulfilling program for its students wishing to pursue a career in film and television production in South Florida.

A handwritten signature in black ink, appearing to read "Jessie Luttman", with a long horizontal flourish extending to the right.

Jessie Luttman  
Editor  
Plum TV Miami Beach

plum television [www.plumtv.com](http://www.plumtv.com)



Dr. Eduardo Padrón,  
President of Miami Dade College

This letter is in support of Miami Dade College offering a BAS degree in Film, Television & Digital Production within the School of Entertainment & Design Technology. Students graduating with a BAS degree will have a greater chance of seeking employment in the South Florida entertainment industry. Together with hands-on training and state-of-the-art facilities, Miami Dade College will be able to provide a unique and fulfilling program for its students wishing to pursue a career in film and television production in South Florida.

I personally, have worked closely with your faculty in conducting seminars at the College to educate your students about new developments in motion picture film as well as requesting Miami Dade Students as interns at our educational seminars both at the Miami International Film Festival and the American Black Film Festival. I have found Miami Dade College students to be most eager to learn, responsible and professional and always look forward to working with them.

Respectfully,

Michael P. Brown  
Eastman Kodak  
Account Manager for the Southeast  
Entertainment Imaging Division  
561-798-1768  
561-310-5520 (cell)  
561-798-1804 (Fax)



2290 West 8th Avenue, Hialeah, Florida 33010

A Division of National Broadcasting Company, Inc. NBC

August 11, 2008

Dr. Eduardo Padrón  
President, Miami Dade College

Dear Dr. Padrón:

It is with pleasure that I offer this letter in support of Miami Dade College's initiative to offer a BAS in Film, Television, and Digital Production within the School of Entertainment & Design Technology.

As you know, for three years I had the privilege of working with the North Campus' School of Entertainment & Design Technology, as partners on our ground-breaking writers' and actors' training programs, Taller Telemundo. I found this MDC team of professionals to have an excellent grasp of the importance of offering hands-on training, coupled with a solid curriculum and state-of-the-art facilities; their valuable assistance allowed us to structure Taller Telemundo courses that provided our select group of students with a practical and fulfilling educational program. Likewise, it is my feeling that a BAS program in Film, Television, and cutting-edge Digital production -- offered by this same team of professionals -- would be beneficial to MDC students seeking future employment opportunities in the entertainment industry.

As a graduate of Miami Dade College, it is also personally fulfilling to see the college grow in the areas of arts and entertainment. I wish you and the entire MDC team all the best with your work.

Sincerely,

A handwritten signature in cursive that reads "Mimi Belt".

Mimi Belt  
Vice President  
Artistic Development

## Appendix F: School of Entertainment & Design Technology Advisory Committee and Minutes

### School of Entertainment & Design Technology Advisory Committee

Contact Person for Advisory Committee

Campus President:

Academic Dean:

School Director:

Department Chair:

Program Manager:

Mr. Barry Gordon, Director SEDT, 237-1754

Dr. José Vicente

Mr. Harry Hoffman

Mr. Barry Gordon

Mr. William Kreitzer

Advisory Committee meetings are held twice yearly:  
June and December

	Title	Name	Gender	Ethnicity	Company Name	Address	Phone(s)	Email	Effective Appointment Date	Term	Appointment Expires
1	Ms.	Berta Aleman	F	H	Discovery	6505 Blue Lagoon Dr. Miami, FL 33126	(786) 273-4700 x4103 (786) 273-4103	berta_aleman@discovery.com	May 12, 2008	2	July 31, 2010
2	Ms	Mimi Belt	F	H	Que Pasa Productions, Inc.	14271 SW 74th St. Miami, FL 33183	(305) 962-7419	quepasaprod@hotmail.com	May 12, 2008	1	July 31, 2009
3	Mr.	Michael P. Brown	M	A	Kodak	111 Banyon Lane Royal Palm Beach, FL 33411	(561) 798-1768 (561) 310-5520	michael.p.brown@kodak.com	May 12, 2008	1	July 31, 2009
4	Mr.	William Edwards	M	H	Sprockets Music & Audio Post	2811 SW 3rd Ave. Miami, FL 33129	(305) 860-6960 x224	will@sprockets.com	May 12, 2008	1	July 31, 2009
5	Mr.	Vincent Hogan	M	A	Cineworks Labs	6550 NE 4th Court Miami, FL 33138	(305) 754-7501	vinny@cineworks.com	May 12, 2008	1	July 31, 2009
6	Mr.	Carl M. Kesser	M	A	Kesser (Image Library)	4005 Kumquat Ave. Coral Gables, FL 33133	(305) 491-7130	carikesser@comcast.net	May 12, 2008	2	July 31, 2010
7	Ms.	Kim Marcille	F	A	Kim Marcille, Inc.	12935 SW 81st Ave. Miami, FL 33156	(305) 439-9326	kim@kimmarcille.com	May 12, 2008	2	July 31, 2010
8	Mr.	Angel Matos	M	H	Univisión	4305 NW 97th Ave. Doral, FL 33178	(305) 525-5919	amatos@univision.net	May 12, 2008	1	July 31, 2009
9	Mr.	Rogelio Mesa	M	H	POWI Inc.	2400 NE 2nd Ave. Studio D Miami, FL 33137	(305) 438-0063 (305) 244-1810	rmesa@powinc.com	May 12, 2008	2	July 31, 2010
10	Mr.	Eric Rovner	M	H	William Morris Agency, LLC	119 Washington Ave., Suite 400 Miami Beach, FL 33139	(305) 938-2050	ecr@wma.com	May 12, 2008	2	July 31, 2010
11	Ms.	Patricia San Pedro	F	H	San Pedro Productions	P.O. Box 7706 Coral Gables, FL 33234	(305) 445-4979 (305) 588-9088	pat@sanpedroproductions.com	May 12, 2008	2	July 31, 2010
12	Mr.	Rey Sanchez	M	H	Univ. of Miami	Frost School of Music 1314 Miller Dr. Coral Gables, FL 33146	(305) 284-2241	rsanchez@miami.edu	May 12, 2008	2	July 31, 2010
13	Ms.	Susan Schein	F	A	Entertainment Industry Incubator	1521 Alton Rd. #79 Miami Beach, FL 33139	(305) 672-9297	susan@eincubator.org	May 12, 2008	2	July 31, 2010
14	Mr.	Clifford Walker	M	A	Walker Entertainment	10240 SW 121st St. Miami, FL 33176	(305) 238-4808	cliff@walkerentertainment.com	May 12, 2008	1	July 31, 2009

## **Advisory Board Committee Meeting Minutes**

**October 2007**

The following SEDT Advisory Board Committee members and Barry Gordon (Director-SEDT) engaged in talks regarding the formation and planning of the BAS-FT&DP degree program to be offered at Miami Dade College, beginning January 2010.

- Rogelio Mesa            POW! Inc.
- Patricia San Pedro     San Pedro Productions
- Berta Aleman            Discovery
- Mimi Belt                Telemundo
- Angel Matos             Univisión
- Michael Brown         Kodak
- Susan Schein            Entertainment Industry Incubator
- Eric Rovner             William Morris Agency
- Carl Kesser             Kesser Image Library
- Barry Gordon            SEDT -Director

The following items were discussed regarding the purpose and formation of the BAS-FT&DP degree program:

- Must meet workforce needs. A discussion on the emerging technologies in the entertainment business.
- What skills were absolutely necessary for entry-level employees
- Film versus video/TV versus film
- South Florida entertainment industry: Hollywood East?
- Entertainment supply and demand
- Course tracks and descriptions
- What makes a successful production program?
- Internship possibilities in South Florida, networking
- How to keep up with the technologies and predict the future of the industry
- Teacher and staff training
- MDC production facilities; upgrades and funding

The SEDT Advisory Committee will convene during the upcoming academic year (2008-2009) to review the proposed courses of study and to help facilitate its implementation.

## Appendix G: Notification to Local Higher Institutions



**Miami Dade College**  
**School of Entertainment & Design Technology**  
**Bachelor of Applied Science**  
**Film, Television & Digital Production**

### Summary

#### **Program Description**

The principal goal of the Miami Dade College School of Entertainment & Design Technology *Bachelor of Applied Science with a major in Film, Television & Digital Production* degree (BAS-FT&DP) is to provide students with a workforce-driven baccalaureate degree. The program will offer 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 and the College's broadcast television network, MDC TV. The BAS-FT&DP was designed to easily allow students who have obtained an AS degree in Film and/or Television Production Technology or an AA degree to focus their skills on digital production and post production technologies. The BAS-FT&DP also affords students the opportunity to sharpen their business and production management skills in order for them to succeed in the world of independent filmmaking and distribution. Another unique feature of the proposed degree program is to ensure that students gain valuable exposure with their work by participating in the many seminars, workshops and exhibition opportunities available to them in collaboration with the Miami International Film Festival. For the student who prefers concentrating on television production, the College's access channel (MDC TV) provides a myriad of options to enforce the student's hands-on classroom instruction.

#### **Planning Process**

Based on surveys, focus groups, and workforce data, industry leaders in South Florida's film, television, and digital production arenas concluded that the conventional, theory-based learning programs offered by traditional film and television training centers do not adequately prepare students to enter and succeed in the emerging field of digital production. The proposed MDC BAS with a major in Film, Television, & Digital Production degree addresses these concerns with specialized workforce training designed to turn out qualified professionals who are immediately employable.

#### **Program Need**

It has been determined through industry contacts and research that the South Florida entertainment industry is expanding and requires viable and skilled candidates to fulfill its present and future workforce needs.

- An anticipated 300 job openings in the entertainment industry in SFWorkforce Region 23 will become available during the next 6 years.
- Human Resources Directors prefer employment candidates who hold a baccalaureate degree or higher.
- Employees with hands-on training experience are better prepared to succeed in the industry.
- Producer and Director positions are included on the 2008-2009 Target Occupation List (TOL) for SFWorkforce Region 23.
- Television studio crew positions (i.e. camera operator, sound engineer, videographer, editor, broadcast technicians) are included on the 2008-2009 TOL for SFWorkforce Region 23.

- The film and television industries are converging to one technology (digital production) and will require a highly-skilled workforce to meet production demands.
- Exhibition outlets are expanding (Websites, Podcasts, satellite and cable TV channels, YouTube, MySpace, etc.) and require greater product (productions) output to keep up with the demand.
- Desktop productions require knowledgeable producers who can see a production through from concept to production to exhibition.
- Surveys indicate that a majority (95%) of current MDC AA and AS students would pursue a baccalaureate degree if offered at MDC.

### **Benefits of offering a BAS in Film, Television & Digital Production at Miami Dade College**

- The program acts as a direct pipeline into the South Florida burgeoning entertainment industry.
- It will provide graduates with the hands-on life training needed to succeed in a highly competitive industry.
- It will provide students with the necessary business acumen necessary for success as an independent producer and entrepreneur.
- The program was designed by industry professionals and faculty of higher education in order to meet the needs of the entertainment industry and satisfy curriculum demands and general education learning outcomes set forth by the FLDOE.
- It offers students a cost-effective alternative for pursuing an education in the field compared with other 4-year universities and private institutions.
- It will provide the MDC multi-ethnic and under-represented student population the opportunity to pursue high-paying careers in the entertainment industries.

### **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 the AS degree in either Film Production Technology or Television Production Technology
- 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

### **Program Outcomes**

Upon completion of the BAS-FT&DP degree, graduates will be able to demonstrate proficiency in the following skills:

- Digital FX and compositing
- DVD authoring, Web design and electronic distribution
- Digital cinematography
- Sound design, recording, and engineering
- Broadcast design and on-air promotions
- Business practices and production management
- Grant proposals and funding
- Ethics and research for non-fiction scripts
- Fictional scriptwriting

### **Proposed Program Start Date**

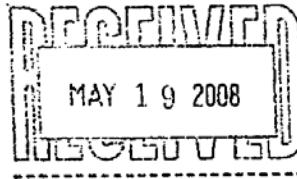
- January, 2010

300 N.E. Second Avenue  
Miami, Florida 33132-2297



**Miami Dade  
College**

Eduardo J. Padrón  
*College President*  
(305) 257-5104 / FAX: (305) 257-3109  
email: epadrón@mdc.edu



May 16, 2008

Dr. Eric J. Smith  
Commissioner  
Florida Department of Education  
325 W. Gaines Street, Suite 1514  
Tallahassee, FL 32399

Dear Dr. Smith,

The Miami Dade College District Board of Trustees, during their March 18 and April 15, 2008 meetings, approved the submission of a Letter of Intent for the following baccalaureate degree program proposals to be submitted by September 1, 2008 to the Department of Education:

- Bachelor of Applied Science with a major in Electronics Engineering Technology
- Bachelor of Applied Science with a major in Film, Television, and Digital Production
- Bachelor of Applied Science with a major in Supervision and Management
- Bachelor of Applied Science with a major in Health Science with an option in Physician Assistant Studies

One of Miami Dade College's strategic goals is to serve the community through educational programming and partner with the community to respond to needs. This strategic goal has been accomplished in part through the establishment of baccalaureate programs in education, public safety management, and nursing.

The proposals for the above baccalaureate degree programs are in response to the workforce shortages in Miami-Dade County (Region 23). Each proposal addresses the demand for baccalaureate degrees in the related targeted workforce occupations and provides a plan to implement the program in a cost effective manner. Miami Dade College believes these degree programs will provide needed low cost educational opportunities to Miami-Dade County citizens.

I look forward to submitting the proposal to you on September 1, 2008, with the approval of the Miami Dade College District Board of Trustees. Your consideration is appreciated.

Sincerely,

A handwritten signature in black ink, appearing to read 'Eduardo J. Padrón'.

Eduardo J. Padrón

cc: Dr. Willis N. Holcombe, Chancellor ✓  
Dr. Rolando Montoya  
Dr. José Vicente  
Dr. Gregory Gray  
Dr. Anita Kaplan  
Dr. Norma Martin Goonen

300 N.E. Second Avenue  
Miami, Florida 33132-2297



Dr. Norma Martin Gooten  
Provost for Academic and Student Affairs  
(305) 237-3803 / FAX (305) 237-7176  
email: [ngooten@mdc.edu](mailto:ngooten@mdc.edu)

July 15, 2008

Dr. Ronald Berkman  
Executive VP & Provost  
Florida International University  
1050 SW 112<sup>th</sup> Avenue  
University Park, PC 526  
Miami, Florida 33199

Dear Dr. Berkman:

In accord with the approval process adopted by the Florida State Board of Education, Miami Dade College is notifying local higher education institutions regarding its intent to submit the following baccalaureate program proposals to the State Board:

- Bachelor of Applied Science with a major in Electronics Engineering Technology
- Bachelor of Applied Science with a major in Film, Television, and Digital Production
- Bachelor of Applied Science with a major in Supervision and Management
- Bachelor of Applied Science with a major in Health Science with an option in Physician Assistant Studies

The proposals for the above programs are in response to the workforce shortages in Miami-Dade County (Region 23). Each provides a seamless educational pathway for associate degree graduates, particularly those graduates with associate of science degrees, to earn a baccalaureate degree for improved career opportunities and advancement. Each program combines theoretical and practical applications and provides its graduates the skills requested and required by industry. The Executive Summary and proposed curriculum for programs that may be of particular interest to your institution are enclosed.

Should you wish additional information or would be interested in discussing any of these programs, please contact me at 305-237-3872 or by email at [ngoonen@mdc.edu](mailto:ngoonen@mdc.edu).

Sincerely,



Norma Martin Goonen, Ed.D.  
Provost, Academic and Student Affairs

Enclosures

cc: Modesto A. Maidique, PhD

300 N.E. Second Avenue  
Miami, Florida 33132-2297



Dr. Norma Martin Gooenen  
Provost for Academic and Student Affairs  
(305) 237-3803 FAX: (305) 237-7176  
email: ngoonen@mde.edu

July 15, 2008

Dr. Gregory S. Chan  
Provost/Chief Academic Officer  
St. Thomas University  
16401 NW 37<sup>th</sup> Avenue  
Miami Gardens, Florida 33054

Dear Dr. Chan: *Gregory*

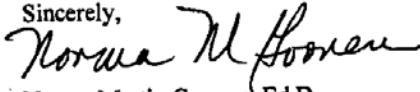
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Sincerely,

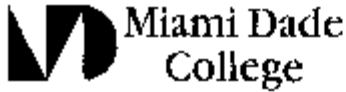


Norma Martin Goonen, Ed.D.  
Provost, Academic and Student Affairs

Enclosures

cc: Rev. Monsignor Franklyn M. Casale

100 N.E. Second Avenue  
Miami, Florida 33132-7297



Dr. Norma Matlin Gannon  
Provost for Academic and Student Affairs  
3054 237-0803 FAX: 237-7776  
norma.matlin@mdc.edu

---

July 15, 2008

Dr. Linda Peterson  
Provost for Academic Affairs  
Barry University  
11300 N.E. Second Avenue  
Miami Shores, Florida 33161

Dear Dr. Peterson:

In accord with the approval process adopted by the Florida State Board of Education, Miami Dade College is notifying local higher education institutions regarding its intent to submit the following baccalaureate program proposals to the State Board:

- Bachelor of Applied Science with a major in Electronics Engineering Technology
- Bachelor of Applied Science with a major in Film, Television, and Digital Production
- Bachelor of Applied Science with a major in Supervision and Management
- Bachelor of Applied Science with a major in Health Science with an option in Physician Assistant Studies

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300 N.E. Second Avenue  
Miami, Florida 33132-2297



Dr. Norma Martin Goonen  
*Provost for Academic and Student Affairs*  
(305) 237-3893 FAX: (305) 237-7176  
email: ngoonen@mdc.edu

July 15, 2008

Dr. Thomas J. LeBlanc  
Executive VP & Provost  
University of Miami  
1252 Memorial Drive  
Ashe Administration Building, Room 240  
Coral Gables, Florida 33146

Dear Dr. LeBlanc:

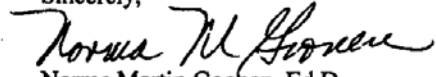
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Should you wish additional information or would be interested in discussing any of these programs, please contact me at 305-237-3872 or by email at [ngoonen@mdc.edu](mailto:ngoonen@mdc.edu).

Sincerely,



Norma Martin Goonen, Ed.D.  
Provost, Academic and Student Affairs

Enclosures

cc: Donna E. Shalala, PhD

## Appendix H: Miami Dade College Program Review Process

MDC academic programs are to be reviewed on a five year cycle. Each program review will address five areas:

1. Program goals and rationale
2. Outcomes assessment
3. Program resources and support
4. Program strengths/opportunities for improvement
5. Program viability

A Program Review Questionnaire will be completed by the program chair in consultation with the program's faculty, school/discipline committee, and advisory committee to determine the program's effectiveness. The Office of Institutional Research will maintain a website with information to be used in the questionnaire and will assist in obtaining other required information.

The Program Review Questionnaire is to be compiled and reviewed in the following timely manner.

### *Program Review Timeline*

Schedule	Program Review Action
<b>Year 1</b> March	Associate Provost for Academic Affairs forwards program review schedule to Academic Deans and CASSC.
April - June	Academic Dean submits Program Review Questionnaire to School Director/Chair/Program Director who assigns to the program chair for completion. Academic Dean and School Director consult on approaches to complete questionnaire.
July - December	Program chair completes questionnaire in collaboration with program faculty, School/Discipline/Program Committee, and Advisory Committee and submits completed questionnaire to School Director. The School Director reviews and forwards completed questionnaire to the Academic Dean.
<b>Year 2</b> January - February	Academic Dean reviews completed questionnaire with School Director/Associate Dean and program chair and makes recommendations concerning program's strengths, opportunities for improvement, resources, and viability to the Academic Deans. Academic Dean forwards recommendations to respective Campus President.
March - April	Campus President in consultation with the Academic Dean provides summary of the program's strengths, opportunities for improvement and viability to the Provost for Academic and Student Affairs who will confer with the Associate Provost for Academic Affairs and the Associate Provost for Institutional Effectiveness. The Provost for Academic and Student Affairs will also confer with the President and the Provost for Operations regarding strategic planning, program development, and institutional budget and resource implications. Decisions regarding program revisions and viability are made following these discussions and communicated back to the Campus President and Academic Dean who will inform the School Director/Associate Dean and Program Chair.

April	Program review information and decisions will be included in the School's annual report submitted by the School Director to the Academic Dean and the respective Campus President. A final approved Annual Report is submitted to the Associate Provost for Institutional Effectiveness.
May - June	Curricular/Program revisions based on feedback from the program review submitted by the program chair are sent to the Academic Dean.
September - December	Academic Deans provide a report to CASSC on program review results and the use of those results in program improvement.

### ***Evaluation of Program Review Process***

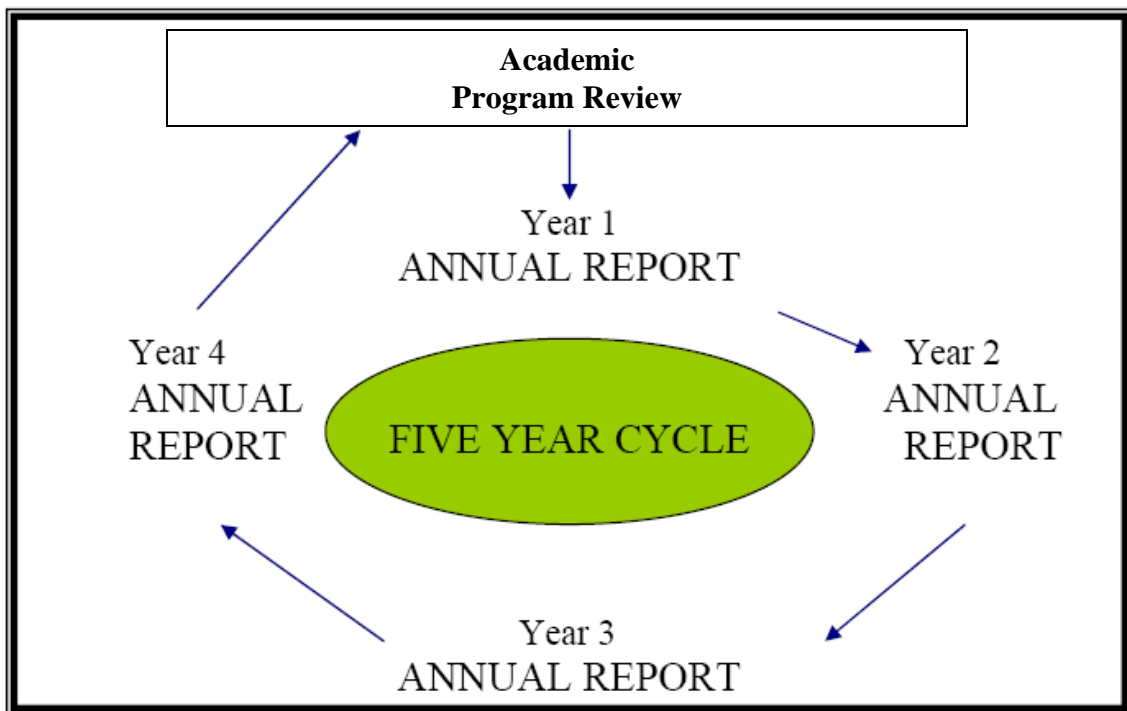
The program review process will be evaluated every five years by the CASSC Institutional Effectiveness Committee to determine its strengths and opportunities for continuous improvement. The Institutional Effectiveness Committee will also provide a report to CASSC on recommendations to improve the process. The table below outlines responsibilities for various aspects of the program review process.

<b>Committee/Person Responsible</b>	<b>Responsibility (Frequency)</b>
CASSC Institutional Effectiveness Committee/Associate Provost for Institutional Effectiveness	Evaluate effectiveness of program review process and report to CASSC (Every five years)
CASSC	Curricular/Program revisions; Receives program review results report from Academic Dean (Annually)
Program Chair	Completes Program Review Questionnaire (Every five years)
Program Faculty	Contribute to Program Review Questionnaire (Every five years)
Associate Provost for Academic Affairs	Forward Program Review Schedule to Academic Deans. Review of Program Review Recommendations (Annually)
Associate Provost for Institutional Effectiveness	Review of Program Review Recommendations (Annually)
School Directors/Directors/ Associate Deans	Distribute Program Review Questionnaire; Assist with and review questionnaire and recommendations for program's strengths, opportunities for improvement and viability (Annually)
Academic Deans	Distribute Program Review Questionnaire; Review of completed questionnaire and recommendations for program's strengths, opportunities for improvement, and viability; Provide program review report for information to CASSC (Annually)
Campus Presidents	Summary of program's strengths, opportunities for continuous improvement, viability, and the use of results for improvement. (Annually)
Provost for Academic and Student Affairs	Review Campus Presidents' summaries of program's strengths, opportunities for continuous improvement, viability, and the use of results for improvement. (Annually)

Provost for Academic and Student Affairs/Provost for Operations	Review of programs' review summaries for strategic planning, program development, budgetary, and resource allocation implications. (Annually)
College President	Considers program review summaries in context of strategic planning, program development and College budget and resource allocations and sets priorities based on these. (Annually)

***Relationship between School Annual Reports and Program Review***

An annual report is provided by each School to the Academic Deans, the Coordinating Campus President, and the Associate Provost for Institutional Effectiveness and is a formative assessment of the program. Outcome data, program development activities, and other information included in these annual reports will be considered when the program director in consultation with the program faculty, School/Discipline Committee, and Advisory Committee, complete the Program Review Questionnaire. During the year of the program review, questionnaire and resulting recommendations will constitute the program's contribution to the School's annual report. The cycle of annual reports and program review is shown below.



## Appendix I: AS Film Specialization to BAS



**Bachelor in Applied Science  
Film, Television & Digital Production  
ACADEMIC PLAN—AS Film Specialization to BAS**

### First Year Fall Term

Course	Course Title	Credits
FIL 1420C	Film Production 1	4
FIL 1100*	Screenwriting 1	3
FIL 2552C	Editing 1	3
	Gen Ed	3

### Spring Term

Course	Course Title	Credits
FIL 1431C	Film Production 2	4
FIL 2130	Screenwriting 2	3
FIL 2553C	Editing 2	3
VIC 1000	Visual Communications	3

Note: CGS Exam must be taken by the 16<sup>th</sup> earned credit.

### Summer Term

Course	Course Title	Credits
	Gen Ed	3
	Gen Ed	3
	Elective	3

\*Common Pre-requisite

**Total 64 credits/AS-Film Production**

### Third Year Fall Term

Course	Course Title	Credits
FIL 3XXC	Grant Proposals & Fund.	3
FIL 3602	Business & Prod. Mgt.	3
	Gen Ed	3
	Gen Ed	3

### Spring Term

Course	Course Title	Credits
DIG 3XXAC	Digital Cinematography	3
DIG 3XXBC	Sound Design	3
RTV 3810C	Broadcast Dgn & Promos	3
RTV 3408	Ethics & Rsch Non-Fiction	3

### Summer Term

Course	Course Title	Credits
	Gen Ed	3
	Gen Ed	3

### Second Year Fall Term

Course	Course Title	Credits
FIL 2480C	Film Production 3	4
FIL 1400*	History of Motion Pictures	3
FIL 2560C	Editing 3	3
	Gen Ed	3

### Spring Term

Course	Course Title	Credits
FIL 2515C	Film Production 4	4
FIL 2611	Film Bus-Mktg/Dist/Exhib	3
VIC 1202C	Video/Motion Graphics 1	3
	Elective	3
	Gen Ed	3

### Fourth Year Fall Term

Course	Course Title	Credits
DIG 4345C	Digital Effects & Compos.	3
FIL 4XXE	Fiction Scriptwriting	3
FIL 4201C	Production Workshop 1	4
	Gen Ed	3

### Spring Term

Course	Course Title	Credits
DIG 4XXDC	DVD Authoring, Web Design & Elec. Distrib.	3
FIL 4202C	Production Workshop 2	4
	Gen Ed	3
	Gen Ed	3

## Appendix J: AS Television Specialization to BAS



### Bachelor in Applied Science Film, Television & Digital Production ACADEMIC PLAN—AS Television Specialization to BAS

#### First Year Fall Term

Course	Course Title	Credits
RTV 1241C	TV Studio Prod. 1	4
RTV 1100	Writing for Elec. Media	3
RTV 2226	Broadcast News	3
	Gen Ed	3

#### Spring Term

Course	Course Title	Credits
FIL 2552C	Editing 1	3
RTV 1242C	TV Studio Prod. 2	4
RTV 2245C	Elec. Field Prod. 1	4
VIC 1000	Visual Communications	3

Note: CGS Exam must be taken by the 16<sup>th</sup> earned credit.

#### Summer Term

Course	Course Title	Credits
	Gen Ed	3
	Gen Ed	3
*FIL 1100	Screenwriting 1	3

\*Common Pre-requisite

Total 64 credits/AS-Television Production

#### Third Year Fall Term

Course	Course Title	Credits
FIL 3XXC	Grant Proposals & Funding	3
FIL 3602	Business Practices & Production Management	3
	Gen Ed	3
	Gen Ed	3

#### Spring Term

Course	Course Title	Credits
DIG 3XXAC	Digital Cinematography	3
DIG 3XXBC	Sound Design	3
RTV 3810	Broadcast Design & On-Air Promotions	3
RTV 3408	Ethics & Research for Non-Fiction Scripts	3

#### Summer Term

Course	Course Title	Credits
	Gen Ed	3
	Gen Ed	3

#### Second Year Fall Term

Course	Course Title	Credits
FIL 2553C	Editing 2	3
RTV 2243C	Television Directing	3
RTV 2246C	Elec. Field Prod. 2	4
	Gen Ed	3

#### Spring Term

Course	Course Title	Credits
FIL 2560C	Editing 3	3
MMC 2000	Intro. to Mass Comm.	3
VIC 1202C	Video Comp. Motion Gra 1	3
*FIL 1400	History of Motion Picture	3
	Gen Ed	3

#### Fourth Year Fall Term

Course	Course Title	Credits
DIG 4345C	Digital Effects & Compos.	3
FIL 4XXE	Fiction Scriptwriting	3
FIL 4201C	Production Workshop 1	4
	Gen Ed	3

#### Spring Term

Course	Course Title	Credits
DIG 4XXDC	DVD Authoring, Web Design, & Elec. Distrib.	3
FIL 4202C	Production Workshop 2	4
	Gen Ed	3
	Gen Ed	3

**Appendix K: School of Entertainment & Design Technology Faculty**

**School of Entertainment & Design Technology  
Faculty**

<b>Faculty</b>	<b>Credentials</b>
<b>Film/TV Production Technology</b>	
Rubén Abruña	B.F.A., M.A., New York University
Holly Anderson	B.A., Brenau University; M.A., M.F.A., University of Miami
Mario Bequiristain, Ph.D.	B.A., University of South Carolina- Columbia; M.S., Ph.D., University of Southern California
Ece Karayalcin	B.A., C.U.N.Y., M.F.A., University of Miami. The Southeast Banking Corporation Foundation Endowed Teaching Chair, 2003-2005
Billy Oliver	B.A., M.A., Auburn University
Barry Gordon – School Director	B.A., M.F.A., University of California, Los Angeles
<b>Computer Animation</b>	
Eric Cornish	B.F.A., M.F.A., AI Miami International University of Art and Design
<b>Graphic/Web Design</b>	
William L. Madden, Jr.	B.S., M.Ed., University of Pittsburgh
<b>Music Business</b>	
Ed Calle	B.M., M.M., University of Miami
Stephen Quinzi	B.M., M.M., University of Miami
Steve Roitstein	B.M., M.M., University of Miami
Richard Rose, D.M.A.	B.M., M.S., University of Miami; D.M.A., University of Texas-Austin. The Dr. Ruth Wolkowsky Greenfield Endowed Teaching Chair in Music, 2002-2004

## Appendix L: Miami Dade College Learning Outcomes

Learning Outcomes	Bachelor of Applied Science with a major in Film, Television & Digital Production				
	DIG 3XXXC Digital Cinematography	DIG 3XXXC Sound Design	DIG 4XXXC DVD Authoring, Web Design, & Elec. Distribution	DIG 4345C Digital Effects & Compositing	FIL 3XXX Grant Proposals & Funding
1. Communicate effectively using listening, speaking, reading, and writing skills	X	X	X	X	X
2. Use quantitative analytical skills to evaluate and process numerical data.	X	X	X	X	X
3. Solve problems using critical and creative thinking and scientific reasoning.	X	X	X	X	
4. Formulate strategies to locate, evaluate, and apply information			X		X
5. Demonstrate knowledge of diverse cultures, including global and historical perspectives			X		X
6. Create strategies that can be used to fulfill personal, civic and social responsibilities					X
7. Demonstrate knowledge of ethical thinking and its application to issues in society					X
8. Use computer and emerging technologies effectively.	X	X	X	X	X
9. Demonstrate an appreciation for aesthetics and creative activities.	X	X	X	X	
10. Describe how natural systems function and recognize the impact of humans on the environment					

Learning Outcomes	Bachelor of Applied Science with a major in Film, Television & Digital Production					
	FIL 3602 Business Practices & Production Management	FIL 4XXX Fiction Scriptwriting	FIL 4201C Production Workshop 1	FIL 4202C Production Workshop 2	RTV 3408 Ethics & Research for Non-Fiction Scripts	RTV 3810C Broadcast Design & On-Air Promotions
1. Communicate effectively using listening, speaking, reading, and writing skills	X	X	X	X	X	X
2. Use quantitative analytical skills to evaluate and process numerical data.	X		X	X		X
3. Solve problems using critical and creative thinking and scientific reasoning.	X	X	X	X	X	X
4. Formulate strategies to locate, evaluate, and apply information	X		X	X	X	X
5. Demonstrate knowledge of diverse cultures, including global and historical perspectives	X	X			X	
6. Create strategies that can be used to fulfill personal, civic and social responsibilities					X	
7. Demonstrate knowledge of ethical thinking and its application to issues in society	X	X	X	X	X	
8. Use computer and emerging technologies effectively.	X	X	X	X	X	X
9. Demonstrate an appreciation for aesthetics and creative activities.	X	X	X	X	X	X
10. Describe how natural systems function and recognize the impact of humans on the environment						

## Appendix M: Course Descriptions

### **DIG 3XXAC Digital Cinematography**

**3 credits**

This course provides students with the skills and knowledge necessary to plan and execute image capture for visual effects that combine live action and computer generated elements using current technologies and techniques.

### **DIG 3XXBC Sound Design**

**3 credits**

The practices and procedures of advanced audio production, emphasizing practical rather than theoretical operation. The student will learn advanced audio recording, mixing, and editing, overdubbing, and aesthetics.

### **FIL 3602 Business Practices & Production Management**

**3 credits**

This course prepares the student to enter the workforce effectively as an independent contractor in the Film, TV & Digital production industries. Topics include selecting the appropriate business model, setting up a corporation, licensing, securing credit, accounting, billing, tax implications, advertising, promotion and development of strategies for securing continuous work and growing the business. This course also instructs the student on the process of preparing and running a production. It focuses on acquiring the processes of breaking down a script, scheduling, budgeting, location acquisition, contingency planning, on-set protocol and creating a professional environment where creativity can blossom.

### **FIL 3XXC Grant Proposals & Funding**

**3 credits**

This course prepares the student to write grant proposals and secure funding for non-fiction film/TV productions.

### **RTV 3810C Broadcast Design & On-Air Promotions**

**3 credits**

This course explores the elements of graphic design for video and film. Through the use of graphic design software, students will create projects for on-air promotions with specific emphasis on layout, color and composition.

### **RTV 3408 Ethics & Research for Non-Fiction Scripts**

**3 credits**

This course impresses on the student the importance of acquiring and applying proven research methods for reliable fact-finding; respecting social, cultural and environmental responsibilities; as well as finding ethical resolutions to issues that arise in non-fiction film/TV production.

### **DIG 4345C Digital FX & Compositing**

**3 credits**

This course provides students with the skills and knowledge necessary to plan and execute visual effects that combine live action and computer generated elements using current technologies and techniques.

### **DIG 4XXDC DVD Authoring, Web Design, & Elec. Distribution**

**3 credits**

Students will learn how to author interactive DVDs, create a basic website and distribute audio and video content via the Internet.

### **FIL 4XXE Fiction Scriptwriting**

**3 credits**

The fundamentals of story structure and character development as introduced in Screenwriting 1 and Screenwriting 2 are refined and applied to writing a proposal, character analysis and detailed outline for a feature length motion picture.

### **FIL 4201C Production Workshop 1**

**4 credits**

In this production course, students will learn and apply industry-standard pre-production and production techniques to produce a fiction or non-fiction film. Students will go through a selection process to determine their crew positions on the production.

### **FIL 4202C Production Workshop 2**

**4 credits**

In this post-production course, students will learn and apply industry-standard post-production techniques to complete the films started in Workshop 1 (FIL 4201C). Students will go through a work-assessment process to ensure the completion of the production