

2017-18 INSTRUCTIONALLY RELATED ACTIVITIES HUMBOLDT INTERNATIONAL FILM FESTIVAL BUDGET REQUEST

Name of IRA Program: Film Festival

Faculty Program Director: Ann E. Alter

College and Department: CAHSS Theatre, Film & Dance

Campus Phone: 826-5495

Email Address: ann.alter@humboldt.edu

1. Please describe the nature and objective of your activity and how it qualifies as an Instructionally Related Activity (IRA). Use the attached examples of evaluation criteria, reference in #3 provided by the IRA Committee.

Address the issue of how the course/activity relates to the larger curriculum (i.e. general education, majors, minors, electives). What are the students expected to learn by the end of this course activity that they did not know before?

Are there any special requirements for participating in this activity? Please be as clear and concise as possible in your response.

The planning and creation of the annual Humboldt International Film Festival provides HSU students a hands-on experience in real-world film festival screening, marketing and exhibition practices by planning, promoting, and hosting the four day festival. This is an elective course which has proven to be an important skill set and resume builder assisting many students to achieve post-graduation career goals in several related fields. An important sidebar of this class is the inspiration that comes from being the first to watch cutting-edge short films of filmmakers from around the world and working directly with the guest judges. The mission of the Humboldt International Film Festival is to create a space for independent filmmakers to express themselves, free from the censorship of mainstream media. The festival is particularly aware of the power of short, independent films: we seek those which inspire social and environmental change.

2. How does your program meet all the General Requirements listed in #2 of the IRA Funding Guidelines?

If the IRA Program no longer has a course title and number, please explain why it should still be eligible for IRA funding.

Our program satisfies all General Requirements listed in #2 of the Funding Guidelines. Our course and festival take place during the academic year by students enrolled in the FILM 260 course. The application of skills and knowledge in festival preparation is the culminating and integrating experience for our class. The hands-on experience students receive is critical to their careers and job prospects, whether they be in the arts, education, business, marketing, communications or a wealth of other arenas.

3. What is the instructor's level of participation in this IRA funded course and activity?

The Film Festival course meets weekly for 2 hours throughout the fall and spring semesters. In addition to the scheduled course, the instructor serves as advisor to the student co-directors, meeting formally with them once per week and is available for ongoing consultation. Faculty are involved in the creation, planning and execution of the film festival.

I have reviewed this Instructionally Related Activities Budget Request in its entirety:

IRA Program Director Name: Debra K. Ryerson

IRA Program Director Signature: 

Department Chair Name: Ann E. Alter

Department Chair Signature: 

HUMBOLDT INTERNATIONAL FILM FESTIVAL

Line Item	Identify Priority: 1 = highest priority	Category (see definitions)	Total Funds Needed	Amount Requested from IRA	Difference	Other Source of Revenue			Explanation/break down of line item includes per diem, what is the date(s) of the events? (add attachment if necessary)	# of students directly served per year
						University / Associated Students	Fundraised	Student Contribution		
Publicity	1	Publicity	2,000	2,000	0				Next year will mark the 51st anniversary for the film festival. Funds requested will be used to cover printing costs for promotional materials and for advertising on social media; purchase of a banner to run for two weeks on Filmmaker.com (Approx \$1500); updates to the HIFF banner (\$300); and a permit required to hang festival banner on Arcata Plaza (\$400).	Approximately 425
CSU Grant					0		3,000		The Film Festival Co-Directors will request the CSU Visiting Fellows Grant again this year. We learn if we are successful in our request in Fall 2017. If awarded, these funds will be used to cover the \$1,000 stipend for three judges.	Approximately 425
A.S. Program		Supplies and Services			0	15,300			These funds cover the bulk of the Film Festival expenses (including the judges stipends if we are not successful in receiving the CSU Visiting Fellows Grant). HIFF expenses include: Stipends for three student Film Festival Co-Directors, Cash Awards, Judges travel, meals, accommodations, and Supplies & Services.	Approximately 425
					0					
					0					
TOTALS			2,000	2,000	0	15,300	3,000	0		
TOTAL REVENUE	20,300									
TOTAL EXPENSE	2,000									
REVENUE OVER EXPENSE	18,300									
2016-17 IRA Allocation	2017-18 IRA Allocation Request	Difference								
2,500	2,000	\$ (500.00)	If your 2017-18 budget request is different than the current year please explain: Our request is for \$500 less than what we requested last year. In 2016-17 \$1400 was spent on a two week social media advertising campaign through filmmaker.com. The remaining \$600 to be spent on Banner updates and placement on the Arcata Plaza.							

COURSE(S) TITLE AND NUMBER SPECIFIC TO HIFF 2017-18 IRA BUDGET REQUEST

[illegible]