

## Department of Music Academic Audit Response

### Audit Response – Department of Music – BA Degree

**Pros:** The proposed college structure of the new “College of the Arts” will give more prevalence to the strong Music, Theatre, and Art programs at MSU. These programs will hopefully flourish by being uncovered. This will make it easier to create interdisciplinary degrees in the arts. The proposed “Center for Entrepreneurship” and the aligning of the KCTM and KFAC with the college allow for some collaboration in the degree programs.

**Cons:** Will some of the departments in the College of the Arts lose their identity by being joined in the two proposed “Schools”? The suggestion of eliminating the BA degree takes away a liberal arts track for students of that ilk.

**Comments:** The BA should be continued as a degree program. While currently not many incoming students begin in the Music BA degree, many finish their by designing a liberal arts structure for the degree with selection of a minor. Also, currently being considered in the Music Undergraduate Studies Committee are two versions of the Music BA degree: BA in Music with an Emphasis in Music Theatre and BA in Music with an Emphasis in Traditional Music and Appalachian Studies. A third version is being developed: BA in Music with an Emphasis in Traditional Music and Music Industry. With this program, students studying traditional music will also be able to pursue courses in business, web authoring, recording technology, graphic design, marketing, music publishing, desktop publishing, and songwriting.

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### Audit Response – Department of Music – BME Degree

**Pros :** Combining the arts into one college would serve to enhance the interdisciplinary aspects of these areas. The change from a “Department of Music” to a “School of Music” has a more positive connotation and should serve to improve how those we recruit perceive us. A Center for the Performing Arts would be a visual and auditory indication of the university’s commitment to the arts. This support invariably draws students who see that the program is valued and promoted by the institution. A strong Kodaly program would provide a much needed elementary music emphasis within the School of Music, the region, and the state. The development of an orchestra may provide the biggest challenge but the rewards will be great IF in the process we develop a strong string education program. There is a need nationally to establish string programs in the schools. We can serve our region by attracting those who wish to teach strings and build orchestra programs in our schools.

The Morehead State University is nationally known for its outstanding music education program. The audit indicates this degree program for “enhancement”.

**Cons:** The mandated reduction in credits needed to complete the BME must be handled carefully to ensure continued emphasis on content knowledge within the discipline. No mention of the need to recruit string EDUCATORS who have the background and experience to help guide, mentor, and teach future string teachers.

**Suggestions:** There is a need for additional scholarship funds for those who plan to teach. Incorporate the Kodaly program into an enhanced Elementary Music Education program. There is a need for additional faculty members with education degrees and teaching experience to provide informed and current perspectives in music education. This is not addressed in the audit.

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### **Audit Response – Department of Music – BM Degree**

**Pros:** The BM Music (Performance) has been rightly recommended for “Maintain and Improve”. This area has already been on a growth trend and is a crucial area for development if the music department intends to become a “School of Music.” Recent grads in the BM program have found success at some of the top grad schools in the nation. This is a reflection that the quality of teaching at MSU is already very high, and efforts now need to be placed on recruitment. The music department is currently revising the curriculum for the BM programs to create a stronger curriculum which will better prepare our graduates for the field and will help as a recruiting tool.

**Cons:** The recommendation to “Delete/Phase out” the BA in Music program may negatively impact both the BM and BME programs. In particular, the music and theater departments are already considering a new BA program which combines courses into a “Musical Theater” program option for the BA. This program is a very popular choice among vocal recruits who often choose another school because we don’t offer the program at MSU. In addition, this program will create increase enrollment in the vocal studios, and with these increasing numbers, all of our vocal ensembles will be strengthened. This has the very beneficial effect of making the BM and BME vocal programs even more attractive to the vocal recruits in these programs as well

**Suggestions:** Recruitment is critical, but it will continue to be hampered in all areas unless there is a concerted effort to strengthen the applied voice, piano and orchestral string areas. The orchestral program needs the full commitment of the administration to secure additional faculty that specialize in this area, as well as increased funding for scholarships for string majors. The level of musicians that will really make a difference are already capable of attaining full-ride scholarships at

other institutions, and MSU simply does not have the scholarship funds to adequately compete.

**Audit Response – Department of Music – BM Jazz Studies Degree**

Music (Performance & Jazz Studies): Enrollment in the BM in Performance program, which is supported by an excellent faculty, has grown during the last six years, a trend that is expected to continue. The BM Performance (Jazz Studies) program has also demonstrated growth in the last six years and is now the largest in the State and region. It provides excellent opportunities for students interested in a jazz/commercial performance career and is supported by an excellent faculty; graduates of the program have found success in graduate programs to further their musical studies and in the job market; the quality of performance is high as indicated by juried performances. Strategies include: Further develop the entire performance program, especially in applied voice, piano, and orchestral string areas; the BM in Performance (Jazz Studies) needs to modernize by developing the music industry related components and the performance areas pertaining to the jazz rhythm section. This will require more faculty members in the areas of music technology, music business, and applied jazz performance who can also help start a program or emphasis in music industry, entrepreneurship, and technology, areas that would require partnering with KCTM and the College of Business and Public Affairs. The proposed establishment of a Center for Arts Education Outreach and Entrepreneurship mentioned above could considerably enhance the success of this program.

<b>Audit</b>	<b>Pro</b>	<b>Con</b>	<b>Action</b>
The BM in Performance (Jazz Studies) needs to modernize by developing the music industry related components (Music Business)	All musicians need an understanding of today's music industry. To prepare performance majors for employment courses that inform about the business of music need to be developed	The current staffing of the department of music does not include a trained specialist in music business , A faculty member will need training or a music business specialist will need to be hired	The new BM Jazz Studies curriculum developed by the Jazz faculty has proposed a course in Music Business which is being developed by Gordon Towell

<p>The BM in Performance (Jazz Studies) needs to modernize by developing the music industry related components (recording)</p>	<p>More musicians especially at the independent level are doing recording. Working commercial musicians need experience in creating and packaging music product in the new technological age.</p>	<p>The current staffing of the department of music does not include trained specialists in recording. A faculty member will need training or a recording specialist will need to be hired</p>	<p>Glenn Ginn is willing to take courses for ProTools certification and is developing a course in recording for the new Jazz Studies Curriculum.</p>
<p>And the performance areas pertaining to the jazz rhythm section.</p>	<p>Demands of today's music performance in jazz and commercial music require the addition of rhythm section specialists, i.e., Bass and Drum set. The addition of applied faculty that are specialists in these areas would greatly enhance the teaching and recruiting in the BM Jazz degree plus prepare BM Jazz graduates for employment.</p>	<p>The current jazz bass instructor is a TA and will leave the institution next fall leaving 5 majors w/o applied instruction. Addition of faculty members is costly. Our main competition for students (U of L) has faculty members in bass, etc.</p>	<p>A jazz combo course is being developed for the new Jazz Studies curriculum.</p>

<p>This will require more faculty members in the areas of music technology, music business, and applied jazz performance who can also help start a program or emphasis in music industry, entrepreneurship, and technology, areas that would require partnering with KCTM and the College of Business and Public Affairs</p>	<p>MSU will be competitive and a leader in commercial music in the state with the addition of this program. This leadership has the potential to greatly increase enrollment in this area, prepare students for today's music world and serve the region.</p>	<p>New faculty lines and facilities (recording studios) are needed which cost at a time of economic slow down.</p>	
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**Audit Response – Department of Music – MM Degree (Performance and Music Education)**

The Department of Music is in agreement with the entire discussion of the Master of Music – Music Education program in the audit document but disagrees with placing the MM-Performance program into the “Conditional Continuation” category, the rationale for which seems to be based on concern about enrollment and potential for future recruiting. The claim in the audit document that “success in this program was more dependent upon increased recruitment of international students to support enrollment” may be true but seems overstated. It is important to note that after the Music Graduate program redesign went into effect, the MM-Performance program experienced a boost in numbers during the 2007-2008 academic year (which was not included in the audit period). Currently (Fall 2008), out of 39 active graduate advisees, 16 are MM-Performance students. One will graduate in December 2008, but several more will graduate in May, Summer I and December 2009. It may be interesting to note that none of these MM-Performance students are international students at the moment and many have undergraduate degrees from institutions other than Morehead State University. While international recruiting is important and the department is actively seeking to work in this area (beginning with a faculty recruiting trip to Taiwan in December 2008), we have

been successful in domestic recruiting and intend to continue our efforts in this country. The Department of Music is completely in agreement that support for all graduate programs within the Division of Academic Affairs needs to be enhanced and that success in recruiting graduate students is partially tied into support for competitive GA positions, whether for foreign or domestic students. It has long been suggested that GA positions be created to support chamber music ensembles (string quartet, brass quintet, woodwind quintet), pianists (supporting accompanying) and singers. Their duties can include musical performance both in these chamber ensembles and other MSU ensembles as well as teaching, possibly as regional engagement. Supporting these types of opportunities for potential music graduate students may be the key to maintaining and increasing the number of Master of Music students in the future.

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#### **Department of Music Audit Team:**

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Jeanie Lee, BM Degree Program  
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David Oyen, Master of Music Degree Programs  
Gordon Towell, BM Jazz Studies Degree Program

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#### **Chair's Response:**

**Comments:** The treatment of the Department of Music in the Academic Audit does not seem to have created any controversy. We are perfectly willing to be raised to the forefront a bit.

The Morehead State University is nationally known for its outstanding music education program. The BME was designated by the Audit for "enhancement". This program is the largest and most highly respected BME program in Kentucky; the Kodály Institute of Kentucky at Morehead State University needs support for further development of the Kodály certification program for preservice and in-service music teachers. The department's historic strength is in its instrumental (woodwind, brass, and percussion) Music Education program, but there is need for further development of the applied voice, piano, and orchestral string areas. There is a need to reduce the size of the BME curriculum which will require coordination and cooperation with the College of Education. The department is currently revising all of its undergraduate curriculum, including the BME.

Three programs were mentioned for either “elimination” or “maintain and improve”: BA, BM Performance, and MM Emphasis in Performance. With regard to the enhancement of the BM and MM, steps are being taken. The BM is being restructured to include courses that make it more relevant in a digital world and work place. A group of five faculty are going to Taiwan (Dec. 2008) to recruit students for our Masters programs, including the MM Emphasis in Performance.

The concern in the audit regarding the high number of credit hours required for graduation in the BME program is currently being addressed as a part of the overall UG curriculum revisions.

Concerning the BA, which the audit suggests be eliminated, that degree is also being restructured to make it more relevant and to give other options with regards to emphases of study. The BA should be continued as a degree program. While currently not many incoming students begin in the Music BA degree, many finish their college experience by designing a liberal arts structure for the degree with selection of a minor. Also, currently being considered in the Music Undergraduate Studies Committee are two versions of the Music BA degree: BA in Music with an Emphasis in Music Theatre and a BA in Music with an Emphasis in Traditional Music and Appalachian Studies. A third version is being developed: BA in Music with an Emphasis in Traditional Music and Music Industry. With this program, students studying traditional music will also be able to pursue courses in business, web authoring, recording technology, graphic design, marketing, music publishing, desktop publishing, and songwriting. We believe that these new offerings will make the degree more attractive to incoming students and increase enrollment in the department and University.

The BME is historically the strength of the Department and growth should not degrade this program or its resources. As the Department of Music expands its offerings and grows, so will the need for additional funding in its operating budget, music scholarship budget, faculty positions, additional GA positions to support programs and outreach service, high-end music equipment replacement, funding for athletic bands, etc. The audit also suggests continuing the growth of the string orchestra program. This area has grown as much as possible with adjunct faculty and a steering committee. The continued growth is dependent upon full-time faculty positions, additional GA positions dedicated to strings, a budget for orchestra operations, and scholarship monies dedicated to recruiting the most talented string players.

Currently, the Department of Music has reached capacity in its space within Baird Music Hall. With an increase in faculty and students, space will be needed for teaching studios, classrooms, acoustically safe practice rooms, and acoustically safe ensemble rehearsal space. There is strong need for a Center for the Performing Arts. Baird Music Hall is now a substandard music program facility. Staffing needs include full-time support persons to manage and market concerts, recitals, special events, and tour programming, coordinate and market student recruitment

initiatives, and provide management support for fundraising activities. The current alternating Friday course schedule and lack of flexible scheduling options make it difficult to accommodate faculty outreach and service work and impedes access to classes.

My major concern with the audit in its current version is the vagueness surrounding administrative structure of the reorganized/new colleges. There is also an uncomfortable vagueness regarding funding within the newly structured university. An adequate funding model for the new structure is needed to make the new structure.

It is hoped that faculty will be consulted regarding the administrative structure of the newly reorganized university. One model might include the integration of selected supporting services with the academic teams in the college/departments. Full-time advisors, graduate coordinators, budget personnel, marketing/web/promotion personnel, admission/financial aid officer, admissions counselors, etc. could be located in and integrated into academic teams.

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