

**Student Fee Review Board  
Funding Application for Fiscal Year  
2020-2021**

Department of Theatre and Dance  
Name of Unit

Donna Jewell Department Chair  
Dean/Director Title

MSC04 2575  
Campus Address

505-277-4332 djewell@unm.edu  
Campus Phone E-mail Address


\$ 25,000 slentz@unm.edu  
Total Amount Requested Alternate Email Address

One-Time Funding  Recurring  Requesting Increase

**CERTIFICATION**

I certify that the statements herein are true and complete to the best of my knowledge and accept the obligation to comply with the terms and conditions of the Student Fee Review Board. I understand that the SFRB is a **recommendation** body and that its funding allocations are subject to revision by the Budget Leadership Team before final approval.

Donna Jewell  
Submitted By (Print Name)

  
Department Head Signature

08/15/2019  
Date

Please submit an electronic version of this application via email to [SFRB@unm.edu](mailto:SFRB@unm.edu) and 13 hard copies of this application to the GPSA Office, Student Union Building suite 1021.

**DEADLINE September 6, 2019, 5:00 PM.**

\*Late applications will not be accepted

## SFRB Executive Summary 2020-2021

**Student Success:** The Department of Theatre and Dance requests SFRB funding for our production activities that benefit the general UNM student population, faculty, staff, and the Albuquerque community. The productions themselves provide a venue for dialog around the critical issues of our times and build an appreciation for the diverse cultures and viewpoints that surround us. Our mission is to provide a safe and educational venue for expression and freedom of speech, to bring inspiration, culture, and thought-provoking subject matter to UNM students and our community. Popejoy Theater and other local theaters are profit driven and therefore do not have the luxury of providing a venue for educational and controversial subject matter. Other venues do not provide opportunities for discussions with attendees or subject matter tied to the curricula of UNM departments. Many UNM students have their first theatre experience in our theaters.

**Funding:** In the past, the SFRB funds paid student labor on sets, costumes, lighting and sound, and defrayed advertising costs. Because we do not offer profit-driven productions, the ticket sales do not fully cover production costs. Student employees receive wages and learn valuable job skills in a creative, collaborative environment. Any student can apply for a workstudy/student employment position in the department and no experience is necessary in the shops. A small portion of SFRB funding was used for advertising, which was previously an SFRB recommendation, and we strive to reach out to the student population. Our funding was eliminated for 2019-2020 academic year, but was increased for sports. We offer a different, equally important type of cultural experience for students driven by topics of vital interest to students that engage them in cross-campus and community dialogue.

**Other Funding Sources:** Funding in the Arts is scarce in general, and the consistent funding cutbacks in higher education have thrust the arts to the bottom of the priority list. The University does not fund the student theatres or our productions. Our creative visions, inspirations, and thought-provoking topics are beneficial for all students in all fields of study at UNM. When we received SFRB funding, it was one of the smallest allocations of the SFRB budget, nevertheless we were reliant on it for the student labor that creates these productions in UNM's student theaters.

**Partnerships and Collaborations:** We regularly connect with other academic departments on campus when there is a relationship between the subject matter of our productions and the focus of another Department. We also host the Annual *Festival Flamenco Internacional de Albuquerque* and Tricklock's *Revolutions* International Theatre Festival among others. We have children's theatre classes that serve the community and bring young students and their families to the campus. We are one of the more visible departments on campus and the impression we leave is publicity and recruitment for all departments.

**Funding Changes:** At this time, Theatre and Dance is requesting the SFRB reinstate funding to \$25,000 for FY 2020-2021, so that we can provide significant, inspirational, and experiential opportunities for UNM students.

1. **Describe the history and mission of your unit, and how its services support the mission of the University. Please address each of the following bullet points in your answer.**

a. **What services does your unit specialize in that are not offered in a similar form elsewhere within the University?**

The Department of Theatre and Dance provides accessible, affordable production activities that benefit not only the students involved in our curricular programs, but also the general UNM student population, faculty and staff, and the Albuquerque community at large. The productions themselves provide dialog around the critical issues of our times and build an appreciation for the diverse cultures and perspectives that surround us. Our mission is to provide a safe and educational venue for expression, freedom of speech, and to bring inspiration and culture to our students and community.

Live performance where performers share the space and energy with the audience, rather than being present only as images on a screen, touches us in ways different from film, television, and video games. It provides an important counterbalance to the media-saturated nature of our entertainment environment, and for some students what they see here on campus will be their first exposure to live performance.

The other venue that offers productions on campus is Popejoy Presents Series. Their productions are mainstream and profit driven. We are different from other venues because profit is not the driving factor of our season, and thus can offer more current and relevant live theater productions. This means that our productions are not always financially successful. The University is, and must continue to be, a venue where students are able to explore new concepts, and where controversial subject matter may be experienced openly and in a safe environment.

In contrast to the Popejoy Presents Series, our production seasons, as well as our many outreach programs, are primarily educational or culturally relevant. They include programming of original work by our students; shows unique to New Mexico and/or reflective of our multicultural environment; controversial or innovative new works; and classics of Western and International theatre. We strive to present accomplished performances that relate to and complement curricular offerings in other departments, as well as to provide an educational commitment to the greater Albuquerque and New Mexico communities.

**Discounted Tickets.** The SFRB funds help us keep ticket prices lower than most of the venues in Albuquerque. In particular, we offer discounted tickets to UNM students in an effort to increase the accessibility of live performance on campus. The Performing Arts are labor-intensive and require materials and sophisticated equipment to produce. Because we engage in live theatre produced on an academic calendar, our ability to cover all our expenses at the box office with ticket sales is limited. If we charged ticket prices that would cover our expenses, very few people

on or off campus would be able to afford to attend. The funds provided by SFRB are an extremely important supplement to our ticket income. Our ticket prices have remained the same for many years even while costs for materials continue to increase.

#### Current Ticket Prices

Rodey Theatre (and faculty directed X shows)

\$15 General Admission (\$20 Musicals)

\$12 Seniors + Faculty (\$18 Musicals)

\$10 Students + Staff (\$15 Musicals)

\$5 majors or those taking 6 or more Theatre and Dance credits

Experimental Theatre (student directed)

\$12 General Admission

\$10 Seniors + Faculty

\$8 Students + Staff

\$5 majors or those taking 6 or more Theatre and Dance credits

Carlisle (student directed)

\$12 General Admission

\$10 Seniors + Faculty

\$8 Students + Staff

\$5 majors or those taking 6 or more Theatre and Dance credits

The price for musicals in most categories are higher due to the need to hire musicians and cover the very large royalties and score rental fees required by publishers of musicals.

Note that our prices are equal to or lower than most other theaters in town as well as equal or lower than the cost of most movie tickets for faculty, staff and students.

#### Cost of Tickets in other Albuquerque Theatres

The Cell Theatre - \$00.00 - \$50.00

Abq Little Theatre - \$25.00 General; \$21.00 Student

Vortex Theatre - \$24.00 General; \$17.00 Student

Adobe Theatre - \$20.00 General; \$17.00 Students

Tricklock Theatre - \$23.00 General; \$17.00 Student

North Fourth - \$20.00 General; \$10.00 Student

**Student salaries.** Our Production Activities offer employment opportunities to students in all technical theatre areas—constructing sets and costumes, hanging lights, building sound scores. We also employ student technical directors and videographers and a house manager. This benefits students with hourly salaries for their work as well as learning valuable job skills. Any student can apply for a workstudy/student employment position in the department and no experience is

necessary in the scene shop. Students train on the equipment and develop marketable skills.

**More innovative offerings.** Finally, SFRB support helps allow us to offer a broader range of experimental and innovative new works than commercial performing arts groups can provide. It frees us from being limited to titles that will sell because they are well known, non-controversial and “safe.” Again, that expands the educational component of our season and enriches the campus cultural scene, as well as providing an educational experience for all students that will connect them and prepare them for current cultural trends in the performing arts elsewhere in the world.

**b. How does your unit serve the University’s commitment to diversity?**

The Department of Theatre and Dance Production Season consists of a range of topics from the classics, to innovative new scripts, to works that are controversial and thought provoking. We expose students to issues and concepts that are new to them and encourage discussion. We often have talkbacks after performances that initiate healthy dialog between invited experts and audiences.

The Linnell Festival of New Plays contains student written works whose topics reflect the interests and backgrounds of our students. These productions include content that often contains New Mexican, Hispanic, Native American, and/or gender and sexuality based themes. We provide topics that are especially of interest to the student population, but also to the public. Our student population have a higher rate of diversity than other departments and we present at least five productions a year that are created, directed, run, performed, and developed by our students, while mentored by faculty.

The performing arts in a university setting should be an arena for student artists to create, produce, and present diverse and original perspectives. Our performances allow audience members from the UNM student body to examine the beauty of diversity and inclusion through the mediums of visual and performing arts.

**2. Briefly describe each program/project in your unit that is funded specifically by student fees. What are the outcomes, so far, of each program/project? What, if any, changes do you plan to make to these programs/projects?**

The funding for the Department of Theatre and Dance was cut entirely for 2019-2020.

**3. Does your unit have an SFRB balance forward? If so, please justify this balance forward and describe how you will use it.**

The funding for the Department of Theatre and Dance was cut entirely for 2019-2020.

4. **Describe any increase in SFRB funding you are requesting, and provide justification detailing how raising student fees will improve your unit's impact on the student population. If requesting increases for multiple program/s projects, which program/project is your top priority? If requesting an increase, please state any reserves in your unit's budget and provide justification for not using said reserves for the requested increase.**

The funding for the Department of Theatre and Dance was cut entirely for 2019-2020.

5. **What are your unit's current non-SFRB sources of funding (e.g. Instructional & General, state or federal grants, self-generated revenue), and if applicable what additional funding sources are you seeking this fiscal year?**

Theatre and Dance has Instructional and General and Revenue generated by the Rental of Rodey Theatre that is used for the upkeep of the theatres.

- a. **What increases or decreases from non-SFRB funding sources do you anticipate compared to your budget last year?**

We received another reduction to our Allocated budget this year that has been the case over a period of years. As a result, we were forced to cut office workstudy positions and restructure the curriculum to offer less courses. Funding has been decreasing since the recession began, and we are challenged with providing maximum quality with ever dwindling resources.

- b. **Please complete Budget Form C for non-SFRB income.**

Attached.

6. **Describe student participation in your unit, and any plans to improve it, addressing each of the following bullet points.**

- a. **How are students involved in the governance/decision-making of your unit?**

Students are involved in the decision making process of our production season in several aspects. In terms of artistic choices, all of our students are invited to propose titles in our season selection process for the faculty directed plays each year. The Experimental Theatre (Theatre-X) season is coordinated by a student committee organized by the officers of the Associated Students of Theatre and Dance. This "X-Committee" a.k.a. "SCRAP" solicits proposals for and selects a season of 3-4 plays per year, and is open to all undergraduate theatre and dance students who want to participate.

Students in the dance area are very involved in the artistic governance of the graduate and undergraduate performances. All works in the student shows are

choreographed, directed, and rehearsed by students. Light designers, stage managers, and crew are also students and are mentored by the faculty. Student works are mentored by dance faculty but students have the final aesthetic and artistic say in their works for the stage, as the dance program is committed to allowing for original and diverse artistic voice for all students. The final dissertation concerts for the MFA in Dance graduate students are completely governed by the MFA student, who chooses the artistic theme, choreographs and directs the work, manages the press and media coverage, and organizes all aspects of the performance with technical and financial support from the department. MFA Dramatic Writing students present their original works that are directed by Guest Directors as part of the Production Season. In addition, we include student suggestions for guest artists and have graduate students as advisory committee members in the selection process of those guests.

Students have served on most major committees in the College of Fine Arts including:

- Theatre-X Committee (i.e. SCRAP)
- Carlisle Dance Committee
- CFA Undergraduate Curriculum Committee
- CFA Graduate Committee
- CFA Committee on the Fine Arts Library
- CFA Student Advisory Committee
- Associated Students of Theatre and Dance (ASTD)

The department is dedicated to improving all aspects of our programs and student involvement in curriculum, productions, the latest technology, and choosing the best guests artists we can procure. It is a constant, evolving process that deserves continual scrutiny to stay current and relevant.

**b. How many students do you employ (including graduate assistants, interns, etc.)?**

The Department of Theatre and Dance employed 20 Student employee/Work Study Students and for FY 18-19 and will likely have this many in 19-20. In addition, we will employ six GA/TA/PAs this FY.

**7. Describe specific improvements your unit has made in the last fiscal year to the visibility/accessibility of its services, and any plans to further improve visibility/accessibility.**

We routinely placed banners for our production season in front of the Center for the Arts. We submitted information to UNM's website and calendar and sent emails to various listservs. We engaged students to help place posters and postcards about our events all over campus. We advertised in the Daily Lobo, and on KUNM. We also maintain a Department Youtube video page:

<https://www.youtube.com/channel/UCIICLOUYDM1Zbj3UdoGEDgA>

We create “trailers” for the Youtube site for most of our productions. We continue our use of social media, video, and student involvement in promotion. We created a progressive webpage that is easier to navigate and provides all the necessary information for students and the community.

We also make every effort to be accessible to people with disabilities by making accommodations in the form of sign-language interpreted performances, wheelchair seating, and other services as requested. We are required by law to provide interpreters at the expense of the department. We are committed to providing a safe, enjoyable learning experience for everyone.

**8. How does your unit collaborate with other campus units and/or off-campus entities?**

We connect with other academic departments as well as extra- and co-curricular programs on campus where there is a relationship between the subject matter or the program’s focus and our productions. For example, the fall 2018 production of “As You Like It” was advertised in the English Department. In fall 2017 production of “A Bench at the Edge” a play about life, death, and suicide, was performed during UNM’s Suicide Awareness Month, and we collaborated with the AGORA Crisis Center to highlight this issue. Also in the fall 2017 during the production of “The Wolves,” a play about female soccer athletes, we collaborated with UNM Women’s Athletics (specifically the UNM Women’s Soccer Team) and with Women’s Studies and the Women’s Resource Center. For “The Threepenny Opera” we performed for students and faculty from the History Department, the German Department, and the Music Department. In spring 2018, for the Linnell Festival of New Plays, we had groups attend from the Hispanic Women’s Council, and Latin American Studies. These same groups also attended “The House of Bernarda Alba”. We had talkbacks for both of these productions as well, providing a platform for student discussion and engagement on issues that they care about and connect to when experiencing these live performances.

We also continue to coordinate with Popejoy Hall so that our programs complement one another. They hire our technical theatre students as crew members for load-ins and load-outs of road shows, faculty members often work their productions, they share lighting instruments with us, and whenever possible try to arrange times for professional performers to speak to our students or provide workshops. As a side note, several of the Public Events staff have received degrees in our program while working here at UNM in an effort to become more knowledgeable and further their careers in the field.

Tricklock Theatre Company has been collaborating with the Theatre and Dance Department to bring in national and international guest artists to perform in the community as well as in the department through lectures, workshops, and performances.

Resident Professional Dance Company with *Yjastros: The American Flamenco Repertory*



*Company*, based in Albuquerque has been established as a resident company in the dance area. The company provides master workshops in technique and Flamenco studies, mentorships in undergraduate and graduate creative work, selects students to work as apprentices in the company, and enhances the already significant national and international profile of the University's dance program and the Flamenco concentration, the only Flamenco concentration in a university setting in the world. Along with the National Institute of Flamenco, *Yjastros* and the Theatre and Dance Department co-host the International Flamenco Festival, that highlights the cultural riches of UNM and the City of Albuquerque in the international arena.

The department has a connection with the Central Academy of Drama, China. Considered the best Theatre School in Asia, the department has been invited to participate in the Asia Theatre Education Centre International Theatre Festival (ATEC) for several years now. UNM has been the only U.S. delegation and has raised UNM's profile internationally as well as served to strengthen the University's commitment to fostering relationships with China and the Asian communities.

In addition to these collaborations, our students have performed in "Shakespeare on the Rails," and our faculty and students participated in the Santa Fe Shakespeare Festival in and the New Mexico Youth Shakespeare Project.

We are mandated by our accrediting organizations (the National Association of Schools of Dance and the National Association of Schools of Theatre) to present a four-year rotation of plays that will expose students to a broad range of material, including various historical periods (Classical Greek, Renaissance, avant-garde, modern, post-modern.), differing perspectives (ethnic & cultural), and different production styles and genres (comedy, drama, musicals, absurdist, documentary, etc.) In so doing, we also serve as a cultural and educational resource for the larger campus and community.

Because of our educational mission and relationships with faculty in other departments, we are in a better position than either Popejoy or Tricklock to engage in collaborations when productions in our season have relevance to the subject matter being taught in other departments. When our productions are specifically relevant to courses in other departments, we provide either discounted or free tickets in order to meet the academic needs of other departments. We have even scheduled daytime performances specifically to fit the needs of courses in other departments.

**9. What methods have been used in evaluating your unit's impact on the student population (e.g. surveys, focus groups, interviews), and how effective have those methods been? Please provide any data collected if it pertains to the application.**

We use audience surveys, Facebook surveys, and newsletters, to evaluate our impact on the student population. Box office breakdowns are a clear indication of our success regarding reaching our audience. The box office sends us a list each week detailing whom purchased tickets, i.e. student tickets, general audience, senior tickets, etc. We continue with these methods as well as track the audiences by the dates of the productions and what

students are interested in attending.

**10. If your unit received specific recommendations from last year's SFRB, what are your unit's current plans to address these recommendations?**

The funding for the Department of Theatre and Dance was cut entirely for 2019-2020.

**11. Provide any other information or a narrative that will assist the SFRB in making its decision to fund your unit.**

In addition to our Production Season, our Theaters are used by the University for Freshman Orientation and various Department Graduation Ceremonies. The College of Fine Arts Dean's Office and the President's Office uses it for special events, talks and discussions. We host the Annual *Festival Flamenco Internacional de Albuquerque*. Our production season includes outreach programs for children and teens, which also serves as a recruitment tool. If available, the general community may rent our theaters provided the content serves the mission of the University and offers UNM students and the community cultural and educational opportunities.

Now more than ever, students need a safe venue to voice their opinions and concerns and we offer that opportunity through performance. Our performances encourage critical thinking on cultural values, beliefs, and identity. In addition, we provide affordable, energizing events as alternatives to other activities available to the general student population. Our events are deeper and broader than what occurs at student gatherings for sports for instance, and we provide a learning experience that is new to a high percentage of the student population.

Beyond our academic mission, our production goals are to celebrate individual expression, build community, and engage with the issues of our life and time. The arts are essential to the proper functioning of the University and its mission and should be supported.

SFRB Funding Request Form

STUDENT FEE REVIEW BOARD  
FISCAL YEAR 2020-2021

DEPARTMENT Theatre and Dance  
VICE PRESIDENT

INDEX # 652034

	A	B	C	D	E	F
DESCRIPTION	ORGANIZATION OPERATING BUDGET 2019-2020	TOTAL BUDGET 2019 - 2020	SFRB BUDGET 2019 - 2020	TOTAL BUDGET 2020 - 2021	SFRB BUDGET REQUESTED 2020- 2021	SFRB FUNDING INCREASE/DECREASE REQUEST 2020 - 2021
1 Faculty salaries	1,226,598	652034	N/A	1,226,598		-
2 Staff salaries	214,834.00			214,834.00		
3 <b>SUBTOTAL NON-STUDENT SALARIES (Line 1+2)</b>	<b>\$ 1,441,432.00</b>		\$ -	<b>\$ 1,441,432.00</b>	\$ -	\$ -
4 Student (student employment & workstudy)	18,000.00			18,000.00	23,000	23,000
5 GA, TA, RA - Pay and Benefits	60,210.00			60,210.00		
6 Fringe Benefits on Staff & Faculty salary	4,669.00			4,669.00		
7 <b>TOTAL COMPENSATION (Lines 3 - 6)</b>	<b>\$ 1,524,311.00</b>	\$ -	\$ -	<b>\$ 1,524,311.00</b>	<b>\$ 23,000.00</b>	<b>\$ 23,000.00</b>
<b>GENERAL EXPENSES</b>						
8 Supplies 3100-37Z0	81,640.00	20,700		81,640.00		
9 Travel 3800-39Z1	42,089.00			42,089.00		
10 Student Costs 4000-45Z0	31,820.00			31,820.00		
11 Research Costs 4600-49Z0	500.00			500.00		
12 Communication Charges 6000-6080	6,820.00	13,000		6,820.00		
13 Services 6300-69Z0	95,344.00			95,344.00	2,000	2,000
14 Plant Maintenance 7000-75Z0	14,570.00	500		14,570.00		
15 Other Expenses 8000-8103	49,972.00	8,900		49,972.00		
16 9000 Equipment/Furniture	-			-		
17						
18						
19						
20						
21						
22						
23						
24						
25						
26						
27						
28						
29						
30						
32 <b>TOTAL GENERAL EXPENSES (Line 8 - 30)</b>	<b>\$ 322,755.00</b>	<b>\$ 43,100.00</b>	\$ -	<b>\$ 322,755.00</b>	<b>\$ 2,000.00</b>	<b>\$ 2,000.00</b>
34 <b>GRAND TOTAL EXPENSES (Line 7+32)</b>	<b>\$ 1,847,066.00</b>	<b>\$ 43,100.00</b>	\$ -	<b>\$ 1,847,066.00</b>	<b>\$ 25,000.00</b>	<b>\$ 25,000.00</b>

# Form C

# External Funding Sources

This form is used **ONLY** if you have **EXTERNAL FUNDING SOURCES**

DEPARTMENT Theatre and Dance

VICE PRESIDENT

INDEX(es) # 652022 (I&G) 652260 (Rental)

STUDENT FEE REVIEW BOARD

FISCAL YEAR 2020-2021

	2019-2020 BUDGET	2020-2021 FORECASTED BUDGET	Funding Increase Request for 2019-2020
1 Student Fee Review Board (SFRB)		25,000	25,000
2 UNM Instruction & General	1,511,488	1,511,488	-
3 Private Donations			-
4 Fundraising/Foundation/Development			-
5 State Funding			-
6 Federal Funding			-
7 Grants (including federal and private)			-
8 Self-Generated Revenue	45,000	45,000	
9			-
10 <b>If Other(s), please list below:</b>			-
11			-
12			-
13			-
14			-
15			-
26			-
27			-
28			-
29			-
30			-
<b>TOTAL OPERATING INCOME/REVENUE</b>	<b>\$ 1,556,488.00</b>	<b>\$ 1,581,488.00</b>	<b>\$ 25,000.00</b>

\*The narrative response to question #5 must reflect this information

**Appendix I**  
**Audience Analysis 2018-2019**

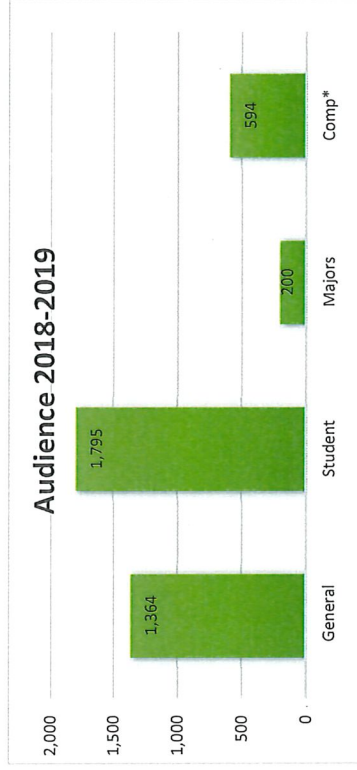
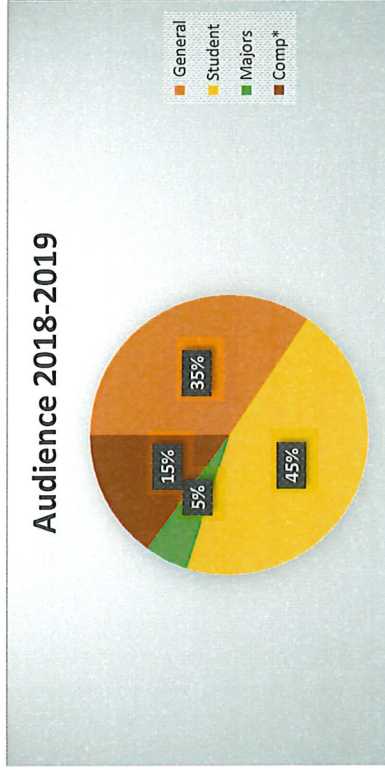
Production	General	Student	Majors	Comp*	Totals
Ink/Body/Rain	183	217	13	37	450
Under Milkwood	143	201	36	52	432
In-Nov-Action	31	157	11	25	224
Too Much, Too Man7	39	59	9	21	128
As You Like It	292	274	34	84	684
<b>Totals</b>	<b>688</b>	<b>908</b>	<b>103</b>	<b>219</b>	<b>1,918</b>

Production	General	Student	Majors	Comp*	Totals
Forefront	295	324	17	201	837
Bachelorette	53	133	24	29	239
She Stoops to Comedy	63	132	24	56	275
In2ian	168	121	27	58	374
Launch	97	177	5	31	310
<b>Totals</b>	<b>676</b>	<b>887</b>	<b>97</b>	<b>375</b>	<b>2,035</b>

Production	General	Student	Majors	Comp*	Totals
<b>Academic Year 2018-2019 Totals</b>	<b>1,364</b>	<b>1,795</b>	<b>200</b>	<b>594</b>	<b>3,953</b>

\*One comp ticket is given to each student working on a production, collaboration class tickets, and departmental faculty and staff.  
UNM students represent the highest percentage of patronage

student tickets



Appendix II. 2018-2019 Production Photos

*Ink/Body/Rain*

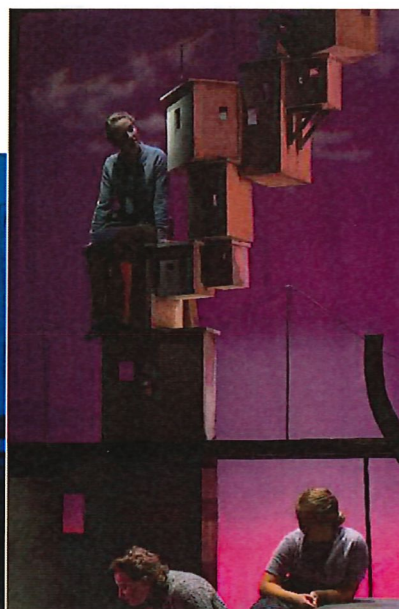
Dance works by MFA Students

August 31-Sep 2, 2018



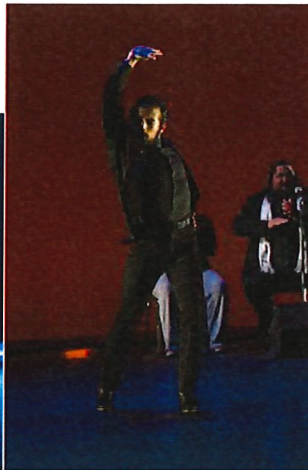
*Under Milkwood*

September 28-October 7, 2018



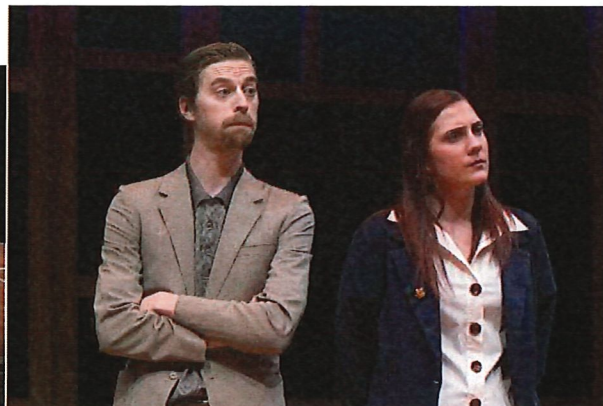
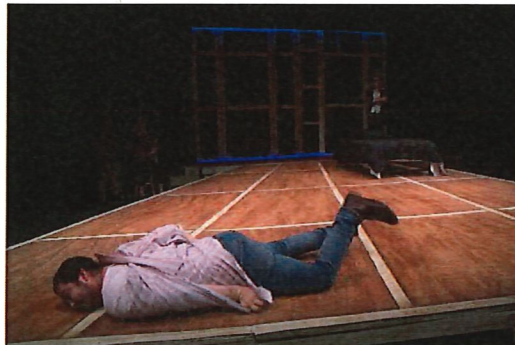
***Forefront***

February 22-Mar 2, 2019



***She Stoops to Comedy***

April 19-28, 2019



***In2ian***

MFA Student Written Play

April 11-14, 2019

