



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Missouri State University

Program Title: Music

Degree/Certificate: Bachelor of Science

Options: None

Delivery Site(s): Springfield Campus

CIP Classification: 50.0901

*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory highered.mo.gov/ProgramInventory/search.jsp

Implementation Date: September 2016

Cooperative Partners: None

*If this is a collaborative program, form CL must be included with this proposal

AUTHORIZATION:

Click here to enter text.

Name/Title of Institutional Officer

Frank Einbellig
Signature

6/21/16
Date

Click here to enter text.

Person to Contact for More Information

Click here to enter text.

Telephone

Executive Summary: The purpose of this application is to position the MSU Music Department in a positive stance to better support our transfer students who come to MSU for Music after taking advantage of the A-Plus program that pays for their first two years at a Missouri community college as well as students from other majors. These students often do not desire to teach in a public school. Yet, they are devoted and wish to continue their lifelong interest in music in a way that they may support themselves through music, many times in creative combinations of areas like studio teaching, composition, sound reinforcement, digital design, or recording or sound design. The ability to have a minor area that could support any one of these areas as a personalized minor makes this degree highly desirable.

Introduction: A BS in Music could support both the Music Department and the University by providing additional creative areas for students to use their music skills as transfer students who can and do graduate in a timely manner without having to plan for the inclusion of twelve hours of a language, an area which sometimes slows our BA graduation rate.

Alignment with Mission and Goals: The Music Department supports the MSU mission and goals of cultural competence, community engagement, and ethical leadership by training musicians who can teach, perform, and create. The Bachelor of Science in Music will be an attractive option for those students, particularly transfer students (who do not want to be public school teachers or advanced performers) who have diverse interests in sound design, sound reinforcement, entertainment management, entrepreneurship, and studio teaching. These areas reach out to our overall mission, are attractive to creative students, both traditional and non-traditional, and provide opportunities for innovative leadership in the music field.

Rationale for Program: The purpose of offering a BS in Music degree is to position the MSU Music Department in a positive stance to better support our transfer students who come to MSU for Music after taking advantage of the A-Plus program that pays for their first two years at a Missouri community college as well as students from other majors. These students often do not desire to teach in a public school. Yet, they are devoted and wish to continue their lifelong interest in music in a way that they may support themselves through music, many times in creative combinations of areas like studio teaching, composition, sound reinforcement, digital design, or recording or sound design. The ability to have a minor area that could support any one of these areas as a personalized minor makes this degree highly desirable.



STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	10	15	20	25	30
Part Time	0	0	0	0	0
Total	10	15	20	25	30

Please provide a rationale regarding how student enrollment projections were calculated:

Enrollment would only be capped when/if faculty and space resources become maxed. Projections are based on transfers from 2-year institutions, transfers from the current Bachelor of Arts degree, and new students entering the program. We have deliberately been conservative in our estimates.

Provide a **rationale** for proposing this program, including **evidence of market demand and societal need supported by research**:

Market Demand: The BS in Music is primarily designed to improve the graduation rates of transfer students and people who switch majors from either another department or from another music degree program. This proposed BS degree will allow students to enter the market with more general music skills and also accommodate students who may want to explore other complimentary options (recording, business, music business, global issues) in the job market through a minor and electives.

Societal Need: The BS in Music, while still meeting accreditation requirements, will allow more people to finish a college degree. This is increasingly becoming more important in the world economy. We have noticed a sizeable portion of students who are interested in pursuing music degrees who do not want to teach or be performers.

Methodology used to determine "A" and "B" and "C" above.

The methodology used to determine the above is based on advising current students as well as discussions with music faculty members, music industry professionals, and faculty from other university units. These discussions focused on addressing specific needs of students who do not wish to perform or teach and who wish to complete a degree in music. We have found that some students are reluctant to enter the BA Music degree because of its general requirements, and some of those who do are not retained. We are now the only department in the College of Arts and Letters without a BS degree since Theatre and Dance just established two (BS in Dance, BS in Theatre).

We currently have 15 people enrolled in our BA Music program. We anticipate that about half of them will change to the BS Music degree. We also have a number of transfer students who have trouble completing the music major requirements in addition to the additional BA courses (21 credits). This new option, which requires no additional resources from us, will be more attractive to the increasing numbers of transfer students that we have been receiving. Finally, we believe that we can recruit some double majors from other departments, accounting for the gradual rise in enrollment. We have a number of students who enroll in the BA program, but find that several of the general degree requirements make completion of the degree difficult.



PROGRAM STRUCTURE

A. Total credits required for graduation: 125 Hours

B. Residency requirements, if any: 30 Hours

C. General education: Total credits: 44-49

Courses (specific courses OR distribution area and credits):

Course Number	Credits	Course Title
	2	First-Year Seminar
	3	Written Communication & Info Literacy
Foundations	3	Oral Communication
	3-5	Quantitative Literacy
	3	Written Comm. & Integrative & Applied Learning
Natural World	3-4	Life Sciences
	3-5	Physical Sciences
	6	Social and Behavioral Sciences
Human Cultures	3	Humanities
	3	The Arts
	6	US & MO Constitutions/American History and Institutions
Public Affairs	3	Cultural Competence
	3	Public Issues

D. Major requirements: Total credits: 3

Course Number	Credits	Course Title
MUS XXX	3	Music elective, unspecified
MUS 103	3	Music Theory I
MUS 104	3	Music Theory II
MUS 107		Recital Attendance I
MUS 108		Recital Attendance II
MUS 207		Recital Attendance III
MUS 208		Recital Attendance IV
MUS 307		Recital Attendance III
MUS 308		Recital Attendance IV
MUS 407		Recital Attendance III
MUS 239		World Music
MUS 298	3	Upper Division Status (Juried exam)
MUS 345		Music History to 1750
MUS 346	3	Music History from 1750 to Present
MUS XXX	6	Applied Music Study (Lessons)
MUS XXX	4	Performance Ensembles
MUS XXX	10	Electives in Applied, History and/or Theory

E. Free elective credits:

38

(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

MUS 346 will fulfil Public Affairs Capstone Experience

G. Any unique features such as interdepartmental cooperation:

N/A



PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Missouri State University
Program Name Music
Date June 9, 2016

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

The only special admissions procedure or student qualifications required for this program is the audition into the music program which serves to showcase an entering student's performance skills and provides our department with an entering skills assessment of technique, repertoire, and skill level. This audition currently is required in all other music programs we offer, including the BA, BM, BME, and BFA students.

- Characteristics of a specific population to be served, if applicable.
The specific population that our department wishes to target with the proposed BS degree is transferring students who want to either develop skills to help them establish teaching studios after graduation or to develop music skills with either technology or business electives that could help them into developing music industry/business niches.

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.

No special requirements are needed for faculty beyond the degrees presently held by our full time or our per course (part time) teaching faculty. Most hold the Doctor of Musical Arts (Performance) or the Ph.D. (research) degree in Music. All of our per course studio teachers hold at a minimum the Master of Music degree.

- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.
We estimate that 90-95% of credit hours will be assigned to full time faculty. The only variance would be in studios that are at maximum capacity, so we hire per course faculty to cover the number of applied lessons that we need to provide in a given area.

www.dhe.mo.gov • info@dhe.mo.gov

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635

- Expectations for professional activities, special student contact, teaching/learning innovation.
Expectations for professional activities, special student contact, innovations are in the area of student lessons that lead to the presentation of public individual recitals, an option available under the free electives, or perhaps to an internship under faculty supervision.

3. Enrollment Projections

- Student FTE majoring in program by the end of five years.
Student FTE majoring in program by the end of five years.
- Percent of full time and part time enrollment by the end of five years.
Percent of full time and part time enrollment by the end of five years.

4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
We estimate 10 graduates in Years 3 and 4 and 15 graduates beginning in Year 5.
- Special skills specific to the program.
Our performance goals for BS Music students are to provide them with the skills they need to pursue careers in in the music industry or music technology industry. Although goals may vary somewhat based on individual interests of the student, the general goals include the following:
 - Students will be able to develop their own teaching studios
 - Students will be able to organize music store teaching studios
 - Students will be able to develop work in recording studios
- Proportion of students who will achieve licensing, certification, or registration.
We are aware of no licensing requirement to open a private teaching studio, work in music merchandising, or run a sound reinforcement/recording studio. Consequently, there is no proportion of students who will achieve these items.
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.
All Music students are required to take a nationally-normed test at the time of graduation that measures their knowledge of music theory, music history and literature and their ear

training and listening skills. The chart at the end of this section captures data for the past five years for our graduates. Our scores are very close to the national mean.

- Placement rates in related fields, in other fields, unemployed.
While we do not have quantifiable data yet on placement rates, we feel confident that graduates of a BS in Music program will find employment for two reasons. First, many students have already informed us that they are not interested in teaching or performing, yet want to pursue a degree in music that allows them to meet their unique vocational objectives. It is understood that these students will have to be entrepreneurial in their pursuits in order to make a living with studio teaching or music merchandising. Second, this degree allows room for a minor that could be personalized to include some business courses or entertainment management classes, thus giving BS Music students additional skills that they need to succeed as independent musicians whether they become studio teachers or work in areas of music industry.
In our parallel BA degree, graduates are desirable because they are independent workers who also are team players as interdependent workers. We believe that the same will be true for the BS student who actually may develop better music industry/technology skills.
- Transfer rates, continuous study.
The transfer student, coming into MSU, is a strong reason we are pursuing creation of this degree. The BS in Music will allow transfer students the ability to graduate in a timely manner and develop useful skills in a minor area.

5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**
Missouri State University's music programs are already accredited by the National Association of Schools of Music. We intend to submit a request to the National Association of Schools of Music for Plan Approval for the BS in Music by October 1, 2016 for consideration at the November NASM Commission meeting. If we have students who want this degree before Plan Approval is granted, we can submit for Plan Approval and Final Approval for listing at the same time. We will need three transcripts of students completing this degree before NASM will officially approve this degree for official listing for MSU.

6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys.*
We anticipate using online surveys for alumni and employers one year after we have graduates of the program.
- Expected satisfaction rates for employers, including timing and method of surveys.

www.dhe.mo.gov • info@dhe.mo.gov

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635

We also will use a paper survey at the 2017 Missouri Music Educators Annual Meeting and Workshop to gauge interest from high school music educators recommending colleges, our alums, and high school students.

7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.

Missouri State and its Music Department are well-suited to offer a BS in Music due to our present minor in Recording Arts which attracts students who are seeking opportunities similar to the outcomes of the BS in Music degree. We also have an entertainment management major in our College of Business, and BS students may want to take advantage of some of the courses from this major. We have good connections with the Electronic Arts program which supports audio studies, film making, digital design for ring tones and video games, art and design. Our interdisciplinary Musical Theatre program has students who would seek opportunities to use music in creative ways others than public school teaching and classical performance.

Other Relevant Information: A newly renovated Ellis Hall, scheduled to reopen in Fall 2017 may be highly attractive to transfer music students from within our state and in our surrounding region.

Performance on national and/or local assessments

Semester/Year	Sp12	F12	Sp13	F13	Sp14	F14	Sp15	F15	Nat. Norms 15
Number taking exam	22	25	17	15	18	16	15	19	
Total mean	148	149	149	156	150	142	151	148	150
Listening sub	50	50	54	56	51	50	52	52	50.0
Written Theory sub	49	50	47	57	53	51	54	52	50.1
Written History sub	48	47	47	51	46	41	46	42	49.8