

## New Academic Program: Bachelor of Music (BMus)

### BACKGROUND

#### Program Proposed Start Date

Fall 2020

#### Program Description

The College of Liberal Arts, through its School of Arts and Communication, is proposing to offer a Bachelor of Music. In the new degree, students would select one of the following six options: Instrumental Performance, Piano Performance, Piano Performance and Pedagogy, Vocal Performance, Pedagogy and Literature, Music Education.

#### Program Context

The School of Arts and Communication currently offers a Bachelor of Arts and Bachelor of Science (BA/BS) in Music that serves two types of students: 1) those who are seeking a professionally-oriented career in performance and/or music education and 2) those who are seeking a more general understanding of music and preparation for careers in music production and technology. This current “dual-purpose” BA/BS structure is not ideal, as its extensive requirements to meet such a diversity of interests and career goals often make it difficult for students to graduate in four years. Moreover, currently those students who aspire to obtain statewide teaching licensure in Music Education must remain at OSU for an additional year of graduate study.

The new Bachelor of Music would be offered for the first time in Fall 2020 for entering students.

#### Program Description

The Bachelor of Music will comprise a core of 41 hours together with requirements associated with six options: Instrumental Performance, Piano Performance, Piano Performance and Pedagogy, Vocal Performance, Pedagogy and Literature, and Music Education. Each option will prepare students for professional careers as performers and teachers.

The preparation of music teachers for service in K-12 classrooms has long been a signature focus of Oregon State’s Music Program. The proposed Bachelor in Music with the Music Education Option will lead to undergraduate K-12 licensure in four years, consistent with many other similar programs around the country. Currently, Oregon State only provides for music education licensure through the Master of Arts in Teaching (MAT) degree program. While some music educators certainly benefit from graduate level training, an MAT is not required for entry level positions in the music education field.

The proposed program will be reviewed for accreditation by the Council for the Accreditation of Educator Preparation (CAEP) and go through an approval process by the Oregon Teacher Standards and Practices Commission (TSPC). The new program may also be proposed for accreditation by the National Association for Schools of Music (NASM), a benchmark the curriculum has not previously held.

The current BA/BS in Music will continue to be offered, but only with a non-required option in Music Production. The BA/BS in Music will meet the needs of students interested in general studies in the musical arts and who do not intend to pursue careers in professional music

performance and/or education. The BA/BS will also be of interest for OSU students seeking a non-music degree but who are talented musicians and who would value completing two majors.

The Music Program will also continue to offer the Minor in Music and the Minor in Music Performance.

### **Program Purpose/Relationship to University Mission and Strategic Plan**

The new Bachelor of Music degree will improve student retention, facilitate four-year graduation, and reduce excess accumulation of student credit hours. The curriculum will better prepare students for successful careers in the 21st century creative economy.

The new curriculum aligns with OSU's mission of promoting economic, social, cultural, and environmental progress in Oregon, the nation, and the world, and is consistent with SP4.0 and Vision 2030 goals to strengthen programs in the performing and visual arts. It also addresses goals to strengthen OSU's impact and reach throughout Oregon and beyond. Graduates of these programs will have the musical, pedagogical, and entrepreneurial skills to engage Oregon communities and schools, providing community-focused arts education that will impact thousands of Oregon residents.

### **Need for the Program**

OSU students with undergraduate degrees in both performance and music education have gone on to significant careers as creators, teachers, and performers, either straight into the profession, or by successfully gaining application to graduate programs. Additionally, OSU is a leader in the preparation of music educators in the Pacific Northwest. Furthermore, statewide leaders in music education value OSU's contributions and support the new degree program.

While cuts to music education often receive a great deal of media attention, a 2009 Gallup survey revealed that society highly values music education as part of a complete education and that the numbers of students participating in music education continue to increase.<sup>1</sup> Such results suggest that support for music education as a part of the American education system remains strong and the need for teachers will continue in the future.

There is market demand for OSU graduates in this area. Our own state has had to rely on out of state music education graduates to fill crucial positions. The Salem-Keizer district, one of the most significant employers of music educators, has hired 51 of their 105 educators with degrees from institutions outside of Oregon. This is the second largest education district in the state with 105 music specialists in 67 schools and the district office. In spring 2019, they advertised 13 open positions. Currently, about 20 percent of their music education specialists have degrees from Oregon State. Statewide, there are more than 950 certified and non-certified music specialists working in music education based on 2015-2016 Oregon Student Music Access Project census data.

While the number of performance majors has not been large, OSU graduates have entered the fields of piano, vocal, and instrumental music, becoming important performers and teachers. With the new focus on pedagogical skills, we expect to see greater numbers of students pursuing a performance degree as a route toward a teaching and performing career. In terms of the greater picture for the need for students with skills in the arts, a 2019 study by the US Bureau of Economic Analysis and the National Endowment for the Arts found that the arts contribute \$763.6 billion to the US economy—4.2 percent of the GDP—more than agriculture,

---

<sup>1</sup> <https://www.namm.org/news/press-releases/new-gallup-survey-namm-reflects-majority-americans>

transportation, or warehousing.<sup>2</sup> The data, which come from 2015, show that 4.9 million people work in the arts economy, earning more than \$370 billion. These data represent an expanding arts economy over past decades. Furthermore, Oregon’s arts economy increased by 6.5 percent, outperforming the national average growth rate of 5.9 percent. Oregon was the 11th fastest growing arts economy in the United States. The creation and production of music will always be a key component of this sector.

Portland State University, Southern Oregon University, and the University of Oregon all have Bachelor of Music programs. The University of Oregon’s Dean of Music is supportive of the Bachelor of Music degree at Oregon State University and foresees future opportunities to work as allies and collaborators. Not only is the field of music performance broad and popular, and therefore able to support multiple Bachelor of Music programs in the state, this program would essentially serve OSU’s current music education and performance students better. It is not envisioned as an expansion of competition with other public university programs.

**Program Financials**

The proposed new degree will have no significant budget impact as it represents a restructuring of requirements under current programs and can be delivered without additional staffing. The Arts and Science Business Center has recommended a moderate budget devoted toward marketing the new degree program. Totals can be seen below.

**Proposed Budget**

	Academic Year 2020	Academic Year 2021	Academic Year 2022	Academic Year 2023
<b>Other Resources</b>				
Supplies and Services	\$2,000	\$500	\$500	\$0
<b>GRAND TOTAL</b>	\$2,000	\$500	\$500	\$0

**RECOMMENDATION**

All appropriate university committees and the OSU Faculty Senate have positively reviewed the proposed program. The Provost recommends that the Academic Strategies Committee approve the establishment of the Bachelor of Music program, effective Fall 2020, pending the support of the Statewide Provosts Council and the approval of the Higher Education Coordinating Commission.

---

<sup>2</sup> <https://www.arts.gov/news/2019/latest-data-shows-increase-us-economy-arts-and-cultural-sector>