Proposition: 17-06/07
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Effective Date: Fall 2007
Sponsors: Priscilla Bloomquist, AGHE
Marilyn Pase, HSS

Proposed Committee Assignment: Scholastic Affairs
Assigned Committee:

Title: Bachelor in Creative Media (BCM)

Proposal:

The College of Extended Learning is requesting Faculty Senate approval to implement a Bachelor in Creative Media with majors in film, animation, and games development effective Fall 2007. The administration of this degree will be in the College of Extended Learning for at least three years. During this time the creation of a School of Creative Media and Digital Arts or a similar Center as a continuing home for the degree will be fully considered by an interdisciplinary group of collaborating faculty from among several NMSU colleges.

Rationale:

Initial design of CMI was led by international film school consultant James Hindman, Ph.D., former Executive Director of the American Film Institute. His leadership and expertise was crucial in developing CMI. The Bachelor in Creative Media (BCM) curriculum was 18 months in planning with over 25 meetings to garner the best ideas from a team of 24 NMSU faculty (tenured and tenure-track faculty), staff, and award-winning industry experts. The program was conceived with core courses residing in the new institute and academic support from extant departments, although we have no plan to ask extant departments to change, to redo curriculum, or to tax faculties. The CMI model of undergraduate program development is grounded in continuous improvement to remain on the cutting edge.

The NMSU Creative Media Institute (CMI) was established in response to an economic development initiative of the Governor of NM. Film Technician Training Programs were initially implemented at NMSU’s Doña Ana Community College (DACC) and other two-year community colleges in New Mexico in 2005. Courses toward a four-year degree were initially offered on the NMSU Las Cruces Campus in Spring, 2006 associated with the Bachelor of Individualized Studies. With increasing demand from interested students, concentrations associated with the Bachelor of Individualized Studies in film, animation, and games development were implemented. The Bachelor in Creative Media was among the top priorities in the SP06 submission of anticipated programs at NMSU for review by the NM Higher Education Department. With support of the Academic Deans Council (October, 2006), continued strong legislative support for the Creative Media Institute with a Bachelor in Creative Media, and persistent student demand, the proposed Bachelor in Creative Media was fast-tracked for implementation, Fall 2007.
CMI’s academic offerings are attractive in New Mexico, nationally, and internationally. The CMI curriculum has been specifically designed to reflect the contributions of various academic units. Students majoring in other colleges may participate in CMI offerings and achieve a double major or an added concentration without changing their original major.

**Collaboration:**

The Creative Media Institute sought out the guidance and expertise of numerous film and animation production experts as well as representatives from the film business, film and media education, and art and technology. Existing strengths from on campus were integrated as the core of the cross-disciplinary program was developed in collaboration with NMSU two-year and four-year campus faculty. Challenges in design were addressed with the consultation of film and animation professionals, film educators from other institutions and the State Film Office within the Economic Development Department of New Mexico.

A CMI Advisory Committee met regularly in the initial planning of CMI and its membership was broadly reflective of NMSU academic departments in related areas at both the two-year and four-year campuses. Industry experts as discussed above were also included and the group was led by a consultant with extensive background at the American Film Institute. Further specific curriculum development was accomplished through individual and/or group discussions with academic department heads of Theatre, Art, and English, as well as representatives of the DACC Creative Media Technology (CMT) program. Future curriculum development of CMI programs of study will be accomplished with these department heads and representatives serving as a continuing advisory and work group.

CMI’s Bachelor in Creative Media curriculum also reflects its collaboration with the state’s Film Technicians Training Program at Santa Fe Community College, Central New Mexico Community College, Eastern New Mexico University at Roswell, as well as the State Film Office and the New Mexico Economic Development Department, its own two-year campuses and other two-year higher education institutions.

**Funding and Library Resources:**

The Creative Media Institute was initially implemented with one-time legislative allocations for operations and over $3.9 for capital improvements located in Milton Hall. Continuing legislative allocations have also been received and have been supplemented with one-time and continuing NMSU allocations. Analysis of library resources suggests that there will be an initial one-time investment of $5K plus continuing annual costs of $11K to support this program. CMI will contribute to make these necessary acquisitions. With growth in student enrollments, formula funding will generate supporting resources for the Bachelor in Creative Media in the future.

**Administration:**

The administration of this degree will be in the College of Extended Learning for at least three years, during this time the creation of a School of Creative Media and Digital Arts
or a similar Center as a continuing home for the degree will be fully considered by an interdisciplinary group of collaborating faculty from among several NMSU colleges.