



Alabama Commission on Higher Education

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New Program Proposal

The following must be submitted to complete a new program request:

Submission Checklist:

- ☒ New Program Proposal
- ☒ Business Plan (<https://www.ache.edu/index.php/forms/>)
- ☒ Undergraduate or Graduate Curriculum Plan (<https://www.ache.edu/index.php/forms/>)

Primary Contact Information

Institution: Calhoun Community College

Contact: Jacki Vadney

Title: Visual Arts Chair/Visual Communications Instructor

Email: jacki.vadney@calhoun.edu

Telephone: 256-306-2703

Program Information

Date of Proposal Submission: 10/30/2025

Award Level: Associate's Degree

Award Nomenclature (e.g., BS, MBA): AAS

Field of Study/Program Title: Film and Multimedia Production

CIP Code (6-digit): 50.0602

Administration of the Program

Name of Dean: Kimberly Parker

Name of College/School: Calhoun Community College

Name of Chairperson: Jacki Vadney

Name of Department/Division: Fine Arts Division, Visual Arts Department

Implementation Information

Proposed Program Implementation Date: 8/1/2026

Anticipated Date of Approval from Institutional Governing Board: 01/14/2026

Anticipated Date of ACHE Meeting to Vote on Proposal: 3/11/2026

SACSCOC Sub Change Requirement (Notification, Approval, or NA): NA

Other Considerations for Timing and Approval (e.g., upcoming SACSCOC review): N/A –

Calhoun 5th year SACSCOC report is not until 2027.



Alabama Commission on Higher Education

Accessibility. Affordability. Coordination.

New Program Proposal

I. Program Description

A. Concise Program Summary (one paragraph) to be included in ACHE Agenda:

Our Fine Arts Division is proposing a new program called Film and Multimedia Production A.A.S. Courses in this program will be offered primarily at the Alabama Center for the Arts in Downtown Decatur, AL. Some courses will be offered in our new facility, the STEAM Imagination Center in downtown Decatur, just about 2 blocks away from our Fine Arts facilities at the ACA. This new degree program will allow our students to focus their interest in Filmmaking and Multimedia Production. Topics will include Filmmaking, Animation and 3D Modeling, Audio Production, Digital Photography, Storytelling and Preproduction. Students will be creating short films, animations, motion graphics, digital photography, and digital illustrations. The program will culminate in a capstone project, proposed by each student, allowing them the freedom to create something related to their individual future career path. All students in this program will develop a professional portfolio of work for them to either continue to a 4-year institution or proceed into the workforce.

B. Specific Rationale (Strengths) for the Program

List three (3) to five (5) strengths of the proposed program as specific rationale for recommending approval of this proposal.

1. Students are being exposed to industry workflows across a wide variety of projects, giving them an opportunity to find areas of specialization within Film and Multimedia Production that resonate with them for future careers.
2. This program represents a focused curriculum in Film and Multimedia Production that gives students the opportunity to pursue training they could not receive in a different plan of study. The program will have students creating original short films, multimedia projects, motion graphics, and animations throughout their AAS coursework.
3. Lightcast report research shows job opportunities at both the Associate's and Bachelor's degree levels in Filmmaking, Video Production, and Multimedia. In the attached Lightcast Reports, trends show growth for the need for skills in these areas across a range of job titles. Specific skill needs include developed knowledge in Adobe Premiere Pro, Storytelling, Photography, Post-Production Editing, Content Creation, as well as Digital Illustration and Motion Graphics. Students from this program will be able to enter the workforce for entry-level positions in Videography, Multimedia Production, Multimedia Design, Cinematography, Video Editing, and Filmmaking, or continue to earn a 4-year degree.

C. External Support (Recommended)

List external entities (more may be added) that may have supplied letters of support attesting to the program's strengths and attach letters with the proposal at the end of this document.



Alabama Commission on Higher Education

Accessibility. Affordability. Coordination.

New Program Proposal

1. Requested a letter of support from Pamela Keller, Chair of Fine Arts at Athens State University. Athens State is our 2+2 partner in the Arts at the Alabama Center for the Arts. The letter is yet to be received.
2. Requested a letter of support from Dr. Joao Biera, Multimedia Professor at Athens State University. Athens State is our 2+2 partner in the Arts at the Alabama Center for the Arts. The letter is yet to be received.

D. Student Learning Outcomes

List four (4) to seven (7) of the student learning outcomes of the program.

1. Students will create a professional-quality portfolio that shows an understanding of Film and Multimedia Production.
2. Students will utilize and exhibit knowledge of core principles of filmmaking and digital photography, including frame rates, iso, aperture, rule of thirds, lighting, audio, and cinematography.
3. Students will develop technical expertise with current industry standard technology and software, including a focus on the post-production process.
4. Students will develop and utilize storytelling practices to forward a narrative through video footage, audio, music and motion graphics, culminating in a professionally edited multimedia capstone project.

E. Similar Programs at Other Alabama Public Institutions

List programs at other Alabama public institutions of the same degree level and the same (or similar) CIP codes. If no similar programs exist within Alabama, list similar programs offered within the 16 SREB states. If the proposed program duplicates, closely resembles, or is similar to any other offerings in the state, provide justification for any potential duplication.

CIP Code	Degree Title	Institution with Similar Program	Justification for Duplication
50.0602	Media Production (https://www.lawsonstate.edu/learn_at_lawson/programs_and_divisions/career_technical_education_programs/media_productions.aspx - Degree Map on page 80: https://www.lawsonstate.edu/learn_at_lawson/academic_catalog/2024%20Lawson%20State%20Advising%20Manual.pdf)	Lawson State Community College	Lawson's Media Production degree focuses on Video Production and Audio Production. There is an opportunity for students to experience Writing for Media, as well as an Internship in the industry. The way our plans differ is that we develop a 3-semester sequence in Filmmaking, as well as a 3-semester sequence in Audio Engineering. Additionally, students develop skills in animation and 3D modeling, digital photography, digital illustration, and motion graphics.



Alabama Commission on Higher Education

Accessibility. Affordability. Coordination.

New Program Proposal

F. Relationship to Existing Programs within the Institution

Nearly all new programs have some relationship to existing offerings through shared courses, faculty, facilities, etc. Is the proposed program associated with any existing offerings within the institution, including options within current degree programs? **Yes** ☒ **No** ☐

If **yes**, please describe these relationships including whether or not the program will replace or compete with existing offerings: (**Note:** If this is a graduate program, list any existing undergraduate programs which are directly or indirectly related. If this is a doctoral program, also list related master's programs.)

There are shared courses between our current Visual Communications: Multimedia Production Technology and this new degree proposal. However, we are closing the VCM Multimedia Production Technology program and replacing it with this new degree program. This degree offering will grant our students a more focused training in Film, Video Production, Audio Engineering, Digital Photography, and Motion Graphics. It will better prepare them to enter the Film/Television industry, and/or prepare them for a career in photography. We are developing a Teach Out plan for our current Multimedia Production Technology program, and we will continue to offer all courses in that degree to allow current students to complete their degree pathway.

If **not**, please describe how the institution plans to support a program unrelated to existing offerings.

G. Collaboration

Have any collaborations **within your institution** (i.e., research centers, across academic divisions, etc.) been explored? **Yes** ☒ **No** ☐

If **yes**, provide a brief explanation of the proposed collaboration plan(s) for the program:

We are looking into a collaboration between Film and Multimedia Production and our Music Technology AAS programs. Additionally, we anticipate students within this degree program will be able to offer their skills to other academic areas to develop multimedia projects supporting general education experiences.

Have collaborations with **other institutions or external entities** (i.e., local business, industries, etc.) been explored? **Yes** ☒ **No** ☐

If **yes**, provide a brief explanation of the proposed collaboration plan(s) for the program:

As a new program to be offered at the Alabama Center for the Arts, we work closely with our partner institution in the Arts, Athens State University. We are already in conversations about the courses to be offered in this program and have inquired about the potential for students to transfer into Athens State University into their BFA Multimedia Studies program. As they have recently hired a new professor in Multimedia, they are currently updating their curriculum for their BFA program. We anticipate solidifying a 2+2 agreement for transfer into their updated program when it is approved. Our program will create a strong foundation for students to earn their 2-year degree with us and then continue to our partner institution.



Alabama Commission on Higher Education

Accessibility. Affordability. Coordination.

New Program Proposal

We are also in the early stages of communication with other 4-yr institutions, including SCAD in Savannah, GA to hopefully develop 2+2 articulation agreements for our students to continue onward to obtaining a 4-yr degree. SCAD has a well-established BA in Film, for which we hope to create a 2+2 agreement for our students graduating from this program to continue their studies and go into the film industry in production.

H. Programmatic Accreditation

Select the appropriate program accreditor from the drop-down menu below:

None

Provide a detailed timeline for gaining accreditation (i.e., when will full candidacy be reached?):

N/A

I. Professional Licensure

Will the program be considered a Professional Licensure Program based on the following definition: **Yes** ☐ **No** ☒

Professional Licensure Program: As defined in federal regulations, an instructional program that is designed to meet educational requirements for a specific professional license or certification that is required for employment in an occupation or is advertised as meeting such requirements.

If **yes**, please explain:

Select the appropriate licensure body from the table below:

Choose an item.

Select the appropriate license from the table below:

Choose an item.

J. Professional Certification

Will students earn industry certifications while completing the degree or be prepared for industry certifications upon graduation? **Yes** ☐ **No** ☒

If **yes**, please explain:

K. Admissions

Provide any additional admissions requirements beyond the institution's standard admissions process/policies for this degree level. Include prerequisites, prior degrees earned, etc.



Alabama Commission on Higher Education

Accessibility. Affordability. Coordination.

New Program Proposal

There are no additional admissions requirements to this program, beyond those to be accepted to Calhoun Community College. Students are not required to have prior degrees or experience to enter the program and be successful.

L. Mode of Delivery

Provide the planned delivery format(s) of the program as defined in policy (i.e., in-person, online, hybrid). Please also note whether any program requirements can be completed through competency-based assessment.

We plan to offer the Core Curriculum for this degree in-person and in hybrid modalities. This program will be offered at the Alabama Center for the Arts in our Visual Arts building, with some courses being offered in the STEAM Imagination Center in downtown Decatur, just about 2 blocks away from the ACA. We intend for students to complete courses here at the ACA without utilizing competency-based assessments.

Can students complete the entire degree program through distance education (100% online) based on the following definition? Yes ☐ No ☒

Distance Education: An academic program for which required instructional activities can be completed entirely through distance education modalities. A distance education program may have in-person requirements that are non-instructional (e.g., orientation, practicum).

M. Instructional Site(s)

Provide the planned location(s) where the program will be delivered (i.e., main campus, satellite campus, off-campus site.) If the program will be offered at an off-campus site, provide the existing site name or submit an **Off-Campus Site Request** if new.

Will more than 50% of this program be offered at an off-campus site(s) Yes ☐ No ☒

If **yes**, which sites?

N. Industry Need

Using the federal **Standard Occupational Code (SOC) System**, indicate the top three occupational codes related to post-graduation employment from the program. A full list of SOC codes can be found at <https://www.onetcodeconnector.org/find/family/title#17>.

SOC 1 (required): Film and Video Editors 27-4032.00

SOC 2 (optional): Camera Operators, Television, Video, and Film - 27-4031.00

SOC 3 (optional): Special Effects Artists and Animators - 27-1014.00

Briefly describe how the program fulfills a specific industry or employment need for the State of Alabama. As appropriate, discuss alignment with Alabama's Statewide or Regional Lists of In-



Alabama Commission on Higher Education

Accessibility. Affordability. Coordination.

New Program Proposal

Demand Occupations (<https://www.ache.edu/index.php/policy-guidance/>) or with emerging industries as identified by [Innovate Alabama](#) or the [Economic Development Partnership of Alabama](#) (EDPA).

Alabama is home to ever-expanding opportunities in the tech industry, and the demand for artists with technical skills gained through an understanding of filmmaking and multimedia production is valuable and necessary for the needs of the growing industry. The technology and skills of Film and Multimedia Production have applications in the entertainment industry as seen in SOC 1: Film and Video Editors 27-4032.00 with responsibilities such as collaborating with music editors, sequencing footage and audio to create fluid and seamless pieces, creating computer-generated graphics or animations, and supervising editing. These skills are related to jobs in both the public and private sectors, as noted by the Military Crosswalk titles for jobs such as Adv. Visual Information Graphics, with jobs referenced in multiple of our armed forces. Additionally, relating to SOC 2, there are opportunities to use skills in camera operation, editing, post-production skills, and animation in a variety of job opportunities, including Director of Photography, Camera Operator, and Videographer in studio and news media platforms.

The Film and Multimedia Production AAS program emphasizes practical skills in areas such as videography, storytelling, filmmaking, post-production sequencing, audio engineering, digital photography, motion graphics, 3D modeling and animation, and digital illustration. Students develop professional-quality work samples for their portfolio across the curriculum and engage in research and discussion about current industry trends and topics so they are up to date and ready to enter the workforce upon completion of the program. These curriculum goals align closely with many of the roles and responsibilities denoted in the identified SOC's tasks and detailed work activities. The technical skills developed by students through the course, such as software skills, previsualization, and filmmaking, prepare students to be employed and create professional quality work to fulfill numerous workforce needs in the industry.

O. Additional Education/Training

Please explain whether further education/training is required for graduates of the proposed program to gain entry-level employment in the SOC occupations selected above.

Reviewing currently posted employment opportunities on Indeed and LinkedIn, the trend is to see job postings requiring an associate's degree, with a bachelor's degree and/or experience preferred. Employers are looking for software and technology experience with cameras, audio engineering, and post-production work. Seeing a trend of noting "or equivalent work experience" in job listings, employers appear open to considering work from students with an entry-level degree that meets their industry needs. Students graduating from this program will be well-prepared with developed skills in camera work, storytelling, video and audio engineering, motion graphics, animation, 3D modeling, digital photography, and digital illustration, and will have a strong foundation in filmmaking. Those who would wish to be eligible for more advanced positions would likely need to pursue a higher degree (Bachelor's) to make themselves competitive at an intermediate level or above.



Alabama Commission on Higher Education

Accessibility. Affordability. Coordination.

New Program Proposal

P. Student Demand

Please explain how you projected the student enrollment numbers in the **Business Plan, Lines 24-27** and provide evidence to substantiate student demand (i.e., surveys, enrollments in related courses, etc.).

Over the last year, we have conducted informal in-class surveys and discussions to note student interest in future career pathways. These conversations were part of our ART 299 Portfolio course, which is comprised of students completing their final semester work for their degree. Over the semester, the students met with their instructor to discuss career goals and plans. It was noted that there was a strong interest in more in-depth skill development in motion graphics, film, post-production, and multimedia specialization. In addition to surveying our students, our conversations with our partner 4-year institutions will allow us to best prepare our students to successfully transfer, earn a 4-year degree, and then enter the workforce to fulfill current industry demands.

Additionally, we looked at the enrollment trends for the Multimedia Production A.A.S. and the 3-D Modeling and Animation A.A.S., which we are closing, to help predict likely enrollments in the next five years. The growth of our region has driven enrollment growth in all programs, including all Fine Arts programs, by as much as 10%. Likewise, Dual Enrollment growth is up by over 25% for the college and is adding to enrollment growth at the Alabama Center for the Arts. Planning with local Dual Enrollment partners, particularly with Decatur City Schools, has led to an agreement on the expansion of DE offerings at the ACA across all programs.



Alabama Commission on Higher Education

Accessibility. Affordability. Coordination.

New Program Proposal

II. Program Resources and Expenses

A. All Proposed Program Personnel

Provide all personnel counts for the proposed program.

Employment Status of Program Personnel		Personnel Information		
		Count from Proposed Program Department	Count from Other Departments	Subtotal of Personnel
Current	Full-Time Faculty	4		4
	Part-Time Faculty			
	Administration	1		1
	Support Staff	2		2
**New To Be Hired	Full-Time Faculty			
	Part-Time Faculty	1		1
	Administration			
	Support Staff			
Personnel Total				8

Provide justification that the institution has proposed a sufficient number of faculty (full-time and part-time) for the proposed program to ensure curriculum and program quality, integrity, and review:

In this program, the Core Curriculum will primarily be taught by our Visual Communications Instructor and Visual Arts Chair, Jacki Vadney. Ms. Vadney has over 2 decades of experience in telling stories, both through theatre, art, video, and design. This breadth of knowledge directly translates to thinking about a student's career goals and the options of pathways. In addition, she has been a working professional in the arts since 2001. Experience in the professional theatre design industry gave Jax an understanding of collaborative practices, technology use in storytelling, location scouting and design, and professional practices, including communication, pre-production planning, editing, and management. Ms. Vadney will be teaching ART 176, ART 276, ART 277, CAP 122, VCM 130, VCM 172, VCM 282, VCM 285, and VCM 289.

CAT 283 will be taught by Video Game/Animation Instructor, Geoffrey Rankin. With his expertise in Video Game Design and Production, he will bring skills, mentorship, and knowledge to the courses he teaches. He has trained with and created work within a wide variety of CG renderers across both Pre-rendered and real-time, aimed typically at realism using a PBR workflow. Geoffrey's strongest software specialties are the Arnold renderer within Maya for prerendered and Unreal Engine 5 for real-time lighting using Lumen.

VCM 145 and VCM 146 will be taught by Visual Communications Instructor, Kelly Porter. Kelly has over 15 years of graphic design experience and has been teaching full-time at Calhoun Community College since Fall 2023. Kelly has a passion for design and digital



Alabama Commission on Higher Education

Accessibility. Affordability. Coordination.

New Program Proposal

media, with a commitment to empowering the next generation of creative minds. Kelly's professional experience in Photoshop, as well as the full Adobe Creative Suite, allows her to impart valuable image editing and digital photography.

Additionally, students will have a 3-semester study in Audio Engineering (RTV 115, MIC 253, and MIC 291). These courses will be taught by Music Technology Instructor Daniel Beard. Daniel has years of audio and music editing in the professional world, including working at Fame Studios as Studio Manager and Chief Engineer. He has also worked as a freelance audio engineer, in addition to working in other recording studios in Muscle Shoals (Wishbone and Big Star). Daniel has worked on several Grammy Award-nominated projects, bringing professional audio engineering experience into the courses he teaches.

Noted above, we have Dean Kimberly Parker, overseeing all academic programs within the Fine Arts Division. As well, the Fine Arts Division is served by Ms. April Sivley as our Division Administrative Assistant and by Jordan Davis as our ACA Technician. Each of these individuals focuses on the program administrative and operating needs to ensure that each degree program and its faculty have what they need to ensure quality teaching, facilities, and support.

We anticipate needing to potentially hire an adjunct to ensure there are enough sections of courses to best serve the students in completing the degree pathway in a timely manner. It is likely that we will not need a new adjunct for the first two years. For years 3-7, we allotted \$5000 for adjunct instructors.

Note: Include *any new funds* designated for compensation costs (faculty, administration, and/or support staff to be hired) in the **Business Plan, Line 7 - Personnel Salaries and Benefits**. Current personnel salary/benefits *should not be included* in the Business Plan.
RAKESTRAW



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New Program Proposal

B. Proposed Faculty Roster*

Complete the following **Faculty Roster** to provide a brief summary and qualifications of current faculty and potential new hires specific to the program.

***Note:** Institutions must maintain and have current as well as additional faculty curriculum vitae available upon ACHE request for as long as the program is active, but CVs are **not** to be submitted with this proposal.

Current Faculty			
1	2	3	4
CURRENT FACULTY NAME (FT, PT)	COURSES TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
Jax Vadney (FT Visual Communications Instructor)	ART 176 Filmmaking I (3) UT ART 276 Filmmaking II (3) UT ART 277 Filmmaking III (3) UT CAP 122 Storytelling/Pre-Viz (5) UN VCM 130 Film History & Analysis (3) UN VCM 172 Digital Illustration (3) UN VCM 282 Adv. Digital Design (2) UN VCM 285 Multimedia Production (2) UN VCM 289 Portfolio (1) UN	MA Visual Communication Design (Liberty University – 2025) https://catalog.liberty.edu/graduate/collegesschools/communication-art/visualcommunication-design-ma/visualcommunication-design-ma/ MFA Theatre Design and Technology: Technical Direction (University of Arizona – 2007) https://www.arizona.edu/degreesearch/majors/master-of-fine-arts-in-theatre-arts BA English and Theatre (University of Scranton – 2001) https://catalog.scranton.edu/preview_program.php?catoid=62&poid=9271 and https://admissions.scranton.edu/academicprograms/majorsminors/programs/english.shtml	IP/HY modality options
Geoffrey Rankin (FT Video Game/Animation Instructor)	CAT 283 3D Modeling & Animation (3) UN	BFA Art with a Concentration in Animation (University of Alabama in Huntsville – 2022) https://www.uah.edu/ahs/departments/art/programs/animation MA Visual Effects (Savannah College of Art and Design – 2024) https://www.scad.edu/academics/programs/visual-effects/degrees/mfa	IP/HY modality options
Daniel Beard (FT Music Technology Instructor)	RTV 115 Audio Production I (3) UN MIC 253 Digital Audio Workstation Fundamentals (3) UN MIC 291 Audio for Visual Media (3) UN	MM Music Technology (Southern Utah University – Antic. Graduation Spring 2026) https://online.suu.edu/degrees/artscommunications/master-musictechnology/studio-tech/ MBA (Auburn University at Montgomery – 2022) https://harbert.auburn.edu/degreesprograms/mba/full-time-mba/curriculum.html Certificate in Disruptive Strategy (Harvard Business School Online – 2021) https://pll.harvard.edu/course/disruptive-strategy BS Music with a Specialization in Commercial Music (University of North Alabama – 1998) https://www.una.edu/area/arts-sciences/musiccommercial-music.html	IP/HY modality options
Kelly Porter (FT Visual Communications Instructor)	VCM 145 Intro to Digital Photography (3) UN VCM 146 Digital Photography (3) UN	MA Art and Technology (University of Oklahoma – 2023) https://online.ou.edu/program/ma-in-artand-technology/ BFA Graphic Design (Liberty University – 2020) https://www.liberty.edu/residential/communication-and-the-arts/bachelors/bfa-in-graphic-design/	IP/HY modality options



Alabama Commission on Higher Education

Accessibility. Affordability. Coordination.

New Program Proposal

Current Faculty			
1	2	3	4
CURRENT FACULTY NAME (FT, PT)	COURSES TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
Additional Faculty (To Be Hired)			
1	2	3	4
FACULTY POSITION (FT, PT)	COURSES TO BE TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)

Abbreviations: (FT, PT): Full-Time, Part-Time; (D, UN, UT, G, DU): Developmental, Undergraduate Nontransferable, Undergraduate Transferable, Graduate, Dual: High School Dual Enrollment
Course Modality: (IP, OL, HY, OCIS): In-Person, Online, Hybrid, Off-Campus Instructional Site



Alabama Commission on Higher Education

Accessibility. Affordability. Coordination.

New Program Proposal

C. Equipment

Will any special equipment be needed specifically for this program? Yes ☐ No ☒

If **yes**, list the special equipment and include all special equipment costs in the **Business Plan, Line 8**:

D. Facilities

Will new facilities or renovations to existing infrastructure be required specifically for the program? Yes ☐ No ☒

If **yes**, describe the new facilities or renovations and include all *new* facilities and/or *renovation* costs in the **Business Plan, Line 9**:

E. Assistantships/Fellowships

Will the institution offer any assistantships specifically for this program? Yes ☐ No ☒

If **yes**, provide the number of assistantships to be offered and include all *new* costs for assistantships in the **Business Plan, Line 10**.

Explain the function of the Assistantships (i.e., teaching, research, etc.)?:

We do not plan to offer Assistantships at this time. However, through Calhoun, students have the opportunity to apply for Federal Work Study, as well as the opportunity to be a class tutor, if approved by the program and instructor.

F. Library

Will any **additional** library resources be purchased to support the program? Yes ☐ No ☒

If **yes**, briefly describe new resources to be purchased and include the cost of new library resources in the **Business Plan, Line 11**:

G. Accreditation Expenses

If programmatic accreditation was indicated above, please include all accreditation costs in the **Business Plan, Line 12** and itemize and explain below: NA

The college intends to seek accreditation from the National Association of Schools of Art and Design (NASAD) for the Fine Arts Programs. While this cost will be shared across all Fine Arts programs, we allotted the \$8,000 fee in the budget for this program.



Alabama Commission on Higher Education

Accessibility. Affordability. Coordination.

New Program Proposal

H. Other Costs

Please include all other costs incurred with program implementation, such as marketing or recruitment, in the **Business Plan, Line 13** and explain below:

We budgeted \$5,000 each year for years 2-4 for additional recruiting. We also planned for upgrades in equipment in year 5 totaling \$75,000.

III. Program Revenue and Funding

- A. Tuition Revenue:** Please describe how you calculated the tuition revenue that appears in the **Business Plan, Line 17**. Specifically, did you calculate using cost per credit hour or per term? Did you factor in differences between resident and non-resident tuition rates?

Note: Tuition Revenue should be proportional to total enrollment.

Revenue from tuition and fees was calculated based on current tuition and fees per credit hour, including the new Warhawk Book Pack fee to cover course materials. Full-time students were counted as 12 credit hours each for fall and spring. Part-time students were counted a 6 credit hours each for fall and spring. While we anticipate summer enrollments, those were not counted in the tuition and fees calculations. All tuition and fees were calculated at the in-state tuition level.

- B. External Funding:** Will the proposed program require external funding (e.g., Perkins, Foundation, Federal Grants, Sponsored Research, etc.)? **Yes ☒ No ☐**

If **yes**, please include all external funding in the **Business Plan, Line 18** and explain specific sources and funding below:

In year five, grant funding will be sought to cover technology upgrades. State workforce grants and ACCS grant funding, as well as federal grant funding sources, would be considered. The anticipated funding level would be \$75,000

- C. Reallocations:** For each year will tuition revenue and/or external funding cover projected expenses? **Yes ☒ No ☐**

If **not**, budget reallocation may be required. Please include all reallocations in the **Business Plan, Line 19** and describe below how your institution will cover any shortfalls in any given year.

ACADEMIC DEGREE PROGRAM PROPOSAL SUMMARY								
INSTITUTION:	Calhoun Community College							
PROGRAM NAME:	Film and Multimedia Production A.A.S.						CIP CODE:	50.0602
SELECT LEVEL:	UNDERGRADUATE (ASSOCIATE)							
ESTIMATED *NEW* EXPENSES TO IMPLEMENT PROPOSED PROGRAM								
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	TOTAL
FACULTY			\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$25,000
ADMINISTRATION/STAFF								\$0
EQUIPMENT					\$75,000			\$75,000
FACILITIES								\$0
ASSISTANTSHIPS/FELLOWSHIPS								\$0
LIBRARY								\$0
ACCREDITATION AND OTHER COSTS	\$8,000	\$5,000	\$5,000	\$5,000				\$23,000
TOTAL EXPENSES	\$8,000	\$5,000	\$10,000	\$10,000	\$80,000	\$5,000	\$5,000	\$123,000
NEW REVENUES AVAILABLE FOR PROGRAM SUPPORT								
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	TOTAL
REALLOCATIONS								\$0
EXTERNAL FUNDING					\$75,000			\$75,000
TUITION + FEES	\$17,472	\$24,960	\$37,440	\$44,928	\$57,408	\$72,348	\$77,376	\$331,932
TOTAL REVENUES	\$17,472	\$24,960	\$37,440	\$44,928	\$132,408	\$72,348	\$77,376	\$406,932
ENROLLMENT PROJECTIONS								
<i>Note: "New Enrollment Headcount" is defined as unduplicated counts across years.</i>								
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	AVERAGE
FULL-TIME ENROLLMENT HEADCOUNT	No data reporting	4	6	7	9	11	11	8.00
PART-TIME ENROLLMENT HEADCOUNT		2	3	4	5	7	9	5.00
TOTAL ENROLLMENT HEADCOUNT		6	9	11	14	18	20	13.00
NEW ENROLLMENT HEADCOUNT		6	8	10	12	12	13	10.17
Validation of Enrollment			YES	YES	YES	YES	YES	
DEGREE COMPLETION PROJECTIONS								
<i>Note: Do not count Lead "0"s and Lead 0 years in computing the average annual degree completions.</i>								
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	AVERAGE
DEGREE COMPLETION PROJECTIONS	No data reporting	3	6	7	8	10	12	7.67

Undergraduate Curriculum Plan

Undergraduate Curriculum Checklist:

1. Overview
2. Components
3. Options (as required)

☒
☒
☐

1. Undergraduate Overview

**Enter the credit hour value for all applicable components (N/A if not applicable).
The credit hours MUST match the credit hours in the Curriculum Components table.**

Curriculum Overview of Proposed Program	
Credit hours required in General Education	19
Credit hours required in Program Courses & Required Electives	42
Credit hours in Program Options (concentrations/specializations/tracks)	
Credit hours in Free Electives	
Credit hours in required Capstone/Internship/Practicum	2
Total Credit Hours Required for Completion:	62-63

Maximum number of credits that can be transferred in from another institution and applied to the program: The expertise and specificity of the program courses (Area V) would require that most of those courses be taken at Calhoun. All General Education credits (19) plus credits for MIC 291, VCM 145, and VCM 146 (9 credits) could be transferred in. This totals 28 credits or about 44% of the degree. If a student transfers in from a like program and the courses are determined to be equivalent, Calhoun allows up to 75% of the degree (to be transferred in, or in this case, 47 credit hours.

28-47

Intended program duration in semesters for full-time students:

2 years
(4
semest
ers)

Intended program duration in semesters for part-time students: It would depend on if students prefer 6+ or 9+ or 12+ semester loads. The program is designed for 15+ credit semesters to complete in 2 years.

3-4
years
(6-8
semster
s)

Does the program require students to demonstrate industry-validated skills, specifically through an embedded industry-recognized certification, structured work-based learning with an employer partner, or alignment with nationally recognized industry standards?:

YES **NO**

☐ ☒

If **yes**, please explain (i.e., number of hours required, etc.):

Does the program include any concentrations/ tracks/ options?

YES **NO**

☐ ☒

2. Undegraduate Components

Please provide all course information as indicated in the following table. Indicate new courses with “Y” in the associated column. If the course includes a required work-based learning component, such as an internship or practicum course, please indicate with a “Y” in the WBL column.

Insert Additional Rows as Needed				
Institution:	Calhoun Community College			
Program Name:	Film and Multimedia Production A.A.S.			
Program Level:	UNDERGRADUATE (ASSOCIATE)			
Curriculum Components of Proposed Program				
Course Number	Course Name	Credit Hours	New? (Y)	WBL? (Y)
General Education Courses		19		
ART 203 or 204	Art History I or Art History II	3	N	N
ENG 101	English Composition I	3	N	N
ENG 102	English Composition II	3	N	N
	MTH 100 or higher (MTH 100, MTH 110, or MTH 112)	3	N	N
	Natural Science Elective and Lab (AST 220, BIO 103, BIO 104, CHM 104, CHM 111, CHM 112, PHS 111, PHS 112, PHY 213, PHY 214, GEO 101, or GEO 102)	4	N	N
	Social & Behavioral Science Elective (ANT 200, ANT 220, ANT 230, ECO 231, POL 200, POL 211, PSY 200, PSY 210, SOC 200, or SOC 210)	3	N	N
Program Courses and Required Electives		42		
ORI 110	Freshman Seminar	1	N	N
ART 176	Filmmaking I	3	N	N
ART 276	Filmmaking II	3	N	N
ART 277	Filmmaking III	3	N	N
CAP 122	Storytelling and Pre-Viz	5	N	N
CAT 283	3D Modeling & Animation	3	N	N
MIC 253	Digital Audio Workstation Fundamentals	3	N	N
MIC 291	Audio for Visual Media	3	N	N
RTV 115	Audio Production I	3	Y	N
VCM 145	Intro to Digital Photography	3	N	N
VCM 146	Digital Photography	3	N	N
VCM 172	Digital Illustration	3	N	N
VCM 282	Advanced Digital Design	2	N	N
VCM 289	Portfolio	1	N	N
VCM 130	Film History and Analysis	3	Y	N
Program Options (enter total credit hours from all options below)		0		
Free Electives		0		
Capstone/Internship/Practicum		2		
VCM 285	Multimedia Production	2	N	N
Total Credit Hours Required for Completion:		62-63		

**Transfer Pathway from Calhoun Community College
Savannah College of Art and Design B.F.A. in Film & Television
2025-2026**

Savannah College of Art and Design accepts credit and welcomes transfer students from Calhoun Community College. The following is a transfer pathway listing courses from Calhoun Community College that are eligible for transfer under the 2025-2026 SCAD course catalog for the listed degree requirements.

Students are expected to follow the degree requirements in the course catalog in effect at the time of their initial enrollment at SCAD. Degree requirements vary by major. Students may contact the SCAD Admission office for further information about specific degree programs, transfer credit, and estimated program completion times at 1.800.869.7223 or admission@scad.edu.

A maximum of 90 quarter hours (18 classes) of undergraduate credit for a bachelor's degree may be given for courses appropriate to the SCAD curriculum. Only grades of at least 2.0 (C) may be transferred for undergraduate credit. A course must be three semester hours or five quarter hours to be considered for transfer. A course transferred from Calhoun Community College may fulfill only one SCAD course requirement. In some instances, a student's course selection may fulfill a different requirement than listed on the transfer pathway. In those specific instances, it may be advantageous in the student's program of study to allow the course to fulfill a different requirement rather than the SCAD requirement listed.

The transfer pathway is not an exclusive list of transferable coursework to SCAD. The transfer pathway serves as a recommendation of courses eligible for consideration of transfer. All coursework completed outside of or as a part of a degree program will be evaluated. To receive specific studio course credit, students must submit a portfolio of the work completed in the course. Portfolios are reviewed by faculty members from the applicable departments. Transfer credit is granted when the quality of work in the portfolio is found to be at least equivalent to that which would earn a grade of 2.0 (C) or better in an equivalent or comparable course at SCAD. Courses that do not pass the portfolio review may be considered for transfer credit of elective credit, within the 18-course transfer maximum. All credit evaluations are completed on an individual basis and transfer advisers work closely with students to maximize the transfer of credit.

Calhoun Community College Film & Multimedia Production A.A.S.	Savannah College of Art and Design B.F.A. in Film & Television
General Education	
ENG 101 English Composition I	ENGL 123 Ink to Ideas: Critical Concepts in Literature and Writing
ENG 102 English Composition II	ENGL 142 Foundations of Story
ART 203 Art History I	CTXT 121 Visual Culture in Context: Pre-Modern Global Perspectives
ART 204 Art History II	CTXT 122 Visual Culture in Context: Making Modernities
VCM 282 Advanced Digital Design	DIGI 130 Digital Communication
Choose one: MTH 110 Finite Mathematics -OR- MTH 112 Precalculus Algebra	MATH 100 College Mathematics MATH 101 Intermediate Mathematics
Select one course from the "Natural Science Elective and Lab" requirements	General Education Elective
Select one course from the "Social & Behavioral Science Elective" requirements	Free Elective
Major Curriculum	
ART 176 Filmmaking	FILM 100 Digital Film Production*
MIC 291 Audio for Visual Media	SNDS 101 Sound for Film & Television*
ART 276 Filmmaking II	FILM 232 Production: Lighting and Camera*
Select (3) additional courses from the "Program Courses and Required Electives" requirements. Be sure to select courses that award at least 3 credit hours.	Free Electives (3)

**Course is subject to a portfolio review to determine transferability.
Courses that do not pass the portfolio review may be reviewed for acceptance as required elective.*

Additional Courses Transferable to SCAD's FILM BFA:

Calhoun Community College	Savannah College of Art and Design B.F.A. In Film & Television
<i>Foundation Studies</i>	
ART 113 Drawing I	FOUN 111 Sketching and Drawing
ART 121 Two-Dimensional Composition I	FOUN 110 Design Thinking and Process
ART 126 Color	FOUN 112 Color in Context
<i>General Education</i>	
SPH 107 Fundamentals of Public Speaking	COMM 105 Speaking of Ideas
BUS 285 Principles of Marketing	Business-Focused Elective

From: Joao Beira <Joao.Beira@athens.edu>

Date: Monday, November 3, 2025 at 11:33 AM

To: Jax Vadney <jacki.vadney@calhoun.edu>, Pamela Keller <Pamela.Keller@athens.edu>

Cc: Kimberly Parker <kimberly.parker@calhoun.edu>

Subject: Re: VCM Film and Multimedia Production AAS - New Program Proposal

EXTERNAL: Do not open links or attachments unless you know the sender and the content are safe.

Good morning and thank you for sharing the new program proposal for Calhoun's Visual Communications curriculum.

First of all, congratulations on the Video Game Production degree to start in Fall 2026 (fingers crossed). We had the opportunity and exchange ideas about the implementation of the program last Friday at the digital art group. Regarding the new Film and Multimedia Program AAS degree I believe I understand the focus on photography, film, lightning, audio as essential foundations for multimedia production. At a time that generative AI and automation are quickly bypassing those foundations I support this strategy and overall direction for the program curriculum.

Additionally, I would like to take the opportunity to share my personal perspective on the MFA program in Multimedia at Athens State University. I believe it is highly relevant to equip students with the tools to program and design their own ideas and projects using node-based programming technologies. This approach enables students to bypass software and traditional code limitations and knowledge, providing greater freedom and autonomy to create and develop more ambitious, innovative projects—not only artistically but also with broader applications in industry and technological development.

As we both commented on Friday, these conversations and exchanges of ideas are important between both institutions.

I apologize also for the delay and congratulations again,
Joao Beira

To: Jax Vadney <jacki.vadney@calhoun.edu>
Cc: Kimberly Parker <kimberly.parker@calhoun.edu>
Subject: RE: SCAD at Calhoun Next Week

EXTERNAL: Do not open links or attachments unless you know the sender and the content are safe.

Hi Jax,

I'm sorry I didn't get a chance to meet you last month when I was on-campus. I asked our transfer adviser for film to review how your coursework would potentially transfer to SCAD. A transfer pathway is attached with courses from your program along with some additional classes outside of your curriculum that could also transfer. All film studio courses will be subject to a portfolio review to determine eligibility. While we do list more than 18 potential courses for transfer, we can only transfer a maximum of 18. 14 have the potential to transfer from your AAS degree and there are another 5 that align with our curriculum, outside of your degree program.

I hope this makes sense! If you have any students who are interested in applying, you can provide them with the application fee waiver promo code, TRANSFER, that can be entered at the end of the application to waive the \$100 fee. And, if you have students interested in visiting, I'd definitely recommend they come on a SCAD Day. Our open house [SCAD Days](#) feature tours of the [11 acre backlot in Savannah and the LED volume stages](#) at both Savannah and Atlanta. We have daily tours as well but the only time to see the Savannah Film Studios is on a SCAD Day since it's often in use. Please reach out if you or your students have any questions I can assist with!

Kind regards,
Laura

Laura Kennedy

Executive Director of Admission Enrollment
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www.scad.edu
<https://calendly.com/lkennedy-12/scad-admission-meeting>

SCAD