

**UNCP Department of Music – Academic Plan 2004-2009**  
**Executive Summary**

**A. New Programs/Minors/Tracks/Courses/Other Initiatives**

During the month of October, 2003, the full- and part-time faculty of the Department of Music were invited by the chair to submit (by an 11-3-03 deadline) ideas/suggestions for future goals and objectives. These various proposals were then the subject of discussions that took place at two subsequent meetings (November 7 and 19). In addition, at a faculty retreat on January 12, a number of other programs were approved for inclusion in this present document. Below is a summary of those ideas/suggestions that were approved for continuing study during the 2004-2009 timeframe covered by the present academic plan update. It should be noted that the programs/proposals that had been advocated in the 2002-2007 plan (a track in musical theatre, a master's program in music education, and the continuing development of the media integration program) had been underway for some time prior to their inclusion in that document, the programs/proposals cited below are in a much more tentative stage in their development. Each will need to be subject to intense scrutiny with regard to their feasibility before any concrete steps are taken.

The first, and perhaps the most significant of these proposals, involves a reassessment and continued development of a unified departmental philosophy with related mission and vision statements and methodology. This process, begun at a department-wide retreat on January 12, is intended to provide the basis, not only for the programs/proposals outlined in this present document, but also for the NASM Self-Study that is due to culminate in an April, 2007 accreditation visitation.

Secondly, it was deemed vastly significant that all existing programs be subject to continuing scrutiny to ensure that they remain academically and musically viable, this in regard to programs that have been "on the books" for a significant period of time (the Bachelor of Arts in Music; the Bachelor of Arts in Music with Elective Studies in Business [Music Industry]; and the Bachelor of Music in Music Education-including exploration of the possibility of changing it to a five-year degree program) as well as the two degree programs developed more recently (the Bachelor of Music in Musical Theatre and the Master of Arts in Music Education). Along these lines it is felt that the continuing implementation of a comprehensive assessment process, including a possible student portfolio requirement for all degree areas, is imperative.

Thirdly, the following degree programs were approved for continued study/consideration:

- A reworking of the present "Music Industry" degree to allow for a greater flexibility in course options with the possibility of creating a concentration in music technology (recording and production and/or media integration) in addition to the existing music merchandizing option;
- Implementation of a MAT (Master of Arts in Teaching) program in music education;
- Establishment of a Jazz Studies program at the baccalaureate level;
- Establishment of a major in Electronic Media in collaboration with the UNCP Digital Academy; and
- Establishment of a degree in church music at the baccalaureate level.

It must be noted that if one or more of these programs were to be considered for possible development, NASM (National Association of Schools of Music) guidelines, standards, and competencies would need to be carefully followed.

Fourthly, in order to provide the support needed for both existing and possible new programs, the following four proposals are thought to be crucial:

- Continued expansion of the number of full-time faculty positions as warranted by the needs of existing programs and programs under development;
- Continued exploration of all possible revenue sources (state, student activity fee, foundation, etc.) in order to gain increased funding in support of our various programs;
- Exploration of funding sources for the construction of a new music facility.
- Exploration of the possibility of moving from a "Department of Music" to a "School of Music."

Lastly, a number of course offerings were approved for continuing consideration. These include:

- The creation of a "pre-MUS 114" theory course to reduce the current failure rate for students arriving with little or no theory background and/or to explore the possibility of offering MUS 114 during both the fall and spring semesters;

- The creation of an elective class in world music studies/ethnomusicology;
- The establishment of a steel band ensemble [it should be noted that funding for this undertaking has already been received];
- Focusing on the department's fledgling orchestra program for future growth and development, this to enhance recruitment possibilities; and
- The creation of a variety of courses specific to a particular major/performance medium that would include, but not be limited to: 1) courses for the voice major (vocal pedagogy, opera workshop, language/diction classes, vocal literature, history of opera, sight singing separate from the existing Music Theory Lab); courses for the instrumental major (orchestral repertory, orchestral techniques); and 3) a number of courses not specific to a major (advanced theory, eurhythmics, dance/movement, performance techniques/anxiety reduction).

## **B. Related “Theme(s)”**

1) Viewing the Liberal Arts as the basis for critical thinking, ethical decision-making, and life-long learning skills.

Enriching the intellectual and cultural life of the region, including both knowledge of and an appreciation for the arts and UNC Pembroke’s unique Native American and southern heritage.

Promoting international exchanges of faculty, students, and administrators to enhance the cultural understanding of the University community and the region.

Preparing knowledgeable managers and professionals for the future to ensure business and economic development.

Improving the quality of life for a culturally diverse society by empowering students, teachers, and parents through grades P-K to 12 and including post-graduate Continuing Education.

Understanding the impact of science and its relationship to the environment, ethics, everyday life, public health, public policy, religion, and technology.

Adapting (and humanizing) emerging information technology to meet the intellectual, pedagogical, and creative needs of the society, with particular emphasis on the development of “information literacy,” the knowledge and skills

necessary for accessing and applying information from multiple sources and media.

**C. Resources Required to Implement (Faculty, Staff, Facilities, Equipment, etc.)**

Given the tentative nature of the program proposals outlined above, no specificity with regard to needed resources is deemed warranted at this point in time. Should any of the new programs be approved for development, additional resources would be required for full implementation.

**D. New Departmental Structure or Organizational Change Proposed**

N/A

**E. Anticipated Student Demand**

Considerable interest in a number of the degree programs cited previously in this document has already been observed. At a number of the "Information Fairs" sponsored by the Admissions Office, questions are frequently asked concerning whether or not the department offers programs in recording technology and/or jazz studies. As consideration of these programs continues, a more formal survey of anticipated student demand will be undertaken.

**F. Interdisciplinary Collaboration Involved**

It is anticipated that a number of the programs described above would involve a significant degree of interdisciplinary collaboration. For example, the establishment of a MAT degree in Music Education would involve the inclusion of a significant number of graduate courses offered by the School of Education. Furthermore, a major in Electronic Media would involve courses offered jointly by the Departments of Art and Mass Communications.