Agenda Item: I.C.11.

DATE: July 26, 2007

SUBJECT: Columbia State Community College, Two Technical Certificates (35 credit hours in each program): (1) Film Crew Technology and (2) Stage Crew Technology

ACTION RECOMMENDED: Approval

BACKGROUND INFORMATION: The proposed certificates will prepare students to work in the entertainment industry as technical crew members providing support on location and in studios for film/video and stage productions. Graduates will be equipped with technical skills in film, studio, camera location, and stage mechanics, depending on the certificate sought. The institution proposes the companion certificates after careful consultation with an advisory committee for the field and in awareness of the State's emphasis on film and studio production as economic development.

The two certificates will be anchored by a common 16-hour core and will have linkages to the existing general transfer associate's degree with an emphasis in Commercial Entertainment. While the Commercial Entertainment curriculum develops talents and prepares graduates to be performers, the proposed certificates will prepare graduates for behind the scenes technical work on film and stage productions. The existing Commercial Entertainment associate degree is housed at the Williamson County Center and the two proposed certificates will also be housed at the Center. The three programs will share facilities, and additional equipment for the proposed certificates will be acquired. This space and instructional equipment will be adequate to support the programs.

PROPOSED START-UP DATE: Film Crew Technology, Fall 2007
                                                    State Crew Technology, Fall 2008

Commission staff reviewed this program proposal according to the academic standards adopted by the Commission on January 29, 1997. Each relevant standard is referenced below.

1.1.20A MISSION: The purpose of the program supports the workforce development aspect of the community college mission.

1.1.20B   CURRICULUM:

Curriculum Component:		Hours Required:
Common Core for Film and Stage Crew Technology	16	
Film or State Crew Technology Focus		<u>19</u>
		35

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Establishing the proposed certificates will require creation of 18 new courses (29 credit hours). Film Crew Technology courses include: set equipment and machinery, set construction, film and video lighting, film production laboratory, and electrical equipment installation and operation. Stage Crew courses include: sound for stage productions, stage lighting, scenic techniques, stagecraft, and stage productions. A feature of the certificates is a required 120-contact hour internship as a crew member in a production.

1.1.20C   ACADEMIC STANDARDS:

Projected Program Productivity:

The following enrollment projections include enrollment for both proposed programs. Year 1 projects Film Crew only enrollments; beginning with Year 2, projections are for both.

Year	Full-time Headcount	Part-time Headcount	FTE	Graduates
1	5	4	6.6	3
2	15	6	17.4	8
3	20	8	23.2	12
4	26	8	29.2	15
5	30	8	33.2	20

General institutional admission and graduation requirements as stated in the college *Catalog* will apply.

1.1.20D FACULTY: The addition of one full-time faculty is projected for Year 1. Crafts practitioners will be employed as adjunct faculty on an as-needed basis for their specific expertise and to ensure that instruction and content remain current and attuned to industry standards.

1.1.20E LIBRARY RESOURCES: The library currently offers sufficient support for the Stage Crew Technology certificate; the College will add materials for the Film Crew program, and these materials will be housed at the Williamson County Center.

1.1.20F ADMINISTRATION/ORGANIZATION: The Humanities division chair and a department coordinator for the existing Commercial Entertainment associate program will provide administrative support for the program. Clerical support will be provided by existing Williamson County Center personnel with assistance as needed from Humanities Division secretaries.

1.1.20G SUPPORT RESOURCES: N/A

1.1.20H FACILITIES/INSTRUCTIONAL EQUIPMENT: The two proposed certificates will be offered at the Williamson County Center, which houses the Commercial Entertainment program and offers a multi-use room with stage, dressing rooms, stagecraft laboratory, and sufficient classroom space. The Center is equipped

with lighting, sound, computers, editing software, and theatre equipment available for the two programs.

1.1.20I   STUDENT/EMPLOYER DEMANDS: The Executive Director of the Tennessee Film, Music and Entertainment Commission informed the College that a primary consideration for production companies considering working in Tennessee is the availability of infrastructure to support productions, and Tennessee's infrastructure is underdeveloped. The State's $10 million film production incentive package offers out-of-state production companies a significant rebate of actual production costs if they film in Tennessee and use Tennessee technicians.   The proposed programs anticipate 25 completers per year at program maturity to partially meet employer demand.

1.1.20J NO UNNECESSARY DULICATION: No similar programs exist in the State.

1.1.20K COOPERATIVE INSTITUTIONS: N/A

1.1 20L ASSESSMENT/EVALUATION AND ACCREDITATION: The establishment of the certificates will have no implications for Columbia State's Southern Association of Colleges and Schools accreditation status. There are no specialized accreditation agencies for programs of this type. Evaluations will be conducted as part of the annual and five-year program review process.   These reviews look at viability indicators such as enrollments, number of graduates, costs, job placement rates, employer satisfaction with graduates, alumni satisfaction with program outcomes, and currency/relevancy of the program.

1.1.2M ARTICULATION: N/A

1.1.20N EXTERNAL JUDGMENT: N/A

1.1.20O COST/BENEFIT/SOURCE: New costs to support the program will be funded through reallocation of funds previously used to offer terminated programs (AAS in Electronics Technology and certificate programs in Electronic Technology and Customer Service).   This funding and the associated faculty position as well as administrative costs will be covered by a reallocation of a second faculty position in another program experiencing a drop in enrollment.   Funds for the one-time equipment costs will be allocated from the Technology Access Funds budget. The College has dedicated $50,000 from private funds to the program.

THEC Financial Estimate Form Columbia State Community College Film and Stage Crew Technology													
Five-year projections are required for baccalaureate and post-baccalaureate programs and certificates. Three-year projections are required for associate degrees and undergraduate certificates. Projections should include cost of living increases per year.													
						Year 1		Year 2		Year 3		Year 4	Year 5
I. Expenditures													

	Year 1	Year 2	Year 3	Year 4	Year 5
A. One-time Expenditures					
New/Renovated Space	$ -	$ -	$ -	$ -	$ -
Equipment	80,000	65,000	-	-	-
Library	2,000	1,000	500	-	-
Consultants	-	-	-	-	-
Travel	-	-	-	-	-
Other	-	-	-	-	-
Sub-Total One-time	$82,000	$66,000	$ 500	$ -	$ -
B. Recurring Expenditures					
Personnel					
Administration					
Salary	$7,000	$7,210	$7,426	$ -	$ -
Benefits	1,960	2,018	2,079	-	-
Sub-Total Administration	8,960	9,228	9,505	-	-
Faculty					
Salary	$52,000	$59,350	$60,741	$ -	$ -
Benefits	13,136	13,973	14,362	-	-
Sub-Total Faculty	$ 65,136	$73,323	$75,103	$ -	$ -
Support Staff					
Salary	$ -	$ -	$ -	$ -	$ -
Benefits	-	-	-	-	-
Sub-Total Support Staff	$ -	$ -	$ -	$ -	$ -
Operating					
Travel	$ 1,000	$ 1,500	$ 1,500	$ -	$ -
Printing	2,000	2,000	500	-	-
Equipment	-	-	10,000	-	-
Other	5,000	5,000	5,000	-	-
Sub-Total Operating	$ 8,000	$ 8,500	$17,000	$ -	$ -
Total Recurring	$82,096	$ 91,051	$101,608	$ -	$ -
TOTAL EXPENDITURES (A+B)	**$164,096**	**$157,051**	**$102,108**	**$ -**	**$ -**
II. Revenue	Year 1	Year 2	Year 3	Year 4	Year 5
Tuition and Fees[1]	19,892	57,157	78,288	-	-
Institutional Reallocations[2]	94,204	49,894	23,820	-	-
Federal Grants[3]	-	-	-	-	-
Private Grants or Gifts[4]	50,000	50,000	-	-	-
Other[5]			-	-	-
TOTAL REVENUES	**$164,096**	**$ 157,051**	**$102,108**	**$ -**	**$ -**

Notes:

1. Tuition and fees should be first generated during Year 1 since students will be admitted as soon as the program is implemented. Calculations above assume a 6% tuition increase in Year 1 and 3% for Years 2 & 3. The Film Concentration will be implemented in Year 1 and the Stage Concentration implemented in Year 2.
2. An Electronics Technology degree and Electronic Technology and Customer Service Certificates have been terminated. Funding for the Electronics Program was $76,440 in 2005. This funding and the associated faculty position will be reallocated to this program and should cover the operating costs and faculty salaries. The administrative costs are covered by a second faculty position that is being reallocated from the Business Division which is experiencing a drop in enrollment to the Humanities Division. Funds for the one-time equipment costs will be reallocated from the TAF budget (approximately $800,000 per year) and an Instructional Pool Account (approximately $30,000 per year) which is used to cover non-routine costs in the Instructional area.
3. The Columbia State Foundation has an unrestricted pool of funds which has been used in the past to support program improvements, particularly with lab renovations and equipment. Pending approval of this program, a request will be submitted and approved for equipment for the program. Additionally, Columbia State is currently engaged in a $5 million Capital Gifts Campaign. This campaign will be extended into Williamson County in 2008. It is anticipated that additional funds will be available through this campaign to assist with the further development of the program but have these funds have not been included in the calculations above since they are uncertain.

1.1.30 POST APPROVAL MONITORING: An annual performance review of the proposed program will be conducted for the first five years following approval. The review will be based on benchmarks established in the approved program proposal. At the end of this period, campus, governing board, and Commission staff will perform a summative evaluation. The benchmarks include, but are not limited to, enrollment and graduation, program cost, progress toward accreditation, library acquisitions, student performance, and others set by the institution and agreed upon by governing board and Commission staff. As a result of this evaluation, if benchmarks are not met during the monitoring period, the Commission may recommend that the governing board terminate the program. The Commission may choose to extend the period, if additional time is needed and requested by the governing board.