Executive Summary

The Film Buffs Program is a service/learning outlet of Loyola's Federally-mandated Financial Aid Work Study Program. As supervisor of the Program, I hire, train, and oversee the screening schedule by student workers of the Film Buffs Program Semester Projection Schedule in Fall and Spring of each academic year. There are evening screenings for the Film Studies courses, for all Faculty requesting screenings, for student organizations, and for community-based organizations in the New Orleans area. We provide a public service through these screenings that are open to the public and free of charge.

This academic year, I have supervised twelve projectionists doing screenings on Mondays through Thursdays, at 7:30 PM in screening rooms Bobet 332, Bobet 214, and Bobet 101. At 100% service capacity, we could in theory screen 12 screenings per week times 12 weeks per semester (minus holidays), equaling 144 screenings. This number would I believe be equivalent to the current water levels of the Mississippi, running too fast and prone to problems.

I am pleased to say that in this 2010-11 academic year, Film Buffs screened successfully 100% of the film requested by faculty, student-faculty organizations, and New Orleans community organizations. In the Fall 2010, semester, Loyola had five film courses that required 91 screenings. In this Spring 2011, Film Buffs screened 100 films successfully for seven film courses. In next Fall, 2011, we will screen films for the largest number of film courses yet: nine film courses; in addition, we will provide films for at least ten to twelve additional classes and student organizations, per usual each semester. We expect a growth in screenings for Fall 2011 of over 20% from Fall 2010 to Fall 2011. We project that we will screen 110 films. As a consequence of this growth, I will hire and train at least four additional projectionists, making our Fall 2011 projectionist staff number fourteen, as I will replace two graduates, and hire two additional projectionists to handle additional screenings.

In part, the additional numbers of screenings requested from Film Buffs results from a robust increase in the number of Film Studies courses and Film and Digital Media courses offered through the English Department. In the Fall 2011, the English Department has packed classes in nine Film Studies and/or Film and Digital Media courses. In addition, the Interdisciplinary Film Studies Minor Program will screen films for a Philosophy and Film course that counts toward the Film Studies Minor.

Thus, Film Buffs is the service/technological/mechanical/materials-based organization that becomes the integral program facilitating the Interdisciplinary Film Studies Minor courses, as well as all for faculty in the College of Humanities and Natural Sciences who wish to provide evening screenings for their film, literature and film, digital media and film, and philosophy and film courses. The Film Buffs screenings enables film analysis to occur in these classes.

The Film Studies Minor has benefited from the Film Buffs Program screenings; the Film Studies Minor is currently the largest Interdisciplinary Program, with twenty-five minors, a considerably large number of students in this minor that I, as Film Studies Minor Advisor, work with to insure that the students in the minor are provided with a sufficient number of well-taught courses presented on a timely rotation so that student can complete our Minor within a maximum of five to six semesters.

Finally, 2010-11 is an historic year for the Film Buffs and Film Studies Programs as well as for the Loyola community. Through the support and encouragement of Dean Cruz of the College of
Humanities and Natural Sciences, the Director of Information Technology, and the Director of Media Services, I have equipped all three screening rooms in Bobet that are my charge with full High Definition 1920x1080 projection.

Please note the key relationship established between students being able to see an HD full size projection of the films they are studying not only in screenings but also as we use these screening rooms for classrooms in which faculty show clips in HD, full size, and Surround Sound, especially in films that students have only seen on small screens or worse, on BlackBoard Streaming (extremely poor visual resolution and image quality). They are able in HD clips to see and therefore to understand more about the films than they had ever before experienced. As one film student said, seeing film clips in HD while the teacher was lecturing was “like a light going on.” She could learn more from class discussions because she could see films in visual detail.

One of the program goals for the coming academic year, 2011-12, is to increase the number of classrooms with HD capabilities from three to six.

2. Unit Identification or Profile Summary
The Film Buffs Program is a service/learning outlet of Loyola’s Federally-mandated Financial Aid Work Study Program. As supervisor of the Program, I hire, train, and oversee the screening schedule by student workers of the Film Buffs Program Semester Schedule in Fall and Spring of each academic year, all evening screenings for the Film Studies courses, for all Faculty requesting screenings, for student organizations, and for community-based organizations in the New Orleans area. We provide a public service though these screenings that are open to the public and free of charge.

2.1 Official name of the unit and the mission or purpose statement of the unit
The Film Buffs Program is the official name of the unit. The mission of Film Buffs is to be the service/technological/mechanical/materials-based organization that provides screenings for courses in the Interdisciplinary Film Studies Minor courses, as well as for all faculty in the College of Humanities and Natural Sciences who wish to provide evening screenings for their film, literature and film, digital media and film, and philosophy and film courses.

As a Work-Study Program, our mission is to create a learning environment in which students learn to project, handle all visual and audio technology for screenings, and to teach these students a very high degree of responsibility, problem-solving, and team communication.

2.2 General statement and descriptive information concerning the unit
I hire, train and oversaw twelve projectionists who worked Mondays through Thursdays from 6:30 to closing time after screenings, generally between 10-11 P.M. The projectionists screen films on DVDs in Bobet 332, 214, and 101. The screenings take place Mondays through Thursdays in order that students in MWF and TR classes can see films required by their instructors the night before their teachers discuss these films in class.

The Film Buffs Program office is Bobet 334, which we share with Revisions, Sigma Tau Delta, and for this past academic year with an English Department faculty member. In this office are housed all the DVDs that Film Buffs buys and owns; these are secured in locked metal cabinets, and the door to this office is kept locked at all times. Starting next year, we will share this office also with the New Orleans Review. Our office space is very cramped, a factor common at Loyola.

2.2.1 Headcounts of full-time and part-time staff
I am the faculty member in charge of the Film Buffs Program. I no longer receive monetary compensation for this work; I receive a one course release each semester for the fall and spring semesters. I work on the Film Buffs Program throughout the year; there is no compensation for my
work with the program during the summer. There are no staff positions in the program.

2.2.2 Headcounts of faculty:
See 2.2.1 above. There are no faculty involved in the running of the program other than myself.

2.2.3 Headcounts of full-time and part-time undergraduate students
In this past academic year, I oversaw twelve projectionists working at Film Buffs.

2.2.4 Headcounts of full-time and part-time graduate students:
Not applicable

2.2.5 Retention rates of full-time degrees-seeking students by program:
As a work-study program, this question is not applicable. However, it is important to note that, because I hire very carefully and train projectionists very thoroughly, I have a 100% retention rate among my student workers. The only reason that students leave their positions is after they have worked for me until they graduate or they change universities. This retention rate speaks well for the relationships I create with the student workers and their camaraderie as a group.

2.2.6 Graduation rates for entering students by cohort year by program
As a non-academic program, this is non-applicable to Film Buffs. As a side note to the 100% retention rate, all my projectionists have graduated in a four-year period.

3. Assessment
3.1 General statement on how assessment is conducted within the unit
Each year, the Director of Work-Study sends me the standardized annual performance evaluation for each student who has worked for me during the previous academic year. With these evaluations, I indicate my degree of satisfaction with each student worker as well as indicating if I want that student to return to work for me (See Performance Evaluation form in 7.1 Assessment Reports).

3.2 Outline the unit’s program goals for the previous year (include how these goals are strategic to both the unit’s and the university’s mission; there should be based on the unit’s strategic plan)
Film Buffs Program goals are to successfully screen, without technical or any other problems, all film requests made to our office. The Film Buffs Program Policies and Procedures (See 7.2) outlines specific requirements for each screening, from its being requested, to our programming that screening, and, finally, successfully screening required films on the dates teachers request. As a consequence of our screenings, teachers are able to plan their syllabi to examine the complexities of film for classes. Teachers examine film as art, as cultural product, and as multifaceted, multi-sensory experiences.
Thus, the Film Buffs Work Study Program's goal is to provide crucial visual/audio film screenings that can then become academic products of the multi-media classrooms in which faculty and students explore cognitively, in the philosophical sense, the students and instructors' experience of the High Definition, fully projected, Surround Sound film texts. In unity with the university's goals, Film Buffs facilitates the wealth of Jesuit priorities to examine the world and its complex cultural products in an Ignatian tradition of intellectual rigor and joyful ability to study film's history, aesthetics, and theories as subject matters. Film Buffs is the vital material arm that enables faculty in Film Studies Minors courses as well as all teachers who request screenings in their classes to engage in film analyses. We meet our program goals when all Loyola teachers who request screenings planned in their syllabi are able to examine films as texts on the dates they required throughout the university's classrooms.

3.3 Outline the unit's student learning outcomes for the previous year
Our work-study projectionists’ first learning outcome is to learn to insure successful film screening requests, as outlined on the Work Study Projectionist Schedule (See 7.4 Documentation of our planned, and executed schedule of screenings).

3.3.1 Second, this academic year, to maintain successful screening requests, the projectionists acquired additional learning outcomes by learning to use High Definition Projectors in each of the three screening rooms as well as familiarizing themselves with playing Blue Ray Film DVDs.

3.3.2 A third learning outcome this academic year was to teach our projectionists to use the Loyola computers in screening rooms so that they can access the course's Blackboard Streaming Feed, if a DVD were to malfunction, as a problem-solving mechanism. This becomes an additional learning outcome that my projectionists as graduates can list as resume technical skills along with HD DVD projection.

3.4 Describe the previous year's assessment activities, both of internal (within Loyola) and external (outside Loyola) factors affecting the unit.

See 3.1 and 3.2 as two internal assessment activities. Regular meetings I hold with projectionists throughout the semester insure that Policies and Procedures are being carried out. The Work-Study Performance Evaluation that I complete on every projectionist insures that I employ the highest quality students as projectionists.

A form of successfully meeting outside assessment activities is the return of community-based organizations such as the Winston Churchill Society, now in its sixth year of Film Buffs' screening for their annual Film Society event.

3.5 Describe the assessment of community-based learning, community-engaged activities, or community related goals:

See 3.4 above regarding the six years that the Winston Churchill Society has held its Annual Film Society meeting at Loyola in Bobet 332.

3.6 Briefly describe the results found through the assessment of the previous year's program goals, student learning outcomes, and any community-related goals:

2010-11 has provided unique data regarding internal assessment of the Film Buffs Program Screening experience. See Appendices 7.3. Student learning outcomes: student responses from this academic year demonstrate, as one student put it, that watching a film clip in HD, full size projection, Surround sound, is “like a light going on” for the student as she watched and listened to the instructor's lecture and class discussion of the film as text. She learned about the film's complexities by seeing them presented so clearly in front of her. A second student said that “the HD full projection allows students to examine the frames of the film in an extremely thoughtful analysis”

4. Summary of Achievements

4.1 Unit as a whole

The Film Buffs Program has successfully increased the number of projections per semester. The Film Buffs Program also has had an increase in faculty interested in screenings for their classes. Film Buffs is a service to Loyola University’s students, faculty, and community and as such we are responsible for making sure that we provide the highest quality cinematic experience from which students will be able to understand the visual/audio foundation of all films.

This past year thanks to help from Dean Jo Ann Cruz, we were able to purchase three new High-definition projectors. This key achievement has helped the Film Studies Minor students appreciate and understand the complexities of cinematography. The Film Buffs Program has had numerous responses
from students who express their satisfaction with the update. (See 7.3 student responses) The Film Buffs Program also has continued a 100% retention rate with the work-study students who are hired as projectionists.

4.2 Faculty achievement/service (if appropriate)
In the past year we the Film Faculty have had some outstanding achievements. John Biguenet wrote a short film, “40 Views of Water,” which was directed by Tom Varisco. His film has been named an award winner by the 2011 Love Unlimited Film Festival and will be shown at the Film Festival in Portland. This year, Jarret Lofstead produced, “The People Say Project” for the Louisiana Endowment for the Humanities and NOLA/Fugees Press. He is also a member of the New Orleans Film Society Advisory Board. Laura Murphy is the coordinator for the New Orleans Afrikaan Film Festival this summer. Peggy McCormack, founder and chairperson of the “Film & Literature Society Panel” at the American Literature Association, will organize and chair that panel this year in Boston. One of her panelists this year is Barbara Ewell, who will present a paper on adaptations of Kate Chopin's fiction.

4.3 Staff Achievements/ service (If appropriate)
N/A No staff work for Film Buffs

4.4 Student achievements (if appropriate)
Two of Film Buffs' most important goals are to create work-study opportunities for students who qualify for this aid to gain financial support and also to learn valuable work experience. We have a 100% retention rate with our projectionists. Sergio Lobo-Navia, a 2010 graduate of Loyola University New Orleans, was a projectionist all four years of his college career. Since graduation in 2010, Sergio has gone on to become Technical Consultant for the New Orleans Film Society, Projectionist for the New Orleans Museum of Art, as well as a freelance photographer, videographer and film editor.

4.5 Community engagement achievements (if appropriate)
The Film Buffs Program has hosted the Winston Churchill Society over the past six summers for their annual film festival. In Fall 2011, Dr. Andrew MacDonald has already requested a screening in Bobet 332 to show Glen Pitre's *Belizare the Cajun* in honor of its twenty-fifth anniversary.

5. Budget for previous year and upcoming year's goals
5.1 Previous FY salary, operating, and total budgets.
No salary for my directorship of Film Buffs Program. Total operating budget for 2010-11: $2700

5.1.1 Previous FY budget discussion.
The operating budget is wholly inadequate to fund our recurring expenditures. 90% of the budget is spent on DVDs for classes that request screenings from Film Buffs. See Executive Summary listing 91 screenings in Fall 2010; 100 screenings in Spring 2011, and 109 screenings already requested for Fall 2011 for which we must buy Blue Ray DVDs. The expenditures for Film Buffs go to DVDs (FY 2010-11 = $3820), fee for Amazon Prime account to save funds for shipping DVDs from that vendor ($70), printed schedules from Twoomey ($500), fliers listing weekly screenings ($100) office supplies ($200) for FY 2010-11 = $4690. We received, as did all Interdisciplinary Minor Programs, a godsend of $1300. Thus, our total operating budget for 2010-11 was $2700 plus $1300, equaling $4000. Our budget has been zeroed out for months. Over the years, I have repeatedly paid out of my pocket for fliers and offices supplies that are not covered by the tiny operating budget, as I did with the $690 that was over our operational budget this year.
5.1.2 Very brief history of Film Buffs Program Budget: Throughout the mid 80s and 90s, Film Buffs operated on an annual budget of $12,000 from the Provost's office under Brother Alexis Gonzales, who was an University Professor and thus who reported directly to the Provost. Since 1998, when Brother Alexis retired from this position, I have run Film Buffs, which has reported both to the Provost and to the Dean of the College of Humanities and Natural Sciences. When I took over the position in 1998, the college dean cut the Film Buffs budget to $9000. Since Katrina in 2005, the Program budget was cut to $3000, and for the last two years, we have been cut an additional 10% to an eviscerated operating budget of $2700.

5.2 Upcoming operating budget.
Due to an exciting increase in the number of Film Studies courses and in the number of faculty requesting screenings from Film Buffs, I project that Film Buffs will need for the FY2011-12 budget year $6450. To 1) support and operate the Film Buffs unit, this includes DVD purchases for both semesters (unless these can come from the Dean's Student Tech Fee Budget). We began in Spring 2011 to buy Blue Ray DVDs to be compatible with the HD Projection equipment in each screening room. We must continue to replace all repeatedly used DVDs for Film Studies courses with Blue Ray disks (projected DVD purchase expenditures for FY 2011-12 = $4400; this figure is reached by multiplying the number of screenings I already know I am committed to in the Fall 2011 semester x 2 to include Spring 2012 = 220 screenings at an average cost of $20 per Blue Ray DVD = $4400 plus 12 additional screenings per semester that faculty request of us during the semester = 24 additional screenings $20 per DVD. The total cost for the 2011-12 FY is $4880.

We will continue to print Semester Film Schedules ($500) that we provide to the teachers of all courses who request films on a semester ahead basis, as is necessary to allow time for ordering, shipping, testing, and organizing DVDs by semester. We will continue to circulate throughout the campus beautifully graphically-designed fliers that advertise upcoming screenings ($100). We will need a minimum of office supplies for the year ($200) and cover the $70 Amazon Prime account 2) To support and operate the Film Buffs' Strategic Goals to be an up to date, fully functional, nationally competitive technological/visual and audio support service to all courses that request screenings from us, Film Buffs requires a minimum budget of $6450 for FY 2011-12 that includes all items stated above, but also actualizes our strategic goal of being the physical mechanism that enables Loyola faculty to screen and study films as they must be seen for students to “see” and “hear” the extraordinary complexities of the film medium. In the proposed $6450, we request as operating pool for FY 2011-12, we would further our student learning outcomes and strengthen our community-related activities by requesting a modest $500 for speakers fee and $200 to create an academic award to be given at the College Honors Convocation for the Outstanding Student in Film Studies. This fee would go towards a plaque for the student and a $100 cash award.

5.2.2 Film Buffs is uniquely placed this upcoming FY 2011-12 year to expand the number of screenings that are offered, to reach out to the Loyola community (See 6.6: resources supporting goals for the upcoming year) by arranging screenings for and in the residence halls, as in the new multifunction classroom, (Buddig 1211), and to reach out to community-based organizations such as the New Orleans Film Society so that Bobet 332 might become a revenue-generating, HD screening venue for the Film Society's Annual Film Festival as well as to develop ties with the New Orleans Museum of Art so that Film Buffs could become an Uptown venue for NOMA's variety of screening events. Film Buffs has become vastly improved with its HD capabilities. We plan to work on upgrading three more classrooms to HD in which Film Studies faculty could teach; for example, our newest faculty member, Professor Tim Welsh will be teaching in Fall 2011 the Introduction to Film and Digital Media course in the Buddig 1211 classroom. I am very grateful to the Dean of the College for
her understanding of the importance of Loyola providing HD screenings on campus nightly, and I very much look forward to developing in FY 2011-12 not just more screenings but HD screenings in at least six locations on the Loyola campus.

6. Planning and goals for the upcoming year
6.1.1 General Statement describing the process of strategic planning in the unit and how the strategic plan has informed development of the upcoming year’s goals.
As a service to Loyola University’s students and faculty, we need to meet the expectation of providing the film medium at its highest quality. To do so, we need our students to understand the service we provide and to be updated regularly on the upcoming screening schedule. For this reason, Film Buffs has decided to expand our outreach to the student body as a whole via social media, on-campus co-sponsorship of events, and increased advertisement of the Films Buffs Program as a whole.

6.1.2 Also, as a service to Loyola University’s faculty, we need to be abundantly available to them as a resource to screen the films for their classes. To do so, we must make sure all faculty are aware of our service, are kept up-to-date on the time-line for requested screenings, and are aware of our policies.

6.1.3 We hope to generate funds by utilizing Bobet 332 to The New Orleans Film Society and to the New Orleans Museum of Art to offer Bobet 332 as a venue for HD Surround Sound Screenings for both organizations. We have just gotten our HD facilities, and I am going to be both very vigorous in reaching out to NOMA and NOFS and very patient in that such revenue-generating possibilities take much time to develop trust from these organizations toward the Film Buffs Program.

6.2 Describe how the unit’s strategic plan supports the mission or strategic goals of the university.
The Film Buffs Program is dedicated to being able to screen films for the Film Faculty and Film Studies Students. The increased awareness of our program will allow more students to take advantage of the unique opportunity we offer by screening the films for their classes in High Definition. Keeping the faculty up-to-date on our deadlines will help more teachers be able to get their courses into the screening schedule. Being able to reach out to the community is an integral part of our mission to make Film Buffs a crucial aspect of Loyola's Jesuit identity.

6.3.1 Describe the programming goals for the upcoming year. (Indicate how assessment during the previous year has been used to inform the development of the upcoming year’s goals.)
To expand our outreach to the student body of Loyola University, Film Buffs Program plans to use social media as a vital venue to keep the students informed about the schedule of films and our availability to the whole Loyola community. Film Buff’s facebook page will update students about films that we are showing by having the schedule easily accessible online, reminding students about what is specifically being shown via fliers keeping them up-to-date, and getting students’ attention to the films being shown by providing clips or trailers of the films coming up on the television screens in the Danna Center. Film Buff’s twitter will be another site that will keep students informed about upcoming films and events.

An additional approach to getting the student body’s attention is to partner with the Residents Halls on campus to co-sponsor events that will draw attention to our services. Residents Hall Association (RHA) is a student-run organization that represents the on-campus residents at Loyola University. If Film Buffs partnered with RHA to co-sponsor a “film appreciation night,” it would increase our presence with on-campus students, thus making them more aware of our service to them.

As a whole, Film Buffs needs to increase the campus awareness of our service. In the upcoming years, we plan to advertise not only via printed fliers, but also to post advertisements on Co-curricula’s Danna
Center Televisions. We are also looking into reserving the media nook to run clips advertising Film Buffs Program.

6.3.2 We want to make sure we can reach as many faculty successfully as possible. We are going to strive in the future to make our availability more known to faculty by opening up the ability to screen films to the entire college. We also will be updating our webpage to have our deadlines for film screenings as well as our policy for how screening needs will be met. We will continue to track the number of screenings each semester and look forward to filling up the schedule as much as is possible while still maintaining our 100% successful screening rate. That being said, we also look to the future when we will be able to accommodate all teachers who would like to use Film Buffs and therefore are expecting to need new projection rooms. We are looking to expand our screening capabilities from three to at least six screening rooms fully equipped with High-Definition projectors.

6.3.3 The Film Buffs Program is continually looking for ways to benefit our community. Recently we have been in conversation with The New Orleans Film Society to use Loyola as a venue for their film festivals. For the past six years, The Winston Churchill Society has also requested to use our facilities. We are excited to expand our use to help both the Loyola and New Orleans community.

6.4 Describe the student learning outcomes for the upcoming year (Indicate how assessment during the previous year has been used to inform the development of the upcoming year’s goals.)

Increased awareness of the Film Buffs Program will increase the number of students who are able to attend the screenings. The more students who attend, the more learning opportunities they have. If we get more students to attend and become interested in film, then it may directly affect how many students enroll in either the Film Studies Minor and/or the Film and Digital Media major.

As we continue to increase the number of courses that are able to screen films for their classes, we continue to encourage an academic understanding of films.

6.5 Description of planning involvement of non-Loyola community in strategic goals or the activities planned to achieve those goals, such as community-based learning, community-engaged activities, or community-related goals (if applicable).

See 5.2.2 above regarding New Orleans Museum of Art and New Orleans Film Society.

6.6 Describe the resources that will support the goals for the upcoming year

The Film Buffs Program plans to utilize social media, University campus resources, and University websites to increase awareness of the program and promote the pursuit of an academic understanding of film. This upcoming year, The Film Buffs Program plans to expand to Facebook and Twitter in order to reach out to students online. We will make the schedule available, update students about what we are doing week by week, and alert them to special events. We can also utilize the applications on Facebook to poll students on their experience so that we can have accurate assessments in the future from all students interested in our program.

RHA, Res-counsel, and Co-Curricular are excellent student resources that the Film Buffs Program plans to partner with in the future to plan social events to encourage students to utilize the Film Buffs Program. Res-council and RHA would specifically target students that are on-campus. Since the Film Buffs Program screens films after normal class hours, the students who are most likely to be on campus during our screening hours are the students who live on-campus. Working with RHA or Res-council will increase those students’ awareness of our program and what we have to offer them. It also will be a way to promote the Film Studies Minor and Film and Digital Media Major if we can incorporate a mini-lecture into our activities.

The Film Buffs Program already does a significant amount of advertisements via traditional routes, such as fliers and posters, but we plan to expand to digital advertisements as well. In upcoming years
we plan to look into advertising on the school web site’s home page banner for big events, making sure that our schedule is on the official school calendar, linking our facebook page and our Loyola web page together, etc. The Film Buffs Program also plans to utilize the resources in the Danna Center. We plan to use the televisions in the Danna Center Lobby to advertise upcoming events and film schedules and to use the message boards for another venue for printed schedules.

6.7 Assessment plan for upcoming year’s goals
We will be asking students who attend Film Buffs screenings to fill out brief responses about the quality of our work and the visual and audio quality of the films screened. We will also continue to administer exit surveys for the Film Studies Minor graduates, which we initiated this year.