

AGENDA

Select Committee on Florida State University
Academic Film Program Offerings in West Palm Beach
Live Oak Center, Ferrell Commons
University of Central Florida
Orlando, Florida
February 8, 2013
2:00 p.m. – 5:00 p.m.

Chair: Mori Hosseini Members: Kuntz, Morton

1. Call to Order and Opening Remarks Governor Mori Hosseini

2. Presentation by Mayor of West Palm Beach Honorable Jeri Muoio

3. Presentation by Florida State University
Regarding Academic Program Offerings in
West Palm Beach, Florida

Dr. Garnet Stokes
Provost,
Florida State University

4. Discussion Governor Hosseini

5. Next Steps and Closing Remarks Governor Hosseini

STATE UNIVERSITY SYSTEM OF FLORIDA BOARD OF GOVERNORS

Select Committee on Florida State University Academic Film Program Offerings in West Palm Beach February 8, 2013

SUBJECT: Presentation by Mayor of West Palm Beach

For information.

AUTHORITY FOR BOARD OF GOVERNORS ACTION

Not applicable

BACKGROUND INFORMATION

The Mayor of the City of West Palm Beach will provide information related to the City's position on Florida State University's film programs to be located in West Palm Beach, Florida.

Supporting Documentation Included: None

Facilitators / Presenters: The Honorable Jeri Muoio

STATE UNIVERSITY SYSTEM OF FLORIDA BOARD OF GOVERNORS

Select Committee on Florida State University Academic Film Program Offerings in West Palm Beach February 8, 2013

SUBJECT: Florida State University's Presentation Regarding Film Program Offerings in West Palm Beach

PROPOSED COMMITTEE ACTION

For information.

AUTHORITY FOR BOARD OF GOVERNORS ACTION

Not applicable

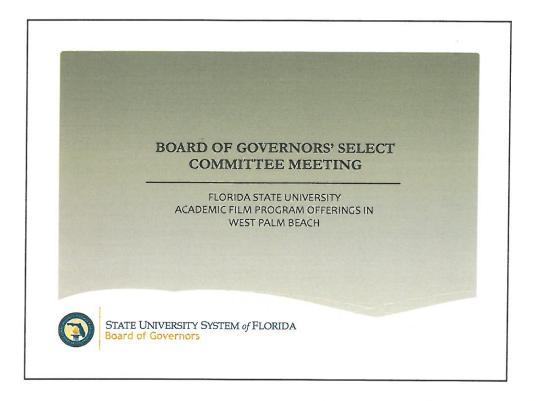
BACKGROUND INFORMATION

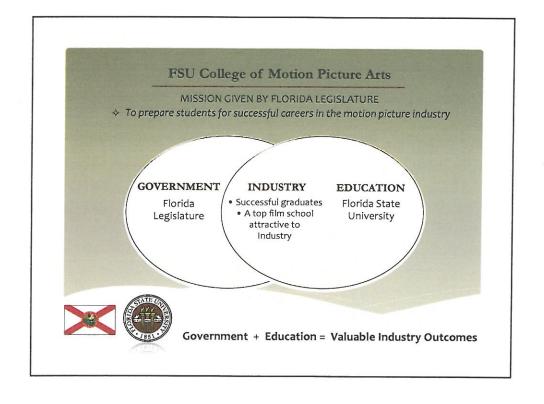
The Florida State University Provost will provide an update on the current status of FSU's Bachelor of Fine Arts major in Animation and Digital Arts, located in West Palm Beach, Florida. The presentation will also include plans for future expansion of the College of Motion Picture Arts presence at the West Palm Beach site.

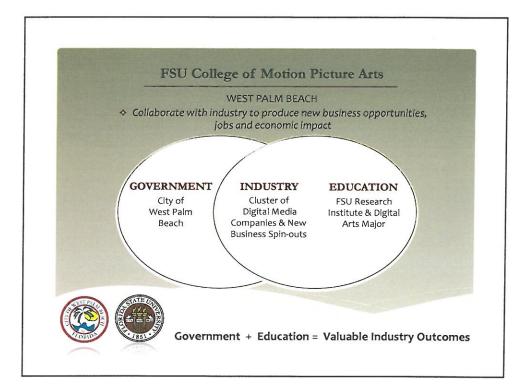
Supporting Documentation Included: FSU Presentation

Facilitators / Presenters: Dr. Garnett Stokes, Provost

Florida State University







FSU College of Motion Picture Arts

OVERVIEW OF OBJECTIVES IN WEST PALM

- To stem the tide of FSU film school graduates who typically move to Los Angeles and New York to launch their careers
- To foster the development of new businesses and intellectual property in the digital media industry within the state of Florida
- To create high-wage jobs in the digital media industry within the state of Florida
- To provide students with industry-leading technical training in specialized areas of digital media development, production and distribution
- 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

- Matriculated a class of freshmen and a class of transfer students in the Animation & Digital Arts major
- 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
- Collaborated with city in the formation of the WPB Economic Development Program





Going Forward

KEY GOALS

- Provide our Animation & Digital Arts students with a quality education in keeping with our national reputation in the film industry
- 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

- 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
 - 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. <u>Similarities</u> between Animation & Production programs:
 - a. Focus on storytelling
 - b. Project-centered learning
 - c. Focus on preparing students for industry
- 2. <u>Differences</u> 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

City of West Palm Beach

INDUSTRY

Cluster of Digital Media Companies & New Business Spin-outs

EDUCATION

FSU Research Institute & Digital Arts Major





Government + Education = Valuable Industry Outcomes

Proposed Digital Media Research Institute

GOALS of Institute

- To facilitate collaboration between industry, research, and education focused on digital media
- 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
- 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

- 18-month study to determine the best form and direction of institute that led to draft Application for University Institute
- Key economic benefits that stem from collocated cluster of related and synergistic media and technology companies
- 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





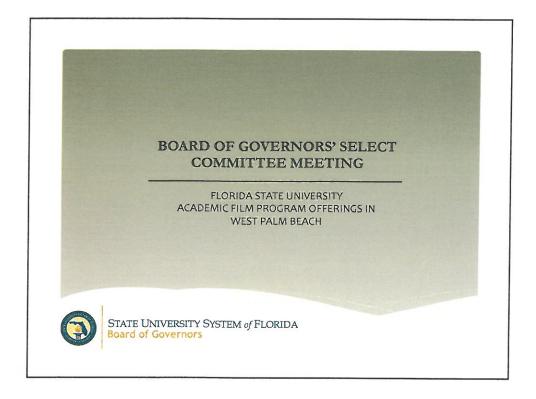
Future Location of FSU Digital Media Programs

RATIONALE FOR STAYING IN WEST PALM BEACH

- To succeed, the major and research institute must be co-located with digital media industry in a major metropolitan area
- 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
- 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







STATE UNIVERSITY SYSTEM OF FLORIDA BOARD OF GOVERNORS

Select Committee on Florida State University Academic Film Program Offerings in West Palm Beach February 8, 2013

SUBJECT: Discussion Regarding Florida State University's Academic Film Programs in West Palm Beach

PROPOSED COMMITTEE ACTION

Develop recommendations to the full Board of Governors regarding the continued presence of Florida State University film programs in West Palm Beach, Florida.

AUTHORITY FOR BOARD OF GOVERNORS ACTION

Article IX, Section 7, Florida Constitution; Subsection 1001.705 (2) (d), Florida Statutes; Board of Governors Regulations 8.002, 8.004, 8.009, and 8.011

BACKGROUND INFORMATION

Following a presentation by President Barron at the January 2013 Board of Governors meeting, Chair Dean Colson appointed the Select Committee to become familiar with all aspects of the issues related to Florida State University's presence in West Palm Beach and the scope of planned film program operations. The Select Committee is charged with making recommendations to the full Board of Governors regarding the continued presence of Florida State University film programs in West Palm Beach, Florida.

Supporting Documentation Included: None

Facilitators / Presenters: Governor Mori Hosseini