Date: June 2, 2010

To: Kevin Collins, Chair Music

From: Scott Furlong, Dean of Liberal Arts and Sciences

Re: Report on the Music Program Review

The Music program at the University of Wisconsin-Green Bay offers two degrees, the Bachelor of Music and the Bachelor of Arts. The B.M. offers tracks in Music Education and Music Performance. The B.A. offers emphases in Applied Music, History and Literature and Jazz Studies. The National Association of Schools of Music (NASM) accredits both degrees. The program is up for reaccreditation in 2011/12. The Music program currently has ten full time faculty members including a number of recent hires since the past review. The program also relies on a large number of community (and other UW-Green Bay faculty) to teach primarily applied lessons. The program is very committed to a high level of instruction for their students, but notes some concerns as stated below. In addition, they are very involved in community outreach activities and helping to meet the cultural needs particularly of NE Wisconsin. In addition, they are involved with the Education program for those students planning to enter Music Education. A number of faculty are involved in international activities through travel courses and other activities. All of the faculty reside within Arts and Visual Design.

Enrollment Trends/Resource Issues:
I am a bit concerned about the trends in the number of Music majors over the past few years. In 2006, there were 113 majors and this has dropped to 61 in 2009. The self-study notes some particular issues when there are not enough students (as well as the quality of the student) within a program in terms of how that affects the music selected for ensemble pieces and the like. One issue noted to a possible cause of this is the relative lack of scholarship dollars that the program can use to recruit talented students. I would agree that more scholarship dollars are necessary, but that does not explain the fall off in students during the past few years since those dollars were not available then either. It would be useful if the Music program could do a bit more research on this issue. I'm hopeful that the creation of the Mueller scholarship will also provide some more scholarship dollars to help in recruiting and retaining students.
The Music program is much like many of our science program in that they rely on equipment for the teaching of their program. This includes the purchasing of new instruments, having a repair budget for instruments, and other technological equipment associated with music today. We made some major progress this year with the purchase of two grand pianos; much more could be done in this area. Both the self-study and the AAC report discuss the need for additional technology within the program. This affects all students but particularly the Music Education students that are starting careers not having the appropriate background and also students interested in recording and production. I agree that this is a concern, and would like to see more information on what is needed in this area to help the program and its students. There is also a need for work in the Band and Choir rooms related both to technology (outfitting the rooms with a computer, display, etc.) and general maintenance. As a note, I have been working with student government to have them consider using student fees to help support the performing arts.

Assessment:
Music has clear learning outcomes for their students. Their method includes a review of the DPI Music Education curriculum which consists of “a rubric that aligns state standards for content with multiple methods of assessing student skill and knowledge,” discussions of student performances in juries and recitals, and student teaching oversight. Music is using these results to make changes to their curriculum, adjustments in some of the pedagogy of existing classes, and ensuring that students are meeting performance progress.

Curriculum:
The Music program has recently spent some time evaluating their curriculum and has already implemented changes based on the assessment of their students as well as their own evaluation. They have completely redesigned their core curriculum redesigning some courses and adding new courses (and eliminating others), and redesigned and offered Phoenix Pep Band as a permanent offering. They also want to do more to prepare their students in the area of technology and are exploring ways to do this. The program is also interested in examining the B.A. tracks so that their musicians are more broadly prepared as artists and entrepreneurs. It is hoped that these changes will address a concern raised by Music in that students “lack a deep understanding of musical concepts that would permit them to solve problems likely to be encountered beyond the university.” The program is still interested in the development of a string instrument program, which I would support if the resources were available to do this. Their top priority now is to develop a technology based program. They currently have one faculty with this expertise but would need more.

Other Comments:
- Weidner Center/Facilities – Both the self-study and the AAC report note that the Weidner Center should be more accessible to our Music program and its students. This would include summer camp programs that are recruiting tools for the program. During this past year (2009/10) we have made some positive steps toward increasing access to the Weidner Center by the Music program. I would like to see continued progress on this issue so that the Music program and the university can make full use of this premier facility. There continues to be facility needs/upgrades necessary within Studio Arts as well particularly in the Band and Choir rooms.
• Pep Band – There have been some ongoing issues regarding the relationship of the Music program and Athletics as it relates to the Pep Band. During the past year we have addressed some of these concerns as it relates to game day performances. Issues such as budgetary support continue.

• Scholarships – As noted in the past few Music program reviews, the lack of significant scholarship dollars hinders the program. It affects recruiting and retention of students and sets up a situation where we are relying more on ticket sales for scholarships and other expenses. The recent addition of the Mueller scholarship will provide some additional resources in this area.

• Student Fee Support – When I started as Dean of CLAS, I began the process of exploring the use of student fees to help support the performing arts. In Spring 2010 I met with the outgoing and incoming chairs of SUFAC to begin the process of bringing forth a proposal hopefully during Fall 2010.

• Institutional Support/Community Outreach – The Music program and its students play an important role in institutional support and community outreach activities for our campus. These include a variety of activities such as: multiple concerts/recitals for the campus and community, guest lecturers/artists/clinicians in the local public schools, serving as host for high school programs such as the Wisconsin School Music Association State Solo/Ensemble and the Wisconsin School Music Association State Honors Camps, performing at campus functions such as graduation, to name a few. The program has also been very involved in supporting UW-Green Bay’s Common Theme initiative.

In summary, the Music program provides a strong learning environment for their students. As noted above, I have some concerns with the decreasing number of majors and hope that as our new faculty will begin to help turn this around. I’m pleased that the program is willing to look at and change its curriculum based on assessment of needs. Finally, the program’s service to both the university and NE Wisconsin community cannot be overstated.

Cc: √Chris Style, Academic Affairs Council
    Tim Sewall, Associate Provost