

## **New Academic Program: B.A./B.S. in Contemporary Music Industry**

### **BACKGROUND**

#### **Program Proposed Start Date**

Winter 2022

#### **Proposal Summary**

This proposal is to create a new B.A./B.S. in Contemporary Music Industry (CMI).

The CMI major, offered through the School of Arts and Communication and available fully online through Ecampus, creates a comprehensive opportunity for students to investigate contemporary music from multiple perspectives, preparing them for successful careers as music professionals and creatives.

The CMI major is comprised of an interdisciplinary and project-based learning curriculum. A key component of this four-year program provides the history of contemporary music within a broad cultural, creative, and project-based portfolio. Through creative problem solving and by gaining an understanding of 20th and 21st century based musical styles, students will develop and apply their skills towards their creative interests. In doing so, they will learn their craft and acquire a suite of adaptable, marketable skills that allow them to express themselves. In addition, they will work in a variety of contexts requiring current knowledge, an aptitude for problem solving, and a rich understanding of the evolving nature of contemporary music practices, media, and the entertainment industry.

#### **Program Context**

The goal of the B.A./B.S. in CMI is to prepare students to work within the various areas making up contemporary and commercial music practices. Students approach this study through a strong foundational core of classes that span years one through three. In this interconnected series of classes, students work on the building blocks of developing and understanding how contemporary music is created and put into production. CMI practitioners work in a variety of fields such as music composition and performance, music journalism, film and game consulting and music creation. Some may enter careers in individual performance, management and songwriting.

This program will attract underserved student populations interested in music, often coming from oral traditions of music learning rather than reading and music-theory based pre-college music programs. Further, this program will represent an educational value for students interested in creating new forms of musical expression from vernacular forms to collaborative work with scientists, visual artists, dancers, digital artists, and other developing forms of art and entertainment. Students will have the opportunity to study non-classically based music from a variety of professional musicians and educators. The program will offer students a rich study of music without any prior formal training required. While students do not need prior music training, they will be required to submit an entrance survey and work samples to best identify their areas of interest as well as to give faculty the opportunity to access potential and suggest areas of specialization within the program.

This program gives students at two-year programs such as Portland Community College and Clackamas Community College the opportunity to obtain a four-year degree in contemporary music practices within a larger framework of a university liberal arts education. It is our goal to partner with programs at various two-year institutions to encourage students to continue to a four-year program while receiving credits from appropriate lower-level courses. Because the program will be available fully online through Ecampus, this will provide an opportunity for students who need to join the workforce after two years of college the opportunity to achieve a four-year degree while continuing to work and not necessarily moving to campus or leaving their home to receive the degree. The School of Arts and Communication is currently working on an articulation agreement with the two aforementioned colleges.

In addition, the CMI major provides an opportunity for students who partially completed a program elsewhere to complete their four-year degree. It also provides an opportunity to non-traditional students, who may be in the workforce, to continue and complete their education while being able to maintain their regular jobs and/or family obligations.

OSU currently offers an undergraduate minor in Popular Music Studies and this will be reconfigured to attract students interested in the CMI major and to complement other programs such as business, engineering, film, art and new media, among others. Existing curriculum is offered with four full-time faculty members and two part-time instructors. The current primary faculty is composed of active professionals in the field.

Students will be reviewed by various program faculty through weekly feedback and critiques in various courses. In spring of year two and fall of year four, students will submit a portfolio that demonstrates creative work as well as professional samples, including critical writing, sample business plans, and musical excerpts.

### **Need for the Program**

This program was created to meet the need of students to have affordable access to contemporary forms of music creation, development, and critical thinking throughout the Pacific Northwest and beyond. The program provides students with the ability to create and think musically and entrepreneurially from multiple perspectives as music makers. Additionally, it will develop their ability to critically examine and integrate musical intelligences into the larger interdisciplinary community, as well as into research in the arts, engineering, and sciences at OSU.

### **Relationship to University Mission and Strategic Plan**

The CMI program's mission is to prepare students for careers as creative and cultural thought leaders, entrepreneurs, and innovative practitioners for careers in the music industry and artistic innovation and entertainment. The proposed B.A./B.S. in CMI is aligned with the goals of OSU's mission in that we will develop, foster and graduate outstanding global cultural workers who will provide leadership in the arts and provide job opportunities and resources for members of their communities. Graduates will foster social and cultural progress throughout the state and encourage academic partnerships and industry alliances to promote economic opportunities for musical and cultural advancement and cutting-edge services in the music and visual entertainment industries to help build the entrepreneurial and small business environments in the State of Oregon. This program encourages outreach and engagement by providing non-traditional means for college access through a fully online accredited four-year college degree in music at a public university. Non-traditional students, often the first in their families to go to

college, are encouraged to study the forms of music they are drawn to, by being able to pursue a degree while living and working in their communities across the state. The creative economy in Oregon is growing, and we need creative experts throughout the state in diverse communities.

**Program Financials**

The proposed budget is shown in Table 1 provided in Attachment 1.

**RECOMMENDATION**

All appropriate university committees and the OSU Faculty Senate have positively reviewed the proposed program. The Provost recommends that the Board approve the establishment of a B.A/B.S. in Contemporary Music Industry, effective in winter 2022, pending the support of the Statewide Provosts Council and the approval of the Higher Education Coordinating Commission.

Table 1: Proposed program budget.

<b>Proposed OSU CMI Budget Outline</b>					
Estimated Costs and Sources of Funds for Proposed Program					
	FY2021	FY2022	FY2023	FY2024	FY2025
<b>Personnel</b>					
Faculty, fixed-term - Course Development	36,000	36,000	36,000	--	--
Faculty, fixed-term - Instruction	22,766	23,448	24,152	24,876	25,623
New Advisor Position for Ecampus	--	--	--	--	--
CM Research Director	16,000	16,480	16,974	17,484	18,008
<b>Sub-total, Faculty</b>	<b>74,766</b>	<b>75,928</b>	<b>77,126</b>	<b>42,360</b>	<b>43,631</b>
Graduate Assistants	--	--	--	--	--
Support Staff	--	--	--	--	--
Fellowship/Scholarship	--	--	--	--	--
OPE	46,474	47,180	47,908	25,726	26,498
<b>Personnel Subtotal</b>	<b>121,240</b>	<b>123,108</b>	<b>125,034</b>	<b>68,086</b>	<b>70,129</b>
<b>Other Expenses</b>					
Library, Printed	3,321	694	750	--	--
Library, Electronic	1,735	1,821	1,913	--	--
Services & Supplies	6,500	500	500	500	500
Capital Equipment	--	--	--	--	--
<b>Other Expenses Subtotal</b>	<b>11,556</b>	<b>3,015</b>	<b>3,163</b>	<b>500</b>	<b>500</b>
<b>Physical Facilities</b>					
Construction	--	--	--	--	--
Major Renovation	--	--	--	--	--
Other Expenses	--	--	--	--	--
<b>Physical Facilities Subtotal</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>
<b>Total Cost of Program</b>	<b>132,796</b>	<b>126,123</b>	<b>128,197</b>	<b>68,586</b>	<b>70,629</b>
<b>Resources</b>					
Current Unit Budget	51,241	44,610	37,536	7,589	632
Tuition (Ecampus, differential)	17,999	26,998	35,998	44,997	53,997
Institutional Reallocation from other Budgetary Units	--	--	--	--	--
Special State Appropriation	--	--	--	--	--
Federal Funds and other Grants	--	--	--	--	--
Fees/Sales	--	--	--	--	--
Foundation Endowment	--	--	--	--	--
Tuition Remission (GA support)	--	--	--	--	--
Other, describe: ECampus Grant	27,556	18,515	18,663	16,000	16,000
New Course Development Funds	32,000	32,000	32,000	--	--
Revised Course Funds	4,000	4,000	4,000	--	--
<b>Total Resources</b>	<b>132,796</b>	<b>126,123</b>	<b>128,197</b>	<b>68,586</b>	<b>70,629</b>