



DIFFERENTIAL TUITION REQUEST

College/School: College of Fine Arts Department/Program: Film and Digital Arts

Contact: James Stone Phone: 505-382-5628 Email: jstone@unm.edu

Level: Undergraduate ☒ Graduate ☐

Proposed Differential to be applied as: by student type (major): ☒ by course: ☐

For Main Campus units, all new differential tuition will be charged by student type (major) and will follow the tuition block.

Requested Differential Tuition (shown as an amount per student credit hour):

Student Type	Current Differential	Proposed Differential	Increase/Decrease or New Differential
Residents	\$0	\$30.00	\$30.00 increase
Non-Residents	\$0	\$30.00	\$30.00 increase
Other	\$0	\$30.00	\$30.00 increase

Effective Academic Year: 24/25

*If the differential tuition request is approved it will be applied in the following academic year **beginning in the fall semester**.*

Rationale for Request: *Please provide a detailed explanation on the reasoning for the increase/decrease or new differential tuition. Please refer to policy **UAP 8210 2.2** for qualifying justifications for differential tuition.*

Film and Digital Arts has, for several years, been one of the fastest growing departments at UNM. Our cutting-edge classes and Albuquerque's increasing prominence as a film-making hub have attracted students from across the state and the nation. Our graduates are finding artistically fulfilling and well-paid employment in an industry central to the New Mexico economy.

This request for differential tuition is being made because it has become increasingly difficult to serve our students. High student enrollment paired with a low operating budget has meant that we struggle to offer a sufficient number of classes to meet student need. Each semester, we find that we must request funding from Academic Affairs in order to meet the high demand for our classes. The department is forced to make these requests because our operating budget has been reduced to subsistence levels, first by a re-org in 2015 and, subsequently, by significant budget cuts. Though the department is most grateful for the supplementary funding, demand continues to outstrip supply. Some students must wait so long to take their required/prerequisite classes that they become



frustrated and decide to pursue another major. If this differential tuition proposal is approved, the department will be able to efficiently serve its students, attract more majors, and improve retention.

The very low operating budget also means that we are unable to support faculty research and/or travel. Neither are we able to offer financial aid to students, or compensation to guest speakers. Even the everyday needs of the department, such as office supplies and maintenance, are not being met.

The most successful digital media programs are able to attract and retain full-time faculty with a film industry background. At present, this is a difficult prospect for Film and Digital Arts, a department in which starting salaries for Assistant Professors are currently \$52,000 per year. Attracting and retaining high-quality, experienced faculty would be possible if we were able to offer substantial funds to incoming faculty to support their research. Our present operating budget does not allow for this.

Market Analysis: *Please provide detailed information on whether the college/school or department/program cost of instruction is markedly higher than the university average program costs or market conditions warrant additional tuition.*

The costs of instruction for digital media programs is far higher than that of the average university program. Film and Digital Arts must purchase and maintain enough cameras, computers, and associated equipment to ensure that each student has the requisite access to technology. With our increased number of majors (650+ majors and pre-majors at present), we are unable to provide enough computers or to refresh computer labs frequently enough to adequately serve students.

New Mexico's status as a film industry hotspot means that we are competing with institutions and markets that enjoy far-greater resources in terms of budget and equipment. While we are well aware that resources equal to the film schools of UCLA or NYU are very difficult to provide, we do aspire to offer a sufficient inventory of useful equipment.

Other institutions are able to offer seniors a modest budget to help with their capstone projects. At present, we are unable to help students in this way. Differential Tuition would allow us to offer such help and, simultaneously, increase the quality of student productions and the ranking/reputation of the department.

Student Consultation: *A preliminary request should be submitted to the Provost Office (Main Campus) or Chancellor's Office (Health Sciences Center (HSC)) no later than October 1st. Per policy it must be posted to the unit's website no later than October 1st to allow for at least 30 days of constituent comment prior to final submission to the Provost or Chancellor by November 1st.*

Please provide an explanation on how you plan to communicate the proposed differential tuition request to students, and the feedback you have already received from students on this request, if any.

Each Film and Digital Arts major will be sent an email announcing the proposed tuition increase and directing their attention to the preliminary request posted on the department website. A listening session will be scheduled for mid-October to gather student responses.

No feedback had been received as yet.

Accountability/Budget Information: *Please provide budgetary information about how the revenue generated will be expensed. It is highly encouraged to set aside a portion of the revenue generated by the differential for financial aid (see policy UAP 8210 2.2.2).*

Financial Aid Set Aside Amount: 20 %

Proposed Annual Revenue

Differential Tuition (per student credit hour)	\$30.00
Projected # of Student Credit Hours (<u>all student credit hours</u> taken by student majors in the program).	5130
Total Revenue	153,900

Proposed Annual Expenditures

Financial Aid Set Aside (%)	\$30,780
Faculty Expense	\$80,000
Advising Personnel	\$ 0.00
Support Staff Expense	\$ 0.00



Operating Expenses	43,120
Total Program Costs	\$153,900

Please provide a detailed explanation on how the revenue will be used for this program:

20% of the revenue will be set aside to provide financial aid to students. This portion of the revenue will also be used to fund a student mentoring program in which seniors will shepherd and advise freshmen. Seniors will receive a stipend for their participation. This scheme is intended to improve the quality of life for incoming students, provide mentoring opportunities to seniors, bolster the departmental community, and increase retention. The money will also be utilized to provide a filmmaking budget to capstone students.

The majority of the differential tuition will be used for faculty expenses: offering extra sections of essential classes, aiding faculty research, bolstering salaries of new faculty, and strengthening our negotiating position during the hiring process.

Revenue for Operating Expenses will provide a sufficient budget for basic department needs such as office supplies, recruitment expenses, travel, maintenance, honoraria etc.

Student Access and Affordability: *Please explain how student access and affordability will be addressed.*

As mentioned, 20% of differential tuition will be set aside to help students. Access and affordability will be addressed by offering financial aid in the form of scholarships. Students will also be offered funds to aid their capstone projects.

As the peer comparison spreadsheet (appended below) attests, even with the increase brought about by differential tuition, our program of study would remain highly competitive in terms of affordability. At present, eleven of our twenty-two peer institutions charge more than we do for tuition. If this request for differential tuition is granted, nine of our peers will charge more for tuition.



Peer Comparison Chart: Please complete the Excel peer comparison spreadsheet. If the peer institutions listed does not have a similar college/school or department/program add an institution that most closely resembles your unit. Please note this adjustment below.
See below.

Resident	Tuition (1)	Differential for Film & Digital Arts Programs	Proposed Differential	Total Proposed Tuition
University of New Mexico	\$ 11,126	n/a		\$ 11,126
Peer Median	\$ 11,406	n/a	n/a	\$ 11,630
1 Arizona State University*	\$ 12,051	\$ 1,110	n/a	\$ 13,161
2 Florida International University*	\$ 6,757	-	n/a	\$ 6,757
3 New Mexico State University*	\$ 8,409		n/a	\$ 8,409
4 Oklahoma State University*	\$ 13,920		n/a	\$ 13,920
5 Texas A&M University**	\$ 11,550		n/a	\$ 11,550
6 Texas Tech University*	\$ 11,852		n/a	\$ 11,852
7 The University of Tennessee (Knoxville)	\$ 13,484		n/a	\$ 13,484
8 The University of Texas at Arlington*	\$ 12,208		n/a	\$ 12,208
9 The University of Texas at Austin**	\$ 10,858	\$ 772	n/a	\$ 11,630
10 The University of Texas at El Paso*	\$ 8,947		n/a	\$ 8,947
11 University of Arizona*	\$ 13,200		n/a	\$ 13,200
12 University of California-Riverside	\$ 13,752		n/a	\$ 13,752
13 University of Colorado-Boulder**	\$ 13,624		n/a	\$ 13,624
14 University of Colorado-Denver	\$ 11,406	\$ 809	n/a	\$ 12,215
15 University of Houston**	\$ 14,107		n/a	\$ 14,107
16 University of Iowa **	\$ 10,964		n/a	\$ 10,964
17 University of Kansas*	\$ 11,077	\$ 278	n/a	\$ 11,355
18 University of Missouri-Columbia*	\$ 14,122	\$ 1,800	n/a	\$ 15,922
19 University of Nebraska-Lincoln**	\$ 10,108		n/a	\$ 10,108
20 University of Nevada-Las Vegas	\$ 9,299		n/a	\$ 9,299
21 University of Oklahoma-Norman Campus*	\$ 9,595		n/a	\$ 9,595
22 University of Utah**	\$ 9,400		n/a	\$ 9,400

Other Information: Please provide any additional information that supports this request for differential tuition.

Below is a screenshot detailing our calculations re: Projected # of Student Credit Hours.



credit hours											
	A	B	C	D	E	F	G	H	I	J	K
1		total # classes in major	total # credits in major	# majors	credits per year in major	Total credits in one year					
2	BFA	20	62	154	21	3183					
3	Animation	13	41	58	14	793					
4	Film Production	13	39	42	13	546					
5	Gaming	14	44	31	15	455					
6	History/Criticism	14	42	10	14	140					
7	No concentration	14	42	1	14	14					
8				296		5130					
9											
10											
11	# of classes in sophomore, junior, and senior years										
12											
13											
14											
15											

Dean/Director Approval:

Printed Name: _____

Signature: _____ Date: _____