

# Program Proposal

FRANCIS MARION UNIVERSITY

DEPARTMENT OF FINE ARTS

Professor Lawrence P. Anderson, Chair  
(843) 661-1530; landerson@fmarion.edu

Title of Program:  
Bachelor of Science in Music Industry

Submitted to the South Carolina Commission on Higher Education

February 15, 2008

A handwritten signature in black ink, appearing to read "L. F. Carter". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

---

Luther F. Carter, President  
Francis Marion University

## CLASSIFICATION

Name of proposed program:	Music Industry
Academic Unit:	Department of Fine Arts, College of Liberal Arts, Francis Marion University
Designation, type, and level of degree:	Bachelor of Science (BS), Undergraduate, 122 hours
Proposed date of implementation:	Fall 2008
CIP Code:	_____
Identification of Program:	New Program Proposal
Site:	Francis Marion University, Florence, SC
Supplemental Palmetto/Life Scholarship Awards	No
Delivery Mode:	Traditional

## JUSTIFICATION

### Purpose and objectives

Within the context of a liberal arts education, the purpose of the proposed Bachelor of Science in Music Industry is to educate students for positions in a highly diverse field that includes employment opportunities in publishing; marketing and management; product manufacturing and sales; and recording, production and broadcast. As a result of emerging technologies, there are also entrepreneurial opportunities available in a growing number of areas related to music commerce. Because of these new technologies, long-standing production and distribution models for music-related products and services are experiencing dramatic revision. The proposed baccalaureate degree in Music Industry will prepare students to participate in this new and dynamic environment. Moreover, the degree will provide a sufficient academic foundation for students to pursue additional or advanced degrees in traditional courses of study such as music performance, composition, and education.

Francis Marion University (FMU) is in the process of building a new Performing Arts Center that will include spaces for academic instruction and music performance. It is anticipated that the new facility—a partnership between FMU and various civic and community entities—along with Department of Fine Arts facilities already dedicated to Music, will meet the physical space needs of the new program. The Performing Arts Center and the programs it houses will provide FMU with an opportunity to increase its community presence in the performing arts.

## **Need for the program**

Many FMU students have expressed a desire to major in music, and some have gone on to do so at other institutions both inside and outside South Carolina. More numerous are those students who start their musical education as Music Minors at FMU and express a desire to complete a music degree at Francis Marion.

Of 46 Music Minor students surveyed at FMU, 60% (27) indicated that they would have enrolled in a music major degree program had it been available. Of 556 arts appreciation students surveyed, 5% (27) made the same indication, and 17% (94) indicated that they knew someone who would pursue a music degree at FMU if it were available. 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. That is 28% of students in the Wind Symphony Band at a time when the University has no music majors. Interviews with public school music coordinators and instructors from the Pee Dee region indicate a strong desire for a music degree at FMU. They state that 10-20 high school area graduates leave the area annually to attend major programs in music at other universities because there is nothing available locally.

The State Department of Education's *Pathways to Success* program under the Education and Economic Development Act lists Performing Arts as a career major with a music degree as an after-high-school option. The vast majority of students in the Pee Dee (especially those who are limited to attending institutions in the region because of economic circumstances) have no affordable way to fulfill that *Pathways to Success* option. Successful musicians often have a strong liberal arts education and preparation in music, and this degree program will enhance that career choice.

Many technical college students receive training that has obvious application to a Music Industry degree. For such students, the Music Industry degree provides an excellent opportunity to make use of the technical training those students have already received. The Music Industry degree is also an option for students who wish to build on educational programs offered by Florence-Darlington Technical College and other technical colleges (e.g., Humanities/Fine Arts or Small Business Management) by pursuing a Music Industry degree at FMU.

Dave Black, renowned percussionist and currently editor-in-chief for Alfred Publications, a leading educational music publisher, writes in the April 2007 *Instrumentalist*, "I firmly believe colleges should focus less on graduating performance majors who will be unable to find a job and offer courses that deal with music industry studies." He goes on to state: "It is invaluable to be able to play an instrument well, but the vast number of careers in the music industry call for other skills to hold a job that provides the stability of a steady paycheck. These fields include publishing, journalism, music engraving, teaching, recording, retail sales, and music licensing. Universities should shift their programs toward today's job market." Those comments provide useful guidance for students from the Pee Dee region who begin their post-secondary education in a technical college setting and then discover an interest in pursuing a music degree; at present it is not an affordable option for them in this geographic region.

### **Centrality of the program to the mission of the institution**

According to its mission statement, Francis Marion University's purpose "is threefold: to provide students with an excellent education, stimulate inquiry and research, and serve the Pee Dee region of South Carolina." It is somewhat unusual for an institution of higher education with a strong liberal arts core not to offer a degree in music. FMU has long offered a minor in music, but now in keeping with its mission proposes to develop the music minor into a major that combines traditional instruction in the music discipline with the skills and knowledge required to be successful in the field of music industry and commerce.

### **Relationship to other programs in the institution**

The proposed degree presents an excellent opportunity for the Department of Fine Arts to collaborate with FMU's outstanding School of Business. A business minor is strongly encouraged for students pursuing the Music Industry degree. Administrators and faculty from both departments have met and discussed this collaboration; all involved are enthused by the possibilities. The curriculum currently offered by the School of Business matches well with the needs of the Music Industry degree. Additionally, the School of Business is preparing new courses related to entrepreneurship that will support the proposed degree.

It is anticipated that several courses offered as part of the Music Industry degree program will be attractive to students majoring in other fields as electives within the liberal arts framework. Music technology courses particularly have a broad base of appeal and are likely to attract non-music students. Such courses also seem sure to attract interest from the community and to give FMU an additional opportunity to expand community outreach and continuing education.

### **Similarities or differences to other state programs or objectives**

Several South Carolina colleges and universities offer music majors based on the traditional conservatory model for performance and composition; several also provide degrees in music education. The only program requiring similar set of courses is a Bachelor of Arts in Music with an emphasis in Music Industry at South Carolina State University. Although certain programs offer music commerce and/or recording related course work, there is no comprehensive Music Industry program available in the Pee Dee region, and no Bachelor of Science programs in Music Industry at any of the state institutions.

The FMU Music Industry degree will provide students with the most immediate and practical path to employment and fulfillment of entrepreneurial possibilities in the music field. That, coupled with the regional mission of FMU, presents a strong case for offering such a degree at this institution.

Francis Marion University and the Department of Fine Arts are eager, where possible, to collaborate with other institutions and programs. It may be possible to share faculty with Coker College, a private institution in Hartsville, SC, which is located 34 miles from

Francis Marion University. Efforts will be made to explore this possibility, especially in applied areas that are often staffed by adjunct instructors.

## ENROLLMENT

### Admission Criteria

Students admitted to the proposed Music Industry degree program must meet the admission requirements of Francis Marion University. Furthermore, students declaring a major in Music Industry must meet the standards required to maintain good academic standing at FMU. Students will be expected to maintain the required minimum 2.0 overall GPA and must have a 2.0 GPA for the courses in the Music Industry major. In order to graduate with a B.S. in Music Industry, a minimum 2.0 overall GPA is required, as is a 2.0 GPA in the major field.

### Projected Student Enrollment

Discussions with area music instructors and school district music administrators suggest that five to ten majors the first year would be a reasonable initial expectation for the Music Industry degree, with the possibility of growth to seven to ten graduates per year within three years. Once established, it is estimated that the number of music majors would grow within five years to a total of 30 to 40 majors. As indicated above, a survey of FMU Music minors in 2006 indicates that 60% (27) of those students would have enrolled as a major if offered.

The following data is based on national trends and gathered from Department of Fine Arts student surveys and regional public school administrators in the arts. Credit hours are determined using 15 credits = 1 headcount. The Department of Fine Arts does not at present have an undergraduate degree in music; therefore the data presented below, projected and new, includes students from the music minor, transfer students, students from other majors or minors, and new students.

PROJECTED TOTAL ENROLLMENT						
YEAR	FALL		SPRING		SUMMER	
	Headcount	Credit Hours	Headcount	Credit Hours	Headcount	Credit Hours
2008 – 09	12	180	12	180	0	0
2009 – 10	19	285	19	285	0	0
2010 – 11	28	420	28	420	0	0
2011 – 12	30	450	30	450	0	0
2012 – 13	35	525	35	525	0	0

ESTIMATED NEW ENROLLMENT						
YEAR	FALL		SPRING		SUMMER	
	Headcount	Credit Hours	Headcount	Credit Hours	Headcount	Credit Hours
2008 – 09	5	75	5	75	0	0
2009 – 10	5	75	5	75	0	0
2010 – 11	7	105	7	105	0	0
2011 – 12	7	105	7	105	0	0
2012 – 13	10	150	10	150	0	0

## CURRICULUM

The proposed baccalaureate degree in Music Industry builds on the existing Music Minor core courses with additional music industry and music technology related courses. The new courses include intermediate and advanced performance, applied, history, and theory courses. Music Minor core courses and two years of these additional upper level and applied lesson courses plus a minor field of 18 hours will be required for the Bachelor of Science in Music Industry.

### General Education Requirements (Bachelor of Science):

Area	Semester Hours	(B.S.)
1. Communications		12 hours
a. English (a minimum of 6 hours in English Composition ending with English 200)		6
b. Speech Communication 101		3
c. Computer Science		3
d. Foreign Language (B.A. requires completion of a 202 level course)		0
2. Social Sciences		9 hours
(No more than 6 hours may be taken in any one discipline)		
a. Political Science 101 or 103		3
b. Anthropology, Economics, Geography, Political Science, or Sociology		6
3. Humanities		12 hours
a. Literature (any language)		3
b. History		3
c. Art 101, Music 101, or Theatre 101		3
d. Art, History, Literature (any Language), Music, Philosophy and Religious Studies, or Theatre		3

4. Humanities/Social Sciences Elective	0 hours
Anthropology, Art, Economics, Geography, History, Literature (any language), Music, Philosophy and Religious Studies, Political Science, Psychology, Sociology, or Theatre	0
5. Mathematics	6 hours
Mathematics (a minimum of 6 hours: Mathematics 111 and higher)	6
6. Natural Sciences (Laboratories are required with all courses)	12 hours
a. Biology	4
b. Chemistry, Physics, or Physical Science	4
c. Astronomy, Biology, Chemistry, Physics, Physical Science, or Psychology 206/216	4
<b>Total Semester Hours for the General Education Program</b>	<b>51 hours</b>

### **Content Concentration Requirements:**

#### **A. Music Industry** (see new course descriptions)

A major in music industry requires the following:

1. Music theory: MU 115, 116, 215, 216, 315, 316, and 415.
2. Music history: MU 301, 302.
3. Music performance: 6 semester hours from any combination of MU 100, 120, 130, 140, 150, and/or 160.
4. Completion of 4 levels (at least 8 hours) of applied lessons and MU 317.
5. Music business and technology: MU 170, 171, 172, 173 and 498 or 499.
6. Completion of the piano proficiency exam by the end of the sophomore year (54 hours) or department approval.
7. Seven semesters of MU 102.
8. An 18-hour minor approved by the faculty adviser.  
(Business Minor recommended)

The following relates to all applied courses.

**Applied Lessons** (1) Develops individual performance skills and musicianship. Students will become aware of how physical and mental aspects of performance combine to produce musical effects through mentored study of technical exercises, etudes, and solo literature. Each level of the progressive curriculum has specific requirements (below). Students are required to take at least two semesters at each level and must meet the requirements of each level before proceeding to the next. Instructors will design a personal course of study for each student based on performance area and individual need.

**Level 1(a,b)** Successful completion of a juried performance evaluated by music faculty.

- Level 2(c,d)** Participation in one student recital and successful completion of a juried performance evaluated by music faculty.
- Level 3(e,f)** Participation in one student recital each semester and successful completion of a juried performance evaluated by music faculty.
- Level 4(g,h)** Successful performance of a recital (25 minutes minimum) evaluated by music faculty.

## **Assessment**

Assessment within the music portion of the curriculum is consistent with widely accepted practices at other universities offering music degrees. Academic music classes (history, theory, music business, etc.) rely on exams and projects to monitor student achievement. The piano proficiency exam is a set standard to be completed by all majors and may be completed at any time during the first two years of study but must be completed by the end of the sophomore year. Performance courses (applied lessons) use juried performances as the means for student evaluation. Those juried performances occur periodically throughout the curriculum; they are *required* to progress to each level of the curriculum and the full music faculty evaluates them. This process is designed to ensure consistent performance standards within the program.

The Music Industry program has been developed with the collaboration of the FMU School of Business. Business faculty have assisted the Department of Fine Arts by tailoring a sequence, from courses already offered, leading to a business minor that will dovetail with music commerce courses and internship opportunities. The business school's courses will provide students with general and background knowledge that will be refined for specific music industry applications in music commerce courses.

Arts internships and seminar courses already exist in the Department of Fine Arts in the Visual Arts program. The Music Industry internships and seminar courses have been written using those existing courses as models. Consequently, assessment and anticipated outcomes of those experiences are consistent with established departmental standards. The current internship courses in the department fulfill the standards for the relevant arts accrediting organizations.

## **Sample Curriculum Schedule:**

The Music Industry curriculum requires 53 hours of music (MU) courses integrated with the 51 hours of the general education requirements for a Bachelor of Science (BS) degree at Francis Marion University. It also requires an 18-hour minor approved by the faculty adviser and department. The recommended minor field will be a business minor. *(All courses should be selected in consultation with a Music advisor.)*



**Freshman Year**

	Fall Sem. Hrs.		Spring Sem. Hrs.
115 Intro to Music Theory	3	215 Theory of Tonal Music	3
116 Aural Skills I	1	216 Aural Skills II	1
XX Ensemble	1	XX Ensemble	1
XX Applied Lessons	1	XX Applied Lessons	1
102 Recital Lab	0	102 Recital Lab	0
-----			
English	3	English	3
Math	3	Math	3
Speech	3	Computer Science	3
15		15	

**Sophomore Year**

	Fall Sem. Hrs.		Spring Sem. Hrs.
315 Advanced Music Theory	3	415 Music Theory Practicum	3
316 Aural Skills III	1	170 Intro to Music Tech	3
XX Ensemble	1	XX Ensemble	1
XX Applied Lessons	1	XX Applied Lessons	1
102 Recital Lab	0	102 Recital Lab	0
-----			
Political Science	3	Sociology	3
Biology	4	Chemistry	4
-----			
Business 150	3		
16		15	

**Junior Year**

	Fall Sem. Hrs.		Spring Sem. Hrs.
172 Music Commerce I	3	302 Music History II	3
171 Sound Recording	3	173 Music Commerce II	3
XX Ensemble	1	XX Ensemble	1
XX Applied Lessons	1	XX Applied Lessons	1
102 Recital Lab	0	102 Recital Lab	0
-----			
301 Music History I	3	Literature	3
Astronomy	4	Art or Theater 101	3
-----			
		Accounting 201	3
15		17	

<u>Senior Year</u>			
	Fall		Spring
	Sem. Hrs.		Sem. Hrs.
317 Conducting	3		
XX Applied Lessons	1	498 Music Ind. Internship (or 499 Music Ind. Seminar)	6
102 Recital Lab	0	XX Applied Lessons	1
-----			
Humanities course	3		
Geography	3		
-----			
Economics 203	3	Economics 310	3
Management 351	3	Marketing 331	3
	16		13

(Total = 122)

**New Courses:**

**102 Recital Attendance (0)** As a requirement for graduation, music majors attend department-approved performances every semester enrolled.

**156 Group Piano I (1)** An introduction to basic skills in piano playing, accompaniment, sight-reading, practical keyboard harmonization, and improvisation. The course provides a foundation for non-piano concentration music industry majors to prepare for the piano proficiency exam and offers a personal enrichment opportunity for non-majors who wish to study piano.

**157 Group Piano II (1)** (Prerequisite: MU 156 or permission of the department)  
Continuation of piano performance skills development and expansion of tonal concepts learned in MU 156.

**170 Introduction to Music Technology (3)** An introduction to computer use in various aspects of music production. Topics include music notation software, MIDI applications, sequencing, music generation software, current music distribution methods, and a survey of emerging hardware and software technologies.

**171 Sound Recording and Reinforcement (3)** Teaches fundamentals of recording, playback, and sound reinforcement equipment operation. Topics include physical and perceptual acoustics, basic electricity, recording principles, console operation, microphone selection and placement, signal flow, sound processing, and mixing in studio and live performance situations.

**172 Music Commerce I (3)** An overview of the music industry. Includes topics in music business careers, promotion and trade associations, basics of music merchandising such as music products, sales, instruments and equipment. Music

publishing, licensing and royalties, web commerce and marketing will also be covered.

**173 Music Commerce II** (3) (Prerequisite: MU 172) An overview of the music industry including record production and companies, recording studios and engineers, commercial radio and radio business. The performance side of the music industry will cover artist promotion, management and contracts.

**301 Music History I** (3) (Prerequisite: ENG 200 or permission of the department) An historical survey of music from the Ancient period through the Baroque period will include examination of representative works characterizing the emerging development of Western style and performance practice with attention to prevailing political, economic and social systems.

**302 Music History II** (3) (Prerequisite: MU 301 or permission of department) An historical survey of music from the 18<sup>th</sup> Century to the contemporary period will include examination of representative works characterizing the emerging development of Western style and performance practice with attention to prevailing political, economic and social systems.

**315 Advanced Music Theory** (3) (Prerequisite: MU 215, Corequisite: MU 316) The final level of the music theory sequence; the course focuses on advanced harmonic techniques, part writing, written and visual analysis, and consideration of harmonic practices in contemporary and popular music.

**316 Aural Skills III** (1) (Prerequisite: MU 216, Corequisite: MU 315) The final level of the aural skills sequence with an emphasis on recognition of common harmonic models as well as sight singing and dictation patterns of increased complexity.

**317 Conducting and Ensemble Management** (3). (Prerequisite: MU 215, MU 216) This course explores conducting technique for instrumental and vocal ensembles, which includes score reading and transposition. Also covered is the management of ensembles including scheduling, music library, and production of concerts.

**415 Music Theory Practicum** (3) (Prerequisite: MU 315) This is a project based approach to practical application of music theory skills including an introduction to composition, arranging for voices and instruments, orchestration, and writing for contemporary ensembles.

**498 Music Industry Internship** (6) (Prerequisite: Permission of the department and internship agency, senior status, and successful completion of 36 semester hours in the major at a minimum grade point average of 3.0 in all Music Industry courses and 2.5 cumulative grade point average in all courses taken at Francis Marion University). This is a formal intern assignment in which the qualifying student participates in a music industry business or organization as an intern for a selected period of time. An Internship will be awarded according to merit and availability determined by the department when the student meets the prerequisite.

**499 Music Industry Seminar (6)** (Prerequisite: Senior status and successful completion of at least 36 semester hours in the Music Industry major). This course is designed as a culminating experience for the Music Industry major and comprises an in-depth integration and application of the student's personal experiences, opportunities, and ambitions as related to their anticipated career. A final project incorporates the discussion of short and long-term goals and a plan for the realization of these goals. All individual projects are reviewed by three faculty members.

## FACULTY

The implementation of the Music Industry program will require five full-time faculty. The current roster of full-time faculty teaching the Music Minor includes a pianist, a vocal specialist, and an instrumental specialist. Each teaches applied lessons and academic music classes. The vocal and instrumental specialists conduct ensembles. All teach sections of MU 101, Introduction to Music, a general education requirement course. Adjunct faculty members also instruct sections of MU 101. When necessary, MU 101 sections will be reassigned to additional adjunct faculty to allow full-time faculty to teach courses in the music industry curriculum.

List Staff by Rank (e.g. Professor #1, Professor #2, Associate Professor #1, etc)	Highest Degree Earned	Field of Study	Teaching in Field (Yes/No)
#1 Professor	DMA	Music Performance, Pianist, Applied Keyboard	Yes
#2 Associate Professor	MM	Vocal Performance, Applied Voice, Music Theory	Yes
#3 Assistant Professor	MME	Music Education, Composition, Instrumental Ensembles, Music Technology	Yes
#4 Assistant Professor	Ph.D./DM	Applied Instrumental, Conducting, Applied Instrumental	Fall 2008 Hire
#5 Assistant Professor	Ph.D./DM	Applied Instrumental, Instrumental Ensembles, Music Business	Fall 2009 Hire

Professors #4 and #5 from the table above will be new to the program. Both will be instrumental specialists with other assignments in the curriculum. The assignment of other areas within the curriculum may vary slightly depending to some degree on student

needs and faculty training, background, and interests. The diversity of potential student interest in instrumental areas (brass, woodwind, strings, percussion, with specialties in each family) necessitates a higher number of faculty trained in instrumental areas.

**Professional Development**

Francis Marion University seeks to assist faculty members to realize their individual professional development plans through reassigned time and sabbatical leave, through support for travel to professional meetings (particularly when the faculty member requesting financial support is chairing a session or delivering a paper), and through funding for research. After consultation with the chair/dean, faculty members make requests to the University’s Professional Development Committee for reassigned time, sabbaticals, travel grants or research funds.

**Institutional definition of full time equivalents (FTE)**

The institutional definition of the full time equivalents was used to complete the chart below. One full time faculty constitutes one FTE.

**The following table shows numbers for the first five years of full time equivalent (FTE) of faculty, administrators, and staff to be used in the program.**

UNIT ADMINISTRATION/FACULTY/STAFF SUPPORT						
YEAR	NEW		EXISTING		TOTAL	
	Headcount	FTE	Headcount	FTE	Headcount	FTE
<b>Administration</b>						
2008 – 09	0	0	1	1	1	1
2009 – 10	0	0	1	1	1	1
2010 – 11	0	0	1	1	1	1
2011 – 12	0	0	1	1	1	1
2012 – 13	0	0	1	1	1	1
<b>Faculty</b>						
2008 – 09	1	1	3	3	4	4
2009 – 10	1	1	4	4	5	5
2010 – 11	0	0	5	5	5	5
2011 – 12	0	0	5	5	5	5
2012 – 13	0	0	5	5	5	5

Staff						
2008 – 09	0	0	1	1	1	1
2009 – 10	0	0	1	1	1	1
2010 – 11	0	0	1	1	1	1
2011 – 12	0	0	1	1	1	1
2012 – 13	0	0	1	1	1	1

## **PHYSICAL PLANT**

### **Existing Facilities**

The current facilities used by the Department of Fine Arts Music Minor program include classrooms, faculty offices and studios for lessons, practice rooms, Kassab Recital Hall, and Chapman Auditorium for instrument ensemble classes, rehearsals, and performances. These will continue to be used and are adequate for initial instructional, rehearsal, and performance needs of the Music Industry degree.

### **Foreseeable new facilities and explanation of financing**

Francis Marion University is currently planning to build a new Performing Arts Center at a proposed downtown Florence location. That facility will house additional instructional, rehearsal, and performance spaces necessary for the Music Industry degree. The proposed building will include a music technology lab classroom, dedicated rehearsal space, additional classroom, faculty offices, practice rooms, and keyboard lab. The multi-purpose main venue and the proposed black box venue will also provide performance space and technology instruction for the department. Classes, performances, and rehearsals will continue to be held in the current facilities on campus. The campus faculty studios, practice rooms and performance venues will be complemented by the new facility when completed. These combined spaces will be adequate for the department and program needs.

The construction and equipment costs of the new Francis Marion University Performing Arts Center will be covered by a large private gift from the Bruce and Lee Foundation (\$15,000,000) and funds already appropriated by the South Carolina General Assembly (\$12,000,000). There will be additional funding support from the City of Florence (\$3,000,000), local and regional organizations, and various private arts groups.

## **EQUIPMENT**

The Francis Marion University Department of Fine Arts has adequate equipment for performance ensembles in the initial stages of the program. Performance ensembles are already established for the existing Music Minor and equipment is in place to serve those ensembles. We also have established basic equipment and supply budgets for choral and instrumental ensembles. The department is mindful that those budgets, while adequate for initial needs, will have to expand to meet the increased demands of a program serving

majors. It is anticipated that the new Performing Arts Center will house performances for some community symphony, dance, and choir organizations, and the department has discussed a collaboration with those groups regarding sharing some of their equipment, instruments, music libraries, and supplies.

The primary initial costs for equipment will be in addressing needs of the music technology component of the new program. A technology lab will need to be equipped and a basic recording station needs to be provided. The music technology lab will need ten workstations costing approximately \$7,000 each. The lab will be used for several courses in the curriculum: class piano, music theory (4 levels), and two music technology courses. The workstations will consist of the workstation furniture (\$1200), piano keyboard (\$1500), computer (\$1300), audio interface (\$1000), and software (\$2000). The new lab and the current classroom will require instructional technology equipment (\$6000 each) including audio, and digital display elements.

A large portion of equipment and furnishing needs for performance ensembles will be provided as elements in the construction of the new Performing Arts Center, and have been anticipated in the planning process for the new facility. The technical booth areas of the main venue and black box will have soundproof recording capabilities as well. The department has initiated discussions and negotiations with piano manufacturers regarding practice room, performance, studio, and digital keyboard equipment. A usage program will be arranged with one of these vendors so that there will be no cost to the university for that equipment.

## **LIBRARY RESOURCES**

Francis Marion University's Rogers Library and Cauthen Educational Media Center (CEMC) contain adequate resources for the initial stages of the music industry program. Music technology and business careers continue to evolve and are highly dynamic areas; a large portion of research needs can be effectively addressed through inexpensive periodicals and internet-based and other electronic research. Since this is not a research-based program, library resource requirements will be relatively modest.

Francis Marion University was the first South Carolina institution to offer a web-based catalog. The catalog currently contains over 310,000 bibliographic records. At present Rogers Library provides access to more than sixty electronic databases, including many full-text services. More than 21,000 electronic journals can be accessed and new titles are added almost daily. Rogers Library is a member of Digital Information for South Carolina (DISCUS), Southeastern Library Network (SOLINET), the Carolinas Consortium, and Partnerships Among South Carolina Academic Libraries (PASCAL). FMU's library expenditures compare very favorably among state and regional institutions.

The traditional music "core" academic requirements of the proposed degree can be adequately supported through the current holdings of the Rogers Library and Cauthen Educational Media Center. Rogers Library holdings include some 5,000 books and manuscripts in the M-MT stack collection. There are more than 200 electronic music books (e-books) in the collection. The library holds several music periodicals, dating to

the early 1900's, including the *Choral Journal*, *American Record Guide*, *Journal of Research in Music Education*, *Music and Letters*, and the *Musical Quarterly* as well as contemporary materials *Billboard* and *Downbeat*.

Cauthen Educational Media Center currently has more than 40 listening stations for CD and DVD listening. There are two additional stations for vinyl recording listening. The center holdings of music includes more than 1,600 vinyl records, 600 CDs, and more than 200 DVDs and VHS tapes that can be accessed by students. Their holdings also include more than 200 musical scores. Faculty can also request prepared or assigned listening material reproduced on blanks for student listening.

In addition to the University collections, the Department of Fine Arts houses a library of music performance sets that includes 700 Concert Choir, 170 *CUT TIME*, and 80 FMU Singers sets and Choral Books. There are 275 Wind Symphony and 150 Jazz Ensemble sets. The music for piano collection includes more than 500 pieces.

### **ACCREDITATION, APPROVAL, LICENSURE, OR CERTIFICATION**

The Department of Fine Arts invited Dr. William Harbenson, Dean of the College of Music at Appalachian State University, and Professor Berke McKelvey, Berklee College of Music in Boston, to assess the initial Music Industry proposal. The Appalachian State and Berklee College of Music programs have been viewed as models by the National Association of Schools of Music (NASM) and as resources for new Music Industry programs. Both Dr. Harbenson and Professor McKelvey were on the Francis Marion University campus for consultations, during which extensive reviews of facilities, curriculum, and current and proposed program operations were conducted. Their evaluations were both very favorable and helpful. Appalachian State and Berkeley College of Music have successful, long established programs in Music Industry.

Accreditation is only available for established programs as described in the *NASM Handbook*: "Baccalaureate degree-granting institutions shall have graduated from at least one curricular program that meets all applicable standards at least one senior class with a minimum of three students, and another class shall be in readiness subject to examination."

NASM is the primary accrediting agency for music programs and is the accrediting organization approved by the United States Department of Education. The *2007-2008 NASM Handbook* includes Appendix I.F—Studies in Music, Business, Music Industry (page 163). This appendix is pertinent to the section entitled "Liberal Arts Degrees, Baccalaureate Curricula Leading to Degrees in Music with Studies in Other Specific Fields" (page 84 in the current handbook). Earlier annual handbooks and other material published by NASM were also used as guides for development of the Music Industry degree program at Francis Marion University.

The Department of Fine Arts offers a Bachelor of Arts in Theatre that is accredited by the National Association of Schools of Theatre (NAST), and a Bachelor of Arts in Visual Arts and a Bachelor of Science in Art Education that are accredited by the National



Association of Schools of Art and Design (NASAD). It is anticipated that the department will pursue accreditation for the Bachelor of Science in Music Industry from the National Schools of Music (NASM) when the program is eligible as stated above.

## **ARTICULATION**

There are two-year institutions in the region offering programs that provide training in both business and computer technology. For students transferring to FMU who also have an interest in music, such training will connect to the courses they take in the Music Industry program. It will certainly enhance the likelihood of success and, in some cases, may be used as substitute credit for courses in the Music Industry degree or in the recommended business minor.

The most likely opportunity for collaboration with other institutions will be in sharing faculty to teach specialized applied (individual lessons) areas. Most institutions cannot justify full-time faculty to serve some of the instrumental specialties and depend on adjunct faculty to serve student needs in those areas. In those cases it makes sense to share faculty with other regional institutions to meet those needs. Local qualified professional musicians may also serve as adjunct faculty.

## **ESTIMATED NEW COSTS**

There will be no new administrative costs for the Bachelor of Science in Music Industry, as it will be administered within the current organizational structure of the Department of Fine Arts and the College of Liberal Arts at Francis Marion University. There is a coordinator of the Music Minor program currently and he will assist the Chair of the department in overseeing the Music Industry degree.

The principal new costs for implementing the Music Industry degree will be in hiring additional faculty and purchasing technology equipment as indicated above. Two new full-time assistant professor positions will be filled at an estimated annual cost of \$45,000 each. The university will search for one new faculty member for the 2008-2009 academic year and one new faculty member for the 2009-2010 academic year. Overall there is a very good infrastructure in place for the new degree program.

Some investment in additional scholarships will be helpful in marketing the program and attracting the best students. FMU currently provides departmental and some foundation scholarship money for students participating in performance ensembles. Additional funding would be used to enhance the current amounts and recruit new students for the program. The ability to offer scholarships to exceptional students is a necessity for a new program. Although this is not a performance degree, it *is* a performance discipline; and attracting gifted and motivated students is crucial in establishing a level of professionalism for the program.

The following table summarizes anticipated costs for the first five years of the music industry program:

ESTIMATED NEW COSTS BY YEAR						
CATEGORY	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	TOTALS
Program Administration	0	0	0	0	0	0
Faculty Salaries	45,000	45,000	0	0	0	\$90,000
Graduate Assistants	0	0	0	0	0	0
Clerical/Support Personnel	0	0	0	0	0	0
Supplies and Materials	0	0	1,000	1,000	1,000	\$3,000
Library Resources	500	500	500	500	500	\$2,500
Equipment/Software	6,000	70,000	0	0	0	\$76,000
Facilities	0	0	0	0	0	0
Other (Identify)	0	0	0	0	0	0
<b>TOTALS</b>	51,500	115,500	1,500	1,500	1,500	\$171,500
SOURCES OF FINANCING BY YEAR						
Estimated FTE Revenue Generated from the State (See note on page 25.)						
Tuition Funding (New students only)	34,015	68,030	115,651	163,272	197,287	\$578,255
Other State Funding (Legislative Approp.)	See pp. 14-15	See pp. 14-15				
Reallocation of Existing Funds	20,000					\$20,000
Federal Funding						
Other Funding (Endowment, Auxiliary etc.)	See pp. 14-15	See pp. 14-15				
<b>TOTALS</b>	54,015	68,030	115,651	163,272	197,287	\$598,255

## **INSTITUTIONAL APPROVAL**

Department of Fine Arts

**Date** August 21, 2007

Academic Affairs Committee  
Francis Marion University

**Date** September 13, 2007

Faculty Senate  
Francis Marion University

**Date** September 25, 2007

Faculty  
Francis Marion University

**Date** October 16, 2007

Dr. Richard Chapman  
Provost, Francis Marion University

**Date** October 26, 2007

Dr. Luther F. Carter  
President, Francis Marion University

**Date** October 29, 2007

Board of Trustees  
Francis Marion University

**Date** November 9, 2007