

Chair's Response to the Dean's
Recommendations / Areas for Growth
Program Performance Review
Department of Cinema and Television Arts
California State University, Fullerton
February 21, 2025

Before I respond to the Dean's Recommendations/Areas for Growth I want to thank him for recognizing the multiple **Program Strengths** he cited.

Curricular Currency: We currently assess the relevance of the department's curriculum, and I agree with his recommendation that we pay close attention to our faculty-led student assessment to ensure that the curriculum remains current and responsive to industry needs.

Assigning students to faculty advisors: The idea of assigning one full time faculty member to supplement the advisors in the student success center was tried, and I did not feel it was worth the cost, i.e. a course release.

Prioritization of production curriculum and faculty: I am aware of the financial constraints at CSUF and am very appreciative of the search for a production faculty currently underway. That said, I am looking forward to future searches and in the meantime, we continue to augment our part time faculty with highly motivated, skilled, and diverse faculty.

Navigating university policies and procedures: I agree with the Dean's recommendation that "it is essential for the department to proactively adapt to procedural changes and work collaboratively with others to ensure student success." I want to express my thanks to the Dean and his staff for all their hard work and effort in supporting our department in meeting this goal.

Internal Financial controls: The department recognizes the importance of complying with university policies and fiscal procedures and is doing so.

Publicity and alumni engagement: I support the Dean's effort in hiring a Communications, Marketing, and Events Specialist to significantly enhance alumni outreach and public relations efforts. This person would be an extremely valuable add to our department's work in this area.

Workload, resources, and facility's needs: I appreciate the Dean's comments in this area and would like to see a conversation take place with the President, to put on track the goal of raising the funding for a new building for the College of Communications incorporating the necessary facilities to house a world class Cinema and Television School.

Screenwriting MFA: The department is currently undergoing a curriculum review which, I believe, if adopted will better represent the state of the industry and possibly lead to more student applications. Furthermore, we are working to improve our marketing efforts.

Conclusion: The CTVA Department is dedicated to serving our students and supporting the strategic goals of CSUF and the College of Communications. We very much appreciate the external review by the outside committee (Professors David Isaacs, Kent Hayward, Andy Fedak and Judith Korin). I personally want to thank Professor Robert Davis for his herculean work on the Self Study Report. Last, but not least, I want to thank Dean Shepard for his leadership, friendship and candor.

Submitted by:



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