

**FALL 2017**



**VALENCIA**COLLEGE

**School of Arts & Entertainment**

## VISION

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To inspire students to connect purpose and imagination to their lives, strive for career and artistic excellence, and contribute to the cultural and workforce needs of Central Florida and beyond.

## EXECUTIVE SUMMARY

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The East Campus Division of Arts & Entertainment was founded in 2008, when college leadership determined that the nine Arts & Entertainment programs (Art, Dance, Digital Media, Entertainment Design & Technology, Film Production Technology, Graphic & Interactive Design, Music, Sound & Music Technology, Theater) should function as a stand alone unit and secede from the Humanities and Foreign Language departments on the East Campus. This decision was the result of a 2005 study by an outside consulting agency as well as many years of visioning and planning on the part of the Arts & Entertainment discipline leaders.

Since 2008, the Arts & Entertainment Division at Valencia has made great strides in creating a synergistic model of providing real-world artistic and creative arts production opportunities for students and preparing students for their next step – whether it be transfer to a four-year university and/or entry into the creative workforce of Central Florida and beyond. Grants and partnerships are at an all-time high, as are the number of arts patrons who attend arts events on a Valencia campus or in the Central Florida community. Facilities, faculty, and staff, have also increased to accommodate student demand; most importantly as realized through a brand new state-of-the-art building for our Digital Media, Film, and Sound & Music Technology programs, opening in August of 2017.

Partnering with the artistic and cultural life of the community as well as improving our quality of life through arts and culture are part of Valencia's strategic plan. Valencia's Arts & Entertainment programs also expand access to and opportunities in the arts through the offering of credit classes but also through summer camps, free performances, and community outreach. These initiatives align with needs and beliefs demonstrated in the national landscape of the arts. In a recent Americans for the Arts study (July 2016), it was summarized that while 87% of Americans believe that the arts are important for a better quality of life, only 45% of Americans stated that all Americans have equal opportunity to the arts. Valencia is (and has been) poised to bridge that gap in the Central Florida community.

It is our belief that Valencia's Division of Arts & Entertainment is already operating as a coordinated "School of Arts & Entertainment" and has been for some time. We are well-known and sought after in the community for excellence in our pedagogy, artistic endeavors, workforce training, and leadership. We will be better positioned to promote our programs, increase enrollment, and serve the community through the branding that can occur via a "School," as has been evidenced through the School of Public Safety at Valencia. The concept of a school recognizes our nine programs as cohesive, coordinated, synergistic programs of excellence, strategically clustered together to allow for better engagement with our constituencies.

## INTRODUCTION

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The East Campus Division of Arts & Entertainment is comprised of nine Academic Degree programs, the East Campus Performing Arts Center, Black Box Theater, and Anita S. Wooten East Campus Gallery. Arts & Entertainment has 9500 student enrollments annually and had 465 graduates of Technical Certificates and Associate of Science degrees in 2015-2016, with an average starting salary of \$44,764, which exceeds the High Skill/High Wage threshold for annual earnings. At present, we hold 75+ events and performances annually, generating an average of \$35,000 annually in ticket sale revenue. We serve 10,000+ arts patrons annually, which is an increase of 40% over the past five years (includes people who have attended Valencia arts events on the East Campus or out on the community). On average, the Arts & Entertainment Division serves more than 150 middle and high school camp students annually; this number will increase based on new, grant-funded community outreach work that has developed through a strong partnership with the United Arts Council of Central Florida and Chase Bank Foundation.

The following Associate Degrees and Technical Certificates are offered in the Division of Arts & Entertainment:

### Pre-Majors, Associate in Arts (AA) Degrees

- Art, Studio/Fine Art
- Dance Performance
- Music Performance
- Theatre/Drama/Dramatic Arts
- Musical Theatre (new in 2017-2018)

### Associate in Science (AS) Degrees

Digital Media Technology with Specializations in:

- Live Event Video Production
- Mobile Journalism
- Video and Motion Graphics
- Web Development

Entertainment Design & Technology with Specializations in:

- Live Show Production
- Production Design

Film Production Technology

Graphic & Interactive Design with Specializations in:

- Graphic Design
- Interactive Design

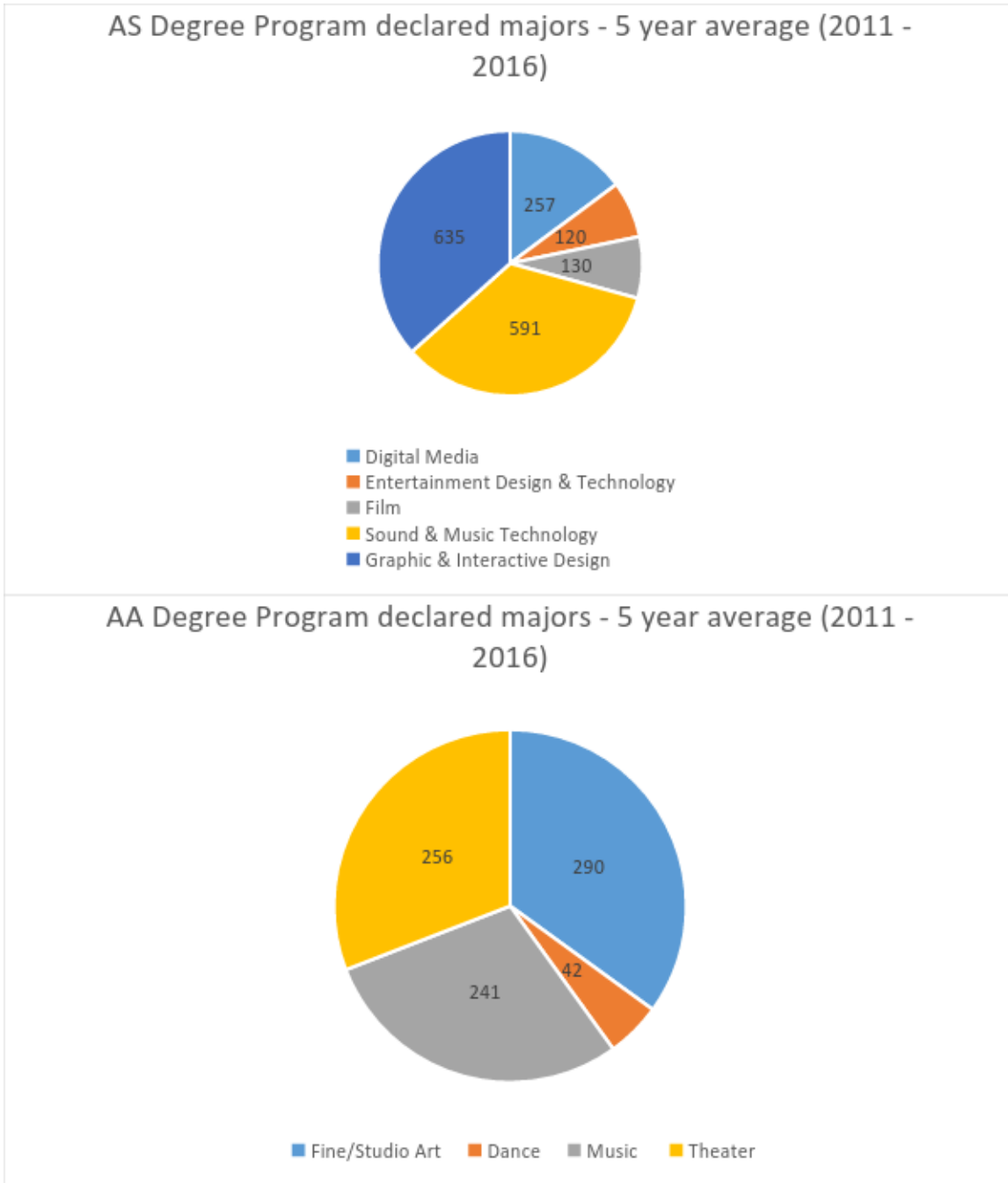
Sound & Music Technology with Specializations in:

- Audio and Music Business Management
- Audio Engineering Technology (Articulated to the BSECET degree program)
- Music Production
- Sound Production

## Technical Certificates

- Digital Media Technology
- Digital Broadcast Production
- Digital Media Development
- Digital Media Video Production
- Digital Media Web Production
- Digital Video Editing and Post-Production
- Digital Video Fundamentals
- Webcast Media
- Webcast Technology
- Entertainment Design & Technology
  - Entertainment – Stage Technology
- Film Production Technology
  - Film Production Fundamentals
- Graphic & Interactive Design
  - Graphic Design Production
  - Graphic Design Support
  - Graphics – Interactive Design Production
  - Graphics – Interactive Design Support
- Sound & Music Technology
  - Audio Electronics Specialist
  - Digital Music Production
  - Sound and Music Production – Audio Visual Production

The following two charts represent a 5-year average of declared majors in our AA and AS Arts & Entertainment programs.



The Division of Arts & Entertainment currently is administered both as an Academic Division and a non-profit arts organization. Aside from offering courses that are for-credit and also part of degree and certificate programs, we offer artistic programming at Valencia and also out in the community. On average, our arts season consists of the following events: three plays and one major musical on campus and a production of original one-act plays in partnership with the Central Florida Playwrights' Roundtable at the Lowndes Shakespeare Center (30 total

performances), five different dance productions performances (5 total performances on campus and a touring dance company, Valencia Dance Theatre with over twelve annual off campus performances), six gallery exhibitions of art, ten music performances on campus plus numerous music performances out in the community, a film festival, and a partnership with the East Campus Humanities Speaker series. Tickets are sold through our box office and through our website online; 35% of our ticketed events are 100% free to anyone from the public, and there are also opportunities for free tickets for faculty, staff, and students. Our programming offers a mix of established historical and cultural repertoire and original works.

The job outlook for Arts & Entertainment workers in Central Florida is favorable; although, because the industries are often hiring for contract-based, freelance, and/or short-term projects, it is difficult to pinpoint collective employment and opportunities for all sectors of the industries. However, in partnership with United Arts of Central Florida and with data from Americans for the Arts, it has been recorded that in 2015, the Creative Industries of Central Florida encompassed 7,042 Arts-related businesses and employed 34,711 people. The for-profit art related sectors included: Museum/Collections, Performing Arts, Visual/Photography, Film/Radio/TV, Design/Publishing, and Arts Schools/Services. It is important to note that through additional research conducted by United Arts of Central Florida, the three major theme parks in Central Florida employ 9,500 creatives. Through our advisory boards, internship employers, and community partners, Valencia's Arts & Entertainment programs are networked to the larger arts and entertainment community and workforce; it is projected that once we are coordinated as a "School of Arts & Entertainment," our reach will be even greater.

## NEW FILM, SOUND & MUSIC TECHNOLOGY BUILDING – ENROLLMENT PROJECTIONS

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With the opening of the new building for the Film, Sound & Music Technology in Fall of 2017, we anticipate more than doubling enrollment (and therefore also doubling the amount of graduates in these programs). This will allow Film Technology and Sound Technology, two programs constrained by space and currently housed in the oldest building on East Campus, to move into a state-of-the-art facility and begin serving more students.

The following is a sample of projected enrollment increase based on doubling sections in Sound & Music Technology and Film for the Fall and Spring 2017-2018 semesters.

SOUND TECHNOLOGY

Class	2016-2017 Fall/Spring enrollment	2017-2018 Fall/Spring Projected capacity	Potential increase
MUM 1002 Fund. of Sound	78	150	92%
MUM 1620 Psychoacoustics	58	72	24%
MUM 2720 Business 1	62	100	61%
MUM 2640 Post Sound	32	64	100%
MUM 2600 Sound Rec 1	39	72	85%
MUM 2606 Sound Rec 2	32	56	75%
MUM 2790 Music Prod	27	48	78%
MUM 2634 DAW	40	72	80%
MUM 1662 Live Sound	47	90	91%
MUS2360C MIDI	62	96	55%
<b>Total</b>	<b>484</b>	<b>828</b>	<b>71%</b>

Based on the projected 2017-2018 Fall/Spring capacity of 828, and assuming that courses will be at least 75% percent filled in the first year of new capacity, we will see an average 44% increase in program enrollment in the first year. It is worth noting that this enrollment does not include the General Education and other program requirements that are offered online and in other buildings on East Campus.

<b>Capacity to potential enrollment projections</b>	<b>Projected 2017-2018 Fall/Spring Enrollment</b>	<b>Potential increase from 2016-2017 Fall/Spring Enrollment</b>
At 75% percent filled:	621	28%
At 85% percent filled:	679	40%
At 95% percent filled:	787	63%

## FILM

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In the Fall of 2016, we removed the “limited access” designation for the Film A.S. program in order to accommodate growing student interest and the opportunity to serve more students in the upcoming year upon occupying our new facilities. As such, we observed that the 2015-2016 cohort of students, which had been 42 (a 17% increase from the cohort enrollment in the prior year), increased to 65 students in 2016-2017 (a 155% increase). In the 2016-2017 academic year, we moved the Film cohort classroom into a larger sized Science lecture classroom. We anticipate this increase continuing now that it is known that we can accommodate more students and double the cohort.



Class	2015-2016 Fall/Spring enrollment	2016-2017 Fall/Spring enrollment	2017-2018 Fall/Spring Projected capacity	Potential increase (from 2015-2016)
FIL 2552C Film Editing	42	65	100	138%
FIL 2580C Film Camera Techniques	42	65	100	138%
FIL 2421C Film Production I	42	65	100	138%
FIL 2432C Film Production II	42	65	100	138%
FIL 2438C Film Production III	42	65	100	138%
FIL 2450C Film Gripping	42	65	100	138%
FIL 2537C Film Sound	42	65	100	138%
FIL 2505C Film Lighting	42	65	100	138%
FIL 2461 Art of Cinematography	42	65	100	138%
<b>Total</b>	<b>378</b>	<b>585</b>	<b>900</b>	<b>138%</b>

There will be additional enrollment increases in the prerequisite classes associated with these A.S. degrees and General Education courses. In particular, there are Arts & Entertainment programs, such as Entertainment Design & Technology, that offer some of the prerequisites and will experience increased enrollment in their disciplines as we can serve more students in the advanced programs.

We anticipate growth and renewed interest in the Digital Media specializations associated with the new building, particularly in our Mobile Journalism program, which will share programmatic synergies with Sound & Music Technology (through Valencia College Radio) and the Division of Communications (through

the Valencia Voice). Within the last year, based on a purposeful, strategic partnership between Arts & Entertainment and Communications, the Valencia Voice achieved the following between August 2016 and April 2017:

- The news group added over a half-dozen new contributors
- 96 news stories published (not counting additional sports-related stories)
- Increased Twitter followers from 650 to 772 and Instagram followers from zero to 102
- **Top Tweet 4/18** - #Womeninstem: Manufacturing jobs for women in Orlando is real. Training begins @valenciacollege @AMTC\_Valencia. See the story.
  - 2,273 impressions
  - 48 engagements (13 likes, 12 media engagements, 7 retweets, 4 link clicks, 2 replies, 2 profile clicks, 1 hashtag click)

## CONCEPTUAL MODEL

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The mission of the School of Arts & Entertainment is: “Inspiring creativity and learning for art, career, and life.”

The goals of the School of Arts & Entertainment are:

### Goal 1

Create and continue to innovate programs that align with changes in technology and workforce trends in Arts & Entertainment fields.

### Goal 2

Prepare student artists with the experiences and tools they need to excel in their chosen art at the university level and beyond.

### Goal 3

Contribute skilled entertainment technicians and creative workers to fulfill the workforce and economic development needs of the Central Florida Community.

### Goal 4

Produce a range of artworks and productions to contribute to the vitality of learning opportunities available to all students and contribute to the culture of the community.

### Goal 5

Cultivate diversity in Arts & Entertainment fields as well as access to the Arts in alignment with Valencia’s promotion of “inclusive excellence”

As outlined in the subsequent sections of this planning document, the School of Arts & Entertainment is conceived as a unit that is already organized and functioning, as well as, a unit with incredible growth and outreach potential. The following sections will serve to outline our model, organizational structure, and student support structure.

## COLLABORATIVE, PARTNERSHIP & DISTRIBUTIVE MODEL

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It is proposed that the School of Arts & Entertainment adapt the “collaborative, partnership and distributive” program model created by the School of Public Safety. This model accounts for the implementation of a collegewide advisory board (parallel to the “Core Team” of the School of Public Safety) that would provide programmatic and cultural outreach recommendations and assure consistency among the curriculum that is distributed across multiple campuses. The program model will consist of the following:

- **School of Arts & Entertainment**

The School of Arts & Entertainment would be located at the East Campus, where the Arts & Entertainment programs are currently housed (recognizing that Graphic & Interactive Design is currently also offered on the Osceola and West campuses). All programs would be administered and coordinated under the School of Arts & Entertainment (in partnership with those entities listed below).

- **Program Distribution**

The School of Arts & Entertainment is already distributing programs and has plans for further distribution. Graphic & Interactive Design is offered on the Osceola and West campuses, and select courses in Fine Arts, Music, and Theater, are offered on the Osceola and West campuses. And, the East and West campus Graphic & Interactive Design programs are slated to move to the Valencia/UCF Downtown campus along with two specializations from the Digital Media program. There is an opportunity to build upon the Fine Arts, Music, and Theater, courses that are taught on other campuses. The Dean of Arts & Entertainment will work in coordination with the Deans of Fine Arts, Humanities, and Associate of Science degree programs on Osceola and West, as well as the Executive Deans on Winter Park, Lake Nona, and Poinciana, along with the program chairs for all ten School of Arts & Entertainment programs to maintain consistency across campuses when it comes to pedagogy, course and program level learning outcomes, student support, and facilities. It is envisioned that the collegewide Deans who oversee programming for Arts & Entertainment academic disciplines on all Valencia campuses would serve on the collegewide advisory board to assure that the School of Arts & Entertainment leadership is supporting and facilitating curriculum, programs, and partnerships that align with each individual campus’s unique needs and campus plans. The School of Arts & Entertainment will provide a coordinating function when looking at expansion of programs and further connections with the various programs and Schools at UCF.

- Partnerships

The School of Arts & Entertainment will continue to rely on partnerships with internal partners across the campuses including: the Fine Arts & Humanities Divisions, Continuing Education, Resource Development, Valencia Foundation, and Workforce Development, and external stakeholders as outlined below. In addition, new programming, including the rebranded student newspaper (Valencia Voice), which is now a multi-media hub for students' stories, will rely upon partnerships with the East Campus Communications Division.

## EXTERNAL PARTNERSHIPS

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At present, the academic programs aligned with the School of Arts & Entertainment are heavily rooted in external partnerships. The five advisory boards for the Arts & Entertainment AS degrees are part of our core external partners (see Appendix A). In addition, the current Arts & Entertainment programs are partnering with numerous external organizations including:

### Orange County Public Schools (OCPS)

- Evans High School Arts & Entertainment Magnet development through a JP Morgan & Chase Co. grant – in partnership with United Arts of Central Florida, UCF, Childrens' Home Society – offering courses through Career Pathways and summer camps to build pathways to Valencia's Digital Media, Entertainment Design & Technology, and Sound & Music Technology programs
- Art of Tomorrow Scholars program – through a \$193,952 grant from Universal Orlando Foundation – extending the OCPS Art of Tomorrow 8<sup>th</sup> grade program into the high schools to build pathways into Arts & Entertainment career and educational opportunities.
- Visual and Performing Arts Dance Magnet at Dr. Phillips High School
- Dance program Lecture/Demonstrations – K-12 programs presented by Valencia College Dance to provide cultural outreach and access to the arts while also building pathways to Valencia.
- Valencia's Band Director visits area band classrooms to offer one day "clinic" with the bands and also share information about Valencia's music programs.

### Osceola County Public Schools

- New STEAM (Science, Technology, Engineering, Arts, Mathematics) high school (Tohopekaliga High) development through a JP Morgan & Chase Co. grant – in partnership with United Arts of Central Florida – designing a program similar to what is offered at Evans for a brand new high school set to open in August of 2018.
- Valencia Dance Theatre Dance program Lecture/Demonstrations – K-12 programs presented by Valencia College Dance to provide cultural outreach and access to the arts while also building pathways to Valencia.

- Valencia’s Band Director visits area band classrooms to offer one day “clinic” with the bands and also share information about Valencia’s music programs.
- Faculty outreach on audition and portfolio day – Valencia arts faculty provide one-on-one coaching and assessment to high school students.

### The University of Central Florida (UCF)

- Current pathway work relating to the UCF/Valencia downtown campus – includes discussions of Digital Media and Graphic Design program
- Articulated AS in Entertainment Design & Technology – articulated to the Rosen College BS in Entertainment Business & Management
- Valencia Fine Arts faculty member serves on UCF sophomore portfolio review panel to assess portfolios of transfer students and sophomores (twice annually).
- New Musical Theatre AA Pre-Major was created in coordination with UCF’s Musical Theatre BFA program

### The University of Florida

Partner with Valencia Dance program through sending visiting faculty choreographers, student performers, and auditioning Valencia Dance students for transfer. Valencia’s Dance majors also perform at the University of Florida once per year.

### The University of South Florida

Partner with Dance program through sending visiting faculty choreographers and auditioning Valencia Dance students for transfer.

### Walt Disney World

Building talent pipeline from Valencia to Disney and also opportunities for students to work in the technical arts and entertainment positions (through internships and job placements).

### Orlando Economic Development Commission (formerly Metro Orlando Film Commission)

Orlando Film Commissioner promotes Valencia Film program as a local film incentive.

### The Digital Animation & Visual Effects (DAVE) School

Partner on numerous Valencia Motion Pictures projects

### Universal Studios

Partner for grant-funded initiatives, internships, and film projects. Art of Tomorrow Scholars program is funded through a \$193,952 grant from Universal Orlando Foundation – this four-year initiative extends the OCPS Art of Tomorrow 8<sup>th</sup> grade program into the high schools to build pathways into Arts & Entertainment career and educational opportunities.

### Garden Theatre

Board representation, internships, summer partnership with our Entertainment Design & Technology program

### Florida Alliance for Arts Education (FAAE)

Valencia faculty and staff are frequent presenters at their workshops for high school students

### Regional and National Film producers, directors (production partners)

Valencia's Film program works with feature filmmakers to serve as the crew on major productions (50 feature films to date as well as television pilots, webisodes, documentaries, and student short films)

### Local musicians

Perform and conduct master classes with Valencia students and record their music in our recording studios with the Sound & Music Technology program.

### Legoland

Has created a pipeline for students Internships, jobs, and audition opportunities

### InfoComm International (the trade association representing the professional audiovisual and information communications industries worldwide)

Agreement in place for Valencia to be an official provider of InfoComm Audio Visual Technology curriculum

### International Audio Engineering Society

Valencia faculty serve on the board as members at large and also as co-chair and treasurer

### AIGA – the American Institute for Graphic Arts

Valencia faculty have board of directors presence for the Orlando Chapter (webmaster, former chair, former education director)

### Yow Dance

Choreographer and a partner in annual community concert.

### A Gift for Music

Valencia Performing Arts Center serves as venue for their annual concerts

### Future Potential Partnerships

The School of Arts & Entertainment intends to expand our network of pathways and partnerships through focused and intentional programming with additional stakeholders including our new and evolving Valencia campuses, regional public schools, non-profit organizations, and industry partners. New potential partners include:

- Creative Village and Downtown Valencia/UCF Campus
- West Arts District
- OCPS Academic Center for Excellence
- Osceola School for the Arts
- Osceola Arts (formerly Osceola Center for the Arts)
- Opera Orlando
- Central Florida Community Arts
- Orlando Philharmonic
- Florida Symphony Youth Orchestra
- University High School Performing Arts Magnet
- Orange Technical College

## ORGANIZATIONAL STRUCTURE FOR THE SCHOOL OF ARTS & ENTERTAINMENT – STAFFING (CURRENT & FUTURE)

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Currently, the Arts & Entertainment organizational structure includes a Dean of Arts & Entertainment and 9 program chairs for each of the respective Arts & Entertainment programs. The complete organizational hierarchy demonstrates the unique faculty and staff support needs for the Arts & Entertainment academic programs and Performing Arts Center (see Appendix B). As we expand to new facilities, and as we brand ourselves as a School of Arts & Entertainment, there will be future faculty and staff needs as indicated below:

### 2017 - 2018

- Dean of the School of Arts & Entertainment
- Tenure-track Professor of Film
- Tenure-track Professor of Sound & Music Technology
- Technician, School of Arts & Entertainment (new building)
- Valencia Voice & Valencia College Radio, part-time staff assistant

### 2018 - 2019

- Director of the School of Arts & Entertainment
- Production Manager for the Performing Arts Center and Film, Sound & Music Technology building
- Dance department full-time staff assistant (conversion of part-time staff assistant)

- Music department full-time staff assistant (conversion of part-time staff assistant)
- Music Accompanist (conversion of part-time position)
- Costume and Prop Shop Supervisor (part-time position)
- Recruiter/workforce liaison

### 2019 - 2020

- Tenure-track Professor of Musical Theater
- Artist coordinator for Musical Talent and Band bookings
- Alumni relations specialist
- Dedicated marketing specialist

## STUDENT SERVICES

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It is inherent in the DNA of the arts to build networks and collaborative opportunities; as such, we have a model in place for student services and co-curricular opportunities that can be further developed as we continue to grow. Students in the School of Arts & Entertainment have access to program-specific as well as campus support services, including:

The Academic Success Center

Career Program Advisors for Associate of Sciences program  
(two positions, housed in the Arts & Entertainment office)

AA Arts Pre-Major Advisor  
(through Title V initiative, houses in the Arts & Entertainment office)

Open labs for students  
(staffed with full and part-time personnel to assist students):

- Graphic & Interactive Design Lab
- Digital Media Lab
- MIDI Lab and Recording Studios/Editing Suites
- Scene Shop
- Film Editing Suites

Fine and Performing Arts events

With free and/or deeply discounted tickets for students as well as volunteer opportunities



Internship & Workforce services

Student clubs and co-curricular activities

- Art in Motion (Dance Club)
- Fine Arts Club
- Potter's Guild
- Digital Cinema Club
- Sound Club
- Audio Engineering Society student chapter

Valencia Theater Salon series

(Theater professionals come on campus to present training/workshops)

Valencia Saturday Acting Gym

(facilitated by Valencia faculty and outside guests; free weekly practice and instruction time for Theater students)

Theater Technology Club

(Theater technology professionals come on campus to present training/workshops)

Annual Music Symposium competition travel opportunities for Music students

The School of Arts & Entertainment will partner with Student Affairs to reconceive the orientation experience for students in the ten Arts & Entertainment programs. Through a specialized orientation, students will know from the very first moment of enrollment what it means to be a student in an Arts & Entertainment discipline and the unique requirements from the time management, performance, portfolio, and/or networking perspectives. Specialized advising might include topics such as Financial Aid (specialized scholarships), auditions, and transfer plans.

## PROGRAMS (CURRENT AND FUTURE)

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Current School of Arts & Entertainment Academic Degree programs have been outlined in the "Introduction" section of this document. New Academic Programs that are already in the planning stages are:

2016 - 2017

1. AA Musical Theater Pre-Major (to be implemented in 2018)
2. AS in Integrated Social Media Strategy (in partnership with the Communications Division)

3. Articulated AS in Entertainment Design & Technology (articulated to the UCF Rosen College BS in Entertainment Business & Management)
4. AS Specialization in Entertainment Design & Technology - Audio Visual
5. Technology with Technical Certificate in Digital Media (to be implemented in Fall 2017)

## 2017 - 2018

1. AS in Arts and Entertainment Business (to be explored)
2. AA Pre-Major in Film (potential 2 + 2 + 3 with UCF; to be explored)
3. AS and/or AA articulated pathways in Graphic Design (to be explored with UCF)
4. AS and/or AA articulated pathways in Digital Media (to be explored with UCF)
5. Intermediate TC for Entertainment Design & Technology (name TBD)

## 2018 - 2019

Sound & Music Technology specializations (Advanced Technical Certificates) in: Sound for Virtual Reality, Sound Design, Gaming/Simulation, Sound Restoration and Archiving, Audio Systems, and Audio Networks (to be explored and some possibly implemented sooner)

## Future potential programs

As the new Film, Sound & Music Technology building opens, we will be partnering with Continuing Education to determine opportunities for accelerated training in employable, high wage areas such as: documentary filmmaking, post-production editing, corporate videography, and screenwriting. In addition, there are preliminary discussions about how to partner with UCF on a Bachelors in Sound Technology that supports the UCF Music Program. One of the most exciting new partnerships from the programming and curriculum perspectives has been with the East Campus Communications Division. At present, we are curricular partners through the aforementioned revisioning of the Valencia Voice and its correlation to the Mobile Journalism program within Digital Media. Continued collaboration with Communications includes an Associate of Science degree focusing on Social Media Strategy (partnership with Digital Media and Graphic Design).

As we launch our new Associate of Arts in Musical Theatre degree, which was created in partnership with UCF, we will be seeking transfer pathways to additional baccalaureate institutions with Musical Theatre programs. As we look to our existing relationship with the Dr. Phillips High School Dance magnet, we will also be solidifying support and a pathway at University High School as they create a performing arts magnet with a Musical Theatre emphasis. The School of Arts & Entertainment will be well poised to serve as a collaborator and program partner for short term training (continuing education, workshops, outreach) on locations at other institutions (high schools, Orange Technical College, InfoComm, private corporations), as well as new Associate of Arts and Associate of Science degrees that align with the arts and entertainment workforce needs of the community.

## FACILITIES (CURRENT & FUTURE)

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### Current facilities

The School of Arts & Entertainment programs rely on both general classrooms and specialized learning spaces. Aside from the use of general campus classrooms, programs use the following facilities on the East Campus:

### Arts & Entertainment Office Suite

- Common workspace for part-time staff assistants and full-time administrative assistant
- Three advisors' offices
- Office Manager office
- Administrative Manager of grant funded initiatives office

### Performing Arts Venues

- 488 seat Performing Arts Center that includes
  - Proscenium theater with fly space and orchestra pit
  - Lobby
  - Box office
  - Green rooms
  - Upstairs Costume Shop
- Black Box Theater
  - Versatile space with capacity up to 199
  - Seating/risers for seating up to 150
  - Light booth
  - Storage room
  - Adjacent classroom with make-up mirrors to serve as green room for performances

### Dance

- Dance department office for two full-time faculty and part-time staff assistants
- Dance studio/classroom

### Digital Media

- Open Digital Media lab and equipment storage/checkout
- Two editing suites

- Two classrooms (Mac labs)
- Three faculty/staff offices

### Entertainment Design & Technology

- Technical Theatre Lab
- Lighting Lab/classroom
- Audio Visual Technology lab/classroom
- Scene Shop
- Prop Shop
- Paint Shop
- Four offices for faculty and staff
- Cross-utilization of Performing Arts Center and Black Box Theater

### Film Production Technology

- Screening room
- Five editing suites
- Meeting space for students and visiting production partners
- Equipment storage
- Three offices for faculty and staff
- Production trucks (classrooms on wheels)

### Fine Arts

- Two drawing studios/classrooms
- Printmaking and photography studio/classroom
- Digital Photography classroom (shared with Digital Media)
- Dark Room for Photography
- Sculpture studio/classroom
- Ceramics studio/classroom and outdoor Ceramics patio workspace and welding space
- Anita S. Wooten Fine Arts Gallery
- Art storage vaults
- Three faculty offices
- Art assistant and gallery office

### Graphic Design

- Open Graphic & Interactive Design lab
- Two classrooms (Mac labs with collaborative work spaces)
- Five faculty/staff offices

## Music Performance

- Band room
- Choral room
- Practice rooms for private lessons, rehearsal, and practice
- Three faculty/staff offices

## Sound & Music Technology

- One MIDI classroom/lab
- Two recording studios/editing suites (cross-utilized with the Band and Chorus rooms)
- Workshop space for equipment repair and Valencia College Radio
- Three faculty/staff office spaces

## Theater

- One classroom/acting studio
- One classroom/makeup room
- Two faculty offices
- Cross-utilization of Performing Arts Center and Black Box Theater

## New facilities – School of Arts & Entertainment Film and Sound and Music Technology building

In August of 2017, a 30,705 square foot building for the Film and Sound & Music Technology programs opened for Fall semester classes. Facilities in this state-of-the-art building include:

- 120 seat Film screening theater with projection room and green room
- Two recording studios with isolation rooms, live rooms, and control rooms
- 2500 square foot sound stage for Film productions
- Dolby Atmos certified dubbing and foley suite with the capacity to record, edit, and mix 3-D sound (will be the only one of its kind at a public institution in the Southeast region)
- Digital Media production suites
- Valencia College Radio station office
- Two MIDI classrooms with open lab capabilities for students
- Film editing and production suites
- Collaborative workspaces for students, faculty, and staff
- Student exhibit space to showcase Valencia media productions
- Outdoor stage facing the Econlockhatchee River preserve

## MARKETING

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Currently, the Division of Arts & Entertainment implements a \$25,000 marketing plan that is targeted to market the annual calendar of arts events in our arts season (Fine Arts, Dance, Music, Theatre, and Film). Marketing tactics include a season brochure mailed to 36,000 households in 2016. A corresponding website ([valenciacollege.edu/arts](http://valenciacollege.edu/arts)) enables patrons to purchase single and season tickets online. Other tactics have included mailing quarterly season brochures, digital billboards for our highest profile shows, print and/or digital ads in the Orlando Weekly and Orlando Sentinel Calendar section, purchased ads in high profile and/or partnering arts organizations programs/playbills (ex. Artborne magazine, the Garden Theatre), and social media advertising (Facebook events, promoted posts, etc.). We have historically been increasing patronage to our arts events and also bringing in new patrons (on average, 2000 new patrons a year). Internally, we have marketed our arts events through the Valencia College website (with a feature on the main landing page for the college), as well as through employee communication channels (The Juice and The Grove).

As a School of Arts & Entertainment, there will be a need for enhanced marketing of our academic programs in tandem with the marketing of our arts events. An analysis of comparable art schools to what the Valencia College School of Arts & Entertainment will be has given us aspirational design ideas for our branding and website. Program Chair of the Graphic Design Program Kristy Pennino has shared this vision with the Valencia Marketing & Strategic Communications department. There could be a potential for either a Graphic Design faculty member or alumnus to execute the design vision for the site, which would provide not only a cost savings but a great advertisement for the excellence of our program. As most fine and performing arts students as well as student seeking colleges to study the technical arts rely upon a Google search to find their school, our web presence is extremely important; it must reflect the creativity and personality of our successful programs and also highlight our facilities. We have found that our web presence is also either a gateway or roadblock to film production companies who potentially could partner with us for productions. Our new website will be the highest priority upon rebranding as the Valencia College of Arts & Entertainment.

Aside from our web presence, an important part of marketing for a School of Arts & Entertainment is presence at professional conferences and competitions at the high school, collegiate, and professional levels. This will be part of our recruitment efforts and part of our staffing plan. In addition, we will want to join some of the professional affiliations associated with Arts & Entertainment schools (National Association of Schools of Music and National Association of Schools of Design).

## APPENDIX A

School of Arts & Entertainment Advisory Board Membership  
(2016 - 2017 External members)

DIGITAL MEDIA

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Anthony Cervantes  
Senior Producer, WFTV

Kyle Daily  
Universal Orlando

Trent Duncan  
Freelance filmmaker

Andy Duscombe  
USTA

Jon Friskics  
Code School

Michael Helms  
Bright House Networks

Michelle Hill  
F.I.R.S.T. Institute

Chris Jack  
LMG

Olivier Lacan  
Code School

David Laietta  
Freelance

Jesse Matos  
Mass Virtual

Dave Matthews  
Adrenaline Films

Rey Ortega  
Grata

Laila Silva  
Bright House Networks

Jen Vargas  
Enzian FilmSlam

TL Westgate  
Image Technical

Franklin Whitlatch  
321actionfilms.com

Paul Zadie  
Zadie Studios

## ENTERTAINMENT DESIGN & TECHNOLOGY

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Ben Adams  
IATSE, local 631

Jim Badrack  
Dr. Phillips Center for the Performing Arts

Tom Davis  
Osceola School for the Arts

Carlyle Carson  
Sound Stage, Inc.

Dave Dickinson  
Orange County Convention Center

Bill Ellis  
Candela Controls

Pete Holcomb  
Innovative Collaboration

George Jackson  
Freelance

Tony Mastroianni  
Universal Orlando

Michael Plane  
Stage Equipment and Lighting

Mark Rabinowitz  
Production Resource Group

Dirk Ring  
Walt Disney Entertainment

Will Seton  
PSAV – Walt Disney World Owned &  
Operated Hotels

Jason Tart  
Sea World Adventure Park, Orlando

## FILM PRODUCTION TECHNOLOGY

---

Tim Bartlett  
Adrenaline Films

Robin Cowie  
Electronic Arts (EA)

Sheena Fowler

Business Development/Film for  
Orlando Economic Development  
Commission

Wayne Morris  
Producer, Television & Film

Oliver Peters



Oliver Peters Post-Production  
Services

Joe Stone  
BLH Film Services

Stuart Hall  
Director of Photography, IATSE 477,  
631

Paul Sirmons  
Directors Guild of America

Howard Tate  
NBC/Universal

Pamela Tuscany  
Universal Studios Florida  
Production Group

## GRAPHIC DESIGN

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Dionne Aiken  
Pearson

Carolyn Boyle  
Our Sunday Visitor

Brian J. Caldwell  
Lockheed Martin

Steve Carsella  
Disney Yellow Shoes

Kristen Cifers  
Florida Media Inc.

Stephanie Darden  
Prismatic

Humberto Farias  
Concepta, Inc.

Leonardo Farias  
Concepta, Inc.

Aaron Fischer  
Freelance

Adam Frank  
FastSigns

Susan Fortini  
FastSigns of West Orlando

Amanda Froelich  
Freelance

Matthew Gaver  
Echo Interaction Group

Lisé Hataway  
Marriott Vacation Club International

Jason Jones  
StudioJones Design

Jean Kaluza  
Viewpost Management, LLC

Rick Kilby  
Kilby Creative

Daissy Linares  
Full Sail University

Devin Jacoviello  
Fiction

Jennifer Jewell  
Great Big Circle, Inc.

Matt Ma  
Walmart E-Commence Walmart Labs

Edward Misicka  
Zalk IT

Jill Norris  
Our Sunday Visitor

Quinlan Omahne  
MTV

Bill Payne  
Bill Payne Design

Thomas Peña  
Six Degrees

Barbara Peterson  
Professor Emeritus, Valencia College

Klark Jay Perez  
InVision Digital & Media Arts

Mary Perez  
InVision Digital & Media Arts

Jason Pancho  
Engineering and Computer Simulations

Christopher Reath  
Purple, Rock, Scissors

Diana Santana Rosa  
Evok Advertising

Mr. Kenneth Roy  
Rabbit in a Box

Nick Sambrato  
Mama's Sauce / Fiction

Thomas Scott  
Eye Noise

Derek Smith  
Clear Channel Outdoor Orlando

Kevin M. Scarbrough  
Robot, Monster & Ghost

Lee Water  
Tandem

Robyn Watson  
L.J. Create

Michael Witt  
Wake Boarding Magazine, World Publications

David W. Womble  
Digitec Interactive

## SOUND & MUSIC TECHNOLOGY

Kendal Bens  
Sound Engineer

David Brown  
Eastern Sky Studios

Jim Cartensen  
Alcorn McBride, Inc.

Mike Chafee  
Michael Chafee Enterprises

Willie Covington  
Inferno Music Group, LLC

Mélodie Cros  
Lockheed Martin MST

Jim Durbin  
Durbin Audio Designs

Aaron Gandia  
Phat Planet Studios

Ron Gehring  
Sunfire Communications, Inc.

Glen Gettings  
Stark Lake Recordings

Kelly Gettings  
Stark Lake Recordings

Ken Hatley  
Hatley and Associates

Jeff Varab

Bruce Hensal  
Recording Engineer

Xavier Hulx  
SunSpots Productions

Bob Katz  
Digital Domain

Ed Krout  
Phat Planet Studios

Dave Maclaughlin  
Parons Audio

Robert Miller  
Gables Engineering, Inc.

Mehrdad Nasehi  
Tazeh, LLC

Shilpa Patel  
Focusrite REDNet

Dana Paul  
Berliner Microphones U.S.A.

Arthur C. Pipok  
Music Programmer/Recording Engineer

Peri Sedigh  
Attorney At Law

James Tuomy  
PHASX Technologies, Inc.

3DH Entertainment

John Paul Wallens  
Radiant Entertainment

William L. Whitacre, J.D.  
showbizlaw.net

George York  
YRS MIDI Systems

APPENDIX B

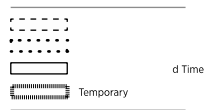
Division of Arts & Entertainment current organization chart

VALENCIA COLLEGE

**DEAN**  
 Wendy Givoglu (SE0814)  
**OFFICE MANAGER**  
 Pauline Chang (SE0372)  
**ADMINISTRATIVE ASSISTANTS**  
 Jackie Harris (SE0286)  
 Judy Wilcox (Part-Time)  
 Kathy McKinnie (Part-Time)

Michele Infante  
 (SE1191)  
 CAREER PROGRAM ADVISOR

Kristin Abel  
 (FT0215)  
 6-6-0-B  
 ENT. DESIGN  
 TECH  
 (3 hrs.  
 Reassigned  
 Time Ent  
 Design Tech  
 Program  
 Director)





**Presentation to the Valencia College Board  
of Trustees · October 25, 2017  
Dr. Stacey Johnson, Campus President,  
East & Winter Park  
Wendy Givoglu, Dean of Arts &  
Entertainment**



**School of Arts and Entertainment**

# School of Arts & Entertainment Building open for classes !

Placeholder for an exciting video that will be shared!

# Fall 2017 (201810) enrollment in new building programs

## **Film Production Technology**

- Advanced Film program cohort has increased by 33.3% from Fall of 2015 to Fall of 2017
- Enrollment in FIL1420 (Introduction to the Film Process), the front door course for Film AS majors, has increased by 60% from Fall of 2015 to Fall of 2017 (from 72 to 115 enrolled in the Fall)

## **Sound & Music Technology**

- Enrollment in MUM2600C & MUM2606C (Sound Recording I and II) has increased by an average of 35% from Fall of 2015 to Fall of 2017; student enrollment in all Intermediate and Advanced courses for 2017-2018 is projected to increase by 40% from 2016-2017 (from 484 to 679 enrolled)
- Enrollment in MUM1002 (Fundamentals of Sound), the front door course for Sound & Music Technology AS majors, has increased by 95% from Fall of 2016 to Fall of 2017 (note: this front-door course was new in Fall of 2015).



# Why do we need a School of Arts & Entertainment?

## **The School will:**

- assist in extending programming to multiple campuses through a structured collaboration that expands access
- create a stronger point of contact across the district for vital programmatic partnerships, philanthropy, and public awareness
- provide the necessary organizational support to divisions with unusual facilities, such as those in the East Campus portfolio, and the requisite campus management responsibilities demanding employer and community partnerships special demands on leadership and administration.

The School of Arts & Entertainment adapts the “collaborative, partnership and distributive” program model created by the School of Public Safety. This model accounts for the implementation of a collegewide advisory board (parallel to the “Core Team” of the School of Public Safety) that would provide programmatic and cultural outreach recommendations and assure consistency among the curriculum that is distributed across multiple campuses.

# School of Arts & Entertainment - existing partnerships (sample)

- Walt Disney World
- Universal Orlando/Art of Tomorrow program
- Orlando Economic Development Commission
- Garden Theatre
- Florida Alliance for Arts Education
- Orlando Philharmonic
- United Arts of Central Florida
- Legoland
- InfoComm
- International Audio Engineering Society
- Yow Dance
- A Gift for Music
- American Institute for Graphic Arts

# School of Arts & Entertainment - existing partnerships (sample)

- Orange County Public Schools – Evans High School Arts & Entertainment magnet, Universal Orlando Art of Tomorrow program, Dr. Phillips High School Dance magnet, Band clinics throughout the region
- Osceola County Public Schools – new STEAM high school (Toho High) partnership through United Arts/JP Morgan Chase & Co. grant, Dance outreach, Band clinics, Portfolio days
- UCF, UF, USF, Ringling College, the DAVE school

# School of Arts & Entertainment - expanded partnerships

- Creative Village and Downtown Valencia/UCF Campus
- West Arts District
- OCPS Academic Center for Excellence
- Osceola School for the Arts
- Osceola Arts (formerly Osceola Center for the Arts)
- Central Florida Community Arts
- Florida Symphony Youth Orchestra
- University High School Performing Arts Magnet

# School of Arts & Entertainment 2017-2018 Season

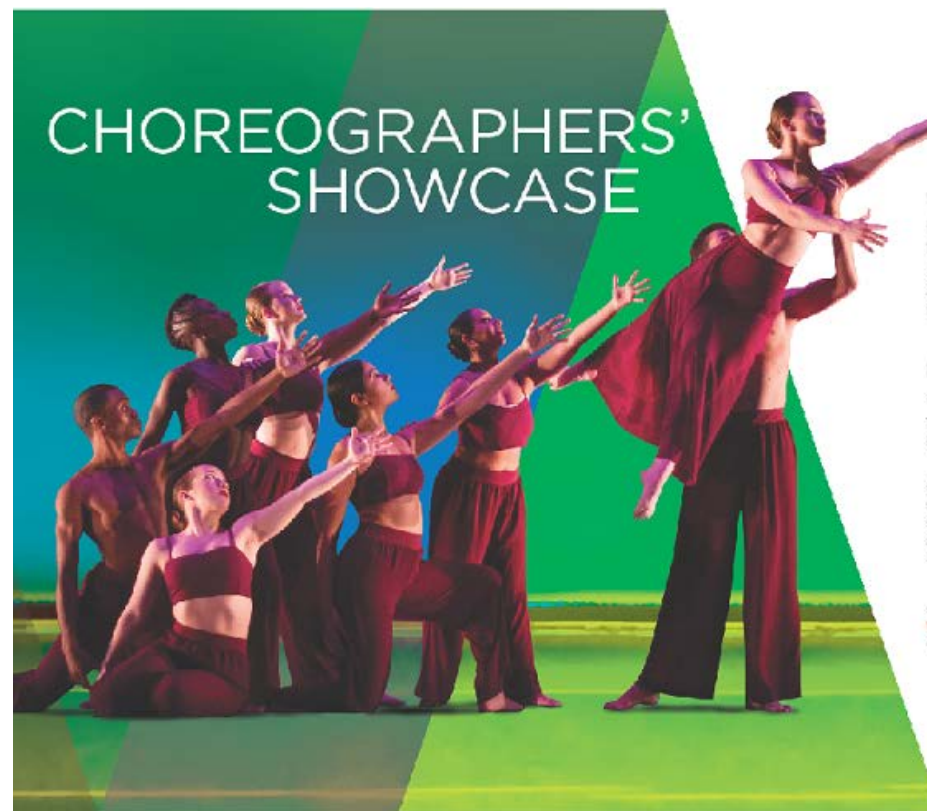


## EVITA

Lyrics by  
**TIM RICE**  
Music by  
**ANDREW LLOYD WEBBER**  
Book by  
**PAUL CASTANEDA**    Lyrics by  
**HAROLD PRINCE**  
Costs is presented by arrangement with the Musical Company, LLC  
**Get Tickets:**  
[valenciacollege.edu/arts](http://valenciacollege.edu/arts) • 407-582-2900

**VALENCIA THEATER**  
The Andrew Lloyd Webber classic musical recounting the life of Argentina's beloved political leader, Eva Perón. Winner of 7 Tony Awards, including Best Musical, and 6 Drama Desk Awards.  
**October 20, 21, 23, 27 and 28, 2017 at 7:30 p.m.**  
**October 22 and 29 at 2:00 p.m.**  
Valencia College, East Campus, Performing Arts Center  
**Pricing:**  
\$15 General Admission  
\$12 Students, Alumni, Faculty, Staff and Seniors  
Package discounts available.

**VALENCIA COLLEGE**



## CHOREOGRAPHERS' SHOWCASE

### VALENCIA DANCE

In its 19th year of performances, this event highlights student choreography and provides students with a critical eye culled to showcase their work.

**Nov. 17 and 18, 2017  
at 8:00 p.m.**

Valencia College, East Campus,  
Performing Arts Center

**Pricing:**  
\$12 General Admission  
\$10 Students, Alumni, Faculty, Staff and Seniors  
\$6 Children 12 and under  
Package discounts available.

**Get Tickets:**  
[valenciacollege.edu/arts](http://valenciacollege.edu/arts)  
407-582-2900

**VALENCIA COLLEGE**

Don't Miss! Don't Miss! Don't Miss!  
11/17/17 11/18/17

## SYMPHONIC BAND HALLOWEEN CONCERT

