

**Institutional Effectiveness Report
Academic Year 2014/2015
Department of Fine Arts: Music Industry**

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Mission
Department of Fine Arts

The Department of Fine Arts offers major programs in Art Education, Music Industry, Theatre Arts and Visual Arts. Minors are offered music, theatre arts, visual arts, and art history. Collaterals are offered in music, theatre arts, and visual arts. Introductory courses in art and theatre are offered for non-majors. All Francis Marion University students may pursue the introductory course in music and performance ensembles.

Students majoring in Art Education, Music Industry, Theatre Arts, and Visual Arts combine general education courses with lecture courses in art education, art, music or theatre history, and upper-level courses emphasizing studio/performance. Theatre Arts majors may specialize in performance areas or design and technical production areas. Visual Arts majors may specialize in ceramics, visual communication, painting, or photography. A Music Industry degree is offered. These major programs serve as ends in themselves as well as preparation for graduate study, related careers, and the teaching of art.

In support of the University's mission to enrich the culture of the surrounding region, members of the community having an interest in the arts are welcome to take advantage of our visual and performing arts classes as non-degree students. Such classes include ceramics, drawing, painting, photography, acting, costume design, stagecraft, wind symphony, etc.

The Department also coordinates the University Concert Choir, Cut Time (vocal show ensemble), The University Theatre, the University Concert/Community Band, the MI Ensemble, the University String Ensemble, and Guest Artists Events. In addition, it stages the music, dance and theatre performances brought in by the University Artist Series and maintains the Art Gallery Series featuring a varied rotating program of two- and three-dimensional art exhibits in three campus galleries. All of these events are open to the general public free of charge.

Music Industry Program

The mission of the Francis Marion University Music Industry Program is to educate, train and develop students to excel in music as a career. This is done with a solid education in music and an expansive education in the liberal arts. Our curriculum embraces both time honored and contemporary musical styles. Through a course of scholarly and practical learning experiences integrating performance, writing and technology each student is prepared for career opportunities open to today's music professional. The Music Industry Program serves as the musical center for the university and surrounding community.

The Music Industry degree addresses the need of students seeking an alternative to performance and education paths in music while at the same time giving the students a solid foundation of music studies. Students in this degree program are strongly encouraged to pursue a minor in Business.

Applied Music

All Music Industry majors must choose an applied area of specialization in voice, piano or instrumental music. Each student in applied music must perform a jury exam held during the final exam week of each semester. This is considered the final exam in Applied Music. The jury is made up of music faculty. Appropriate material to be performed at the juries is determined by the applied instructor. The jury evaluation is used with the instructor's evaluation of the semester's work in determining the student's final grade.

Recital Attendance

All Music Industry majors are required to attend Recital Attendance each week at 2:30 on Mondays. This time is used for masterclasses, guest speakers and performances by students. Each student must perform once during the semesters they are enrolled in applied lessons.

Senior Recital

All Music Industry majors must present a senior recital. A student wishing to present a senior recital must consult with their applied teacher to determine if they attained a sufficient level of performance skills in their applied area.

Students must set a recital date with the Department of Fine Arts the semester before the senior recital. Programs must be submitted with the instructor's approval four weeks before the recital date. The student and instructor must approve the final proof before programs and any related documents are printed.

A final jury must be scheduled two weeks before the senior recital. The student is required to successfully perform selections from the proposed recital and answer questions about the works regarding theory, style and music history. Students may present their recital only after successfully completing the jury. The results of the jury are recorded as part of the overall music program assessment.

The senior recital is a capstone experience and should reflect the concepts, techniques and repertoire addressed in the applied studio. While the material for this recital is generally selected cooperatively by the student and their instructor, the instructor has final approval over the music to be presented.

Music Industry Internship

The Music Industry Internship (MU 498) is the culmination all the studies in the Music Industry degree. In order to qualify for this internship a student must have the permission of the department and internship agency. Senior status is required and successful completion of 36 semester hours in the major with a minimum grade point average of 3.0 in all Music Industry courses and a 2.5 cumulative grade point average in all courses taken at Francis Marion University.

This is a formal intern assignment where the qualifying student participates in a music industry business or organization as an intern for a selected period of time. Music Industry students should carefully consider during their course of study leading up to the final year what direction they would like to pursue in the music industry. The music faculty and guest speakers from the music industry will be available to discuss career options for each student throughout their academic studies.

All Music Industry internships will be awarded according to merit and availability determined by the music faculty after the student has met all the prerequisites.

Music Minor

The music minor requirements remain unchanged.

Assessment Activities

Applied Juries: Each music industry student is required to perform 2 works before the music faculty after every 2 semesters of applied study to advance to the next applied level.

Fall semester 2014: Five students passed to next applied level.

Spring semester 2015: Thirteen students passed to the next applied level. Two students did not pass to the next applied level.

Piano Proficiency: Each music industry student is required to pass the piano proficiency exam by the end of his or her sophomore year or completed MU 156 and MU 157 with a B average.

Fall Semester 2014: One student passed the piano proficiency exam.

Spring Semester 2015: Five students passed piano proficiency exam.

Senior Recital: The culminations of the applied studies are a juried recital before the music faculty and public presentation of this recital.

There were two senior recitals Spring semester 2015.

Music Industry Internship: The capstone of the final semester of study in the music industry degree is an internship or seminar by each student. Upon consultation with the faculty the internship or seminar is completed with written documentation of the work completed.

There was one seminar Fall semester 2014.

There were two internships Spring semester 2015.

Exit Exam

The successful completion of the senior recital and internship resulted in two seniors graduating 2014/2015.

Annual Faculty Reports

The Music Industry faculty completed and submitted annual reports to the Chair on or before March 30, 2015. Each faculty member completed a written assessment of activities and participated in an oral discussion thereof with the Chair during the period of April 16-May15, 2015.

Dr. Paolo Gualdi gave master classes and solo performance in the United States and Europe. He is the Artistic Director and Organizer of the South Carolina Chamber Music Festival held at the FMU Performing Arts Center. Dr. Gualdi directs the Chamber Jazz Ensemble.

Dr. Terry Roberts is Music Director of the Florence Symphony Orchestra and the Florence Symphony Youth Orchestra. He conducted 12 performances during the 2014/2015 Season with these ensembles. He is director of the FMU String Ensemble and Coordinator of Music. Dr. Roberts performed in the South Carolina Chamber Music Festival and conducted the production of "The Fantasticks" done in collaboration with the Theater program.

Dr. Brandon Goff performed for USO in Europe this school year on two different trips.

He had a work première in the South Carolina Chamber music Festival. Dr. Goff is director of the MI Ensemble. He is also in charge of running the music technology lab and recording studio.

Ms. Sue Orr is director of the FMU Concert Choir and Cut Time.

Concerts

The Fine Arts Department sponsors multiple concerts and recitals during the school year. These performances are given by University ensembles, faculty and outside artist. There are eight ensembles in the Music Industry program: Concert Band, MI Ensemble, Chamber Jazz Ensemble, String Ensemble, Guitar Ensemble, Percussion Ensemble, Concert Choir and Cut Time Show Choir. There were 9 performances in Kassab Recital Hall (155 seats), 5 performances in the Performing Arts Center Mainstage (850 seats) and 18 performances in the Black box at the PAC (125 seats) during the 2014/2015 school year. There were also 6 master classes given for the Music Industry Students during the school year. These are open to non-majors and community members as well.

Three of the four music faculty performed on one or more campus recitals during the 2014/2015 school year.

The attendance for the 2014/2015 Season can be broken down as follows:

Kassab Recital Hall – 90 to 100 % capacity.

Performing Arts Center Mainstage – 30 to 60 % capacity.

Black box PAC – 100% capacity

Issues of Concern 2014/2015

Issue

Action Taken

Recruitment and Scholarships

Dr. Goff and Dr. Roberts attended college day at the Fine Arts Academy in Greenville, SC. The Music Industry program held an open house in February with the opportunity for students to audition for scholarships. Scholarships are awarded to music Industry majors during each semester as determined by the music faculty. The program is developing audition standards for future applicants. The Performing Arts Center Foundation is helping with future scholarship money.

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| Alumni Data | A system for collecting future Music Industry Alumni data is under development. |
| Limited Space Use | The lack of sufficient classroom and rehearsal space was partially alleviated with the completion of the new PAC. The recording studio with office space and practice rooms was opened in January 2015. |
| Publicity | The Department has plans in place to print material for recruitment once budget allows. There needs to be more outside publicity with local media for concerts. |
| Outside experience for students | Music Industry Students perform on a regular basis with several different ensembles outside of the university. |
| Extra Faculty | There are currently 4 full time music faculty, 3 with terminal degrees. At the inception of the Music Industry degree the university approved the need to expand the total number of full time music faculty to 5. At this time the program is waiting for permission to do a search for the fifth full time position. The need for adjunct faculty will increase as the number of music majors increase. Currently there are 7 adjunct faculty. |
| Collaborate with the School of Business | There are plans underway to develop course of study for a minor in business as it relates to the Music Industry degree. |

Professional Organizations.

The program is a member of the Music and Entertainment Industry Educators Association (MEIEA).

General Education Survey

A survey was developed and given to the Music 101 classes. Below are the results.

1. What grade do you expect in this course?
80% A, 10% B, 10% C
2. I am ___ to see a concert as a result of taking this course.
More likely 70% Neither more or less likely 30% less likely 0%
3. I feel I understand music ___ I did before taking this course.
Much better than 100% About the same as 0% much less than 0%
4. I feel it will be ___ to enjoy the experience of attending a concert now that I have taken this course.
Easier 80% more difficult 0% no more easier of difficult 20%
5. I am ___ to pay to see a musical performance off campus as a result of taking this course.
More likely 40% neither more or less likely 60% less likely 0%
6. How many musical performances had you seen prior to taking this class?
0-20% 1 to 3-20% 4 to 10-60% more than ten-0%
7. How many musical performances did you see during this semester?
2-40% 3 or more-60%
8. How difficult was this course in comparison to your other general education courses?
More difficult 0% about the same 70% less difficult 30%

