

**New Program Proposal
Bachelor of Arts
Commercial Music
University of South Carolina-Upstate**

Summary

USC Upstate requests approval to offer a program leading to the Bachelor of Arts degree in Commercial Music, to be implemented in Fall 2010 on the Spartanburg campus. The program will be offered using blended instruction methods.

The original Program Planning Summary was submitted to the Commission in November, 2005. The USC Board of Trustees approved the proposal on October 16, 2009. The full proposal was received by the Commission on November 12, 2009. As a result of the expiration of the original planning summary, an updated planning summary was required by Commission policy and submitted by the institution in January 2010. It was reviewed and voted upon favorably without substantive comment by the Advisory Committee on Academic Programs (ACAP) on January 14, 2010.

According to the proposal, the purpose of the proposed program is to provide graduates with the skills and knowledge necessary for a professional career in music, including both the performance and business aspects of the industry. The proposed program, which will be offered through the USC Upstate Department of Fine Arts & Communication Studies in the College of Arts and Sciences, combines coursework in performance and the music industry with a recommended minor in business to prepare students for lifelong careers in settings such as commercial performance, recording, publishing, artist management, and music instruction.

The proposal cites the 2008-09 Bureau of Labor Statistics (BLS) *Occupational Outlook Handbook*, which indicates that there will be approximately 11% growth in employment opportunities in music-related industries by 2016. The proposal quotes a 2002 economic impact statement from the Darla Moore School of Business at USC-Columbia which states that employment in the arts contributes significantly to the state's economy while creating a cultural environment which makes the state more competitive in attracting new industry. There are a variety of commercial music venues, including recording studios and music stores, which offer potential employment opportunities in the Upstate for graduates of the proposed program.

If approved, the proposed program will offer the only degree in commercial music in the state. Most of the other four-year public and private colleges and universities in the state have programs leading to degrees in at least one area of music or music education, and Francis Marion University has a recently approved program leading to a Bachelor of Arts degree in Music Industry. Francis Marion's program is similar in content to the proposed program, but Francis Marion is geographically distant from USC Upstate and is not a viable option for USC Upstate students. Regionally, related degrees are offered by Western Carolina University (B. A. in Music with the Music Industry option); Middle Tennessee State University (Bachelors of Music with an emphasis in Music Industry); James Madison University (B.M. with an emphasis in Music Industry); and Belmont University in Nashville, which offers several related baccalaureate degrees through its Mike Curb College of Entertainment and Music Business.

USC Upstate states that in a Fall 2005 survey of 100 of its Fine Arts majors, 60 stated that they would have considered commercial music as a major had it been offered. The proposal shows that there has been strong enrollment in currently offered commercial music courses (Selected Topics in Music: Music Business; Selected Topics in Music: Songwriting; and Selected Topics in Music: Audio Recording) offered through its Department of Fine Arts and Communication Studies. In addition, three students are enrolled in a two-year-old minor in commercial music. Two students graduated with the minor in 2009.

Based on the figures cited above, USC Upstate predicts a total of five new students (4.2 FTE) in the first year of the proposed program, increasing in the second year of implementation to nine (8.4 FTE), and further increasing to 15 in the third year (14.0 FTE), 25 (23.1 FTE) in the fourth and 35 (33.3 FTE) in the fifth. Total program enrollment is projected to reach 40 students (38.5 FTE) by the fifth year of implementation. If enrollment and program completion projections are met, the proposed program will meet the Commission's productivity standards.

USC Upstate states that students completing their general education requirements at other institutions, specifically including two-year institutions, will be able to enter the last two-years of the proposed commercial music program if they meet performance requirements. The institution expresses in the proposal its willingness to develop focused articulation agreements with Spartanburg Community College and Greenville Tech.

Admission requirements for the proposed program will be consistent with those for acceptance into other programs at USC Upstate, plus special requirements of the music program. In order to be accepted as a lower-division "pre-music major," students will be required to pass an audition on their principal instrument or voice in addition to the standard admission requirements. In order to be accepted into the upper-division Commercial Music major, students must:

- Complete English 101 and 102 or their equivalents with grades of C or better;
- Complete four semesters of Commercial Music Theory and Aural Skills or their equivalents with grades of C or better;
- Complete Group Piano or its equivalent with at least a C letter grade; and
- Pass a portfolio review demonstrating the student's knowledge and application of the fundamental music skills required to succeed in the music industry.

The proposal states that the curriculum will consist of 120 to 121 credit hours of coursework, depending on the minor chosen. Of these, 43 credit hours will be in general education courses, 60 credit hours will be in required music courses, 12-18 credit hours will be in the minor or cognate (business is recommended), and 0-5 credit hours will be in electives. There will be ten new courses (27 credit hours) added to the USC Upstate catalog to support the proposed program: Recital Attendance; Commercial Music Theory and Aural Skills II; Commercial Music Theory and Aural Skills III; Commercial Music Theory and Aural Skills IV; Music Technology; Songwriting; Composition; Arranging For Ensembles; Senior Seminar; and Internship in Commercial Music.

The proposed program's assessment plan has ten components designed to assess the four goals of the program's curriculum. The four areas of assessment are: preparation for employment in the music industry; skill in music-related technology (e.g., recording technology); communication skills; and music industry-related research. Assessment methods will include oral and written presentations, portfolio creation, audio recording projects, recitals, and Internet-based research projects.

According to the proposal, the proposed program will use two existing faculty (2 FTE) for the first three years of implementation and hire one new faculty member (1 FTE) in the program's fourth year. In addition, the proposal states that adjunct faculty will be used to teach certain courses beginning in the third year of program implementation. The proposal states that there will be no new administration or staff personnel required for the implementation of the proposed program.

The proposal states that there is sufficient classroom, practice and performance space to support the new and existing courses required by the proposed program and that no new space or facilities are needed. Planned relocation of existing programs (e.g., the School of Nursing and the School of Education) into new facilities will allow for physical expansion of the proposed program's space if that should become necessary at some point in the future.

The proposal notes that there will be minor equipment costs associated with the proposed program. The institution currently owns instruments, electronic equipment, and software necessary to support its existing minor in Jazz Studies. However, the proposal budgets \$10,500 for new instruments, instrument maintenance, and software upgrades to support the proposed program.

According to the proposal, the program will require additional library resources in the form of initial purchases in the first year (\$5,000) and increased annual support (\$3,000) for purchases in music-related areas. The purchases and support will increase holdings related to commercial music and the music industry. The ongoing support is, according to the proposal, in line with other majors offered at the institution.

The proposal states that the proposed curriculum has been developed in keeping with National Association of Schools of Music (NASM) accreditation requirements. NASM requires that a program graduate at least one class before accreditation, and USC Upstate states that it will seek accreditation for the proposed program as soon as possible after the first class graduates.

New costs for the proposed program are estimated to begin at \$10,000 in the first year and include supplies and materials (\$2,500), library resources (\$5,000), and equipment (\$2,500). Estimated new costs decrease to \$6,000 in the second year, increase to \$10,500 in the third year, increase to \$77,500 in the fourth year and decrease to \$73,500 in the fifth year. Total estimated new costs for the program for its first five years are \$178,000 and include faculty salaries (\$117,000), supplies and materials (\$13,500), library resources (\$17,000), equipment (\$10,500), and other (adjunct professors, \$20,000).

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

Estimated Program Costs and Revenue

	Estimated Program Costs		Estimated Program Revenue				
	(A) MRR Cost	(B) Other Costs*	(C) Actual State Funding	(D) Tuition	(E) Additional Revenue	(F) Total Revenue (C+D+E)	
Year 1	\$31,718	\$0	N/A	\$36,705	\$0	\$36,705	\$4,986
Year 2	\$63,437	\$0	\$18,397	\$73,410	\$0	\$91,806	\$28,369
Year 3	\$105,728	\$0	\$36,793	\$122,627	\$0	\$159,421	\$53,693
Year 4	\$174,451	\$0	\$61,169	\$201,876	\$0	\$263,045	\$88,594
Year 5	\$251,482	\$0	\$101,182	\$291,136	\$0	\$392,317	\$140,836

*Includes costs of an extraordinary nature not otherwise included in the MRR cost calculation (e.g., costs for a new building required to support a program).

These data show that if the institution meets the projected student enrollments and contains costs as they are shown in the proposal, the program will be able to cover costs beginning in the first year and thereafter.

In summary, USC Upstate is proposing a new program leading to the Bachelor of Arts degree in Commercial Music, to be implemented in Fall 2010. The proposed program will be offered through the USC Upstate Department of Fine Arts & Communication Studies in the College of Arts and Sciences and draw students interested in careers in the music industry. Potential areas of employment for graduates of the program include performance, music instruction, music production, the audio-recording industry, artist representation, and music sales.

Recommendation

The staff recommends that the Committee on Academic Affairs and Licensing commend favorably to the Commission the program leading to the Bachelor of Arts degree in Commercial Music at USC Upstate, to be implemented in Fall 2010 on the Spartanburg campus, provided that no “unique cost” or other special state funding be required or requested.