

PROGRAM MODIFICATION PROPOSAL

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Name of Institution

Winthrop University

Name of Program (include concentrations, options, and tracks)

Bachelor of Arts in Music with a Concentration in Music Technology

Program Designation

- Associate's Degree Master's Degree
 Bachelor's Degree: 4 Year Specialist
 Bachelor's Degree: 5 Year Doctoral Degree: Research/Scholarship (e.g., Ph.D. and DMA)
 Doctoral Degree: Professional Practice (e.g., Ed.D., D.N.P., J.D., Pharm.D., and M.D.)

Does the program qualify for supplemental Palmetto Fellows and LIFE Scholarship awards?

- Yes
 No

Proposed Date of Implementation

CIP Code

Fall 2018

50.0901

Delivery Site(s)

Winthrop University, Rock Hill, SC

Delivery Mode

- Traditional/face-to-face* Distance Education
*select if less than 50% online 100% online
 Blended (more than 50% online)
 Other distance education

Program Contact Information (name, title, telephone number, and email address)

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Institutional Approvals and Dates of Approval

Department of Music Faculty	August 30, 2016
College of Visual and Performing Arts Curriculum Committee	September 6, 2016
College of Visual and Performing Arts Faculty Assembly	October 24, 2016
University Committee on Undergraduate Curriculum	November 11, 2016
Academic Council	November 18, 2016
Faculty Conference	December 2, 2016
Provost's Office and President	March 20, 2017
Board of Trustees – not needed for new concentration	

Background Information

Provide a detailed description of the proposed modification, including its nature and purpose and centrality to institutional mission. (1500 characters)

This proposed modification will add a concentration to the existing BA in Music. Students may complete the BA in Music either with no concentration or with the proposed concentration in Music Technology.

For many years music students at Winthrop have expressed an interest in music technology as a means of expanding the tools available to them as creative artists and as a means to increase their earning potential within the music world. We have offered music technology classes for such students including Computer Music Composition, Digital Audio Workstation, Audio Production, and others as special topics courses. The nature and purpose of this concentration will be to provide Winthrop music students with a more structured educational experience and give them access to equipment, software, and instruction that will help them to either enhance their creativity, or learn skills that will provide them with alternate sources of income (in addition to performing or teaching).

The new concentration aligns well with the Department of Music mission and the Winthrop University institutional mission. We strive to offer a comprehensive learning environment and this concentration will provide the opportunity for students to study music and gain skills in current best practices in music technology.

List the objectives of the modified program. (1500 characters)

The objectives of the B.A. degree with a major in Music are:

1. To provide a general music education within a liberal arts setting. Students acquire and expand their knowledge of musicianship and performance, which serve to develop their creative and musical potentials.
2. To provide students with an understanding of the elements of music, including musicality/interpretation, rhythm/tempo, accuracy, memorization, diction (voice), articulation (instrumental), tone quality, and intonation.
3. To provide students with an understanding of music history through representative literature covered in period music history courses that include elements of musical style and composition.

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4. To provide students with an understanding of music through their own performance in their major instrument and through various large and small ensemble experiences.

The objectives of the new Concentration in Music Technology are:

1. To provide music students the option to focus on music technology within the Bachelor of Arts in Music degree program.
2. To prepare students for careers in music technology by providing them the skills that will enable them to be creative and enable them to work in the areas of audio production, sound synthesis, digital signal processing, sound design, and visual media.

Assessment of Need

Provide an assessment of the need for the program modification for the institution, the state, the region, and beyond, if applicable. (1500 characters)

Winthrop University currently offers courses in music technology (including an Introduction to Music Technology course that is required of all music majors); however, no degree concentration is available to music students. In recent years, multiple students have expressed interest in a music technology concentration and have stated that they would switch to a concentration if one were available. Music technology programs are very popular at institutions that offer this option. A Bachelor of Arts in Music degree with a music technology concentration at Winthrop would increase enrollment and help with retention.

Musicians with skills in music technology find careers in a wide variety of professions including creative artists who use technology to produce art, producer, recording engineering, assistant recording engineer, production assistant, studio manager/owner, sound technician, acoustic consultant, audio for video, remastering engineer, live sound engineer, music technology manufacturer's rep/customer service, mastering engineer, interactive and mixed media specialist, recording/mixing for film and video, sound designer, DJ/remixer, (to name only a few). Clearly musicians with skills in music technology have a wide variety of career paths and are in high demand. As such, we believe that this concentration will benefit Winthrop by increasing enrollment, benefit students by increasing their degree and career options, and benefit the state and beyond by supplying a qualified work force for a thriving industry.

Students with a combination of skills in music and music technology, especially those who are also fluent in visual media and content creation, are in high demand. A nationwide search on [Indeed.com](https://www.indeed.com) using the tag music technology returned 4,776 hits, with approximately 20 active posts in South Carolina. Similarly, a search of digital media on the [SC Works](https://www.scworks.com) online services returned 57 job postings.

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Will the proposed modification impact any existing programs and services at the institution?

Yes

No

If yes, explain. (1000 characters)

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List of Similar Programs in South Carolina

Program Name	Institution	Similarities	Differences
Bachelor of Science in Music Industry	Francis Marion University	Some mix of music technology and applied music	Francis Marion degree appears to be more focused on preparing students for jobs in the music industry (e.g., publisher, producer, music business, etc.)
Bachelor of Arts in Commercial Music	USC-Upstate	Some mix of music technology and applied music	USC-Upstate's program appears to be more focused on song writing and music production
Bachelor of Music with a Concentration in Music Technology	USC-Columbia	Some mix of music technology and applied music	USC-Columbia's program appears to be more concentrated on audio recording techniques; ours is more comprehensive, including Sound Design and Visual Media
Bachelor of Arts with a Concentration in Commercial Music and Jazz	Coastal Carolina University	Some mix of music technology and applied music	Coastal's program appears to combine commercial music with jazz studies with less emphasis on music technology
Bachelor of Arts in Production Studies	Clemson University	Some mix of music technology and applied music	Clemson's music technology curriculum is an option under the production studies major and appears to be more in the realm of on-hands production rather than technology

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Description of the Program

Projected New Enrollment						
Year	Fall		Spring		Summer	
	Headcount	Credit Hours	Headcount	Credit Hours	Headcount	Credit Hours
2018-2019	8	120	8	120		
2019-2020	12	180	11	165		
2020-2021	15	225	14	210		
2021-2022	18	270	16	240		
2022-2023	18	270	16	240		

Curriculum

Attach a curriculum sheet identifying the courses required for the program.

Curriculum Changes

Note: Complete this table only if there are changes to the curriculum.

Courses Eliminated from Program	Courses Added to Program
MUSA ___. Large Ensemble (1.0)(1.0)(1.0)(1.0)-Four semesters	MUTC 201. Foundations of Music Technology (3)
MUST 213-214. Aural Skills 3-4	MUTC 202. Recording and Audio Production (3)
MUSA 311_-312_. Major Instrument or Composition (1.0)(1.0)	MUTC 301. Sound Synthesis & Signal Processing (3)
MUS -___. MUSA/MUST Elective above 299 (3)(3)	MUTC 302. Sound Design and Visual Media (3)
MUST 5___. 500-level MUST Elective (3)	MUST 301. Music Business & Entrepreneurship (2)
	MUTC 401. Music Technology Practicum-Capstone (2)

Faculty

Provide a brief explanation of any additional institutional changes in faculty and/or administrative assignment that may result from implementing the proposed program modification. (1000 characters)

No institutional changes in faculty and/or administrative assignments are needed. Current faculty have the necessary expertise to teach these courses.

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Resources

Identify any new library/learning resources, new instructional equipment, and new facilities or modifications to existing facilities needed to support the modified program. (2000 characters)

It is anticipated that no additional library/learning resources, new instructional equipment, and new facilities or modifications to existing facilities will be need to support the program in the near future. Regular software maintenance will be funded through the regular departmental budget.

All Winthrop computers are on a scheduled replacement rotation using institutional technology funds and are not replaced using departmental funds.

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Financial Support

Estimated New Costs by Year						
Category	1st	2nd	3rd	4th	5th	Total
Program Administration	0	0	0	0	0	0
Faculty and Staff Salaries	0	0	0	0	0	0
Graduate Assistants	0	0	0	0	0	0
Equipment	0	0	0	0	0	0
Facilities	0	0	0	0	0	0
Supplies and Materials	0	0	0	0	0	0
Library Resources	0	0	0	0	0	0
Other*	0	0	0	0	0	0
Total	0	0	0	0	0	0
Sources of Financing						
Category	1st	2nd	3rd	4th	5th	Total
Tuition Funding	118960	171005	193310	252790	252790	780675
Program-Specific Fees	400	575	725	850	850	2700
State Funding (i.e., Special State Appropriation)*	0	0	0	0	0	0
Reallocation of Existing Funds*	0	0	0	0	0	0
Federal Funding*	0	0	0	0	0	0
Other Funding*	0	0	0	0	0	0
Total	119360	171580	194035	253640	253640	783375
Net Total (i.e., Sources of Financing Minus Estimated New Costs)	119360	171580	194035	253640	253640	783375

*Provide an explanation for these costs and sources of financing in the budget justification.

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Budget Justification

Provide a brief explanation for the other new costs and any special sources of financing (state funding, reallocation of existing funds, federal funding, or other funding) identified in the Financial Support table. (1000 characters)

Note: Institutions need to complete this budget justification *only* if any other new costs, state funding, reallocation of existing funds, federal funding, or other funding are included in the Financial Support table.

N/A

Evaluation and Assessment

Will the proposed modification impact the way the program is evaluated and assessed?

Yes

No

If yes, explain. (1000 characters)

This new concentration will be evaluated and assessed utilizing the current methods in the Department for every degree program and in accordance with the current standards of our national accrediting agency (The National Association of Schools of Music – NASM) and the Southern Association of Colleges and Schools – SACSCOC).

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Will the proposed modification affect or result in program-specific accreditation?

- Yes
 No

If yes, explain; if the modification will result in the program seeking program-specific accreditation, provide the institution's plans to seek accreditation, including the expected timeline for accreditation. (500 characters)

The only accreditation necessary will be that normally required of all our music degree programs through the National Association of Schools of Music (NASM), our national accrediting agency. The addition of this concentration will require a notification letter to NASM once we receive approval from the Commission. The new concentration will be reviewed on the normal cycle with our other music programs.

Will the proposed modification affect or lead to licensure or certification?

- Yes
 No

If yes, explain how the program will prepare students for licensure or certification. (500 characters)

Teacher or School Professional Preparation Programs

Is the proposed modified program a teacher or school professional preparation program?

- Yes
 No

If yes, complete the following components.

Area of Certification

Attach a document addressing the South Carolina Department of Education Requirements and SPA or Other National Specialized and/or Professional Association Standards.