

**BOARD OF HIGHER EDUCATION
REQUEST FOR BOARD ACTION**

NO. BHE 24-47

BOARD DATE: June 11, 2024

**APPROVAL OF LETTER OF INTENT OF THE UNIVERSITY OF MASSACHUSETTS
AMHERST TO AWARD THE BACHELOR OF ARTS IN FILM STUDIES AND
AUTHORIZATION FOR FAST TRACK REVIEW**

MOVED: The Board of Higher Education (BHE) has evaluated the Letter of Intent of the **University of Massachusetts Amherst** to award the **Bachelor of Arts in Film Studies** and has determined that the proposal aligns with BHE criteria. Accordingly, the BHE authorizes the Commissioner to review the program and to make a final determination on degree granting authority pursuant to the Fast-Track review protocol.

VOTED: Motion approved and advanced to the full BHE by the Executive Committee on 6/3/2024; and adopted by the BHE on 6/11/2024.

Authority: Massachusetts General Laws Chapter 15A, Section 9(b); AAC 18-40

Contact: Richard Riccardi, Sc.D., Deputy Commissioner for Academic Affairs and Student Success

**BOARD OF HIGHER EDUCATION
June 11, 2024
UMass Amherst
Letter of Intent
Bachelor of Arts in Film Studies**

DEGREE TITLE ABSTRACT ON INTENT AND MISSION OF PROGRAM

UMass Amherst intends that the proposed degree for a Bachelor of Arts in Film Studies will fill a significant gap in the state's education system and meet a demand that has existed for many years. The proposed degree program will offer three concentrations, including focii on film theory, history, and criticism; film production; and international cinema. Through interdisciplinary coursework, students will develop the critical thinking and analytical skills necessary to engage with film as a complex medium that reflects and shapes our society.

The proposed Film Studies major has been in a developmental phase over the past few years, and the initial workforce data show students successful in finding employment or continuing their education at the graduate level. Therefore, the proposed degree program will provide students with excellent prospects for pursuing graduate studies or entering a thriving job market. Resources in faculty, advising, internships and courses already developed during the 3-year incubation period by the Interdepartmental Program in Film Studies will be used in the implementation of the proposed degree program. Through a commitment to diversity, equity, inclusion, and internationalism, the proposed degree program provides a platform for diverse voices and perspectives, contributing to greater representation and inclusion in the arts.

The proposed Bachelor of Arts in Film Studies program was approved by UMass Amherst's Board of Trustees on September 25, 2023. The LOI was circulated on February 14, 2024. One comment was received, requesting a small revision clarifying the environmental scan of existing film studies programs in Massachusetts. The LOI was revised to reflect the clarification.

A. ALIGNMENT WITH MASSACHUSETTS GOALS FOR HIGHER EDUCATION

Address Gaps in Opportunity and Achievement in Alignment with Campus-Wide Goals

Currently, no public institution in Massachusetts offers a B.A. in Film Studies (though MassArt offers a B.F.A -- Bachelor of Fine Arts -- in Film Studies), while 15 out of 20 top-tier public universities in America do, according to the U.S. News & World Report's Best Colleges Guide. By introducing a major of demonstrated enduring and growing significance that is only available in private institutions in the Commonwealth, UMass Amherst would respond to the demand, and "provide an affordable and accessible education of high quality that advances knowledge and improves the lives of the people of the Commonwealth, the nation, and the world." Through this proposed degree program, UMass Amherst would attract students who seek rigorous academic training and practical experience. The proposed degree program would foster partnerships with the local and regional film industry and contribute to the University's mission of serving as a destination, as a partner, and as a community of choice.

Program or Department Supports to Ensure Student Retention and Completion

The Interdepartmental Program in Film Studies, funded by the College of Humanities and Fine Arts, operates with a governance structure akin to a department. The director of the Program reports directly to the Dean of HFA and is responsible for its day-to-day operations, including class scheduling, advising, course evaluations, supervision of the program committees, internships, and recruiting events. The Director is in charge of the AFR responses of Film Studies faculty and affiliated faculty. The HFA Dean will continue to ensure that the proposed degree program is well supported, and that the necessary infrastructure is in place. Per the MoU for the incubation period (2020-2023) under BDIC, the Film Studies Program has already been administering and supervising the proposed degree program as a structured concentration within BDIC. Two Film Studies faculty members who serve as advisors have supervised the BDIC major. Once autonomous, the proposed major in Film Studies would maintain the same successful curriculum and structure of the incubation period. All students in the proposed degree program would be required —like during the preliminary incubation period—to meet

with the two dedicated Film Studies advisors at least once per semester. Students also will be supported by Film Studies peer advisors and will have year-round access to the Academic Advising and Career Advising Offices operated by the College of Humanities and Fine Arts. The time from admission to graduation is expected to be 4 years, based on the time to degree of the last two incoming classes according to the data collected during the current incubation period under BDIC. Of the ten students who graduated in 2022, nine completed their degree in four years, and one in three years. For the 21 students who graduated in 2023, two completed their degree in three years, 15 in four years, and three in five years.

Alliances and Partnerships with PK-12, Other IHE's, Community Employers

The proposed degree program will foster new connections and partnerships with PK-12 by organizing dedicated annual open houses, and a film festival. These initiatives are designed to ignite a passion for cinema and enhance visual culture literacy among younger audiences. In addition to these efforts, alliances with other higher education institutions have been established. UMass Amherst is a member of the 5College consortium, which facilitates faculty and student exchanges. Film Studies departments at Smith College, Amherst College, Mount Holyoke College, and Hampshire College offer a diverse range of courses encompassing both theoretical and practical aspects of filmmaking, providing numerous hands-on opportunities. All courses taken at these colleges will be applied toward fulfilling major requirements within the proposed degree program. UMass Film Studies students with interests in a production-focused MFA will be informed of MassArt MFA in film production.

Once the proposed degree program is approved, the Admissions Office will include Film Studies on the Common Application and in printed materials. In outreach to prospective students, the admissions office will identify those with interest in Film Studies. HFA marketing/recruitment processes for outreach to prospective students will also be involved. UMass Amherst will reach out directly through e-mails and will also spotlight the new major on the UMass admissions webpage and social media channels. Each Fall, the admissions office hosts informational events for high school students and counselors where they highlight new majors, which we will attend.

UMass Amherst will also talk to admissions staff so they can highlight the Film Studies major in visits around the country.

Relationship to MassHire Regional Blueprints

According to the MassHire Blueprints of Greater Boston, using Executive Office of Labor and Workforce Development (EOLWD) data, since 2001, average monthly employment in arts, entertainment, recreation is up 53.1%. Massachusetts has seen a remarkable increase in movie production during recent decades. One can point to the establishment of the Massachusetts Film Office, "the state agency dedicated to promoting the Commonwealth as a premier location for commercial, film and television production," as one indication of this growing trend. This industry success in the state reflects the geographical diversification and decentralization of the film industry as a whole. As a result, students graduating in the proposed degree program can aspire to industry employment, not only in those traditional centers of power and opportunity (New York and Los Angeles), but within our own region.

Film majors study film as both an art form and a communication tool. People with film degrees have the skills to pursue careers in the many diverse areas of the filmmaking industry. Education for a film degree covers a range of topics, including film history, writing, and arts management. Professionals in supervisor positions, such as director, screenwriter, cinematographer, and producer, increasingly have a bachelor's degree in film studies. But careers available to students graduating with a degree in film studies are not just limited to those in the film industry. Increasingly, businesses and corporations in almost every industry are becoming attentive to branding and product and service promotion through audio-visual channels. The demand for skilled film- and video-makers extends into other areas as well, such as communicating scientific findings or policy research by governmental and non-governmental organizations. Likewise, film majors cultivate skills and expertise specific to the growing need for nuanced critical and analytical readings of audiovisual media, for example in journalism and education. This means that there are more and more jobs for those knowledgeable and skilled in the conception, writing, design, production, and exhibition of film and video. Graduates with an undergraduate

degree in film studies are well positioned to gain admission to competitive graduate programs in film studies and filmmaking.

Duplication

Currently no campus in the University of Massachusetts system offers a Bachelor of Arts degree in film studies. The Boston, Dartmouth, and Lowell campuses each offer a minor in the discipline. Furthermore, no public university in the Commonwealth offers a Bachelor of Arts degree in this field. The major in Film Studies offered by the Massachusetts College of Art and Design (MassArt) is a BFA in film production that trains students in various practical areas of filmmaking (such as directing, editing, sound, etc.). The proposed degree program at the University of Massachusetts Amherst is a Bachelor of Arts degree that will encourage students to become film scholars. A number of private institutions do offer such a degree, including Amherst College, Emerson College, Boston College, Boston University, Brandeis University, Clark University, Harvard University, Northeastern University, and Smith College. The proposed degree program is as strong as the ones offered by these private institutions. Additionally, UMass Amherst understands the concerns of parents of prospective students who may be disappointed by the absence of a film major within the University of Massachusetts system, and are committed to providing an exceptional film studies program that rivals those found at private institutions, ensuring that the students receive a high-quality education in this field.

Innovative Approaches to Teaching and Learning

While the proposed degree program's focus is on developing students' competencies in the field of film studies, it also provides ample opportunities for students to gain hands-on experience in filmmaking and related disciplines. By integrating these two areas of study, the proposed major equips students with a nuanced understanding of the art and industry of filmmaking, as well as the critical and analytical skills necessary to excel in the field. In addition to involving an interdisciplinary program focusing on the history, theory, aesthetics, and criticism of cinema as both a film and a digital-based medium, the proposed major allows students to pursue formally their interests in areas of film production, film festival curation, podcasting,

screenwriting, analogue filmmaking, and the video essay. The proposed degree program draws on its experience in staging one of the nation's longest-standing campus-based film festivals, the Massachusetts Multicultural Film Festival, and on the co-sponsorship of the Catalan Film Festival, the Luso-African Film Festival, and the Latin American, Latinx Film Festival. The Film Studies department hosts the annual Michael S. Roif Award for Excellence in Film Studies, an endowed award for undergraduate film students nominated by film studies faculty for projects ranging from fiction, documentary and experimental film and video to screenplay and critical essays. In recent years, categories for the Roif Award have expanded to include audio podcast, video essay, web series, and computer-generated works of animation and experimental film. Moreover, UMass Film Studies has become one of the major hubs of the new field of videographic criticism worldwide. For example, UMass hosted a very successful conference in videographic criticism that attracted the best practitioners from around the globe; and several video essays produced by UMass faculty and students were included in the list of Best Video Essays of 2022 and Best Video Essays of 2023 by the prestigious film magazine Sight and Sound of the British Film Institute. Furthermore, students are able to benefit from the Filmmakers of the 21st Century series, and to participate in national and international internship programs, and in study abroad opportunities. These initiatives help students build connections with filmmakers and scholars from around the world and develop a more nuanced understanding of cinema. Ultimately, a global perspective is essential for students who want to pursue careers in the film industry, which is increasingly global in scope and requires an understanding of diverse cultures and audiences.

B. ALIGNMENT WITH CAMPUS STRATEGIC PLAN AND MISSION

The proposed degree program aligns strongly with the UMass Amherst mission priorities as articulated in the 2018-2023 Campus Strategic Plan, would contribute to the realization of the Campus' aspiration to enter the ranks of the nation's top 20 public universities, and would establish UMass Amherst as a "destination of choice", a "partner of choice", and a "community of choice."

First, as a “destination of choice”, UMass Amherst would offer “a high-demand degree program” that attracts “high-achieving students and prepares them to contribute to the Massachusetts innovation economy.” It would provide a solid liberal arts education as well as coursework to explore and develop a range of craft skills, covering major aspects of film production to inform scholarly explorations through a general knowledge of the practice of the art. Second, it would contribute to positioning the university as a “partner of choice” by aligning with the areas of growth and success in the state of Massachusetts and by strengthening its ties with external partners, such as the flourishing film and television industry. Internally, the establishment of the proposed degree program encourages strong collaboration across a range of disciplines within the university. The proposed degree program approaches the moving image both as an art form and as a form of mass culture. As an art, the study of film is primarily concerned with those relationships between film style, narrative form, and the various material practices that shape the cinematic medium. As a vital phenomenon of mass culture, the study of cinema explores how film reflects both societal values and processes of social change.

The third goal is to establish UMass Amherst as a “community of choice” by building a more diverse and inclusive community. The institution has begun to take explicit steps in this direction, through the amplification of underrepresented voices in the Michael S. Roif Awards in Film Studies as well as participation in the Flaherty Summer Program, which cultivates learning and networking opportunities for students from constituencies that are underrepresented in leadership positions in film and media, including women, LGBTQ persons, ethnic minorities, students with disabilities, students with financial need, and undocumented students. Through the Visiting Filmmaker of the 21st Century Series, engagement with film festivals —the Massachusetts Multicultural Film Festival, the Luso-African Film Festival, the Catalan Film Festival, and the Latinx and Latin American Festival— and the partnership with the Deutsche Film Aktiengesellschaft (DEFA Film Library and Summer Institute), the proposed degree program is dedicated to advancing diversity, supporting and representing a wide range of voices. Creations are thought-provoking, socially conscious, anti-discriminatory, and inclusive, reflecting the institution’s commitment to promoting a more just and equitable society through the power of

film. These multicultural, international, and interdisciplinary opportunities, as well as the integration of study abroad with curriculum, will advance UMass goals of international competency and internationalization.

Finally, by establishing an autonomous undergraduate degree program in Film Studies, the University of Massachusetts will “provide an affordable and accessible education of high quality and to conduct programs of research and public service that advance knowledge and improve the lives of the people of the Commonwealth, the nation, and the world”.

Goals and Objectives (Form B)

The proposed major in Film Studies (as it is currently designed for its incubation under BDIC) focuses on ways of understanding film in multiple interdisciplinary and multicultural contexts. The distribution of courses for the proposed major ensures that students have a solid foundation in the discipline. It develops a strong understanding of the history, theory, aesthetics, and criticism of cinema as a medium of artistic expression and communication. The learning objective can be summarized according to three areas: students will (a) cultivate critical thinking skills and the ability to analyze and interpret cinema through the lens of diverse historical, theoretical, multicultural, and sociopolitical contexts; (b) explore the intersections of film with other academic disciplines and areas of inquiry, such as literature, art history, cultural studies, gender studies, and environmental studies, among others; (c) build competencies and skills in the creative and technical aspects of film production, including screenwriting, filmmaking, podcasting, videographic practice, and festival curation. In its emphasis on interdisciplinarity-- and taking advantage of the very large pool of faculty from many diverse specializations who have been cross listing their courses with the Film Studies course rubric-- the proposed major will promote strong flexibility. In addition to 4 core courses chosen among 4 different categories (introduction courses, early cinema courses, genre/auteur cinema and film theory, Junior Year Writing, and the Integrative Experience, students will be able to choose one of three concentrations: (1) History of Cinema, Film Theory, Film Criticism; (2) World Cinema, Cinema Cultures, International Film; (3) Filmmaking, Production; Track D: DIY (Design your own track).

With over 90 courses in numerous disciplines, the selection is exceptionally diverse and rich, providing students with an extensive range of choices to suit their academic interests and career goals.

C. ALIGNMENT WITH OPERATIONAL AND FINANCIAL OBJECTIVES OF INSTITUTION

The College administration is supportive of the proposed degree program, the students, and the faculty. The proposed degree program will have minimal impact on the finances of the institution. Enrollment projections are expected to gradually increase over the next four years as students transition from a structured concentration model to the proposed degree program.

Enrollment Projections (Form C)

The Film Studies Program has seen a steady increase in students that signed up for the new major in Film Studies in incubation under BDIC. In Fall 2020 over 20 students applied immediately. To date there are over 80 active students who are pursuing the major in BDIC with the structured concentration in Film Studies. According to the current trend, and the pace of 20-30 majors per year, the proposed degree program is projected to have 80-120 active students.

Resources and Financial Statement of Estimated Net Impact on Institution (Form D, Appendices)

This proposed degree program is deliberately conceived to require no additional expense. The current physical infrastructure and faculty and staff of the Interdepartmental Program in Film Studies will be sufficient to support the proposed degree program. With the current pool of 23 active faculty members, and 6 adjuncts, additional faculty will not be necessary. Since 2021, an agreement has been established with the Departments of Journalism and Communication to share equipment (through the CaJE Loan Program) at the annual cost of \$3,500. The current Film Studies screening room in the Integrative Learning Center will remain a central part of the physical infrastructure for classes, as well as the ongoing use of the UMass screening auditoria

on campus. Students will be encouraged to make use of the Digital Media Lab at the Dubois Library when doing independent projects. Revenue will continue to be generated from online courses through UWW, through the very successful Online Certificate in Film Studies and, soon, through the new Graduate Certificate in Videographic Criticism (in process of approval).

STAFF REVIEW AND VALIDATION

Staff thoroughly reviewed the **LOI** proposing full degree granting authority for the **Bachelor of Arts in Film Studies** program submitted by **UMass Amherst**. Staff validate that the **LOI** includes all data required by the Massachusetts Board of Higher Education. Staff recommendation is for BHE authorization for the Commissioner to review the program pursuant to the Fast-Track review protocol.

Form A: Curriculum Outline

Core Required Courses (Total # of courses required = 6) Required regardless of Concentration: <i>1 introductory course, 1 history course, 1 genre or auteur course, 1 theory course, 1 junior year writing course, 1 IEE course</i>		
<i>Course number</i>	<i>Course title</i>	<i>Credit Hours</i>
<i>Required Introductory Course (choose one):</i>		
FILM-ST 170	Introduction to Film Analysis	3
COMM 140	Introduction to Film Studies	3
<i>Required History of Film/Cinema (choose one):</i>		
FILM-ST 255	Early Cinema: 1920s & 1930s	3
FILM-ST 257	Southern European Cinemas before the Talkies	3
FILM-ST 258/SPAN 384	Latinx Hollywood: Early Cinema in Spanish	3
FILM-ST 253	Women Film Pioneers	3
FILM-ST 252 / COMP-LIT 337	International History of Animation	4
FILM-ST 351	Classical Hollywood Cinema	3
COMM 340	History of Film I	3
<i>Required Film Genres/Auteurs Course (choose one):</i>		
FILM-ST 330	Film Auteurs	4
FILM-ST 387	The Western in Transnational Cinema	4
FILM-ST 380	Horror Film	3
FILM-ST 385	Psycho Thrillers	3
FILM-ST 320/JUDAIC 320	The Comedy: Jewish Humor	4
FILM-ST 427/ITALIAN 427	Comedy Italian Style	3
FILM-ST 446/COMM 446	Film Documentary	3

FILM-ST 493L/COMM 493L	Experimental Film & Video	3
COMM 444	Film Styles & Genres	3
<i>Required Advanced Film Theory Course (choose one):</i>		
FILM-ST 470	Film Theory	4
FILM-ST 440	Women's Cinema	3
FILM-ST 490M	Cinema & Mind	3
<i>Required Junior Year Writing:</i>		
FILM-ST 375	Film Writing and Criticism New Media	3
<i>Required Integrative Experience (I.E.) (choose one):</i>		
FILM-ST 494N	New York on Film	3
FILM-ST 494P	Practices of Film Studies	3
	Subtotal Core Major Required Credits	18-21 (6 courses)
Students are required to <u>select one</u> among the three following concentrations:		
Concentration 1: Film History, Theory, and Criticism		
Elective Concentration Courses (Minimum total # of courses required for concentration = 3)		
FILM-ST 381/COMP-LIT 381	Self-Reflective Avant-Garde Film	4
FILM-ST 383/COMP-LIT 383	Narrative Avant-Garde Film	4
FILM-ST 550	Arthouse Cinema	3
COMM 342	History of Film II	3
FILM-ST 382	Film at the End of the World	3
COMP-LIT 382	Cinema & Psyche	4
FILM-ST 386	Cinema of Dreams	3
FILM-ST 493L/COMM 493L	Experimental Film & Video	3
COMM 494BI	Countercultural Films	3

COMP-LIT 425	Greek Tragedy on Screen & Stage	3
ANTHRO 306	Visual Anthropology	4
ENGLISH 339	Film and Literature	3
	Subtotal # Film History, Theory and Criticism Concentration Credits Required	9-12 (3 courses)
Concentration 2: International Cinemas: World and Global Track		
Elective Concentration Courses (Minimum total # of courses required for concentration = 3)		
CHINESE 136	Introduction to Chinese cinema	3
GERMAN 270	From the Grimms to Disney	3
FILM-ST 353/FRENCH 353	African Film	4
FILM-ST 350/ITALIAN 350	Italian Film	4
FILM-ST 304/GERMAN 304	German Cinema: From Berlin to Hollywood	3
FILM-ST/GERMAN 326	Weimar Cinema	3
FRENCH 350	French Film	4
FRENCH 397K	French Science Fiction Cinema	3
FILM-ST 321/SPAN 381	Iberian Cinemas	3
FILM-ST 323/SPAN 383	Latin American Cinemas	3
FILM-ST 322/ SPAN 384	Contemporary Hispanic Cinemas	3
FILM-ST 408/PORTU 408	Brazil in Film and Fiction	4
COMP-LIT 393F	Polish Film	3
COMP-LIT 350	International Film	4
COMM 345	Contemporary World Cinema	3
JAPANESE 391T	Tokyo through Literature and Film	3
	Subtotal # International Cinema Concentration Credits Required	9-12 (3 courses)

Concentration 3: Film Production

Elective Concentration Courses (Minimum total # of courses required for concentration = 3)

COMM 231/FILM -ST 231	Film & TV Production Concepts	3
FILM-ST 411	16mm Filmmaking & Technology	3
FILM-ST 310	Visiting Filmmaker Series	3
FILM-ST 311J	Film Production: How the Craft Works	3
FILM-ST 311M	Making Short Films	3
FILM-ST 490FE	Video Editing and Film Montage	3
FILM-ST 412	Advanced 16mm Filmmaking	3
FILM-ST 416	Untold Screenwriting	3
FILM-ST 417	Short Documentary Filmmaking	3
FILM-ST 461	Film Podcasting	3
FILM-ST 462	Video Essay in Film Criticism	3
FILM-ST 490STA	Advanced 16mm Filmmaking	3
FILM-ST 562	Videographic Essay	3
ART 374	Introduction to Computer Animation	3
ART 375	Moving Image	3
JOURNAL 339	Video Content Creation	4
JOURNAL 444	Short-form Documentary	4
CMPSCI 390CG	Intro to Computer Graphics and Animation	3
COMM 441	Intermediate Digital Filmmaking	3
COMM 445	Screenwriting	3
COMM 593D	Advanced Screenwriting	3
THEATER 342	Acting	3
THEATER 361	Lighting Design	3

	Subtotal # Film Production Concentration Credits Required	9-12 (3 courses)
<i>All Concentrations: Additional Elective Course Choices (Total # courses required = 5)</i>		
Students can choose additional elective courses among those listed for concentrations above and/or among the internship credits and electives listed below.		
FILM-ST 398 practicum FILM-ST 398 T FILM-ST 398 R	<i>Up to 6 internship/teaching assistantship/research assistantship credits can be counted towards elective credits (6 credits= 2 elective courses)</i> Internship Program Undergraduate Teaching Assistantship Undergraduate Research Assistantship	1-6
FILM-ST 384	Alien Encounters	3
FILM-ST 313	Storytelling for TV & Streaming Scripts	3
ART 384	Computer Animation II	3
ART 385	Media and Motion Graphics	3
FILM-ST 360/COMM 360	Music, Culture, and the Moving Image	4
FILM-ST 391SF/COMP-LIT 391SF	International Sci-Fi Cinema	4
FILM-ST 395A/ COMP-LIT 395A	Global / International Film Noir	3
FILM-ST 391W/COMP-LIT 391W	Dream, History, and Identity in Polish Film	3
FILM-ST 427/ITALIAN 427	Comedy Italian Style	3
FILM-ST 429/ITALIAN 429	A Window on the World: Neorealism and Beyond	3
FILM-ST 431 /ITALIAN 431	F. Fellini: The Liar	3
FILM-ST 532 / ITALIAN 532	Pasolini at 100	3
FILM-ST 344/JUDAIC 344	Film and Society in Israel	4

FILM-ST 354/JUDAIC 354	Adaptation: The Jewish Experience from Text to Film	4
FILM-ST 357/JUDAIC 357	Israeli Television, Global Reach	4
FILM-ST 377/JUDAIC 377	Popular Culture in Israel and Palestine	4
FILM-ST 571	Strange Engagements: Figural Realism in Film and Literature	3
FILM-ST 572	Cinemas of Confluence and Alliance	3
AFROAM 591C	Digital Video Production and Research in the Black Community	3
WGSS 391	Rape and Representation	3
COMM 331	Program Process in TV	3
COMM 346	Introduction to Studio Directing	3
JOURNAL 333	Introduction to Visual Storytelling	4
JOURNAL 433	Photojournalism	4
THEATER 362	Costume Design Studio	3
THEATER 365	Technical Direction	3
THEATER 345	Directing	3
	Sub Total Elective Credits	15-20 (5 courses)
<i>Distribution of General Education Requirements</i>		# of Gen Ed Credits
Attach List of General Education Offerings (Course Numbers, Titles, and Credits) Please see list of Film Studies GenEd classes: https://www.UMass.edu/film/gened-classes		
<i>Social World, including Literature and Foreign Languages</i>		
1) 1 AL/AT Gen Ed, (2 Gen Ed in combination with DU or DG designation)		
2) 1 HS Gen Ed, (2 Gen Ed in combination with DU or DG designation)		4
3) ENGLWRIT 112, (unless waived, Gen Ed CW)		4

4) FOREIGN LANGUAGE: Two years (4 semesters, Intermediate II), (unless waived due to 4 semesters in High School [must provide High School transcript], or by earning an appropriate score on a College Board Foreign Language SAT II test or on a College Board Advanced Placement test)	0-3 0-12
5) 1 SB Gen Ed (2 Gen Ed in combination with DU or DG designation) (4 credits)	4
6) 1 Additional Social World (AL, AT, or SB) or Interdisciplinary (I or SI)	4
<i>Mathematics and the Natural and Physical Sciences</i>	
5) 1 MATH: One course (R1), (unless waived through a passing score on the Tier 1 Math Exemption Exam)	0-3 3
6) 1 ANALYTICAL REASONING: One course (R2) (3 credits)	8
7) 2 BIOLOGICAL SCIENCE / PHYSICAL WORLD: One course (BS) and one course (PS)	
Sub Total General Education Credits	
	27-45
Curriculum Summary	
Total number of courses required for the degree	Within Major: 14 courses
Total credit hours required for degree	Major credits: 42-53 Add'l Gen Ed Credits: 27-45 Total Credits Required for Undergraduate Degree: 120
Prerequisite, Concentration or Other Requirements:	
<p>Article I. -Students are required to select a concentration</p> <p>-Completion of a 100-level and a 200-level course is a prerequisite to 300-level and above courses.</p> <p>-300-level courses can be taken alongside 100-level/200-level course.</p>	

Fine and Performing Arts (CFPA) and Humanities (CHUM) (see attached Core advising matrix)	
Core Distribution Natural Sciences (CNSL; CNSN) (see attached Core advising matrix)	7
Core Distribution Social and Behavioral Sciences (CSOC) (see attached Core advising matrix)	0-6
Additional Distribution Requirements Writing or Speaking Intensive CWR2 or CSPI Global Cultural (CGCL- 2 courses) Multicultural (CMCL) Application of Quantitative Skills or second Mathematical reasoning (CQR) US and MA Constitutions (CUSC)	6-18
Total number of credits will vary, depending on the student's choice of courses. Courses can meet multiple Core requirements (see attached advising guide and course grid)	
Sub Total General Education Totals	43-67
Curriculum Summary	
Total number of courses required for the degree	23-27
Total credit hours required for degree	67-79
Prerequisite, Concentration or Other Requirements	
Total free elective courses/courses toward minor/second major	14-18
Total credits for degree	120

Form B: LOI Goals and Objectives

Goal	Measurable Objective	Strategy for Achievement	Timetable
Meet student recruitment target while transitioning out of the incubation	25 new students in each of the first four years	Advertise to local K-12 schools, active recruitment from exploratory track (ET) placement across campus, recruit transfers from community colleges, establish a presence in open house events on campus. Utilize University and College outreach efforts	First 4 years
Change Academics Requirement Report (ARR) to reflect existence of the new major	Film Studies will be available as a major to select in students' program plan	Work with the Registrar's office, Chief advisor will check that major requirements are correctly indicated in ARR	As soon as it is approved
Update promotional material and website info to reflect new major	Brochure website and other promotional material updated	Office manager will update promotion material and website	As soon as it is approved
Inform current Film Studies advisors of changes to the curriculum	Advisors and peer advisors know the new curriculum	Film Studies Chief Advisor will hold training sessions with Film faculty advisors and peer advisors about the changes in the curriculum	As soon as it is approved

		(removing BDIC major requirements)	
Move the ARR process into Film Studies			
Successful career placement for students	Job placement rates	Use HFA career services, and career fairs. Use existing university-level services for internships. Maintain list of job placements of alumni	Start the process one year after the approval

Form C: LOI Program Enrollment

	Year 1	Year 2	Year 3	Year 4	Year 5
New Full-Time	0	25	25	25	25
Continuing Full-Time	21	11	25	50	75
New Part-Time					
Continuing Part-Time					
Totals	21	36	50	75	100

Form D: LOI Program Budget

One Time/ Start Up Costs		Annual Expenses				
		Year 1	Year 2	Year 3	Year 4	Year 5
	Cost Categories					
\$0	Full Time Faculty (Salary & Fringe)	195,275	200,157	205,161	210,290	215,547
	Part Time/Adjunct Faculty (Salary & Fringe)	30,000	30,750	31,519	32,307	33,114
	Staff	62,138	63,691	65,284	66,916	68,589
	General Administrative Costs (break down by category- i.e. accreditation, credentialing, etc.)	30,100	30,100	30,100	30,100	30,100
	Instructional Materials, Library Acquisitions	1,900	1,900	1,900	1,900	1,900
0	Facilities/Space/Equipment					
	Field & Clinical Resources					
	Marketing	500	500	500	500	500
	Student Assistance	19,000	19,000	19,000	19,000	19,000
0	Other (Specify)					
	TOTALS	338,913	346,098	353,463	361,012	368,750

<i>One Time/Start-Up Support</i>		<i>Annual Income</i>				
		<i>Revenue Sources</i>	<i>Year 1</i>	<i>Year 2</i>	<i>Year 3</i>	<i>Year 4</i>
	Grants	0	0	0	0	0
	Tuition	323,526	664,232	1,005,585	1,546,086	2,112,985
	Fees	0	0	0	0	0
	Departmental	352,913	374,648	382,577	390,704	399,034
	Reallocated Funds	14,000	0	0	0	0
	Other (specify)	0	0	0	0	0