

**Institutional Effectiveness Report  
Academic Year 2012/2013  
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 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**

Fall semester 2012: Eight students passed to next applied level. One student did not pass.

Spring semester 2013: Eleven students passed to the next applied level. Four students did not pass to the next applied level.

**Piano Proficiency**

Fall Semester 2012: One student passed the piano proficiency exam.

Spring Semester 2013: Five students passed piano proficiency exam.

**Senior Recital**

There was one senior recital Fall semester 2012.

There were three senior recitals Spring semester 2013.

**Music Industry Internship**

There was one music industry seminar and one internship in Fall semester 2012.

There was one internship this Spring semester 2012.

### **Exit Exam**

The successful completion of the senior recital and internship resulted in two seniors graduating 2012/2013.

### **Annual Faculty Reports**

The Music Industry faculty completed and submitted annual reports to the Chair on or before March 30, 2013. 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, 2013.

Dr. Paolo Gualdi gave master classes and solo performance in the Southeast USA and Brazill. He Is the Artistic Director and Organizer of the South Carolina Chamber music Festival held at the FMU Performing Arts Center.

Dr. Terry Roberts is Music Director of the Florence Symphony Orchestra and the Florence Symphony Youth Orchestra. He conducted 10 performances during the 2012/2013 Season with these ensembles. He is director of the FMU String Ensemble and Coordinator of Music.

Dr. Brandon Goff performed for USO in Europe this school year on three different trips. He had 4 different works premièred this season by 4 different ensembles. Gave masterclasses at Belmont University, Rhodes College and University of Memphis. Visited numerous high schools in South Carolina recruiting and giving clinics. He accompanied 4 students and 1 faculty member to Germany and Paris using QEP funds to visit music and art studios. Dr. Goff is director of the MI Ensemble. He is also in charge of running the music technology lab and setting up a recording studio in the near future at FMU.

Ms. Sue Orr travelled to Charleston, SC to see “Les Miserables” with the Cut Time Show Choir in March 2013. She is director of the FMU 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 five ensembles in the Music Industry program: Concert Band, MI Ensemble, String Ensemble, Concert Choir and Cut Time Show Choir. There were 9 performances in Kassab Recital Hall (155 seats), 10 performances in the Performing Arts Center Mainstage (850 seats) and 2 Senior Recitals in the Blackbox at the PAC (125 seats) during the 2012/2013 school year. There were also 4 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 2012/2013 school year.

The attendance for the 2012/2013 Season can be broken down as follows:

Kassab Recital Hall – 90 to 100 % capacity.

Performing Arts Center Mainstage – 30 to 60 % capacity.

Blackbox PAC – 90% capacity

## Issues of Concern 2012/2013

| <u>Issue</u>                 | <u>Action Taken</u>   |
|------------------------------|---|
| Recruitment and Scholarships | This year Dr. Goff and Dr. Roberts attended college day at the Fine Arts Academy in Greenville, SC. Dr. Roberts attended a Career Day Breakfast in Charleston, SC for guidance counselors and spoke with career classes at South Florence and Wilson High Schools. 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. |
| 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. Another building has been donated to the program and is being remodeled as a recording studio with office space and practice rooms.   |
| 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. Some of this has been accomplished as the Department events are included in   |

the Performing Arts Center marketing.

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 needs to be developed and given to the Music 101 classes to accumulate data for General Education assessment.