

New Program Proposal

NOTE: This form should be used for new minors, or new concentrations to existing degrees. For new majors/degrees, complete the HECC new program proposal form as well as this form.

New Program name: Certificate of Music Industry

CIP Code: (Classification of Instructional Program): 50.1003

Impact statement:

1. What is the expected effect of this program on existing courses (both within your department/program or elsewhere in the SOU curriculum)?

The Certificate in Music Industry is designed to:

1. Attract students that we are currently not attracting who are interested in focused curriculum pertaining to the music industry while offering them flexibility to complete the certificate along with many choices of major.
2. Attract stand-alone certificate seekers looking to upgrade their knowledge for a variety of careers.
3. Retain current students who are looking for more music-industry focused offerings.
4. Maintain and develop the reputation of SOU Music and the Oregon Center for the Arts in our regional community and beyond.

The Certificate will have a positive effect on enrollment in the courses chosen to complete the Certificate, as students from diverse majors/programs will seek varied course offerings from multiple programs. Chairs and Directors of other programs see this Certificate helping with enrollment and staffing issues in programs including: Music, Communication, Creative Arts/Emerging Media Digital Art, Business Administration, and Innovation in Leadership.

2. Will any prerequisites or other course requirements affect other departments/programs? Yes If so, the relevant chairs or program directors should be notified to determine if those departments/programs have sufficient capacity to meet these requirements. Please document your research into this possible impact.

I have contacted and received input from the Directors and Chairs of Business Administration, Communication, Creative Arts and Emerging Media/Digital Arts, and Music. The courses selected for the Certificate were vetted with their input and approval.

3. Program Resource evaluation:

- a. Faculty: Cite faculty availability or needs and impact on other teaching obligations. If additional faculty teaching hours are needed, how will that need be met?

The teaching of two new Music courses (MUS 415/515, MUS 416/516) that form the core of the Certificate (along with COMM 424/524) will be met by:

- i. MUS 415/515 will replace MUS 315 in Dr. Terry Longshore's teaching load. Net change is a 1-ELU increase, which will be covered by a reduction in MUP loading, or a reduction in Graduate Coordinator release, or in a small overload. MUP loading can vary from year-to-year so this net increase should not be a significant issue.
 - ii. MUS 416/516 will be part of the load for the position in Commercial Music, Music Industry, and Entrepreneurship currently proposed to replace a position vacated after Spring 2020 due to contract termination.
- b. Facilities: Cite any additional need for classrooms, equipment or laboratory space and how that need will be met.

Existing facilities will suffice; however, expanded/improved "Smart Classroom" technology will aid in the delivery of the curriculum. Specifically (in prioritized order):

- i. Music 220 (Instrumental Rehearsal Room) – Install Smart Classroom system
- ii. Music 231 (Choral Rehearsal Room) – Install Smart Classroom system
- iii. Music 132 (Music Education/Seminar Classroom) – Update Smart Classroom system
- iv. Music 121 – (Classroom) Update Smart Classroom system
- v. Music 137 – (Classroom) Update Smart Classroom system

Furthermore, the proposed Music/Digital Media Center Capital Project will also greatly enhance the delivery of the curriculum.

- c. Library: Are Hannon Library resources sufficient to meet the needs of this program? (Check with the library staff and ***attach a copy of their report.***) Waiting for library's report. Will update when received.
- d. Other: Are any other resources needed to support this program? If so, please document them and explain how they will be obtained.

No other resources are required.

4. Catalog copy for the new program, including requirements and electives.

Certificate in Music Industry - 32 credits

Undergraduate or graduate level - may be combined with any major or stand-alone

The Certificate in Music Industry provides students from diverse backgrounds with a focused curriculum in key aspects of the Music Industry. Students will analyze current practices and trends in the Music Industry, integrate topics and experiential projects from their selected courses, and implement their findings in a final capstone/project.

The core curriculum is designed to comply with the National Association of Schools of Music (NASM) Standards of Accreditation X.A.3 (Note: this is written with the identifier of "graduate" student, but per NASM also applies to certificate programs): "Major Field(s) and Supportive Studies. Each graduate student is expected to gain in-depth knowledge and competence in one or more fields of specialization. Graduate programs include requirements and opportunities for studies that support the chosen specialization(s)."

Core Courses - 12 credits:

MUS 415/515 - Introduction to the Music Industry 4 (Strand I)

MUS 416/516 - Music Copyright, Publishing, & Licensing 4

COMM 424/524 - Creative Entrepreneurship 4 credits

Performance Management - 3 credits: Students in the Certificate Program will provide support to Music Ensembles such as: technology assistants, recording technicians, ensemble management, instrument and library managers, and other supporting roles.

MUS 3**/5** - Ensemble 1 (repeatable) (three credits required)

Certificate in Music Industry Electives - 15 credits:

ART 365 - Sound Art and Experimental Music Methods 1 to 4 credits

ARTH 311 (or MUS 311) - Art & Music of the 20th Century - Present 4 credits

BA 211 - Financial Accounting 4 credits

BA 213 - Managerial Accounting 4 credits

BA 313 - Accounting for Managers 4 credits

BA 330 - Principles of Marketing 4 credits

BA 410/510 - Event Management 4 credits

BA 414/514 - Nonprofit Fund Development 4 credits

BA 430A/530A - Nonprofit Grant Writing 4 credits

BA 436/536 - Internet Marketing and E-Commerce 4 credits
 BA 468/568 - Building a Nonprofit Brand 4 credits
 BA 480/580 - Introduction to Nonprofit Organizations 4 credits
 COMM 221 - Creative Industries 2 credits
 COMM 323/EMDA 323 - Strategic Social Media 4 credits
 COMM 327 - Creative Careers Bootcamp 4 credits
 EMDA 204/204R - Digital Audio Foundations 4 credits
 EMDA 321 - Theory & Practice in Emerging Media & Digital Arts 4 credits
 EMDA 322 - Writing the Artist Narrative 1 to 4 credits
 EMDA 331 - The Art of Data 1 to 4 credits
 EMDA 340 - Responsive Web Design 1 to 4 credits
 EMDA 341 - Remix Culture 4 credits
 EMDA 350 - Projects in Digital Media 1 to 4 credits
 MUS 201 - Music of Western Culture 4 credits
 MUS 202 - Music of the World 4 credits
 MUS 203 - American Jazz 4 credits
 MUS 205 - Rockin' in the Free World: Rock History from 1900-1959 4 credits
 MUS 206 - Hey, Hey, My, My, Rock and Roll Will Never Die: Rock Music of the 1960s-1970s 4 credits
 MUS 207 - On the Cover of the Rolling Stone: Rock Music from the 1970s-Present 4 credits
 MUS 208 - Hip Hop Revolution: Rap Music and Culture in Contemporary America 4 credits
 MUS 210 - American Country Music 4 credits
 MUS 311 (or ARTH 311) - Art & Music of the 20th Century - Present 4 credits
 MUS 360 - Music History I 3 credits
 MUS 361 - Music History II 3 credits
 MUS 362 - Music History III 3 credits
 MUS 409/509 - Practicum 1-4 credits
 MUS 4**/5** - Special Topic: Theory 3 credits
 MUS 460/560 - Special Topic: History 3 credits

Capstone/Final Project - 2 credits:

MUS 400 - Capstone 2 credits

Or

MUS 503 - Thesis 1 to 9 credits

5. Please provide written verification of contact with the Chair of any other departments or programs affected by the new program.

See attached.



Terry Longshore <longshore@sou.edu>

Certificate in Music Industry

Joan McBee <mcbeej@sou.edu>

Sat, Oct 19, 2019 at 11:04 AM

To: Terry Longshore <longshore@sou.edu>

Terry,

Here is some feedback from the faculty in Business:

From Dennis Slattery: They don't have 211/213 on here. Anyone who wants to work in "industry" and doesn't have some understanding of these issues is at a competitive disadvantage

Mark Siders: Seems like they should have some accounting.

Curt Bacon: I suspect some of the Music students will suffer b/c they have never seen an income statement or balance sheet - and yet their program is Music Business. Should BA 211 and 213 be required for those students? With the current plan, upper-division classes will enroll students who have never taken a single lower-division business class - that may prove frustrating to those pros. None of my classes are involved so I am a casual observer and will not protest the new certificate one way or the other.

By the way, we have a new class called BA313 Accounting for Managers.

BA 313 - Accounting for Managers

4 credits

Focuses on the theory and practice of accounting and financial management for for-profit organizations. Course assignments help students learn about the nature and responsibilities of financial management in the for-profit sectors. Students study accrual and cash-basis accounting systems, as well as accounting analytical tools. Course work emphasizes understanding and interpretation of for-profit financial statements, risk management, and the importance of financials in managing an organization.

Grade mode designated on a CRN basis each term. Students should consult current term schedule.

As for the list you have here, some of these are only offered once a year. I'll put the terms in, just in case that helps.

BA 330 - Principles of Marketing 4 credits - every term

BA 410/510 - Event Management 4 credits - winter term

BA 414/514 - Nonprofit Fund Development 4 credits - fall

BA 430A/530A - Nonprofit Grant Writing 4 credits - winter

BA 436/536 - Internet Marketing and E-Commerce 4 credits - spring

BA 468/568 - Building a Nonprofit Brand 4 credits - spring

BA 479/579 - Small Business Start-up and Management 4 credits - not offered anymore

BA 480/580 - Introduction to Nonprofit Organizations 4 credits - winter and summer

I hope that is helpful feedback.

Sincerely,

Joan

[Quoted text hidden]

Dr. Joan McBee, Professor
Chair, School of Business
Central Hall, Room 136

541-552-6493

www.sou.edu/business

Zoom ID: <https://sou.zoom.us/j/9760061618>

Schedule an appointment: <https://mcbee.youcanbook.me>

Why SOU? Find out: <http://www.youtube.com/watch?v=Ski0MzPd5IM>



Terry Longshore <longshore@sou.edu>

Certificate in Music Industry

Robin Strangfeld <strangfer@sou.edu>

Tue, Oct 22, 2019 at 1:05 PM

To: Terry Longshore <longshore@sou.edu>

Cc: David Humphrey <humphred2@sou.edu>, Cynthia Hutton <hutton@sou.edu>, Katie Pittman <pittmank@sou.edu>, Alena Ruggerio <RuggeriA@sou.edu>, Joan McBee <McBeeJ@sou.edu>

Sounds good to Creative Arts. We do have a few suggestions:

- 350 will not be offered as much as in the past
- Remix culture isn't regularly offered
- 365 - Sound Art and Experimental Music is now an "ART" prefix only, I believe.

Thanks so much.

Robin

On Fri, Oct 18, 2019 at 11:42 AM Terry Longshore <longshore@sou.edu> wrote:

[Quoted text hidden]



Terry Longshore <longshore@sou.edu>

Certificate in Music Industry

Alena Ruggerio <ruggeria@sou.edu>

Tue, Oct 22, 2019 at 10:32 AM

To: Terry Longshore <longshore@sou.edu>

Cc: David Humphrey <humphred2@sou.edu>, Katie Pittman <pittmank@sou.edu>

Dear Terry,

Thank you for including some Communication courses in your new Certificate in Music Industry. We appreciate the opportunity to provide feedback. I forwarded your proposal to the faculty who teach the courses you listed, and gathered their responses.

Attached is a pro-proposal form I have been working on for a new Certificate in Music Industry. This work came out of a Music Task Force this past summer. I have selected courses from your programs that I feel would be valuable courses for students interested in this certificate to choose from. [The list of courses is at this link.](#)

Please review the attached pre-proposal form for information about the certificate, share with your faculty, and look through the courses and let me know:

1. Are you interested in having your program support this proposal with the courses listed?

Yes, the Communication courses you have identified are appropriate for this new certificate.

1. If so, are there any other courses you feel would be good fits?

Please also consider COMM 221 Creative Industries and COMM 327 Creative Careers Bootcamp.

1. Are any of these courses listed problematic? (not enough capacity, not offered yearly, etc.)

The future of COMM 424 Creative Entrepreneurship is uncertain. We all agree that the course should be offered, as it is a great course and valuable to the curricula of several programs, including Digital Cinema, Social Media & Public Engagement, Communication Studies, Business, and now the certificate in Music Industry. What we haven't figured out is how to staff it consistently. It might be staffed in future by Erik Palmer, Melissa Matthewson, a Business faculty, or none of the above, depending on availability and funding. My vote would be for you to keep it as an elective for your certificate with the understanding that we cannot commit to offering COMM 424 every year.

1. Any other question, input, etc. you have is welcome!

We would like to receive clarification on how this Certificate in Music Industry will be different from the Certificate in Sound Design that is also being proposed. That would help to clarify for us the real aim and target audience of this Certificate in Music Industry. If it's not about preparing students for the technological aspect of the music industry, then that might address the concern of one of our Comm colleagues: "To me, the biggest weakness of this proposal is that SOU does not really have a great digital production course for music/audio, a recurring challenge that we need to both solve in COMM/DCIN, and include in this certificate. DCIN 101 partially answers the need, but I don't think we have a lot of capacity to offer to this certificate. Unless Terry is planning to create an alternative?"

1. And finally, do you support moving forward with this proposal?

Yes, Communication supports this proposal, and looks forward to further conversations about this collaboration.

Best regards,
Alena

Alena Amato Ruggerio, Ph.D.
Pronouns: she/her/hers
Chair of Communication
Professor of Communication
Southern Oregon University
Alena.Ruggerio@sou.edu
