



STATE  
UNIVERSITY  
SYSTEM  
of FLORIDA  
Board of Governors

## 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

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| 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<br>Regarding Academic Program Offerings in<br>West Palm Beach, Florida | Dr. Garnet Stokes<br><i>Provost,<br/>Florida State University</i> |
| 4. Discussion  | Governor Hosseini   |
| 5. Next Steps and Closing Remarks  | Governor Hosseini   |

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**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

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**PROPOSED COMMITTEE ACTION**

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.

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**Supporting Documentation Included:** None

**Facilitators / Presenters:** The Honorable Jeri Muoio

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**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

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**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.

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**Supporting Documentation Included:** FSU Presentation


**Facilitators / Presenters:** Dr. Garnett Stokes, Provost  
Florida State University

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**BOARD OF GOVERNORS' SELECT  
COMMITTEE MEETING**

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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**

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MISSION GIVEN BY FLORIDA LEGISLATURE  
♦ *To prepare students for successful careers in the motion picture industry*

<b>GOVERNMENT</b> Florida Legislature	<b>INDUSTRY</b> <ul style="list-style-type: none"><li>• Successful graduates</li><li>• A top film school attractive to Industry</li></ul>	<b>EDUCATION</b> Florida State University
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  **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



<b>GOVERNMENT</b> City of West Palm Beach	<b>INDUSTRY</b> Cluster of Digital Media Companies & New Business Spin-outs	<b>EDUCATION</b> FSU Research Institute & Digital Arts Major
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  **Government + Education = Valuable Industry Outcomes**

**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

<b>GOVERNMENT</b> City of West Palm Beach	<b>INDUSTRY</b> Cluster of Digital Media Companies & New Business Spin-outs	<b>EDUCATION</b> FSU Research Institute & Digital Arts Major
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**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



**BOARD OF GOVERNORS' SELECT  
COMMITTEE MEETING**

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FLORIDA STATE UNIVERSITY  
ACADEMIC FILM PROGRAM OFFERINGS IN  
WEST PALM BEACH



STATE UNIVERSITY SYSTEM *of* FLORIDA  
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**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

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**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.

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**Supporting Documentation Included:** None

**Facilitators / Presenters:** Governor Mori Hosseini