

MONTANA BOARD OF REGENTS

NEW ACADEMIC PROGRAM PROPOSAL SUMMARY

ITEM 130-1002-R0106

Institution: The University of Montana-Missoula

Program Title: Media Arts

1. How does this program advance the campus' academic mission and fit priorities?

The Media Arts major will fulfill the academic mission of the campus in the following ways:

1. By filling needs for the undergraduate students of the state and region that are not being addressed presently.
2. By supporting the liberal arts goals of the campus, providing education in digital media aesthetic and narrative implementation that is needed by students from numerous backgrounds with varied professional goals.
3. The focus on integration that is at the center of faculty and student work creates a rich educational experience.
4. The Media Arts faculty takes as its primary purpose to allow for the growth of humanism within our students, focusing on study of the human condition, collaborative work and rigor in the process of creation.
5. The Media Arts Program exists at the borderline between the arts and the rest of this campus. It is our belief that digital media work is able to create synthesis between many areas of study that will allow our students to be leaders within communities where their collaboration, creativity and problem solving skills are needed.
6. The faculty of Media Arts is dedicated to the creative research work that is being fostered within the program and supported by The International Digital Media and Arts Association and the University Film and Video Association.

2. How does this program fit the Board of Regents' goals and objectives?

This program is consistent with stated Regents' goals, as indicated.

The faculty of Media Arts brings a deep understanding of the application of meaningful work into the stimulating world of digital media (Goal A 3, 4).

The program will allow students from the state to access education less expensively (B2).

Media Arts has 5 labs and over 80 computers dedicated only to the work of our students. The accessibility of these facilities is better than that of many universities offering similar programs (A5).

The program is a perfect fit for students who wish to be immediately employable upon leaving school, as it trains them not only in the principles behind their work but in the digital tools that are often the key to opening the first doors of opportunity in the professional world(D 2, 3).

The Media Arts student produces an ongoing portfolio of work that demonstrates work place competencies to prospective employers throughout the state and region. (E1, 3)

3. How does this program support or advance Montana's needs and interests?

Montana needs university graduates who understand the importance of the integration of new media along with the principles of narrative and aesthetic creation. With this combination, the students leave the university ready to lead the next generation of Montanans through a meaningful application of digital technology to help solve some of the challenges in communication and the arts that will be faced in the 21st century.

4. How will this program contribute to economic development in Montana? (Note projected annual economic impact both regionally and statewide.)

Highly competent graduates from these programs will attract attention from employers across the state. It is a bonus that a student from a liberal arts institution has the ability to apply the creative/problem-solving skills on the digital platform. The program is also unique within the region and

can serve to attract out-of-state students. Given the recent graduation of students from the Media Arts minor and graduate programs, a connective network of employment has started between those graduates that allows work to be exchanged between out-of-state and in-state sites. The creative centers of the media industry are still on the coasts, but that model is shifting, with production houses finding life in many areas across the West. Also, more and more computer-based workers are able to do their work anywhere that they can carry their laptops. Current and developing technologies have created the potential for people to remain in the state, while telecommuting their work to distant locations. It is hoped that, each year, as many as twenty to thirty graduates of the program will remain to work in Montana, contributing significantly to the local economy.

5. What is the program's planned capacity?

• Break-even point?	32 FTE students
• Enrollments / year?	110 (after year 3)
• Graduates / year?	30
• MT jobs / year?	20

6. Resource Allocation:

• Total program budget?	\$ 180,878
• Faculty FTE?	3.66*
• Staff FTE?	1.0* (*Please note that some faculty and staff have FTE appointments outside of this undergraduate degree.)

7. Does this program require new resources? Yes No

If yes, what is the amount? \$ _____

8. How will the campus fund the program?

Faculty, staff and funding are already in place.

9. If internal reallocation is necessary, name the sources.

n/a