

**SCHWOB SCHOOL OF MUSIC
COLUMBUS STATE UNIVERSITY**

EXECUTIVE SUMMARY FOR THE DEGREE

BACHELOR OF ARTS IN MUSIC

Major Findings of the Program's Quality and Productivity

The unit-level self-study relied extensively on a document prepared by the CSU Schwob School of Music in 2012 for the National Association of Schools of Music (NASM): *Self-Study for Baccalaureate and Graduate Degree-Granting Institutions presented for consideration by the NASM Commission on Accreditation*. Following an external site visit by accreditation team members and review by the commission, all degree programs including the Bachelor of Music in Music Education achieved reaccreditation for ten years on July 3, 2013.

The NASM Visitors' Report (p. 13) stated:

The school and its faculty used the Self-Study to reflect on strengths and opportunities for growth and as a primary tool for strategic planning. The institution is commended for its comprehensive and thorough review.

The Bachelor of Arts degree program is a liberal arts degree with a strong component of music core courses. It is the most flexible degree program in music, and as such appeals to students with broad interests, those who wish to major in music but have other professional goals outside the field, and those who want to earn a minor in one or more other disciplines. In the discussion of changes and recommendations which follows, it is important to keep this flexibility in mind. As the NASM Visitors' Report stated (p, 19):

Music faculty are considering whether development of additional options would strengthen the program, but if options are developed, the visitors encourage the SSOM, in the spirit of the liberal arts, to preserve the flexibility that seems to be a strength of this program.

Further, the degree requires only those courses already required by the Bachelor of Music degrees—no additional coursework is offered specifically in support of this degree program.

The BA in Music degree was rated **Very Strong** in all but three categories through all three levels of review. In the remaining two categories, *III. B. Degrees Awarded Over the Past 5 Years*, and *III.C. Comparison with CSU and USG Programs*, it was rated **Above Average** by the CPR Committee.

It is also important to note that, measured against peers in the USG, undergraduate music degrees are counted together, and by that metric CSU is the leading institution by a dramatic margin. See the chart on page 21 of the *Comprehensive Program Review, "Baccalaureate Degrees Awarded in Music Programs at USG State Universities."* Our five-year average of 39 tops the second-ranked school, Kennesaw State University, by 41%

*In summary, the Bachelor of Arts in Music degree is identified as **Very Strong**.*

List of Recommendations for Improving Program Quality

For section II.G *The Quality of Facilities and Equipment*, all three levels of review indicated “Above Average.” The self study noted concerns, echoed in the NASM report and summarized by the CPR committee as: *Music library could use additional resources to expand its collection.*

Since the report the music library has expanded its subscription services to both print and audio materials, which helps address the concern. The Naxos classical music subscription has been expanded to include recordings from Telarc and Chandos, and the JSTOR subscription has been expanded to include Collections 6-13. We are exploring a stronger connection between the performing ensembles libraries and the music library as a mean of expanding cataloged collections. We will seek additional targeted donations of scores and digital recordings to supplement existing special collections donations.

List of Recommendations for Improving Program Productivity

In conjunction with the innovative conservatory proposal currently under consideration, expansion of the BA in Music degree will be an important component. We intend to develop a second track within the BA that will not require students to have as much emphasis on performance as they do now. This track is likely to eliminate jury requirements for students, so that they can emphasize performance studies in vernacular music. This will allow them to concentrate their musical preparation outside the music core in areas such as audio technology or arts administration.

Conclusion about the Program's Viability at CSU

The program is a viable and respected degree program that complements our portfolio of professional degree options well. If the expansion model outlined above is followed, enrollment will increase. Students will find additional outlets as graduates well prepared in the areas of audio technology, vernacular music traditions, music entrepreneurship, and so on.

Program Improvement Plan

Summary Recommendation and Supporting Rationale

Given the program’s rating of “very strong” or “above average” in all categories with the preponderance of ratings being “very strong” except for Degrees Awarded and Graduation Rate, this program should be **Expanded at the Current Level**. This will require either the internal reallocation of resources within the Schwob School of Music or increased enrollments generating additional funding from tuition and fees and/or self-generated revenues.

As for the observations noted in the review, the College of the Arts is working in collaboration with the Dean of the Schwob Library to create a College of the Arts Library and Archives at the RiverPark Campus funded as part of the University’s comprehensive campaign. This would allow for additional resources to be allocated to the music library collection. Secondly, the Dean in conjunction with the chairs/director as part of the implementation of the College’s

Strategic Plan are implementing a comprehensive fiscal plan to reduce the College's dependence on private support to meet operational costs. That plan is now in its second year.

The reviewers' observations regarding the lack of degrees awarded and the program's graduation rate have also been cited by the USG Board of Regents which resulted in the program being placed on the Regents' list of low-producing programs. Enrollment and RPG initiatives are part of the College and Departmental Strategic Plans. The College created an RPG task force to develop minimum standards for advising and enhanced intervention strategies in an effort to increase enrollment and RPG rates. Additionally, the Dean has required the Director of the Schwob School of Music to provide a plan to remedy these areas of concern.

With the recent emphasis on the development of the Bachelor of Arts in Performance, the Schwob School has not recruited as aggressively, nor developed new academic programs to better attract Bachelor of Music students. The School's Strategic Plan calls for the addition of curricula within the BA to both increase enrollment and to broaden the scope of its programs.

Without significant realignment of resources internally, The Schwob School should be able to generate the enrollment levels to increase tuition and fees and self-generated funds to support the expansion of the BA degree. Furthermore, as part of the University's comprehensive campaign, The College of the Arts is seeking \$5 million to re-purpose the iconic, downtown Bradley Theatre so as to provide a performance venue appropriate for the BA students and an integrated arts technology center which will enhance the majors' preparation for the job market upon graduation.