

Targeted Investment in Excellence
SCHOOL OF MUSIC/*Music Industry Program*
College of the Arts
FY2007 Annual Report
May 30, 2007

Academic Plan and the *Music Industry Program*

As one of 604 nationally accredited music programs, the School of Music is currently **ranked #11 among public institutions and #24 among all those accredited by NASM**, including world-renowned conservatories. Its new **Music Industry Program** is one of only 10 Target Investment in Excellence proposal designated by the university for central funding.

The new Music Industry curriculum will be a rigorous program that re-negotiates the relationship between creativity and the marketplace, joining music with studies in science, math, psychology, business, engineering, law, medicine, health sciences, physics, and applied computer sciences. The program will bring together a group of current faculty from music and across the university to help students gain entrepreneurial and research skills focused on such areas as arts organization management, legal issues and the music business, music cognition/ethnomusicology, animation, and acoustics. Graduates will qualify for a wide range of industry and research positions--as recording/sound engineers, music publishers, film scorers/composers/arrangers arrangers, as well as teachers and researchers.

Today's world is rapidly changing. Students entering as music majors are aware of a wide range of career options that may be outgrowths of their intense studies in music. Offering a new curricular program reflecting the broad range of opportunities, we believe that the Music Industry Program will increase the number and quality of music students, students, heighten the visibility of the school and move it into the top 10 of ranked music programs in public universities. Most well-known music industry programs are on the East and West Coast. We have the opportunity to make our Music Industry program the jewel of the Midwest.

Progress Update

FY2007

Last autumn, the Music Industry Faculty Planning Committee set objectives to be met during the inaugural year of TIE funding. The following represent the implementation plan and the progress made in meeting these objectives:

- **Summer Quarter**: Confirm specific colleges, departments, and other areas of the University for which connections are desired; determine an appropriate coordinator for organizing the core of faculty and staff to become the program planners; support a

faculty presence at the Brevard Conference on Entrepreneurship in Music, an intended connection between Music and Business

- Specific faculty and staff from the colleges, departments, and centers identified as intended key players in the music industry were contacted regarding a series of meetings during the years
- Specific music faculty members were designated as coordinators for the various focus groups
- One faculty member was funded for attending the Brevard Conference on Entrepreneurship in Music (North Carolina, summer 2006)
- September: Meet with representatives of the various disciplines with which collaborations are to be established; determine focused work groups to discuss interdisciplinary connections and possible directions for expanding existing courses and creating new curricular opportunities for students of diverse educational and career interests
 - Convened a meeting of all the representatives from the various disciplines with whom music expects to collaborate
 - Charged each interest area with deliberating on research, courses, clusters, and minor curricula
- October: Set meetings of the focus groups; prepare paper work for proposing official approvals for music industry-related courses that were offered as pilots during the past school year and in the current course schedule
 - Autumn and winter meetings occurred on a regular basis
 - Paper work on permanent courses postponed until a director is hired
- November: Identify appropriate faculty and staff contacts for advisement on creating an internship program for music industry students
 - Contact made with Linda Krichbaum for information on such experiences and sample documents related to the approval of this type of program (from Journalism/Communications 683: Internship Program)
- December: Begin discussions on clusters of courses for consideration in music industry minor curricula
 - Conversations continued among the focus groups regarding possible curricula with final decisions held until a director is in place
- February: Identify office space for the Director of Music Industry and for the technology specialist staff member
 - Decision made to dedicate two rooms on the third floor of Mershon to the new recording studio
 - Decision made to use offices on the fourth floor of Mershon to house the director of the program and the technology A&P hire
- June: Prepare space for the new Director of Music Industry
 - Plans in the making to complete space reallocations @June 12, 2007

The two top priorities for the past year were: 1) to identify professors and staff in multi-disciplinary areas and create planning groups for initial conversations on courses, clusters of courses, and minors; and, 2) to conduct a national search for a director of music industry. The work on Priority #1 resulted in the identification of the following possible courses:

- Introduction to Acoustics: pre-requisite, Math 148
- Digital Signal Processing: 600-level
- Psycho-acoustics
- Multi-media processing

The following outlines the progress made with Priority #2:

1. Search committee was formed and a job description was crafted
2. Position was advertised nationally in autumn quarter
3. Three candidates identified for campus interviews in winter and spring quarters
4. Candidate offered the position, accepted in early May
5. Process of approving the hire at Associate Professor with Tenure in progress as of May 25, 2007

Additional Accomplishments

- Made first equipment purchases related to creating a new recording studio
- Broadened the conversation across the School of Music regarding future interdisciplinary connections with music industry research activities, including the ethnomusicology area.

Statement of implementation issues and steps taken to accommodate or remediate

- Searching for a space for the recording studio yielded two rooms in Mershon on the third floor. Concern: renovations needed to adequately prepare the space. Steps taken toward resolution: experts consulted, a design created. Needed: complete budget figures and consultation with the new director of the program.