Theatre Arts
Kennedy Center American College Theatre Festival
February 17-22, 2015 - CWU Ellensburg, WA
Tuition Waiver Request

Each year the Kennedy Center American College Theatre Festival (KCACTF) Region VII gives students from nine NW states the opportunity to celebrate their individual talents, receive feedback from industry professionals, and compete in a variety creative scholarship within the discipline. Central Washington University will host the festival in February 2015. CWU last hosted the event in 2007. This year has seen unprecedented support in preparing to welcome some 1,200 conference guests—thereby enhancing recruitment opportunities—from several areas of the institution, such as: Admissions, Dining Services, Public Relations, Conference Services, and Scheduling, for which we are most grateful.

Participating students prepare faculty-mentored presentations from a diverse range of discipline specialties such as acting, musical theatre, design and technology, scholarly papers, journalism, dramaturgy, playwriting, and directing. Many of the presenters have been nominated to participate at the regional level through KCACTF on-site evaluations and responses throughout the preceding calendar year.

Our goal with this request is to provide scholarship opportunities to high-achieving community and junior college students in all areas of the week-long events. One transfer student tuition waiver will be offered in each of the Festival’s individual events.

**Theatre Arts is requesting $26,000** to be distributed as a $2,000, one-year waiver, to one student in each the Festival’s thirteen categories as follows:

- Acting
- Musical Theatre
- Scenic Design
- Costume Design
- Lighting Design
- Sound Design
- Allied Arts/Crafts
- Management
- Theatre Journalism and Advocacy
- Dramaturgy
- Playwriting
- Directing
- Scholarly Paper

This variety of awards reflects the department’s recruitment strategy in all areas and the various levels of interest in specific discipline specializations. As your committee is no doubt aware, it is critical that CWU recruit the top performers in several areas for balanced and high-achieving ensembles. We refer to this as the recruiting of key ‘quarterbacks’ who are essential for highest performing student ensembles and companies. We note that our highest priority is in the design area, where it is the most difficult to recruit quality students, due to fierce competition between colleges for the few candidates entering those specific design and technical programs.

These CWU scholarships are intended to be used by students transferring to CWU fall 2015.

The Festival also provides event winners with scholarships and special award benefits through friends of KCACTF. For example:

- The University/Resident Theatre Association (URTA) continues to invite acting regional acting scholarship winners and their partners to attend the URTA final auditions at the annual National Unified Auditions/Interviews (NUA/Is).
- Two musical theatre top-ranking students receive $250 awards
- National KCACTF awards Design finalists are eligible for several professional development opportunities that will be announced at the national festival awards ceremony and in the days that follow.

Top Jr College KCACTF Waivers Request
• Professional dramaturgs, members of LMDA who live in each region, will select the winner of that region's LMDA/KCACTF Student Award in Dramaturgy. This award is the result of a unique collaboration between Literary Managers and Dramaturgs of the Americas (LMDA).
• One undergraduate and one graduate-level scholarly paper award in the amount of $1000 each.
• The Journalism and Advocacy participant who illustrates the most promise will be sent to a National Selection Panel, convened by the Kennedy Center, who will choose four chosen advocates from the regions who will be invited to Washington DC to studying with critics such as Peter Marks from The Washington Post and Bob Mondello from NPR and the City Paper.
• One student director from each region will be selected to participate at the national festival at the Kennedy Center in Washington, DC, each April.

It is important to note that the festival welcomes students from all academic levels: junior college, four-year undergraduate and graduate levels. Therefore, it is likely that the waiver will be awarded to the highest placing junior college participant, which may not be the overall category award winner. It is our expectation that these CWU waivers will bring the best and brightest to CWU as well as focus on recruiting these critical 'quarterbacks’ to key areas—leveraging the greatest benefit from these awards.

As a brief rationale for the amount asked, financial aid estimates the total cost of attendance at $27,300 for a student accepting the WUE scholarship, as the preponderance of the recipients will be. Our proposed waiver is only 15% of that cost to the student. Awarding a lower amount does not incentivize the offer in our favor. It is anticipated that the award will only be for 1 year, thus yielding the high out-of-state tuition for any subsequent years. The award is approximately 17% of the cost of attendance for an in-state student.

In addition, it is the department’s intention to partner with campus organizations in sponsoring a special transfer student open house associated with the event in order to capitalize on the recruitment potential. Historic trends indicate that there will be 250-300 junior college participants. Many of the students participating in the festival will be seeking degrees other than performing arts, making tuition waivers at this event even more attractive from an overall recruiting perspective.

It is anticipate that this proposal will generate the following revenues, most of which is out-of-state revenue through WUE partnerships. Because Theatre arts BFA programs are three year training sequences, we have forecasted revenues for three academic years for this proposal. We estimate at one-half of the students will pursue BA degrees with the others pursuing BFA degrees and thirty percent of the student recipients will be from in-state.

Projected in-state revenue - Calculated using State Tuition without fees ($6,035).

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<th>Academic Year</th>
<th>BA (2)</th>
<th>BFA (2)</th>
<th>Total</th>
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<tbody>
<tr>
<td>2015-16</td>
<td>12,070</td>
<td>12,070</td>
<td>$24,140</td>
</tr>
<tr>
<td>2016-17</td>
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<td>12,070</td>
<td>$24,140</td>
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<td>12,070</td>
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Projected out-of-state enrollment - Calculated using Out-of-State State Tuition without fees ($10,005).

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<th>BFA (4)</th>
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Total anticipated return to the institution through this initiative - **$280,810**.

Thank you for your support.