



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Missouri Southern State University

Program Title: Music Industry

Degree/Certificate: Bachelor of Arts

Options: One Option-Music Industry

Delivery Site(s): MSSU Campus

CIP Classification: 50.1003 (Please provide a CIP code)

Implementation Date: Fall 2012

Cooperative Partners: none

AUTHORIZATION:

Dr. Delores Honey, Asst. VP-Assessment & IR (417) 625-9696
Person to Contact for More Information Telephone

MISSOURI SOUTHERN STATE UNIVERSITY

Proposal for New Program

0. Form NP

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Program Title: Bachelor of Arts (Music Industry)

Degree/Certificate: B.A.

Delivery Site: MSSU

CIP Classification: 50.1003

Implementation Date: Fall 2012

Authorization: Dr. A.J. Anglin, Vice President for Academic Affairs

Person to Contact for More Information: Dr. Delores Honey, Assistant Vice President, Assessment and Institutional Research, (417) 625-9696

1. Need:

Student Demand - An informal survey was conducted among first and second year music majors. Over 40% of students would have been interested in this degree had it been offered when they began their program. 28% of freshman would consider adding this degree program if it were offered by Fall 2012.

i. Estimated enrollment each year for the first five years for full-time and part-time students.

Year	1	2	3	4	5
Full Time	12-15	15-20	20-24	24-27	27-30
Part Time	0	0	0	0	0
Total	0	0	0	0	0

ii. Will enrollment be capped in the future? NO

A. Market Demand: (see attached)

B. Societal Need

i. General needs which are not directly related to employment:

The city of Joplin is a hub for the “four-state” region that encompasses communities in Missouri, Kansas, Oklahoma and Arkansas. The city’s population hovers around 50,000, but increases to over 270,000 during the week. As Joplin is such a central area for commerce, it has the potential to be the cultural center as well. In recent years, there has been a push to increase cultural offerings in the community, particularly for live music, with the approval of a new Cultural Arts Center to be built downtown, and a variety of visual arts offerings including a monthly art walk and a public mural project. Coupled with the offerings already in existence at MSSU, and the Pro Musica Foundation, a group that bring high-profile musical acts to the area, Joplin has a market for culture in the fine arts. In many ways, the missing elements are those that will be specifically addressed and taught to our music industry majors. For one, we need a more comprehensive way of marketing info to the city and surrounding communities. Music Industry graduates with an interest in public relations will have opportunities to expand and develop arts marketing for the area. There is also a need to develop more collaboration in the arts, something that Music Industry students can also help to cultivate. Lastly, the musical offerings in the area are lacking in the world of technology both in the music that is created and in the way the music is delivered. Music Industry graduates with trained skills in music technology and its application will help Joplin to become more of a musical hub in the 21st century.

2. Duplication and Collaboration: If similar programs currently exist in Missouri, what makes the proposed program necessary and/or distinct from the others at public institutions, area vocational technical schools, and private career schools? Does delivery of the program involve a collaborative effort with any external institution or organization?

The proposed Bachelor of Arts degree in Music Industry is unique as a hybrid degree program with a balanced curriculum from music and business with complete B.A. general education requirements. Other public institutions in Missouri offer more traditional undergraduate music degrees with business and/or technology courses in their curriculum. Only one school offers anything similar: Missouri Western has a Bachelor of Music degree (61 music credits) at with an additional 17 credits in either Business or Music Technology.

3. Program Structure: Form PS (below)

A. Total credits required for graduation: 124

B. Residency requirements, if any: none

C. General education:
Total credits: 43

Courses: (distribution area and credits)

Written Communication – 6 cr.

Oral Communication – 3 cr.

Math – 3 cr.

Life and Physical Sciences – 8 cr.
Social and Behavioral Sciences – 12 cr.
Humanities and Fine Arts – 6 cr.
Health and Wellness – 2 cr.
University Experience – 3 cr.

D. Major requirements:
Total credits: 60

Music credits: 34
Business credits: 26

E. Free elective credits: 21 (Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:
The Music Business Internship Program is designed to provide real world experience to those in the Music Business Degree Program. Students will have the opportunity to choose from the following intended areas: entrepreneurial arts enterprise, retail, manufacturing and wholesale, theatre/arts management, recording industry and contemporary music ministry.

Qualified students will be assigned to a cooperating business or enterprise. Every effort will be made to match students to a field that most closely resembles their preferred area of interest.

Internships will be structured to represent “capstone experiences” encompassing a unit of time sufficient to provide a useful experience to the student and establish a viable “feedback loop” to benefit the student and the continuing success of the Music Business Degree Program. That period of attachment, for an intern, should last for no less than .50 semesters and no more than 1.00 semesters.

G. Any unique features such as interdepartmental cooperation:
The Music Industry Degree will be awarded by the music department. Because this degree contains a business component (xhrs), the music department appreciates the collaboration of the MSSU School of Business in developing and offering this degree option.

4. Financial Projections: Form FP (attached)

5. Program Characteristics and Performance Goals: (Form PG) – see attached

6. Accreditation: If accreditation is not a goal for this program, provide a brief rationale for your decision. If the institution is seeking program accreditation, provide any additional information that supports your program.

The proposed new BA program (Music Industry) is not seeking recognition of an external accrediting agency. This is being done because the required curriculum of the new major blends prescribed portions of the business and music curricula that, in themselves, do not constitute complete business or music degrees. While there are external agencies that offer accreditation to business programs and to music programs, there are no such agencies offering accreditation to Music Industry programs formed from blended curricula.

7. Institutional Characteristics:

Missouri Southern State University houses two established and respected departments in music and business. The faculty, staff and facilities of these departments are well-equipped for the addition of this degree.

Although this degree plan is based largely on courses already in the catalog, it will require the addition of three new courses specific to music industry: Music Technology, Music Industry and Copyright and the Music Industry Internship. MSSU is presently able to support these new courses with faculty members already in place and technologies currently available.

Currently, the music department offers many classes which make use of technology. These classes include class piano, instrumental and vocal arranging, marching band methods, music history and music theory. The resources used to teach these classes will also be available for the Music Technology course as well. Additionally, the music department has a lab equipped with up-to-date music software as well as recording technology available for concerts.

8. Any other relevant information: none



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PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name MISSOURI SOUTHERN STATE UNIVERSITY
Program Name Bachelor of Arts (Music Industry)
Date May 9, 2011

(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.)

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.

No special preparation will be required

- Characteristics of a specific population to be served, if applicable.

Not applicable

Faculty Characteristics

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

No new special requirements are required to teach the existing and emerging degree program. An interest in emerging musical technologies, music related entrepreneurial enterprise and resource identification are also required and present in the background and training of existing faculty.

- 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.

Projected over a specific cohort of students, we estimate a distribution of 90% "full time faculty" to 10% "part time faculty."

- Expectations for professional activities, special student contact, teaching/learning innovation.

The expectations for professional activities will be to actively research topics relating to

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the music industry and to participate interactively with professionals in the industry as a part of the internship program. The understanding and utilization of emerging technologies and software is required of both students and faculty in this program.

Enrollment Projections

- Student FTE majoring in program by the end of five years.

Our projected enrollment for students majoring in this degree by the end of five years is 27-30 students.

- Percent of full time and part time enrollment by the end of five years.

Our projected full time students enrolled in this degree by the end of five years is 27-30. Our projected part time enrollment numbers by the end of five years is 0.

Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.

After implementation, our projected number of graduates at three years will be 5 students (students “grandfathered” in at the inception of the program from the existing complement of music majors). The number of graduates per annum at five years is 10.

- Special skills specific to the program.

The special skills addressed specifically to this degree program will be measured in an elevated proficiency in music related technologies, an elevated proficiency in the marketing of consumer based musical events or material. In addition, the students will develop an understanding of market trends as they relate to entrepreneurial activities in music and the arts.

- Proportion of students who will achieve licensing, certification, or registration.

Students will be encouraged to maintain active registration in associations relating to their specific sub-discipline. At this time, licensing and certification are not applicable.

- 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.

Using the music major field tests of ETS, we expect similar scores among music industry

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majors as we have come to expect from current music majors. Measured over the past two years, we have had students score in the range between 127 and 165 points on a 200 point scale measuring listening comprehension, written theory and written history. We would expect music industry majors to achieve scores similar to those achieved by other majors whose students participate in general education.

- Placement rates in related fields, in other fields, unemployed.

We anticipate 60% of graduates would begin their careers immediately upon graduation either by self employment or by seeking employment in a related field. The remaining 40% may seek acceptance into Graduate Programs.

- Transfer rates, continuous study.

Due to a lack of similar degree programs in the region, we anticipate lower than normal transfer rates out of the program and perhaps higher than normal transfer rates into the program.

Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide reasons.

Presently, institutional accreditation is not applicable. At this time, there are no current accrediting agencies specifically relating to music industry programs.

Alumni and Employer Survey

- Expected satisfaction rates for alumni, including timing and method of surveys.

Current graduating seniors are surveyed during their last semester at MSSU and that practice will continue for the Bachelor of Arts (Music Industry) majors.

- Expected satisfaction rates for employers, including timing and method of surveys.

Current graduating seniors are surveyed during their last semester at MSSU and that practice will continue for the Bachelor of Arts (Music Industry) majors.

MUSIC INDUSTRY DEGREE – Market Demand Supplement

Research:

The following information has been compiled as it relates to future professions in music industry. The statistics are optimistic, if not promising, and show a growth in a number of areas. For the categories listed below, 7 out of 8 expect average growth (7-13%) to much faster than average growth (20%+) between 2008-2018.¹ All areas cite a majority of employees with post-secondary education and five areas cite a bachelor's degree or higher as the primary education path.² Regarding income, all areas are expected to earn salaries competitive with the median personal income per capita both statewide and nationally with most areas listed as significantly higher than the median.³

The following areas were researched:

- Public Relations Managers
- Public Relations Specialists
- Agents and Business Managers of Artists, Performers, and Athletes
- Music Directors
- Music Instrument Repairers and Tuners
- Music Composers and Arrangers
- Sound Engineering Technicians
- Audio and Video Equipment Technicians

Resources:

[://www.bls.gov/](http://www.bls.gov/)

[://www.missourieconomy.org/indicators/wages/pi_2009.](http://www.missourieconomy.org/indicators/wages/pi_2009.)

[://www.careerinfonet.](http://www.careerinfonet.)

¹ Music Instrument Repairers and Tuners job growth from 2008-2018 is projected as “Little or no change (-2% to 2%).”

² Public relations managers list the highest education results: 86% with at least a Bachelor's Degree. Music Instrument Repairers and Tuners list the lowest education results: 53% with some college.

³ Public relations managers list the highest median income with \$89,700 nationally and \$82,900 statewide. Music Instrument Repairers and Tuners list the lowest median income with \$32,800 nationally and \$28,400 statewide.

Summary Report for: 11-2031.00 - Public Relations Managers

Plan and direct public relations programs designed to create and maintain a favorable public image for employer or client; or if engaged in fundraising, plan and direct activities to solicit and maintain funds for special projects and nonprofit organizations.

Sample of reported job titles: Public Relations Director, Account Supervisor, Account Executive, Public Relations Manager (PR Manager), Communications Director, Community Relations Director, Director of Public Relations, Public Affairs Director, Account Manager, Business Development Director

Education

Bachelor's degree – 78%, Master’s degree – 8%, Associate’s degree – 7%

Wages and Employment Trends

National

Median wages (2009) \$43.12 hourly, \$89,690 annual
 Employment (2008) 57,000 employees
 Projected growth (2008-2018) Average (7% to 13%)
 Projected job openings (2008-2018) 20,600

State and National Wages

Location	Pay Period	2009				
		10%	25%	Median	75%	90%
United States	Hourly	\$22.98	\$31.17	\$43.12	\$60.20	\$80.00+
	Yearly	\$47,800	\$64,800	\$89,700	\$125,200	\$166,400+
Missouri	Hourly	\$25.06	\$30.98	\$39.84	\$50.52	\$63.91
	Yearly	\$52,100	\$64,400	\$82,900	\$105,100	\$132,900

State and National Trends

United States	Employment		Percent Change	Openings ¹
	2008	2018		
Public relations managers	56,700	64,100	+13%	2,060
Missouri	Employment		Percent Change	Openings ¹
	2008	2018		
Public relations managers	1,320	1,440	+9%	40

Summary Report for: 27-3031.00 - Public Relations Specialists

Engage in promoting or creating good will for individuals, groups, or organizations by writing or selecting favorable publicity material and releasing it through various communications media. May prepare and arrange displays, and make speeches.

Sample of reported job titles: Account Executive, Public Affairs Specialist, Public Relations Specialist (PR Specialist), Public Information Officer, Communications Director, Communications Specialist, Public Information Specialist, Public Relations Coordinator, Corporate Communications Specialist, Marketing Director

Education

Bachelor's degree – 66%, Master’s degree – 15%, Associate’s degree – 8%

Wages and Employment Trends

National

Median wages (2009) \$24.98 hourly, \$51,960 annual
 Employment (2008) 275,000 employees
 Projected growth (2008-2018) Much faster than average (20% or higher)
 Projected job openings (2008-2018) 131,300

State and National Wages

Location	Pay Period	2009				
		10%	25%	Median	75%	90%
United States	Hourly	\$14.67	\$18.63	\$24.98	\$34.70	\$46.46
	Yearly	\$30,500	\$38,800	\$52,000	\$72,200	\$96,600
Missouri	Hourly	\$13.33	\$16.90	\$21.41	\$28.86	\$39.57
	Yearly	\$27,700	\$35,200	\$44,500	\$60,000	\$82,300

State and National Trends

United States	Employment		Percent Change	Openings ¹
	2008	2018		
Public relations specialists	275,200	341,300	+24%	13,130
Missouri	Employment		Percent Change	Openings ¹
	2008	2018		
Public relations specialists	6,800	7,860	+16%	270

Openings refers to the average annual job openings due to growth and net replacement.

Summary Report for: 13-1011.00 - Agents and Business Managers of Artists, Performers, and Athletes

Represent and promote artists, performers, and athletes to prospective employers. May handle contract negotiation and other business matters for clients.

Sample of reported job titles: Talent Agent, Agent, Booking Agent, Theatrical Agent, Athlete Marketing Agent, Talent Buyer, Talent Manager, Artist Agent, Artist Manager, Artist Representative

Education

Bachelor's degree – 50%, Some college, no degree – 25%, High school diploma or equivalent – 12%

Wages & Employment Trends

National

Median wages (2009) \$29.76 hourly, \$61,890 annual
 Employment (2008) 23,000 employees
 Projected growth (2008-2018) Much faster than average (20% or higher)
 Projected job openings (2008-2018) 10,100

State and National Wages

Location	Pay Period	2009				
		10%	25%	Median	75%	90%
United States	Hourly	\$12.43	\$18.50	\$29.76	\$50.90	\$80.00+
	Yearly	\$25,900	\$38,500	\$61,900	\$105,900	\$166,400+
Missouri	Hourly	\$13.73	\$19.94	\$22.71	\$25.08	\$27.57
	Yearly	\$28,600	\$41,500	\$47,200	\$52,200	\$57,300

State and National Trends

United States	Employment		Percent Change	Openings ¹
	2008	2018		
Agents and business managers of artists, performers, and athletes	22,700	27,800	+22%	1,010
Missouri	Employment		Percent Change	Openings ¹
	2008	2018		
Agents and business managers of artists, performers, and athletes	—	—	—	—

Openings refers to the average annual job openings due to growth and net replacement.

Summary Report for: 27-2041.01 - Music Directors

Direct and conduct instrumental or vocal performances by musical groups, such as orchestras or choirs.

Sample of reported job titles: Music Director, Conductor, Choir Director, Music Minister, Handbell Choir Director, Music Ministries Director, Artistic Director, Worship Arts Director, Chancel Choir Director, Children's Choir Director

Education

Bachelor's degree – 57%, Master’s degree – 14%, Associate’s degree – 13%

Wages & Employment Trends

National

Median wages (2009) \$21.68 hourly, \$45,090 annual
 Employment (2008) 54,000 employees
 Projected growth (2008-2018) Average (7% to 13%)
 Projected job openings (2008-2018) 16,200

State and National Wages (no data available for Missouri)

Location	Pay Period	2009				
		10%	25%	Median	75%	90%
United States	Hourly	\$10.33	\$15.49	\$21.68	\$29.63	\$40.87
	Yearly	\$21,500	\$32,200	\$45,100	\$61,600	\$85,000
Kansas	Hourly	\$15.59	\$17.54	\$20.29	\$23.15	\$27.74
	Yearly	\$32,400	\$36,500	\$42,200	\$48,200	\$57,700

State and National Trends

United States	Employment		Percent Change	Openings ¹
	2008	2018		
Music directors and composers	53,600	59,000	+10%	1,620
Kansas	Employment		Percent Change	Openings ¹
	2008	2018		
Music directors and composers	180	220	+24%	N/A

Openings refers to the average annual job openings due to growth and net replacement.

Summary Report for: 49-9063.00 - Musical Instrument Repairers and Tuners

Repair percussion, stringed, reed, or wind instruments. May specialize in one area, such as piano tuning.

Sample of reported job titles: Piano Tuner, Piano Technician, Luthier, Banjo Repair Person, Fretted String Instrument Repairer, Guitar Builder, Guitar Repairer, Mandolin Repair Person, Stringed Instrument Repairer, Band Instrument Repair Technician

Education

Some college, no degree – 53%, High school diploma or equivalent – 27%, Less than high school diploma– 17%

Wages & Employment Trends

National

Median wages (2009) \$15.77 hourly, \$32,800 annual
 Employment (2008) 6,000 employees
 Projected growth (2008-2018) Little or no change (-2% to 2%)
 Projected job openings (2008-2018) 1,800

State and National Wages

Location	Pay Period	2009				
		10%	25%	Median	75%	90%
United States	Hourly	\$9.19	\$12.00	\$15.77	\$21.30	\$28.33
	Yearly	\$19,100	\$25,000	\$32,800	\$44,300	\$58,900
Missouri	Hourly	\$10.26	\$11.25	\$13.65	\$16.60	\$19.37
	Yearly	\$21,300	\$23,400	\$28,400	\$34,500	\$40,300

State and National Trends

United States	Employment		Percent Change	<u>Openings</u> ¹
	2008	2018		
Music instrument repairers and tuners	6,100	6,100	0%	180
Missouri	Employment		Percent Change	<u>Openings</u> ¹
	2008	2018		
Music instrument repairers and tuners	=	=	=	=

Summary Report for: 27-2041.04 - Music Composers and Arrangers

Write and transcribe musical scores.

Sample of reported job titles: Music Composer, Music Arranger, Music Producer, Film Composer, Songwriter, Composer, Creative Director, Jingle Writer

Education

Some college, no degree – 26%, Bachelor's degree – 22%, Master's degree – 17%

Wages & Employment Trends

National

Median wages (2009) \$21.68 hourly, \$45,090 annual

Employment (2008) 54,000 employees

Projected growth (2008-2018) Average (7% to 13%)

Projected job openings (2008-2018) 16,200

State and National Wages

Location	Pay Period	2009				
		10%	25%	Median	75%	90%
United States	Hourly	\$10.33	\$15.49	\$21.68	\$29.63	\$40.87
	Yearly	\$21,500	\$32,200	\$45,100	\$61,600	\$85,000
Kansas	Hourly	\$15.59	\$17.54	\$20.29	\$23.15	\$27.74
	Yearly	\$32,400	\$36,500	\$42,200	\$48,200	\$57,700

State and National Trends

United States	Employment		Percent Change	Openings ¹
	2008	2018		
Music directors and composers	53,600	59,000	+10%	1,620
Kansas	Employment		Percent Change	Openings ¹
	2008	2018		
Music directors and composers	180	220	+24%	N/A

Summary Report for: 27-4014.00 - Sound Engineering Technicians

Operate machines and equipment to record, synchronize, mix, or reproduce music, voices, or sound effects in sporting arenas, theater productions, recording studios, or movie and video productions.

Sample of reported job titles: Recording Engineer, Audio Engineer, Sound Engineer, Mixer, Audio Operator, Sound Technician, Broadcast Engineer, Broadcast Technician, Master Control Operator, Sound Editor

Education

High school diploma or equivalent – 31%, Some college, no degree – 31%, Associate’s degree – 22%

Wages & Employment Trends

National

Median wages (2009) \$22.29 hourly, \$46,370 annual
 Employment (2008) 20,000 employees
 Projected growth (2008-2018) Slower than average (3% to 6%)
 Projected job openings (2008-2018) 7,100

State and National Wages

Location	Pay Period	2009				
		10%	25%	Median	75%	90%
United States	Hourly	\$11.26	\$15.60	\$22.29	\$32.21	\$45.32
	Yearly	\$23,400	\$32,400	\$46,400	\$67,000	\$94,300
Missouri	Hourly	\$8.70	\$12.60	\$16.79	\$26.58	\$33.63
	Yearly	\$18,100	\$26,200	\$34,900	\$55,300	\$70,000

State and National Trends

United States	Employment		Percent Change	Openings ¹
	2008	2018		
Sound engineering technicians	19,500	20,700	+6%	710
Missouri	Employment		Percent Change	Openings ¹
	2008	2018		
Sound engineering technicians	130	130	N/A	N/A

Summary Report for: 27-4011.00 - Audio and Video Equipment Technicians

Set up or set up and operate audio and video equipment including microphones, sound speakers, video screens, projectors, video monitors, recording equipment, connecting wires and cables, sound and mixing boards, and related electronic equipment for concerts, sports events, meetings and conventions, presentations, and news conferences. May also set up and operate associated spotlights and other custom lighting systems.

Sample of reported job titles: Audio Visual Technician, Production Assistant, Master Control Operator (MCO), Broadcast Engineer, Operations Technician, Audio Technician, Stagehand, Videographer, Audio Visual Specialist, Audio/Visual Manager

Education

Associate’s degree – 29%, High school diploma or equivalent – 26%, Some college, no degree – 19%

Wages & Employment Trends

National

Median wages (2009) \$18.80 hourly, \$39,100 annual
 Employment (2008) 55,000 employees
 Projected growth (2008-2018) Average (7% to 13%)
 Projected job openings (2008-2018) 23,700

State and National Wages

Location	Pay Period	2009				
		10%	25%	Median	75%	90%
United States	Hourly	\$10.50	\$13.82	\$18.80	\$25.83	\$33.18
	Yearly	\$21,800	\$28,700	\$39,100	\$53,700	\$69,000
Missouri	Hourly	\$7.91	\$12.55	\$15.39	\$23.34	\$28.91
	Yearly	\$16,500	\$26,100	\$32,000	\$48,500	\$60,100

State and National Trends

United States	Employment		Percent Change	Openings ¹
	2008	2018		
Audio and video equipment technicians	55,400	62,400	+13%	2,370
Missouri	Employment		Percent Change	Openings ¹
	2008	2018		
Audio and video equipment technicians	1,580	1,680	+6%	60

Openings refers to the average annual job openings due to growth and net replacement.