

Institutional Effectiveness Report Template

Name of Program/Department:	Music Industry/Fine Arts
Year:	2016-2017
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 just added three specialty areas—Business, Technology, and Performance. The previous program requirements are equivalent to the Performance track. With the new tracks, the I. E. report and data will have to be re-evaluated.

Given that this report is in reference to the 2016-2017 year, and that the format in which the report is made has changed in the last two academic years, the data gathered and assessed is in need of updating to more accurately target the SLOs as written. It is also likely that the PLOs and SLOs may change in respect to the new specialty tracks.

Nevertheless, given the data that is available and that the program has been using, the Music Industry program had a very successful year as all targets were met.

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 be 100%. (Benchmark = 100%)

2. *Students 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 2015-2016, the pass rate was 90%. The target for 2016-2017 is 95%.

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 target 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.*

Six students completed and successfully passed the Piano Proficiency exam in Spring 2017. 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.*

Two senior students successfully performed their senior recital. Target of 100% was achieved.

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 Fall of 2016, 3 students had juries. 2 passed and 1 failed. In Spring of 2017, 16 students had juries. All 16 passed. The target of 95% was achieved.

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

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

Action Items

- Since the program achieved its target on all four SLOs, there are no major programmatic changes anticipated for academic year 2017-2018. However, 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 members are considering what other data points could be used in 2017-2018 to evaluate more areas outside of performance.

Appendix: the Piano Proficiency Exam

NAME: _____ Date: _____

Degree: _____ Semester: I II III IV V VI VII VIII

TONE QUALITY: 5 Superior 4 Excellent 3 Good 2 Fair 1 Poor
INTONATION/ PITCH ACCURACY: 5 Superior 4 Excellent 3 Good 2 Fair 1 Poor
DICTION/ ARTICULATION: 5 Superior 4 Excellent 3 Good 2 Fair 1 Poor
MUSICIANSHIP (phrasing, dynamics, style, rhythmic accu- racy): 5 Superior 4 Excellent 3 Good 2 Fair 1 Poor
PERFORMANCE (stage presence, com- mitment to text/ character): 5 Superior 4 Excellent 3 Good 2 Fair 1 Poor

GENERAL COMMENTS:

SCORE: _____

Your final grade is determined by the cumulative score of all faculty evaluations.

FACULTY SIGNATURE: _____