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| **Program:** | Film and Television Production (FTPFTP) | **Department:** |  | **Date:** | TBD |

**Strengths:** The program …

* faculty are caring and committed;
* students are enthusiastic about pursuing a career in the worlds of film and television;
* curriculum has key components in place on which to build.

| **Recommendations** | | | | | |
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| ***Analysis of the Program*** | | | | | |
| 1. FTP should offer its own courses, including (a) a television course, (b) a two semester film history course, (c) a senior seminar, and (d) a senior capstone. (p. 1) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
|  |  |  |  |  |  |
| 1. Create multiple sections of FTP 250 and move FTP 250 into THEA 191 slot. (p. 2) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| 1. Get camera into students’ hands early through a project-based experience. (p. 2) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| 1. Add additional sections of FTP 150. (p. 2) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| 1. Incorporate the 1-unit sections of the Production Practicum into existing courses where crews will be needed for production. (p. 2) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| 1. Examine where sound is taught in the curriculum, as it needs to be addressed early. (p. 2) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| 1. To support and enhance the student experience along the way, we recommend the program explore adding fees to specific classes according to expected expenses, or if that is not permitted, then increase the student fee per semester to $250. (p. 2) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| 1. To take what the students learn in class and apply it in a larger context, we recommend identifying new internship opportunities and linking them to production jobs each internship experience could support. (p. 2) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| 1. Increase the diversity of both the student body and the faculty. (p. 3) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| 1. Support student interest in a club devoted to their interests, particularly as extra-curricular activities support student engagement and retention. (p. 3) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| 1. Creating a student council where students meet regularly with the dean and/or program head to provide feedback on what’s working and what isn’t. (p. 3) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| 1. Conduct an analysis of retention, including, if possible, conducting a survey or exit interview with students who do leave the program. (p. 3) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| 1. Program faculty need to define program outcomes and learning outcomes for each course, if these do not exist. The structure of the curriculum and course content should be evaluated against the program outcomes. Assessment strategies, procedures and measures should be reviewed and executed on a regular basis. (p. 3 [see also p. 4]) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| 1. To work well and produce quality work, the program needs to grow to about 250 students – recruit and accept an additional 30 students next year, 40 the following year and 50 and 60 after that. (p. 3) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| 1. Create a five-year plan for growth in the number of program faculty. (p. 3) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| ***Analysis of the Faculty*** | | | | | |
| 1. Faculty should communicate and meet on a regular basis, should meet regularly with the Stage and Screen faculty (possibly monthly), and should meet with faculty who teach related courses and support courses to stay abreast of and articulate course content and connections. (p. 4) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| 1. Faculty need to be directly engaged in assessment, which includes (a) developing criteria for assessing student work, including rubrics and plans for collecting and evaluating data, and (b) articulating grading requirements for courses and the program. (p. 3) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| ***Analysis of Operational Facilities and Budget*** | | | | | |
| 1. Consider ways to bring program facilities closer together – using facilities spread across seven different buildings undercuts any real coherence or presence for the program. (p. 4) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| 1. Capitalize on room 130 BAC for film history/aesthetics course and screenings, as the program currently lacks a screening room. (p. 5) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| 1. Improve equipment planning and management, including upgrades and maintenance, replacement, and storage. (p. 5) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| 1. Create a uniform computer environment and assist students in learning technically demanding software, including (a) students’ purchasing their own computers, (b) leveraging site licensing, (c) providing access to Lynda.com, and (d) providing a dedicated server for all post-production activity. (p. 5) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| 1. Take advantage of the university work study program for hiring work study students within FTP as student assistants. (p. 5) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| 1. Consider how the Controlled Chaos Film Festival might be expanded to increase revenues. (p. 5) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| ***Summary of Program Strengths and Areas for Improvement*** | | | | | |
| 1. Add a portfolio component to the admissions process for FTP, including some kind of creative work, not necessarily a film or media project, but photography, poetry, a screenplay or photos of art work, for example, to be reviewed by the faculty. (p. 6) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| 1. Create summer programs for juniors in high school which could be used for recruiting top students through a two-week taste of immersive, collaborative learning. (p. 6) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| 1. Create a brand identity for the FTP program at WCU, i.e., take advantage of regional cultural realities and express those in branding materials and messages. (p. 6) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| 1. Collect scripts as an important resource for students and locate them in the library (see Drew’s Script-o-Rama). (p. 6) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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| 1. Hire staff to handle alumni connections, networking, fundraising, Facebook, and Twitter as building and maintaining connections with interested parties will be fundamental to increasing revenues and spreading the word about the great work being done in the FTP program. (p. 6) | | | | | |
| **Priority** L/M/H | **Strategic Action** | **Resources needed**  C/R/N | **Costs** | **Person(s) Responsible** | **Date of Review** |
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