

Institutional Effectiveness Report

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| Name of Program/Department: | Music Industry/Fine Arts |
| Year: | 2021-2022 |
| Name of Preparer: | Jessica Willis |

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.

Student Learning Outcomes (SLOs)

1. Students will demonstrate basic piano proficiency skills by the end of their second year, demonstrating recall, understanding, and application of the foundational knowledge of musical notation. PLO 1.
2. Students will produce a juried recital that will be successfully presented before a jury of Music Industry faculty and the general public. The process of reviewing, selecting, arranging, practicing, and performing for the recital pieces will allow the students to develop the skills and discernment needed for professional performance. PLO 2.
3. Students will successfully demonstrate progression in the applied lessons of their specialty area and an appreciation of the knowledge and abilities of faculty and colleagues through participation in juried recitals and guided projects. PLO 3.
4. Students will successfully represent knowledge of the technological aspects of the music business through practical application including a Musical Industry Internship. PLO 4.

Assessment Methods

1. *Students will demonstrate basic piano proficiency skills by the end of their second year, demonstrating recall, understanding, and application of the foundational knowledge of musical notation. PLO 1.*

The direct assessment tool for this SLO is the Piano Proficiency exam. The indirect assessment tool is observation of participation and attitude in class, lessons, and projects.

Baseline- 100% of Piano Students passed the Piano Proficiency exam in 2020-2021.

Benchmark- 100% of Piano Students once again passed the Piano Proficiency exam in 2021-2022.

Target- 100% of future Piano Students will continue to pass the Piano Proficiency exam.

- 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 process of reviewing, selecting, arranging, practicing, and performing for the recital pieces will allow the students to develop the skills and discernment needed for professional performance. PLO 2.*

The direct assessment tool for this SLO is the Senior Recital. The indirect assessment tool is observation of participation and attitude in class, lessons, and projects.

Baseline- 2 Performance Track majors had their Senior Recital, 1 passed with 100% the other passed with 75%.

Benchmark- 3 Performance Track majors had their Senior Recital, all passed with 100%.

Target- Moving forward all Performance Track majors will pass their Senior Recital with at least 75%.

- 3. Students will successfully demonstrate progression in the applied lessons of their specialty area and an appreciation of the knowledge and abilities of faculty and colleagues through participation in juried recitals and guided projects. PLO 3.*

The indirect assessment tool for this SLO is the Applied Juries. The indirect assessment tool is observation of participation and attitude in class, lessons, and projects.

Baseline- in 2019-2020 there was a 95% pass rate, in 2020-2021 there was a 100% pass rate.

Benchmark- in 2021-2022 there was a 92% pass rate, 12 students participated with 11 passes and 1 fail.

Target- Moving forward we expect a 95% pass rate from the majority of our students.

- 4. Students will successfully represent knowledge of the technological aspects of the music business through practical application including a Musical Industry Internship. PLO 4.*

The direct assessment tool for this SLO is the Music Industry Internship.

Graduating students are also given an Exit Exam. The indirect assessment tool is observation of participation and attitude in class, lessons, and projects.

Baseline- In 2020-2021 the students in the Musical Industry Internship passed with 100%.

Benchmark- Last year, 2021-2022, the Musical Industry Internship students again passed with 100%.

Target- Moving forward we expect our Musical Industry Internship students to continue to pass with 100%.

Assessment Results

1. *Students will demonstrate basic piano proficiency skills by the end of their second year, demonstrating recall, understanding, and application of the foundational knowledge of musical notation. PLO 1.*

Seven students completed and successfully passed the Piano Proficiency exam in Spring 2022. 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. The process of reviewing, selecting, arranging, practicing, and performing for the recital pieces will allow the students to develop the skills and discernment needed for professional performance. PLO 2.* There were 3 senior performance majors this year. Each student completed the process of preparation and produced a recital. Target of 100% was met

3. *Students will successfully demonstrate progression in the applied lessons of their specialty area and an appreciation of the knowledge and abilities of faculty and colleagues through participation in juried recitals and guided projects. PLO 3.*

The direct assessment tool for this SLO is the Applied Juries. In Spring of 2022, 12 students had juries, 11 students passed, one student failed leaving the overall success rate at 92%. The target for this SLO is 100% for most students, despite the failure of one student we still consider this target met.

4. *Students will successfully represent knowledge of the technological aspects of the music business through practical application including a Musical Industry Internship. PLO 4.* Two senior students successfully completed their Music Industry Internship and their exit exam. One completed with 100% success rate, one completed with a 75% success rate. Target of 100% was not achieved but 75% is a reasonable margin.

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.
- Perhaps the development of an exit questionnaire, similar to the model used by the Art Ed program, could be useful in providing information on SLOs and student satisfaction.

Executive Summary of Report

Five students graduated from The Music Industry Program in the Spring of 2022. The Music Industry program continues to grow and change to accommodate the needs of the

students. In 2022 the program added a professor by the name of Brian Jones. He will instruct in the areas of percussion, music history, and songwriting. The program continues to explore and evolve in the three specialty areas added in 2016-2017— Business, Technology, and Performance. The previous program requirements are equivalent to the Performance track. The Music Industry program continues to have success with meeting almost all targets. As a program that is growing with an increasing level of interest faculty and staff will continue to diligently monitor PLOs and SLOs looking for areas of weakness where adjustments may need to occur. As the program grows there will likely be more adjustments in instruction style, information presentation, and assessment methods especially in a discipline where it is difficult to numerically measure success vs failure.