

**New Program Proposal
B.S. in Music Industry
Francis Marion University**

Summary

Francis Marion University's requests approval to offer a program leading to the Bachelor of Science in Music Industry, to be implemented in Fall 2008.

This proposal was approved by Francis Marion's Board of Trustees on November 9, 2007, and submitted to the Commission on Higher Education for review on February 14, 2008. The proposal was reviewed at the meeting of the Advisory Committee on Academic Programs on March 20, 2008, and approved unanimously without substantive comment.

The purpose of this program is to prepare students for employment opportunities in the highly diverse field of music industry, including music publishing; marketing and management; product manufacturing and sales; and recording, production, and broadcast. Because of the emergence of new technologies, long-standing production and distribution models for music-related products and services are changing dramatically. The proposed baccalaureate degree in Music Industry will prepare students for this new and dynamic environment. The degree will also provide an academic foundation for students to pursue additional or advanced degrees in traditional courses of study such as music performance, composition, and education.

According to the proposal, the need for this program is evidenced by the many Francis Marion University students who have expressed a desire to major in music as some have done at institutions inside and outside South Carolina. According to the proposal, of 46 music minor students surveyed, 60% (27) indicated they would have enrolled in a music major program had it been offered. Of 556 arts appreciation students surveyed, 5% (27) indicated they would stay at Francis Marion University if a music major were available; and 17% (94) responded that they knew someone who would pursue a music degree at Francis Marion University if it were available.

In addition to students who expressed a desire for the proposed program, according to the proposal, interviews with public school music coordinators and instructors from the Pee Dee region revealed a strong desire for a music degree at

Francis Marion University. Anecdotally, these individuals reported that 10-20 high school area graduates leave the area annually to study in programs with a music major at other universities because of the lack of locally available programs. Furthermore, this year, there are five students in the University's wind symphony band who have been invited to perform in the South Carolina Collegiate Honors Band. These five students represent 28% of the wind symphony band, which is significant, given that the University has no program for music majors.

Five public and 16 private institutions in South Carolina offer music majors based on the traditional conservatory model for performance and composition. The proposal notes that several institutions also provide degrees in music education; however, the only program requiring similar courses is a Bachelor of Arts in Music with an emphasis in Music Industry at South Carolina State University. The proposal also notes that although certain programs offer music commerce and recording-related coursework, there is no comprehensive Music Industry program available in the Pee Dee region and no Bachelor of Science program in Music Industry at any of the state's institutions. The proposal states that this Music Industry program will prepare students to participate in the new and dynamic environment for music-related products and services, which suggests that this degree will prepare students for contemporary employment opportunities.

Projected enrollment for the proposed program is 12 students in the first year, increasing to 19 in the second, 28 in the third, 30 in the fourth, and 35 in the fifth year. Approximately seven to ten graduates per year are anticipated within three years. If estimated enrollments and graduates are achieved as stated, the program will meet the Commission's program productivity requirements.

The curriculum of the proposed program will consist of a minimum of 122 semester hours, including 51 hours in general education requirements; 53 hours in major requirements; and an 18 hour minor field of study approved by a faculty advisor. A business minor is recommended for this program. A music industry internship and seminar, designed as a culminating experience, are included in the proposed curriculum.

Fifteen new courses will be added to the University catalogue. These include courses in piano; music technology; sound recording and reinforcement; music commerce; music history; advanced music theory; aural skills; and conducting and ensemble management. The proposed program was reviewed by representatives from both Appalachian State's College of Music and the Berklee College of Music in Boston, Massachusetts, whose respective programs are recognized as models by the National Association of Schools of Music (NASM) and serve as resources for new music programs.

Francis Marion University will pursue National Association of Schools of Music accreditation for the Bachelor of Science in Music Industry at the earliest allowable time after receiving program approval from the South Carolina Commission on Higher Education. Because the National Association of Schools of Music requires that any new program complete a cycle of its program to graduate students, the earliest the University could submit an accreditation application would be the 2012-13 academic year.

According to the proposal, Francis Marion University will collaborate with other institutions and programs, including the University's potential sharing of faculty members with Coker College, a private institution. In response to a staff inquiry regarding articulation, a University official has confirmed that the institution has completed a draft articulation agreement to establish a Bridge Partnership Program between Francis Marion and Florence-Darlington Technical College to promote baccalaureate degree completion at Francis Marion University. This partnership program will include provisions for articulating into the proposed Music Industry degree with minimal loss of credit as this agreement is designed to assure that students who complete one year at Florence-Darlington Technical College and meet the GPA requirements will be able to transfer at least 22 credit hours of general education and related coursework toward the Music Industry degree at Francis Marion University. The Bridge Partnership Program agreement also sets up parallel advising between Florence-Darlington Technical College and Francis Marion University personnel to assist students who are interested in the Music Industry program of study to choose coursework which will count toward the degree in Music Industry beyond the 22 credit hours already specified.

Faculty for the proposed program will be drawn from the existing minor program of study in Music. The program will require five full-time faculty members (5 FTE). Currently, three full-time faculty members (3 FTE) are on staff. Two new faculty members (2 FTE) will be recruited in the first and second years of the program's operation, so that in the first year there will be four full-time faculty members (4 FTE) and in the second year, there will be five full-time faculty members (5 FTE) for the program.

The proposal indicates that the current facilities used by the music minor program in the Department of Fine Arts will continue to be used for the major in Music Industry and that these facilities are adequate for the initial instructional, rehearsal and performance needs of the Music Industry degree. In addition, Francis Marion University is planning to build a new Performing Arts Center. The estimated completion date for this facility is Spring 2010. The new facility will house the additional institutional, rehearsal, and performance spaces necessary for the proposed Music Industry degree. The building will also include a music technology laboratory classroom, a keyboard laboratory, and faculty offices, all of

which will be part of the Music Industry program of study. Funding of \$32 million for this facility has already been arranged or is expected. This total includes a private gift from the Bruce and Lee Foundation (\$15 million), funds appropriated from the South Carolina General Assembly (\$11 million), funds from the City of Florence (\$3 million), and funds from local and regional organizations and various private arts groups.¹

According to the proposal, Francis Marion University's Rogers Library and Cauthen Educational Media Center contain adequate resources for the program leading to a degree in Music Industry. Despite this claim of adequate resources, the proposal states that the program will require an additional \$2,500 for library resources. The proposal lists several collections which will be useful for the program and mentions that Rogers Library is a member of the Digital Information for South Carolina (DISCUS), Southeastern Library Network (SOLINET), the Carolinas Consortium, and Partnerships Among South Carolina Academic Libraries (PASCAL). The proposal also notes that since the proposed program is not a research-based program, library resource requirements will be relatively modest.

New costs for the program are estimated to begin at \$51,500 the first year and include faculty salaries (\$45,000); library resources (\$500) and Equipment / Software (\$6,000). Estimated new costs increase to \$162,165 the second year, decrease to \$96,557 the third year, then increase to \$103,591 the fourth year and \$107,368 the fifth year. The total estimated new costs for the program for its first five years will total \$521,293.

Shown on the next page are the estimated Mission Resource Requirement (MRR) costs to the state and new costs not funded by the MRR associated with implementation of the proposed program for its first five years. Also shown are the estimated revenues projected under the MRR and Resource Allocation Plan as well as student tuition.

¹ Included in this total of \$32.5 million is \$2.5 million from the Institution's Maintenance Reserve Fund, part of which comes from tuition and fees. Source: Commission on Higher Education's Division of Finance, Facilities and MIS, March 2, 2008.

Year	Estimated MRR Cost for Proposed Program	Extraordinary ² (Non-MRR) Costs for Proposed Program	Total Costs	State Appropriation	Tuition	Total Revenue
Year 1	\$72,215	\$0	\$72,215	N/A	\$35,870	\$35,870
Year 2	\$72,215	\$0	\$72,215	\$54,209	\$35,870	\$90,079
Year 3	\$101,101	\$0	\$101,101	\$54,209	\$49,946	\$104,155
Year 4	\$101,101	\$0	\$101,101	\$76,139	\$49,946	\$126,085
Year 5	\$144,430	\$0	\$144,430	\$76,139	\$71,741	\$147,880

If student enrollments meet the projected levels contemplated in the proposal, the revenues for this program will surpass costs in the third year of the program's implementation and thereafter.

In summary, the proposed program leading to the Bachelor of Science in Music Industry will prepare students for employment in the music industry. The program will focus on the entire industry, not just the traditional conservatory model for performance and composition. This focus is particularly significant given the recent changes in the field due to new technologies. Furthermore, such a program is needed in the region due to the lack of locally available music programs.

Recommendation

The staff recommends that the Committee on Academic Affairs and Licensing commend favorably to the Commission the program leading to the Bachelor of Science degree in Music Industry at Francis Marion University, to be implemented in Fall 2008, provided that no "unique cost" or other special state funding be required or requested, and provided further that a signed articulation agreement with Florence-Darlington Technical College specifying the number of

² The proposal states that the program will be housed in the Performing Arts Center, which will cost \$32.5 million to construct, \$11 million of which will come from the General Assembly. However, these amounts are not reflected in the total program costs. If the costs of the Performing Arts Center were added to the program costs, the total institutional costs would be considerably higher than what is stated in the proposal.

courses and credit hours which will be transferable toward the degree at Francis Marion University be submitted to the Commission as soon as it is finalized.