

Program Planning Summary

Submitted by:

Francis Marion University

Program:

Bachelor of Science in Music Industry

February 1, 2007

A handwritten signature in black ink, appearing to read 'L. F. Carter', positioned above a horizontal line.

Luther F. Carter, President
Francis Marion University

PROGRAM PLANNING SUMMARY

Program Designation: New Program Proposal
Bachelor of Science in Music Industry

Proposed date of implementation: Fall 2008

Number of credit hours: 122 (four-year program)

Justification of Need:

According to its mission statement, Francis Marion University exists to offer “an excellent . . . education in the liberal arts and selected professional programs . . .” and to 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 as a regional university proposes to develop the music minor into a music major that combines traditional instruction in the discipline with the skills and knowledge required to be successful in the field of music commerce.

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 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—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 significantly increase its community presence in both academics and the performing arts.

Anticipated Program Need and Productivity

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 at FMU and express a desire to complete a music degree at Francis Marion.

Of 46 music minor students surveyed in the spring of 2006 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 in the spring of 2006, 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. Interviews with public school music coordinators and instructors from the Pee Dee indicate a strong desire for a music degree at FMU.

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. The same can be said of students from the region who begin their post-secondary education in a technical college setting and discover an interest in pursuing a music degree; it is not an affordable option for them in this geographic region.

Extent to Which the Proposed Program Duplicates Existing Programs in the State

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. Although certain programs offer music commerce 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 state institutions. The only similar program is a Bachelor of Arts in Music Industry at South Carolina State University. A Music Industry degree provides 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.

Relationship of the Proposed Program to Existing Programs at the Proposing 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 will be either required or 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. 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 curriculum related to entrepreneurship that will be an ideal match for the proposed degree.

It is anticipated that several courses offered as part of the Music Industry degree will be attractive to students of other majors as electives within the liberal arts framework. Music

technology courses particularly have broad appeal and are likely to attract non-music students. It is also anticipated that those courses will attract interest from the community and give FMU an additional opportunity to expand community outreach and continuing education.

Relationship of the Proposed Program to Other Institutions Via Institutional Cooperation

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.

Many technical college students receive training that has obvious application in a Music Industry degree. For students unable to begin their post-secondary education at the university level, the Music Industry degree is an excellent opportunity to build on the technical training those students have already received. The Music Industry degree is also a logical option for students to extend degrees offered by Florence-Darlington Technical College (Liberal Arts and Sciences / Liberal Studies or Business Administration and Management) into the music discipline.

Total New Costs Associated with Implementing the Proposed Program.

The Department of Fine Arts at FMU has worked with two consultants, Dr. William Harbenson, Dean of the College of Music at Appalachian State University, and Professor Berke McKelvey of the Berklee College of Music in Boston, to develop the existing music minor into a Music Industry major. The University already employs full-time and part-time faculty to support the music minor. Based on advice from the consultants and on the results of a feasibility study conducted during the summer of 2005, FMU plans to add two additional full-time, tenure track positions for the Music Industry major. Thus the estimated costs associated with implementing the program include these two new full-time faculty positions at a projected cost of \$42,000 per position plus benefits. One position will be filled by August 2008 and the other position will be filled by August 2009.

Physical facilities needed include rehearsal space, classrooms, practice rooms, and technology lab. There will also be initial costs for equipment, instruments, technology workstations, and furnishings for the new spaces. Those needs will be addressed in the new Performing Arts Center that is currently being planned.

The construction and equipment costs of the new Performing Arts Center will be covered by a large private gift from the Bruce and Lee Foundation (\$10,000,000) and funds already appropriated by the South Carolina General Assembly totaling \$8,000,000. There will be additional funding support from the City of Florence and from various private arts groups.