

Provost's Comprehensive Program Review Report

Institution: Middle Georgia State University

Academic Program Name: B.A. in Contemporary Musicianship

CIP Code: 500901

College or School: School of Arts and Letters

Department: Media, Culture, and the Arts

Date of Last Internal Review: N/A (first review)

Outcome of Previous Program Review (brief narrative statement): N/A

Current Date: 5/18/2022

Provost Response: Academic Affairs acknowledges the educational and market value of the B.A. in Contemporary Musicianship. The program has demonstrated enrollment growth in the program, despite the obstacles.

Program Quality and Productivity Improvement Plan: Following a review of the Chairs Report, the IERB comments, and the Deans report, the Office of the Provost concurs with the findings and supports the documented plan of action.

- Monitor productivity
- Maintain strong advising
- Review curriculum
- Enhance marketing efforts to continue growth including program name
- Demonstrate (market) job opportunities to graduates.

Categorical Summation

Check any of the following to categorically describe action(s) the institution will take concerning this program.

X Program MEETS Institution's Criteria

X Program is critical to the institutional mission and will be retained.

☐ Program is critical to the institutional mission and is growing or a high demand field and thus will be enhanced.

☐ Program PARTIALLY MEETS Institution's Criteria and will be re-evaluated in _____.

☐ Program DOES NOT MEET Institution's Criteria

☐ Program will be placed on a monitoring status.


☐ Program will undergo substantive curricular revisions.

☐ Program will be deactivated.

☐ Program will be voluntarily terminated.

☐ Other (identify/add text):

Provost or VPAA Signature:



Date:

6/1/2022

Comprehensive Program Review Report

Academic Program Name: BA in Contemporary Musicianship

College or School: School of Arts & Letters

Department: Media, Culture, & the Arts

Date of Last Internal Review: None; this is the first review

Outcome of Previous Program Review (brief narrative statement, if applicable):

Current Date: 4/8/2022

Executive Summary: *Provide a summary related to the academic program's quality, viability, and productivity of efforts in teaching and learning, scholarship, and service as appropriate to the institution's mission. If this is the initial review of the program address how the program is/is not meeting the enrollment and credit hour projects contained in the original program proposal. Include a statement of plans for action based on the overall categorical summation contained in the next section.*

The BA in Contemporary Musicianship, which began enrolling students in fall of 2018, has had very healthy growth despite not meeting enrollment projections established in the USG program proposal. Between fall of 2018 and fall of 2020, the program grew 193%, reaching an enrollment of 44 students in fall of 2020. Like many other music programs in the University System of Georgia, The BA in Contemporary Musicianship faced enrollment challenges due to the pandemic. In fall of 2021, enrollment shifted slightly downward, with only 41 students registered in the program. With enrollment in high school music programs drastically down in the last two years, we anticipate enrolment growth will continue to be stalled or at least slower than prior years.

Although the BA in Contemporary Musicianship just began graduating students (4 in 2020 and 8 in 2021), success metrics indicate the program will be increasingly productive. Retention rates in the program are the best of all School of Arts & Letters programs—and arguably the best in the University. From fall 2021 to spring 2022 the BA in Contemporary Musicianship boasted a 96% retention rate.

Although the music program faces challenges in our post-pandemic world, indications are good that the program is of good quality and strong and viable. We will, of course, continue to carefully monitor productivity. Because the name of the program has caused confusion among students and may be impacting enrollment, we will consult with the Provost about the wisdom of changing the program's official name.

Categorical Summation

Check any of the following to categorically describe action(s) the institution will take concerning this program.

X Program MEETS Institution's Criteria

X Program is critical to the institutional mission and will be retained.

☐ Program is critical to the institutional mission and is growing or a high demand field and thus will be enhanced.

☐ Program DOES NOT MEET Institution's Criteria

☐ Program will be placed on a monitoring status.

☐ Program will undergo substantive curricular revisions.

☐ Program will be deactivated.

☐ Program will be voluntarily terminated.

☐ Other (identify/add text):

Academic Dean Signature:



Dean of Graduate Studies Signature (when applicable):

Date: 4/8/2022

IERB’s Comprehensive Program Review Rubric and Evaluation

Date Reviewed: 3/4/2022

Program Reviewed: BA in Contemporary Musicianship

Contextual Notes: Summarize any demographic or environmental factors described in the introduction that might significantly impact assessment of the program
The pandemic made a huge impact on the performing arts.

Area of Focus	Exemplary Area	Satisfactory Area	Area of Concern	No Evidence	Notes
Enrollment	<i>This program has significantly positive enrollment trends and robust credit hour production</i>	<i>This program has stable or moderately positive enrollment trends and healthy credit hour production</i>	<i>This program has negative enrollment trends and weak credit hour production</i>		The growth is fantastic, especially given that the pandemic drastically impacted the performing arts.
Graduation Trends USG benchmark: Bachelor’s Degrees: 10 graduates/year Graduate, Associate’s or Certificates: 5 graduates/year <small>Programs falling under these benchmarks are designated as “low performing”</small>	<i>Three year rolling average greatly exceeds USG minimum benchmark for degrees conferred</i>	<i>Three year rolling average meets or exceeds USG minimum benchmark for degrees conferred</i>	<i>Three year rolling average does not meet USG minimum benchmark for degrees conferred; the program is “low performing” by USG definition</i>	There is only two years of possible data at this time.	It is a new program, so the first set of graduates was in FY 2020, during a pandemic. Still, there is significant growth (100%) in the two years of producing graduates.

IERB's Comprehensive Program Review Rubric and Evaluation

Program Strengths of Note:

SLOs are regularly met and a curriculum committee meets yearly to devise student learning initiatives as needed. There was a great retention rate in Music, 96%, from fall 2021 to spring 2022.

Areas of Concern:

There are no areas of concern at this time.

Other Comments:

Kudos on the excellent work through the recent pandemic.



Comprehensive Program Review

FY 2021 – 2022

Institution: Middle Georgia State University

Academic Program: B.A. in Contemporary Musicianship

School: School of Arts and Letters

Department: Media, Culture, and the Arts

CIP Code: 500901

Date of Last Internal Review: 1st CPR, program started Fall 2017

Faculty Completing Report: Rebecca Lanning

Current Date: 1/4/2022

5 Year Enrollment by Campus and Graduation Trends

Enrollment

Campus	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	4 YR Growth	Fall 2018 compared to Fall 2021 only
Macon	0	15	36	44	41	39.82%	173%
Cochran							
Warner Robins					1		
Dublin							
Eastman							
Online			1	4	2		
Off Campus							
Total	0	15	37	48	44	43.15%	193%

Graduates

- For data consistency, the fiscal year is in which the degree was awarded. For examples, fiscal year 2019 includes degrees conferred in Summer 2018, Fall 2018, and Spring 2019.

FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	2 YR Growth	FY20 compared to FY21 only
N/A	N/A	N/A	4	8	100%	100%

Include a narrative that discusses:

- The B.A. in Contemporary Musicianship (BACM)** is designed to prepare the practicing musician for the 21st century cultural economy. Students will learn to capitalize on their artistic product through courses in marketing, entrepreneurship, and nonprofit management. They will learn to prepare a deliverable for various sectors of the industry through courses in music technology, studio production, song writing, scoring and arranging. The degree also provides ample space for electives, allowing students to tailor the degree to their career goals. The BA in Contemporary Musicianship has two tracks: industry and performance. The industry track will help students as they prepare for work in the music business, ranging from songwriting to the arts nonprofit sector. The performance track includes a choice between two concentrations: classical and commercial. All students will study standard technique through classical repertoire for the first two years. The final two years, students can choose to remain in a classical concentration, or transition to a commercial concentration, where they apply their technical study to various genres ranging from country to R&B to gospel. Consequently, students will acquire an omnicultural musical language that will equip them to move between various cultural marketplaces, and serve a rapidly expanding entertainment sector in Georgia.
- Align of program mission with department, school, and institutional mission:
 - Institutional Mission: "Middle Georgia State University educates and graduates inspired, lifelong learners whose scholarship and careers enhance the region through professional leadership, innovative partnerships, and community engagement."
 - School of Arts and Letters (SOAL): "Our mission is to provide broad access to arts and humanities education that promotes creativity, elevates culture, encourages the pursuit of happiness, and prepares intellectually agile citizens to serve our communities and the creative economy of Georgia."
 - Department of Media, Culture and the Arts (MCA): "to build on a solid foundation in the liberal arts to guide students toward their academic

goals and prepare them for a global, culturally diverse society. MCA coursework develops student expertise in the visual arts and music; in creative, digital, and professional writing; in culture, gender, and media studies; and in modern language.”

- The BA in music graduates students who will, through the very nature of the degree, be engaged in our community. They will teach in our schools, provide music for our radios, work at our music venues and become integral parts of the music scene in Macon and throughout the state. The degree provides students the opportunity to
- Program age, tracks, concentrations, etc: All students enter the Contemporary Musicianship program through the music industry track. For the first three semesters, there are no curriculum differences between the performance track and the industry track. At the end of the third semester, students can gain admission to the performance track with a C or better in MUSC 2201, a B or better in MUSA 2111, and the recommendation of their applied instructor. Students seeking admission to the performance track must successfully complete MUSC 2201 within the first two attempts. Students who have earned a scholarship via an audition may gain entry to the performance track upon admission to the University.
- Method(s) of delivery: The degree is delivered face to face on the Macon campus
- Changes since last review: The BA began in the fall of 2018. There is no previous CPR for this degree.
- Benchmarks of progress:
 - **Graduates:** The program has had an increasing number of graduates over the last few years. We expect this number to continue to grow.
 - **Enrollment:** Enrollment has been steadily growing with a slight dip for the fall of 2021. The Pandemic impacted the performing arts particularly hard, especially in music with high school engagement in bands and choirs taking a significant hit due to concerns about Covid affecting enrollment in these programs. As the pandemic continues, and perhaps becomes endemic, we will see growth in high school performing arts which will in turn have a positive effect on college enrollment.
 - Some good news with enrollment is that the students who at MGA are committed to the degree. Music saw at 96% retention rate from fall of 2021 to spring of 2022.
 - **Student Learning Outcomes (SLOs):** SLOs are regularly met and a curriculum committee meets yearly to devise student learning initiatives as needed.

- Plans for action
 - Continue to have strong advising and review curriculum as needed to help with retention and progression.
 - Continue to make adjustments to the program as necessary to allow students to move towards graduation. For example, in the spring of 2021 the industry track was overhauled to put more emphasis on the courses and skills needed in that track and to place less emphasis on the skills needed for students in the performance track. We have already seen the positive impact these changes have had on our students.
- Shifting trends and market forces that may impact program demand. As noted above, the pandemic has had a major impact on the performing arts.

****The narrative should be as direct as possible and no longer than three pages.***

MEMORANDUM

February 11, 2022

To: Dr. Laura Thomason, Credentialing Officer; Dr. David Jenks, Provost; Mrs. Jennifer Jones, Operations Manager, Office of the Provost; Mr. Christopher Tsavatewa, Director of Institutional Effectiveness; Dr. Kevin Cantwell, Special Assistant to the President and IAL, SACSCOC

CC: Pam Booker, Executive Director, Human Resources

From: Sheree Keith

Re: Re-Credentialing of faculty members CPR Year 2021-2022 School of Arts and Letters, Department Media, Culture, and the Arts

Academic Year 2021-2022 Roster

Instructor Last, First Name	MGA ID (983)	Full-Time or Part-Time
Cantwell, Terence J		Part-Time
Lanning, Rebecca S		Full-Time
Castro, Miguel A		Part-Time
McTyre, Robert A		Full-Time
Clark, Norman Alan		Full-Time
Simeral, Tisha		Part-Time
Schriner, Nancy		Part-Time
Penndorf, James		Part-Time
Baker, Jonathan		Part-Time
Kim, Christian		Full-Time
Brown, Patrick E		Full-Time
Stich, Adam		Part-Time

Recognizing that qualified, effective faculty members are essential to the execution of Middle Georgia State University's mission and to ensure the quality and integrity of its academic program, each academic program will undergo faculty re-credentialing and review during their calendared comprehensive program review year.

As of AY22, the above faculty members in the Department of NAME, School of NAME, hold adequate credentials and/or qualifications for meeting program goals and objectives and the student learning outcomes of the courses assigned.

This memo serves as an attestation that department leadership has:

1. Reviewed MGA's Faculty Handbook and Appendix 1: Faculty Credentialing Guidelines (Approved and Updated 4/2/21)
2. Reviewed MGA's historical faculty rosters (Fall 2019 to Spring 2022)
3. Reviewed each individual faculty member's file

4. Updated the file as appropriate to reflect any changes
5. Secured or updated any documents needed to authenticate credentials and/or qualifications (e.g., transcripts, licensure certificates, etc.)
6. Discussed with the faculty member any changes in their course credentialing status
7. Reviewed faculty credentialing records and changes with the institution's Faculty Credentialing Officer as needed

In signing this memo, the department and school leadership attest that all rostered faculty referenced above hold appropriate credentials and/or qualifications that are justified and documented, and submit them for review to MGA's Faculty Credentialing Officer.

Note: while faculty re-credentialing occurs in conjunction with the CPR cycle (3 years for new programs and 5 years for existing programs), department leadership are required to maintain documentation of appropriate credentials and/or qualifications annually as captured by the faculty roster, to account for changes in course assignment or new qualifications secured between CPR cycles.

Department Chair: Sheree Keith

Date: 02/10/22

Dean: Mary McCartin Wear

Date: 5/17/21

In signing this memo, Faculty Credentialing Officer affirms that the above-referenced faculty hold appropriate credentials and/or qualifications and that those credentials are justified and documented per MGA policy and procedure. A copy of this memo shall be included in the file of each referenced faculty member.

Faculty Credentialing Officer: Laura E. Thomas

Date: 05/17/2022

1. Note: Appendix 1: Re-Credentialing AY22 Arts and Letters/Department MCA Music & Contemporary Faculty Roster (Fall 2019 to Spring 2022)