

TOPIC: RECOMMEND APPROVAL OF BACHELOR OF ARTS IN MEDIA PRODUCTION AT UNIVERSITY OF COLORADO BOULDER

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I. SUMMARY

This item recommends approval for University of Colorado Boulder (UCB) to offer a Bachelor of Arts in Media Production.

II. BACKGROUND

COMMISSION AUTHORITY

The Colorado Commission on Higher Education's role and responsibility in the review and approval of new academic programs at institutions operating under a performance contract is defined in §23-5-129(6)(b), which states that new and modified program proposals shall be reviewed and approved only on the basis of fit with the institution's statutory role and mission.

III. STAFF ANALYSIS

OVERVIEW OF PROPOSED PROGRAM

The following is summarized from UCB's proposal:

The Bachelor of Arts in Media Production will be a 4-year program designed to offer an integrative and inclusive body of knowledge and production skillsets in media production. Guided by interdisciplinary and collaborative practices, the curriculum proposes a pedagogic approach that integrates screen theory and media production forms across a wide range of media making practices, such as concentrations in documentary media practices, music technology and performance media. The media concentrations will offer students opportunities to explore the underpinning philosophy and theory in the application of media production tools. The program will provide a hands-on approach to integrating production theory and aesthetics in the making of innovative media forms. [Faculty] will collaborate across departments, programs, units and the broader CU community in creating new environments for learning, training and critical scholarship.

Additional information on this proposed degree, unrelated to fit with statutory role and mission, is in Appendix A.

ROLE AND MISSION SUPPORT

This degree supports UCB's statutory role and mission, which states:

(a) The Boulder campus of the university of Colorado shall be a comprehensive graduate research university with selective admission standards. The Boulder campus of the university of Colorado shall offer a comprehensive array of undergraduate, master's, and doctoral degree programs. The Boulder campus of the university of Colorado has exclusive authority to offer graduate programs in law. The Colorado commission on higher education, in consultation with the board of regents, shall designate those graduate level programs that are the primary responsibility of the Boulder campus of the university of Colorado. The university has the responsibility to provide on a statewide basis, utilizing when possible and appropriate the faculty and facilities of other educational institutions, those graduate level programs. The commission shall include in its funding recommendations a level of general fund support for these programs. [§ 23-20-101, C.R.S.]

Pursuant to Colorado Revised Statutes 23-5-129(6)(b), department staff finds that UCB's proposed degree is consistent with the institution's statutory role and mission, meets Pathways requirements and meets the 120 credit cap requirement for bachelor's degrees. University of Colorado's Board of Regents approved the program at its September 11, 2014 meeting.

IV. STAFF RECOMMENDATION

Staff recommends that the Commission approve University of Colorado Boulder's proposal to offer a Bachelor of Arts in Media Production.

STATUTORY AUTHORITY

C.R.S. §23-5-129 Governing boards - performance contract - authorization – operations

(6) While operating pursuant to a performance contract negotiated pursuant to this section, the governing board of a state institution of higher education:

(b) Need not consult with nor obtain approval from the Colorado commission on higher education to create, modify, or eliminate academic and vocational programs offered by the institution, so long as such creations, modifications, and eliminations are consistent with the institution's statutory role and mission. Institutions shall submit information to the department demonstrating that the creation or modification of an academic or career and technical education program is consistent with the institution's statutory role and mission. The Colorado commission on higher education shall have the authority to override the

creation or modification of an academic or vocational program if the change made by the governing board is inconsistent with the institution's statutory role and mission.

APPENDIX:

Appendix A: Supplemental Information

APPENDIX A: SUPPLEMENTAL INFORMATION

This supplemental information is unrelated to the proposed degree's fit with the institution's statutory role and mission. The following is summarized from the institution's proposal:

EVIDENCE OF NEED

Employer Demand: A recent study in 2008 commissioned by the Colorado Council on the Arts underscores the importance of the creative economy in Colorado, reporting that it constitutes 186,000 jobs in the state, making creative occupations the 5th largest cluster in Colorado's economy. Colorado is 5th in the nation in concentration of total artists, including architects, designers, writers and authors, photographers, producers, directors and musicians. Colorado's creative enterprises extend beyond the conventional artistic fields to include new media technologies." (Arts and Creative Industries, 2010)

Furthermore, media--film, video, photography, and music---will continue to undergo innovative changes in production and consumption. As a new generation that has grown up alongside new media forms and new information and communication technologies enters the workforce, new demands for media content across platforms arise. According to Gartner, a leading information technology research and advisory company, by 2014, social networks will become the central platform of communication for 20% of the workforce worldwide. Since social networks are increasingly driven by the production and delivery of media content there will be an increasing demand for media producers to create and deliver that content. Simultaneously, the demand for new media content means that there are new entrepreneurial opportunities for media producers to not only establish media production companies in response to demand, but to also work in an industry that is increasingly mobile, project-based and in need of technical and artistic expertise across a broad spectrum of media production activities.

The Bachelor of Arts in Media Production is designed to capitalize in this arena of technological innovation and evolving media production practices by offering the necessary training and critical thinking production skills to those who will find and/or create jobs in education, consulting, the arts, and pursue careers as media producers in a rapidly changing working environment. Professional opportunities include: virtual museum/archive media, archive services, internet industries, museum education, media content providers, multimedia production, and freelance media production for art and culture industries.

Student Demand: A study conducted by the Pew Internet and American Life Project found that more than half of teens have created media content and approximately one-third of teens use the internet to share media content. This interest in creating media content suggests that there will be future growth in the number of young adults who will desire advanced training in all facets of media production. There will be a growing demand for programs and courses in media production, regionally and nationally, as a new generation of media users seeks the training and production skills that will enable them to enter the global cultural as competitive media producers and media makers.

DUPLICATION

The degree does not offer coursework in film-industry-specific skills such as screenwriting for narrative fiction, acting and directing, grip and lighting, or production design such as, for example, the University of Colorado Denver Theatre, Film, and Video Production Department. Nor does the degree train filmmakers or film scholars as does the Film Studies Program at CU Boulder. Rather, it is a broad and inclusive approach to media production theory and practice that is not constrained by paradigms specific to filmmaking, theater, or television.