Digital Film Baccalaureate Executive Summary

**Strategic Alignment.** This program is not specifically identified in the Strategic Plan, however there is nothing that would specifically preclude its being supported. While there’s no program at DSU, there is an emphasis in Film Production within the Communications department. Currently UU, UVU, and BYU offer degree programs in similar fields. The program may align with our current DSU film festival, DOCUTAH.

**External Demand.** Data on jobs in this field is more difficult to ascertain than some other areas. Film and Video Editing—one possible field into which this degree could feed—has a relatively high average salary of $75,090, although in Utah that is substantially lower at $44,690. Total employment is moderate with 24,460 jobs, of which 200 are in Utah. Growth is about average at 4.3%/year. While it is difficult to find data on other jobs for this degree, it is assumed that there are other opportunities for graduates, particularly if graduates go on to graduate school which will allow for further specialization.

**Internal Demand.** 5.66% of 212 students (12 students) polled said they would switch their majors to Digital Film. If 5.66% were representative of the full Fall 2015 student body estimate, it would equate to 472 students.

**Costs.** At least one Tenure Track Ph.D. in Film Studies will be needed = 1-2 80K salary + benefits. Secretarial Staff = 35K salary + benefits. Academic advisor whose appointment is at least .74, if not full time = 35K salary + benefits. Total estimated salary & benefits cost = 150 - 230K. Ave. cost of a FTE student in Communications is $3,101 = Low-Mid. Comparably the Ave. FTE student at DSU is $3,484 = Low - Mid. Ave. cost of a FTE student in BAC is $3,261 = Low - Mid.

**Revenues.** There are currently 80 students in the Digital Film emphasis. Additionally, DSU Digital Film faculty estimates that 15 students would be interested in entering this program in the first year = $234,480 tuition (Y5 30 students at $468,960 tuition). No other revenue sources at this time. Total ~ five-year revenue = $1,782,048. Total ~ five-year costs = $950,000. Simple ROI = 1.88. Note that the cost and revenues will be offset by additional fees and differentiated tuition.

**Other.** There are potential significant opportunities to partner with the City of St. George and the Utah Film Commission. This would be a standalone degree. The department should explore the possibility of online and/or hybrid courses.
## Digital Film Baccalaureate White Paper

<table>
<thead>
<tr>
<th>Category</th>
<th>Data</th>
</tr>
</thead>
</table>
| 1) *Strategic alignment.* Cite specific examples of how the program aligns to the DSU strategic plan, mission, and goals. Are there aspects that make the proposed program unique or enable it to stand out from similar programs? How? | • This program is not something that specifically aligns with the Strategic Plan, however there’s also nothing in the plan that would specifically preclude this type of program.  
• Currently, there is an emphasis in Film Production in the Communication degree program. While the proposal only identifies resources within the current Communications department, there are other resources, particularly faculty, in other areas of the university that might make this a degree that maximizes existing resources, as is encouraged in the Strategic Plan.  
• Existing programs:  
  ○ Currently, the UU is offers a degree in Film and UVU offers a degree in digital media, and BYU offers a degree in Media Arts Studies  
• DOCUTAH ([Digital Film email2](#)). This DSU hosted International Film Festival is a significant resource that needs inclusion in the exec summary. We are in year 6 of Docutah. This year there were almost 400 films submitted from over 30 countries. 76 of these were selected for the festival. Last year, one of our award winners, White Earth, by DSU alum Chris Jensen, was nominated for an Academy Award in short form documentary. This is a significant endorsement of the high quality of film accepted by our festival. |
| 2) *External demand.* What need(s) will this program help fulfill for our DSU footprint and stakeholders in Washington County? What impact would the program have on existing programs in the state? Bordering states? Are projected employment opportunities reasonable? Does the proposal contain both local and national statistics on potential employment of graduates? Will the program meet projected future demand, growth, and economic trends? How? | • USHE data:  
  ○ USHE does not separate this out from the larger category of Visual and Performing Arts, which is so large as to render the data practically useless.  
• BLS data:  
  ○ Under the category “Film and Video Editors” shows an annual mean salary of $75,090 with total employment of 24,460, and a slow rate of growth at 4.3% ([BLS](#)) |
3) **Internal demand.** What is the enrollment and graduation outlook over the next two, five and ten years? Is there compelling evidence of student demand at the county level? State? National? International? Are there other DSU programs (including GE) that will rely on this program for instruction and support? Are there other internal demand factors this program will help meet?

- 5.66% of 212 students (12 students) polled said they would switch their majors to Digital Film. Out of the eight bachelor's degrees on the survey, this was second. If 5.66% were representative of the full Fall 2015 student body estimate, it would equate to 472 students (survey results).
- Overall, a steady 3-5% enrollment increase is projected over the next 10 years. WashCo student growth is projected at about the same 5%. The uniqueness of the degree will generate more interest; however, our current enrollment in the digital film program is minimal.
- As of February, we had 55 BS-COMM-DFLM majors listed. 9 Students are listed to graduate.

4) **Quality/ Costs of the program.** Future costs. What costs will be incurred over the next two, five, and ten years? What will be the cost per student credit hour? Are the costs and budgets sustainable for potential future program growth and expansion? Are there adequate plans for student support/assistantships? Will the current and future faculty be able to deliver a quality program? To support and appropriately instruct the projected student enrollment? Why? What are the credentials and reputation of the faculty? Are there adequate equipment, facilities (research space), & library resources? Is the proposed administration for the program appropriate and adequate? What other factors will influence quality?

- At least one Tenure Track Ph.D. in Film Studies will be needed = 1-2 80K salary + benefits. Secretarial Staff = 35K salary + benefits. Academic advisor whose appointment is at least .74, if not full time = 35K salary + benefits. Total estimated salary & benefits cost = 150 - 230K, Ave = 190 annual (Cinematic Arts Summary).
- Ave. cost of a FTE student in Communication is $3,101 = Low-Mid. Comparably the Ave. FTE student at DSU is $3,484 = Low - Mid (DSU FY14 Costs).
- Ave. cost of a FTE student in the School of Business & Communication (BAC) is $3,261 = Low - Mid (DSU FY14 Costs)

<table>
<thead>
<tr>
<th>SST</th>
<th>$2,904</th>
</tr>
</thead>
<tbody>
<tr>
<td>HUM</td>
<td>$3,247</td>
</tr>
<tr>
<td>EDU</td>
<td>$3,251</td>
</tr>
<tr>
<td>BAC</td>
<td>$3,261</td>
</tr>
</tbody>
</table>
Cost of the program would be offset by one of two approaches (Digital Film email2):

A. Tuition + fees, which is most common. Thus operational costs of equipment and software would be rolled into per course fees.

B. Differentiated tuition. This model would price the courses in Film differently, building operational costs into tuition for FILM courses.

5) **Revenue and other resources generated by the program.** What revenues (tuition, grants, other) will this program generate in two, five, and ten years. What kind of grants are anticipated? Is there adequate support for research grants? Other sources of revenue?

- DSU Digital Film faculty estimates (Digital Film email) that 15 students would be interested in entering this program in the first year = $234,480 tuition
  - Y2 = 20 students = $312,640 tuition
  - Y3 = 23 students = $359,536 tuition
  - Y4 = 26 students = $406,432 tuition
  - Y5 = 30 students = $468,960 tuition
  - Total tuition = $1,782,048

6) **Research/ program design/ other.** Will this program create research and creative opportunities for our faculty and students? How will these research opportunities help our faculty? Students?

- Partners (Digital Film email2):
  - City of St George is currently a partner for Docutah, and is shopping one of the hangers at the old airport. This hanger is turn-key ready to serve as a location for a film program. President Williams in working with City on this.
  - Utah Film Commission. There is a meeting this week with Utah Film Commission leadership on opportunities to partner with DSU on a film school at the old airport.

DOCUTAH (Digital Film email2). This DSU hosted International Film Festival is a significant resource that needs inclusion in the exec summary. We are in year 6 of Docutah. This year there were almost 400
methods are being proposed for this program? Are there other opportunities that this program will create? Develop new markets? How will the program adapt to changes in technology, trends, student populations, and/or employer needs?

films submitted from over 30 countries. 76 of these were selected for the festival. Last year, one of our award winners, White Earth, by DSU alum Chris Jensen, was nominated for an Academy Award in short form documentary. This is a significant endorsement of the high quality of film accepted by our festival.

- This would be a standalone degree.
- The department should explore the possibility of online and/or hybrid courses.