

BOARD OF GOVERNORS' SELECT COMMITTEE MEETING

FLORIDA STATE UNIVERSITY
ACADEMIC FILM PROGRAM OFFERINGS IN
WEST PALM BEACH

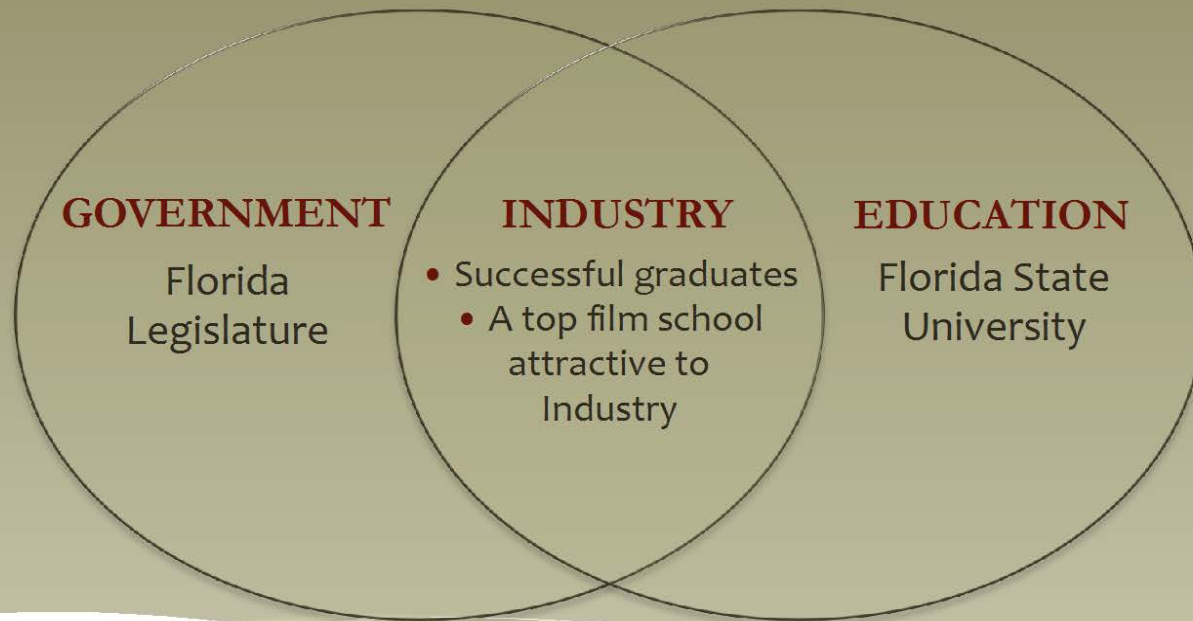


STATE UNIVERSITY SYSTEM *of* FLORIDA
Board of Governors

FSU College of Motion Picture Arts

MISSION GIVEN BY FLORIDA LEGISLATURE

✧ *To prepare students for successful careers in the motion picture industry*

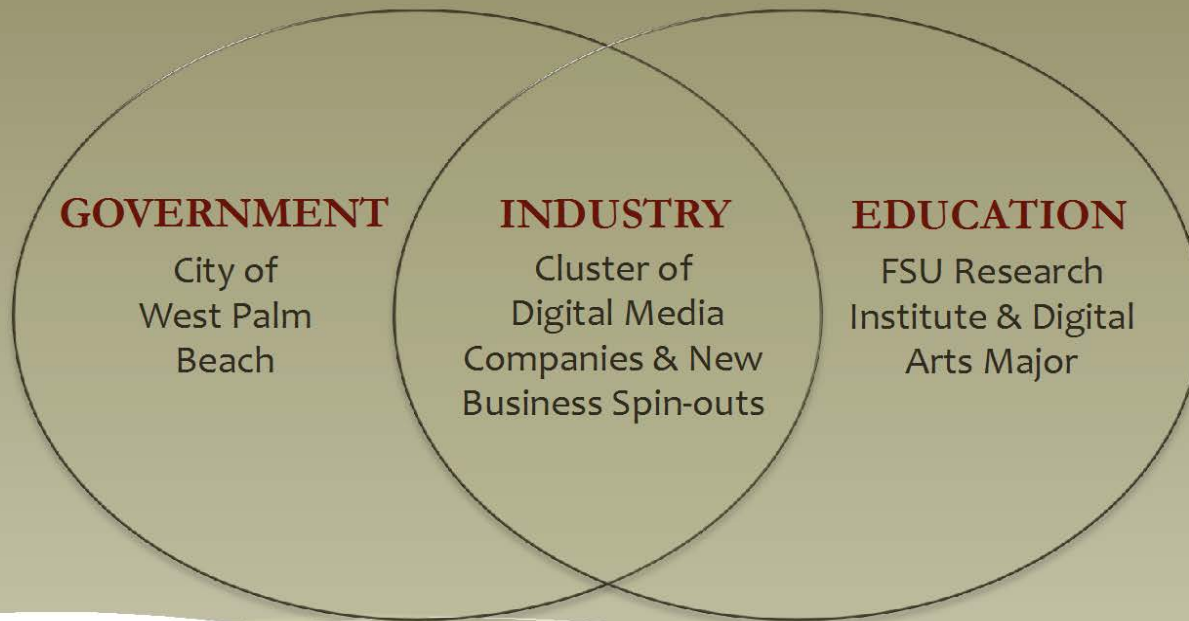


Government + Education = Valuable Industry Outcomes

FSU College of Motion Picture Arts

WEST PALM BEACH

- ❖ *Collaborate with industry to produce new business opportunities, jobs and economic impact*



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FSU College of Motion Picture Arts

OVERVIEW OF OBJECTIVES IN WEST PALM

1. To stem the tide of FSU film school graduates who typically move to Los Angeles and New York to launch their careers
2. To foster the development of new businesses and intellectual property in the digital media industry within the state of Florida
3. To create high-wage jobs in the digital media industry within the state of Florida
4. To provide students with industry-leading technical training in specialized areas of digital media development, production and distribution
5. To co-locate and collaborate with businesses interested in creating research and intellectual property in the digital media field



FSU College of Motion Picture Arts

CURRENT STATUS IN WEST PALM

1. Matriculated a class of freshmen and a class of transfer students in the Animation & Digital Arts major
2. Completed an 18-month study of the digital media research field in preparation of forming a digital media research institute
3. Drafted an Application for a University Research Institute that includes the mission, area of focus, staffing and budget
4. Identified and entered into discussions with several digital media businesses interested in co-locating with Florida State University in West Palm Beach
5. Collaborated with city in the formation of the WPB Economic Development Program



Going Forward

KEY GOALS

1. Provide our Animation & Digital Arts students with a quality education in keeping with our national reputation in the film industry
2. Ensure that our major and research program meet the needs of the state economy, especially the need to create high paying jobs
3. Meet the guidelines and criteria of our accrediting body



Going Forward

COST COMPARISON – Program in WPB vs. TLH

1. Costs associated with delivering the major in Tallahassee and West Palm Beach are comparable, with the following exceptions:
 - a. Moving major to Tallahassee will increase costs to major associated with facilities
 - b. Moving major to Tallahassee will reduce certain overhead expenses associated with staff support (ODL)
2. Moving major to Tallahassee will cause one-time costs associated with
 - a. Teach-out plan as required by SACS accrediting agency
 - b. Replacing faculty and staff who will choose to not relocate to Tallahassee
 - c. Relocation of personnel, equipment, and certain facilities



Going Forward

PROGRAM COMPARISON – Animation vs. Production

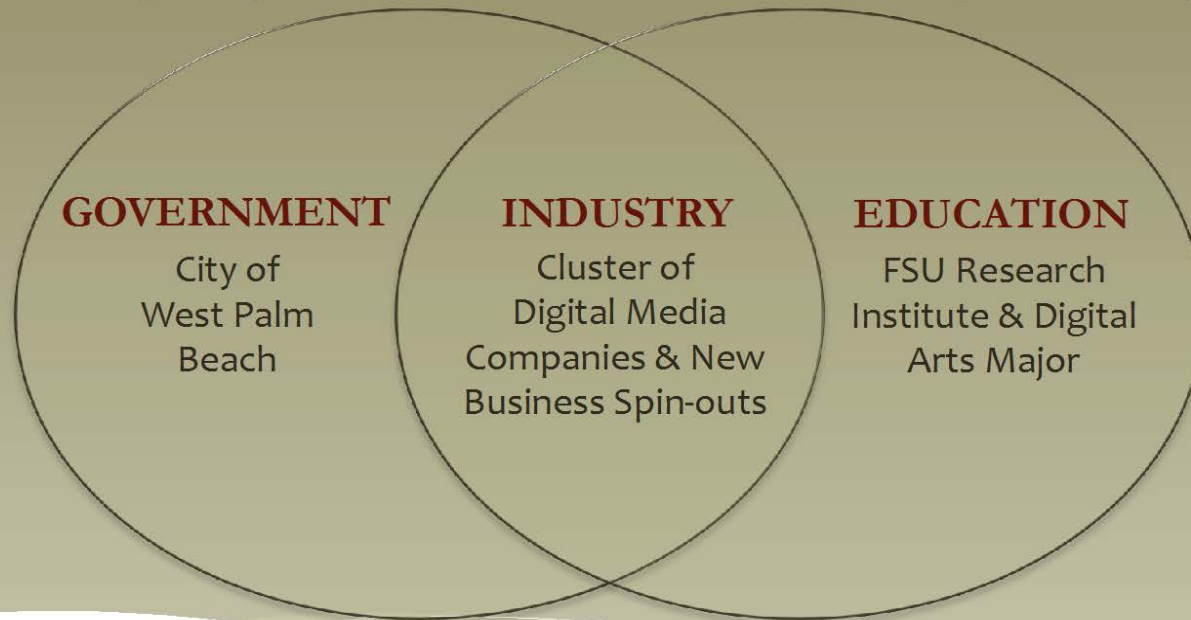
1. Similarities between Animation & Production programs:
 - a. Focus on storytelling
 - b. Project-centered learning
 - c. Focus on preparing students for industry
2. Differences between Animation & Production programs:
 - a. Mode of production
 - b. Technical skills training
 - c. Areas of faculty expertise
 - d. Industry collaboration



Proposed Digital Media Research Institute

MISSION of Institute

- ✧ To collaborate with business and civic partners to build rich clusters of interdisciplinary activity between education, research, and industry



Government + Education = Valuable Industry Outcomes

Proposed Digital Media Research Institute

GOALS of Institute

1. To facilitate collaboration between industry, research, and education focused on digital media
2. To provide professional training in advanced digital media production skills and career development for contemporary media industries
3. To identify and innovate new cultures of learning in advanced media production and promote best practices
4. To provide leadership and expertise within the State of Florida that contributes to the growth and sustainability of media industries in the state



Proposed Digital Media Research Institute

DEVELOPMENT, COST & PROGRESS of INSTITUTE

1. 18-month study to determine the best form and direction of institute that led to draft Application for University Institute
2. Key economic benefits that stem from collocated cluster of related and synergistic media and technology companies
3. Key educational benefits associated with advanced digital media skills and intersection with STEM fields
4. Cost of implementing research institute and sources of funding
5. Progress to date in forming research institute



Future Location of FSU Digital Media Programs

RATIONALE FOR STAYING IN WEST PALM BEACH

1. To succeed, the major and research institute must be co-located with digital media industry in a major metropolitan area
2. The City of West Palm Beach has financially supported FSU and remains committed to collaborate and contribute resources to FSU's major and research institute
3. Faculty members with extensive professional experience critical to the delivery of the major and research institute are unwilling to move to Tallahassee
4. Majority of WPB students, faculty and staff do not wish to move



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