

Institutional Effectiveness Report

Name of Program/Department:	Music Industry/Fine Arts
Year:	2019-2020
Name of Preparer:	Dr. Terry Roberts

Program Mission Statement

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.

Program Learning Outcomes (PLOs)

1. The Music Industry program will develop in students a solid foundation of music studies.
2. Music Industry students will learn the skills necessary for performance as a solo and ensemble artist.
3. The Music Industry program will develop in students an appreciation for professional disposition in music performance.
4. Music Industry students will understand the technological aspects of music production.

Executive Summary of Report

The Music Industry program added three specialty areas in 2016-2017—Business, Technology, and Performance. The previous program requirements are equivalent to the Performance track.

The Music Industry program had a very successful year as all targets were met. There were eight graduates this year, our largest class to date.

Student Learning Outcomes (SLOs)

1. Students will demonstrate basic piano proficiency skills by the end of their second year.
2. Students will produce a juried recital that will be successfully presented before a jury of Music Industry faculty and the general public.
3. Students will successfully demonstrate progression in the applied lessons of their specialty area.
4. Students will successfully represent knowledge of the technological aspects of the music business.

Assessment Methods

1. *Students will demonstrate basic piano proficiency skills by the end of their second year.*

The primary assessment tool for this SLO is the Piano Proficiency exam. The percentage of students passing the Piano Proficiency exam will again be 100%. (Benchmark = 100%)

2. *Students in Performance Track will produce a juried recital that will be successfully presented before a jury of Music Industry faculty and the general public.*

The primary assessment tool for this SLO is the Senior Recital. Benchmark = 100%. Last year, the benchmark was met. This year the target is again 100% on first attempt.

3. *Students will successfully demonstrate progression in the applied lessons of their specialty area.*

The primary assessment tool for this SLO is the Applied Juries. Benchmark = 100%. In 2016-2017, the pass rate was 95%. The pass rate for 2017-2018 was again 95%. In 2018-2019 100% passed. In 2019-2020 95% passed

4. *Students will successfully represent knowledge of the technological aspects of the music business.*

The primary assessment tool for this SLO is the Music Industry Internship. Graduating students are also given an Exit Exam. Benchmark = 100%. Last year, the benchmark was met. This year the target is again 100% on first attempt.

Assessment Results

1. *Students will demonstrate basic piano proficiency skills by the end of their second year.*

Eight students completed and successfully passed the Piano Proficiency exam in Spring 2020. The target of 100% was met.

2. *Students will produce a juried recital that will be successfully presented before a jury of Music Industry faculty and the general public.*

There was one senior performance major this year. This recital was done online. Target 100% was met

3. *Students will successfully demonstrate progression in the applied lessons of their specialty area.*

The primary assessment tool for this SLO is the Applied Juries. In Spring of 2020, 19 students had juries, 17 passed, the target for this SLO is 100%, 95% passed. The target was not met for this year.

4. *Students will successfully represent knowledge of the technological aspects of the music business.*

Three senior students successfully completed their Music Industry Internship and their exit exam. Target of 100% was achieved.

Action Items

- In order to more closely consider student progress, the Music Industry faculty will be revisiting the type of data that is currently used. The faculty will consider the use of

scores from the Piano Proficiency exams, Applied Lesson Juries, and exit exams rather than just pass/fail data.

- The Music Industry program now has three specialty areas (Business, Performance, Technology) from which students may choose. Faculty will have to consider what data might be used to evaluate more areas outside of performance.
- Assessment was difficult at the end of the semester because of cancelled performances. Technology and performance based classes were dependent on what online technology the student had available at home. Overall we were able to successfully transfer all classes this spring to online. For the future we have prepared our classes to be flexible for both online and in person. The preference in person especially for lessons and ensembles.