The Film and Video Studies program hinges on interdisciplinary and engaged learning. We connect practice to theory through technology, professionalizing experiences, faculty/student collaboration and community collaboration. This academic year, FAVS is conducting a brand strategy conversation and revision through its faculty and board. We are surveying regional film programs and re-investigating our own to discern how to market and recruit into our program. Further, we will make curricular adjustments as we keep in mind our faculty talents, our student needs, and the future of the industry. We are committed to training our students for an industry they will see when they graduate, and do this presently through internship programs and faculty/student collaborations. We seek ways that continue to foster this understanding in our students by expanding experiential learning opportunities such that they find their FAVS introduction to the industry as a current, ongoing part of the education rather than as a process that begins after graduation. This requires training flexible filmmakers with experience working in the community and who gain a global understanding of the film and media marketplace. As our industry continues to expand, our students need additional talents. They must be self-sufficient, web literate, and skilled in many applications and software programs. They must good storytellers who can market themselves across platforms. And they must be ethical digital citizens, mindful of the power of this craft and using it for good.

1. Economic and Cultural Engine: Mason will produce 100,000 graduates prepared for successful and meaningful careers. Enrollment – FAVS is poised to help meet enrollment through rapid growth. We have 157 majors and 142 FTE in our undergraduate BA program. In ten years, we hope to see a 30% increase to 204 majors.

2. Mason will be a catalyst for economic growth and innovation by effectively transferring discoveries to the organizations that can use them, becoming the top provider of executive and professional education in the National Capital Region and incubating new enterprises. The FAVS program emphasizes the business of our film and video industry and trains students to direct their own fundraising campaigns for film projects. Our summer programs in filmmaking that connect the community to campus will continue to develop with the addition of more full time tenure track faculty in FAVS. We are in the process of increasing participation in our FAVS advisory board and seek to increase donations to the program. Metric: 50% increase in FAVS Advisory Board with 200% increase in annual donations to FAVS. Qualitative: number of student fundraising efforts that are successfully funded.
3. **Mason will provide our communities, including our alumni, with cohesion and inspiration through an increased commitment to the arts, cultural engagement, athletics, and lifelong learning opportunities.** FAVS seeks to develop an interdisciplinary community engaged media laboratory with other programs in CVPA. Students and faculty partner with community organizations in ways that provide training across populations in producing media that has lasting social impact. Metric: number of students and community groups that participate. Qualitative: number of lasting projects beyond the lab.

4. **Mason will design a transformative signature Mason Learning Experience that is experiential, global, and technologically rich.** FAVS is poised to launch a Film Lab wherein students in FAVS, in partnership with the Theater program, create a feature length film over the course of an academic year (with emphasis on Summer enrollment). The film will be marketed domestically and internationally. It will involve altering our curriculum to add more professionalizing courses in highly specialized crew work such that students can engage more deeply in skills based roles on the crew for the lab and through crew work on senior projects. Metric: goal of five films in next ten years from the Film Lab. Qualitative: three films reach international juried film festival market.

5. **As Mason seeks to enhance standards of scholarship across disciplines to reach the level of “Very High Research Activity”,** we hope to add three faculty tenure track lines in the next ten years, such that our faculty service is reduced and faculty have more time to apply for extramural funding and conduct original research. Metric: addition of three faculty lines. Qualitative: 50% increase in the number of festival screenings, conference presentations, peer reviewed article publications, and awards amongst FAVS faculty collectively.

6. **FAVS seeks to attend to Mason goals of multidisciplinarity domains of great societal and economic consequence in which our unique competitive assets can make a difference by adjusting our curriculum to address the film and video industry as it will exist in the future (and as it is in the process of transforming into today).** We will do this through faculty work that demonstrates a multidisciplinary approach (connecting film practice to mathematics, science, and health, for example) and by training our students, through specialized business courses in emerging film technologies and new media distribution, to achieve employment in industry related work after graduation. Metric: student graduates in FAVS engaged in film related work within two years of graduation. Qualitative: coverage of FAVS innovation in the pedagogy of film and video practice at academic conferences and citations of our pedagogical approach in publications.

7. **International partnerships that create a global platform through partnerships and other innovative arrangement in key international locations in facilitate student and faculty mobility and will build a global problem solving consortium with at least**
eight institutions in key decision-making hubs in the world.” a) Partner with GMU Center for Global Education to offer study abroad courses. FAVS 225 – The History of World Cinema is uniquely poised to accommodate this collaboration. The envisioned class is a hybrid between online and face-to-face models. Typically, this course would run during the summer. Metric: enrollment in a three-week overview, asynchronously delivered online, of cinema’s history as well as focused explorations of fiction, documentary and experimental forms. Qualitative: FAVS student attendance at international film festivals.

b) Partner with GMU Center for Global Education to offer documentary production classes that facilitate a “global problem-solving consortium.” This would be a documentary class that explores global issues by traveling to international locations. As an example, the GMU Israel and Palestine Internships, an intensive 9-week program, would be documented while dynamics of the Israeli-Palestinian relations are explored through documentary form. Metric: student participants Qualitative: number of films released.

c) Partner with specific international universities to offer traditional student exchange programs. Metric: number of partner international film schools. Qualitative: number of student participants

8. Model well-being university. Mason will become a model well-being university and will successfully address the following challenges: attract, develop and retain talented and committed individuals that reflect the diversity of our student body and Ensure competitiveness of faculty, staff and graduate student total compensation to competitive levels. FAVS seeks to increase the amount and quality of technical equipment that our students use by increasing donations to the program, university support, and through extramural funding. We wish to create a production and editing facility for FAVS students that would also be rented out to the community. This will help retain and attract talented faculty who would use these tools to produce their work at a professional technical level. Metric: value of equipment used by students and faculty. Qualitative: years of retention of faculty and number of creative faculty projects that reach a national audience.

9. High return on investment. Metric: FAVS will track its alumni and analyze their success finding work (both contract based work and full-time work) in film and video industries. Qualitative: As one of the lowest cost film programs, we will capitalize, through marketing strategy, in communicating the cost of learning in FAVS with the value of the tools we offer to students.