



COASTAL CAROLINA UNIVERSITY™

*Office of the Provost*

October 31, 2007

Dr. Garrison Walters  
Executive Director  
South Carolina Commission on Higher Education  
1333 Main Street, Suite 200  
Columbia, SC 29201

Dear Dr. Walters:

A handwritten signature in cursive script that reads "Garry".

Coastal Carolina University is submitting for your consideration the attached Program Planning Summary for a Bachelor of Arts in Music.

Thank you for your help in the reviewing process. I look forward to hearing from you.

Sincerely,

A handwritten signature in cursive script that reads "Robert Sheehan".

Dr. Robert Sheehan  
Provost and Vice President for Academic Affairs

## PROGRAM PLANNING SUMMARY

### PROGRAM DESIGNATION

<b>Institution:</b>	Coastal Carolina University
<b>Academic unit involved:</b>	Edwards College of Humanities and Fine Arts
<b>Name of proposed program:</b>	<i>Bachelor of Arts in Music</i>
<b>Undergraduate:</b>	Four year
<b>Proposed date of implementation:</b>	Fall 2009
<b>New Program or Modification:</b>	Modification
<b>Number of credit hours:</b>	120

The Department of Music is proposing to modify the current program under the Bachelor of Arts in Music degree to encompass three tracks. These tracks are comprised of (1) Interdisciplinary Studies in Music; (2) Professional Studies in Performance; and (3) Professional Studies in Teacher Preparation. The number of hours required for graduation per track remains at 120 degree credits, which includes the new Core that was implemented for the 2007-08 academic year.

### JUSTIFICATION OF NEED:

The principal objective for the expansion of the current program, under the Bachelor of Arts designation, is to accommodate principal goals, standards and competencies in order to secure accreditation by the National Association of Schools of Music (NASM). These goals, standards and competencies are held in common by all accredited music programs that offer (1) liberal arts degrees with a major in music; (2) professional baccalaureate degrees in music; and (3) undergraduate degrees leading towards teacher certification through the Masters of Arts in Teaching degree program.

The purpose for the proposed modification of the degree program to three tracks is two-fold: 1) to best identify undergraduate requirements for students who are either seeking state teacher certification with a Master of Arts in Teaching (MAT) or graduate performance programs upon graduation. 2) To attract a more diverse population of student scholars who may be interested in combining the study of music with another discipline. The proposed modifications help the current program to best meet the University mission as a comprehensive liberal arts institution by affording more diverse opportunities for personal development, creating a more student-centered participatory learning environment. In addition, the modification allows for curricular patterns, approved by the NASM, that are more flexible to accommodate the career options of students and to allow for experimentation and innovation within curriculum planning.

The addition of the proposed Interdisciplinary Studies in Music track would help in attracting a more diverse population of potential majors in addition to those candidates who are performance-oriented or seeking teacher licensure. Unlike the typical traditional liberal arts degree in music, the Interdisciplinary Studies track will include strict guidelines for curriculum planning, scholarship and research between two domains / two or more academic areas. This would appeal to students who seek to double-major or combine music with other disciplines. Several combinations are possible. Examples could include (1) business/music for arts administration or; (2) arts management, math and music; or (3) philosophy and music.

The proposed tracks in music performance and teacher preparation are similar to the current program under the Bachelor of Arts in Music degree with some minor modifications. By

separating the current program into the two tracks we would be better able to accommodate content percentages associated with general education, musicianship and performance/music electives and to place freshmen as well as follow the matriculation of the music majors through to graduation.

The State of South Carolina Board of Education mandates that all licensure programs must have accreditation under the National Council for Accreditation of Teacher Education (NCATE). NCATE mandates that all content programs must be accredited by their individual accrediting association should said organization exist. NCATE recognizes the National Association of Schools of Music as the accrediting agency for Music. In order to maintain the program in music under the Master of Arts in Teaching the Department of Music, Coastal Carolina University (CCU) must obtain content accreditation through NASM.

#### **ANTICIPATED PROGRAM DEMAND AND PRODUCTIVITY:**

The majority of undergraduate music majors who come to CCU intend, upon graduation, to enroll in the MAT program in the Spadoni College of Education for a fifth year. This is especially true with students with instrumental experience from the immediate and surrounding counties. Performance programs at Coastal such as the Spirit of the Chanticleers Marching Band, the Symphonic Band, the Percussion Ensemble, and the After Hours Jazz Ensemble are comprised primarily of music majors who will seek employment in public school teaching. According to data provided by our Institutional Research and Assessment office, the Bachelor of Arts in Music program head count enrollment has grown 44.6% over the past three years. During the 2006-2007 academic year the program maintained 82 majors in music and graduated 10. The program also accommodated another 39 majors in musical theater who have degree requirements in theory, ear-training/sight-singing, class piano and applied study in voice.

There are at present five CCU music graduates enrolled in the MAT program. This is an increase of approximately 66% from the previous academic year. These numbers are projected to increase in subsequent academic years as more of the current music majors complete their undergraduate degrees at CCU.

#### **ASSESSMENT OF EXTENT TO WHICH THE PROPOSED PROGRAM DUPLICATES EXISTING PROGRAMS IN THE STATE**

Several institutions in the State offer a Bachelor of Arts degree in music. Sample institutions include the University of South Carolina, Furman University and Winthrop University. None, however, appear to offer an individual track in Interdisciplinary Studies under the Bachelor of Arts in Music degree program. Only Winthrop University recognizes the possibility of a double major within the academic framework of the Bachelor of Arts degree in music.

#### **RELATIONSHIP OF THE PROPOSED PROGRAM TO EXISTING PROGRAMS AT THE PROPOSING INSTITUTION**

The Bachelor of Arts with a major in music embraces the study of music in a liberal arts degree framework. Within this framework, emphases in various areas of music are dependent upon the needs of the students and the objectives and resources of specific educational institutions. Studies in other areas of human achievement are important in the overall education of musicians. However, curricular patterns must remain flexible to accommodate the career options of students and to allow for experimentation and innovation within curriculum planning.

The relationship between musicianship and general studies fosters an awareness of differences and commonalities regarding work in artistic, scientific and humanistic domains, assists students in developing a personal artistic/intellectual mission and in acquiring a sense of individual

responsibility for their own cultural development as a whole and their musical development in particular. The proposed track for Interdisciplinary Studies in Music exemplifies traits common with those of the University's current interdisciplinary program and is designed with elements common to the University's overall mission.

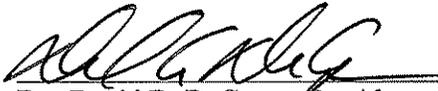
With the advent of the new Core and the extra free electives, potential MAT candidates would now be able to incorporate music method courses at the undergraduate level, rather than at the graduate level. Conversely, individuals pursuing the performance track would acquire the more specialized knowledge and skill sets that constitute the foundation for work and continued growth as music professionals.

**RELATIONSHIP OF THE PROPOSED PROGRAM TO OTHER INSTITUTIONS VIA INTER-INSTITUTIONAL COOPERATION**

CCU continues its inter-institutional cooperation as general education requirements; music foundation courses, upper level course requirements and general elective option remain common to all Bachelor of Arts degree programs in music.

**TOTAL NEW COSTS ASSOCIATED WITH IMPLEMENTING THE PROPOSED PROGRAM**

The expansion of the current degree under the Bachelor of Arts in Music would not require any additional faculty or costs to the University, per se. As outlined in the cost initiatives report cost, library funding has been increased annually to approximately \$3,000.00 for additional music holdings. The library has also acquired the Naxos Music Library which is available to students and faculty. On-line periodicals and professional journals are being proportionally increased within the annual funding appropriated to the Kimbel Library at Coastal Carolina University. Costs for these modifications are expected to be paid for by tuition generated by the programs. No additional funds for this program are expected to be requested from the state.

  
\_\_\_\_\_  
Dr. David D. DeCenzo, President  
Coastal Carolina University

October, 2007