SUBJECT: New Degree Proposal: Bachelor of Arts (B.A.) in Music

PROPOSED BOARD ACTION

Approve new B.A. in Music.

BACKGROUND INFORMATION

FGCU is requesting permission to offer a B.A. in Music as described in the Executive Summary.

Supporting Documentation Included: (1) Memo from Provost, and (2) Executive Summary of Degree Program

Prepared by: Cathy Duff, Director of Program Development and Curriculum

Legal Review by: N/A

Submitted by: Provost Bonnie Yegidis
January 25, 2006

MEMORANDUM

TO: Trustee Larry Hart, Chair
    Academic/Student/Faculty Affairs Committee
    FGCU Board of Trustees

FROM: Bonnie L. Yegidis
      Provost and Vice President for Academic Affairs

SUBJECT: Bachelor of Arts (B.A.) in Music

The College of Arts and Sciences is proposing the addition of a B.A. in Music. The primary goal of the program is to develop highly-skilled musicians who are also broadly-educated, responsible citizens who can make a difference in society through connecting their art to a diverse world. Students can choose from a Performance Concentration or a Performance/Teaching Concentration. Those who graduate from the program will be able to pursue careers in public school teaching through the alternative certification program, to open private teaching studios, or to pursue graduate studies in music.

The proposed baccalaureate degree program is consistent with criteria new degree authorization adopted by the Board of Governors on April 30, 2003. It consists of 120 semester credit hours and follows established common prerequisites. The university-wide Undergraduate Curriculum Team has approved the program.

Three new faculty members will be hired for the Fall of 2006 to meet the needs of the B.A. in Music. Between 2007 and 2009, three additional faculty members will be hired to meet expected enrollment growth in the program. Approximately $21,090 will be needed initially, with $23,200 needed annually, to support library resource requirements of the music program.

This program addresses the need of FGCU to begin to round out its offerings in the arts. In addition, the B.A. in Music with the concentration of Performance/Teaching will meet the burgeoning need in Florida for more teachers in the public schools. According to a Florida Department of Education projection, by 2010, music teaching vacancies in Florida public schools (K-12) will number almost 400. I recommend approval of this program.
FLORIDA GULF COAST UNIVERSITY

Executive Summary
New Program Proposal

Degree: Bachelor of Arts (B.A.)
Major: Music
Concentrations: Performance or Performance/Teaching
College: Arts and Sciences
Department: Visual and Performing Arts
Anticipated Implementation Date: Fall 2006
Suggested CIP: 50.0903

Program Description

The proposed curriculum requires a total of 120 credit hours and prepares students to be able to be admitted to graduate programs in music or to pursue alternative certification for public school teaching in music. Students will complete general education courses, common prerequisites for music, the College of Arts and Sciences' Interdisciplinary Core (which includes a senior seminar), and 41 hours of coursework in the major. They will also complete the University Colloquium.

The undergraduate music curriculum prepares graduates to:

- Communicate effectively regarding the theory, history, and practice of Western music in written, oral, and non-verbal forms.
- Perform on their chosen instruments or voice at a level appropriate to that of a college graduate in music.
- Use functional piano skills to aid in teaching and in learning.
- Provide musical leadership in a small or large ensemble through excellent pedagogical skills.
- Aurally and/or visually analyze and synthesize a musical score.
- Understand and communicate the importance of the arts, and the art of music in particular, in society.
- Understand the basic differences between Western music and music of other cultures, and therefore connect their art to a diverse world.

Implementation of the program is anticipated for fall 2006.
Consistency with FGCU’s Mission and Strategic Plan

Florida Gulf Coast University (FGCU) serves the higher education needs for Southwest Florida within the State University System (SUS). The mission of FGCU is to fulfill the academic, cultural, social, and career expectations of its constituents, and, at the same time, to promote and practice environmental sustainability. Achieving national prominence in undergraduate education is part of the vision of the university. The B.A. in Music will begin to round out current offerings in the Arts (Art and Theatre) and will provide area students with opportunities to study music in an environment which is close to their homes. The proposed B.A. in Music aspires to attain national prominence by seeking accreditation by the National Association of Schools of Music, and through that accreditation will attract students from the entire state of Florida as well as around the country. It will also support the University’s guiding principles of student success, diversity, civic engagement, community service, use of technology, connected and collaborative learning, and ongoing assessment.

The proposed B.A. in Music directly supports the FGCU Strategic Directives as follow:

- **Strategic Directive 3**: “Promote nationally-recognized undergraduate programs distinguished by student research and scholarship opportunities.” The proposed BA in music will seek accreditation by the National Association of Schools of Music as soon as allowable by that accrediting body.

- **Strategic Directive 4**: “Promote the intellectual, social, and character development of all students through quality teaching and advising, dedicated career preparation and placement, and active student life programs.” Pursuit of a degree in music provides students not only the ability to perform well but also the intellectual understanding of what they perform. In addition, there is a recognized need for teachers of music in Florida. Projections by the State Board of Education indicate that for the school year 2010-11 (the year we expect to graduate our first class of music majors), there will be almost 400 public school vacancies in the music subject area in Florida.¹ The music program will provide students with pedagogical tools which will prepare students for careers in both performance and teaching.

- **Strategic Directive 5**: Serve as an intellectual center for southwest Florida through research and service, while contributing to the economic growth, environmental sustainability, and cultural richness of the region.” Adding a music program to the university’s offerings will most certainly add to the cultural richness of the region, but it will also provide a center in the region for the intellectual study of the art. In addition, students will be involved in serving both the university community and the

¹Source: “Projected Number of Teachers Needed, Florida Public Schools, November 2004, Office of Evaluation and Reporting of the Florida Department of Education.”
southwest Florida community at large through teaching and performance in schools, churches and synagogues, and life-care communities.

Need and Demand

The B.A. in Music with the Performance/Teaching Concentration will help meet the burgeoning need in Florida for more teachers in the public schools. As previously stated in this summary, by 2010, music teaching vacancies in Florida public schools (K-12) will number almost 400. Anecdotally, at the January, 2006, Florida Music Educators Association Annual Conference, the Collier County Schools Arts Supervisor noted to the Founding Director that there were two full-time music teaching vacancies in the county that remain unfilled. At the same conference, many of the public school music teachers in the five-county area made it a point to visit the FGCU booth in order to express approval that there would be a music degree available at the university. Graduates with the Performance Concentration may have opportunities with one of the two regional symphonies and other area performing organizations.

Enrollment Projections

It is projected that in the Fall of 2006, the music major headcount will be 15, with an FTE of 5 in music. By the fifth year of implementation (Fall 2011), the projected headcount of music majors is 86, with a music FTE of 37.8.

Resources

The total estimated cost of the music degree program in the first year of implementation is $735,325. By the fifth year of implementation, the yearly cost is estimated to be $970,142. The impact on the library is projected to be $21,090 in the first year with estimated yearly costs following that to be $23,200.

A special donation of $750,000 has been made to provide start-up funds for the music program. Other donors are currently being identified to support the program through endowment. This endowment will supplement state monies which will come as student enrollment rises. The Founding Director of Music is working with the Vice President for Advancement to identify and gain support from people in the larger community who have verbally pledged support for beginning and growing the program.