

School of Music Unit Plan 1990 - 1993

VISION STATEMENT

The School of Music is dedicated to the development of musicianship and the fostering of self-realization consistent with the nature of the art and ability, talent, interest, and professional aspirations of the students it serves. Specific objectives of the School are to develop the musicianship and competence of each student, to provide a thorough knowledge of our musical heritage, and to stimulate musical and academic excellence. Additional objectives are to prepare each student for a specialized field, to develop an understanding of the relationship between this speciality and other musical disciplines, and to instill within each student a commitment to his or her profession. Through its diverse curricula, at the graduate and undergraduate levels, resulting music presentations, and the various artistic endeavors of the students and faculty, the School is committed to serving and furthering music in the cultural life of the University, community and society at large. The School of Music also fulfills the following roles within the University: offering service courses in music to general University students; providing cultural opportunities for general University students through its extensive concert and recital program; and furnishing consultant and professional services to other departments of the University.

Over the course of the planning period, the School will focus on improving overall quality, selected program expansion, and the integration of information resources into academic and support programs.

ELEMENTS OF DISTINCTION

◆ The most comprehensive School of Music in the region offering over twenty program options at the undergraduate and graduate levels

◆ One of the largest and strongest music education programs in the southeastern United States with a tradition for high success in career placement

◆ The only music therapy program in a state-supported institution in North Carolina

◆ A music business program offered through the collaborative efforts of the nationally accredited School of Business and the Department of Cooperative Education

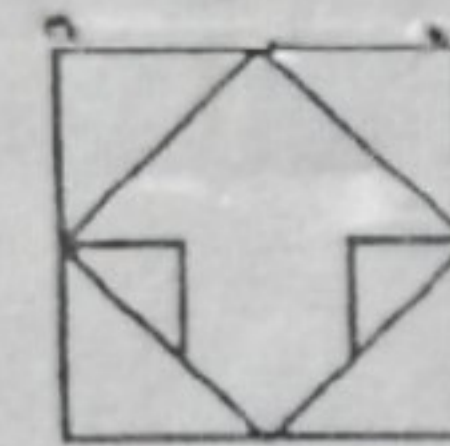
◆ An extensive schedule of performances by visiting artists, faculty members, and student organizations making it the musical center of eastern North Carolina

◆ One of the largest and oldest summer programs on campus, offering a variety of music camps and professional workshops

PRIORITIES FOR ACTION

1. Achieve distinction in undergraduate education

- a. Implement an emphasis and a minor in jazz which eventually may lead to a major in that area
- b. Improve the consistency of approach and achievement of skills in basic studies courses
- c. Implement a study of the knowledge bases in all programs to ensure that programs are current and vigorous
- d. Develop music business internship sites
- e. Improve the orchestra and string chamber ensembles by increasing the number of string majors and other necessary instruments
- f. Develop plan to coordinate the scheduling of ensemble touring
- g. Increase the awareness and emphasize the importance of developing skills in accompanying for keyboard students at the undergraduate level
- h. Become involved in the University's writing across the curriculum program
- i. Pursue the planning process for alleviating space limitation problems within the A.J. Fletcher Music Center



j. Carry out necessary acoustical treatment of music center rooms 101, 105, and the recital hall

k. Expand the guitar program

2. *Strengthen the commitment to excellence in teaching*

a. Develop grant proposals to support workshops in teaching excellence

b. Implement a mentoring system for new faculty

c. Develop mechanisms for assessing and improving teaching effectiveness within the unit such as class visitations and peer reviews

3. *Develop a university culture based on respect for individual rights and human diversity*

a. Increase the number of minority faculty and staff

b. Increase the number of enrolled minority students

c. Increase the number of enrolled male singers

4. *Expand doctoral programs*

a. Establish a Master of Music degree in music therapy

b. Broaden off-campus course offerings for graduate students in music education

c. Develop within designated Master of Music degree programs research components which terminate in theses

d. Increase graduate fellowships, scholarships, and assistantships

e. Improve organization and coordination in music graduate programs

f. Implement graduate program track in Suzuki music education

g. Explore the development of a music theory master's program

5. *Strengthen the commitment to research, scholarship, and creative activity*

a. Create opportunities, including release time, for faculty supervision of degree-related research

b. Increase support for faculty ensembles

c. Promote increased levels of faculty research, scholarship, and creative activity

6. *Improve teacher education and stimulate improvement in public schooling*

a. Increase opportunities for faculty activity in public schools such as clinics or workshops

b. Expand the pool of qualified cooperating teachers for student teachers

c. Bring music education department into compliance with the State Department of Public Instruction level II computer objectives

d. Develop a general music teaching center suitable for holding workshops, university classes, and preparatory programs

e. Explore the development of a preparatory department

7. *Recruit and support academically proficient and talented students*

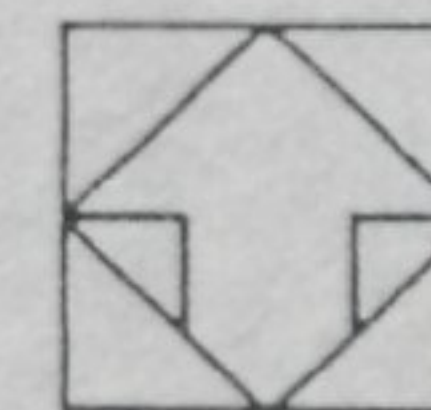
a. Develop scholarship funds with emphasis on external contributions

b. Seek private support for a prestigious and competitive scholarship competition

c. Enhance recruitment efforts, especially personal contacts through touring and school visitations

d. Develop and implement an organized and centralized recruitment program

e. Increase recruitment and retention of nontraditional and international students



f. Develop and implement a plan for targeting and recruiting among applied areas designated as critical, such as strings, woodwinds, and male singers

8. Advance the University effectively to external publics

a. Develop a plan for prioritizing performance groups so that the School of Music will be able to field truly outstanding groups

b. Create more opportunities for exposure of faculty to external publics

c. Develop systematic use for video promotion tape

d. Coordinate all summer camp activities

e. Expand summer camp and workshop offerings

f. Upgrade School of Music publications

g. Expand the involvement of the Friends of the School of Music and the School of Music Alumni Professional Society in fundraising efforts

h. Improve the quality of the School of Music exhibit and display

i. Support the goals of Pitt County's Focus 2007 strategic plan, particularly those relating to cultural activities

9. Develop and use expanded information resources

a. Increase the use of computers for use in faculty research, music composition, computer assisted instruction, music performance, and word processing programs

b. Develop a fourteen-station computer laboratory

c. Develop a media center to oversee technology and provide faculty support

d. Enhance computing skills of faculty, staff, and students through in-house workshops in computer assisted instruction, composition, performance, data base, and

word processing programs and capabilities

e. Increase collections in the music library to support faculty research as well as undergraduate and graduate programs

f. Develop a School of Music recording studio

g. Make available individual computer hardware and software in faculty offices for use in research, instructional methods, composition, performance, and word processing

10. Provide effective stewardship of the University

a. Increase emphasis on more effective advising of students

b. Revise all course syllabi and re-commit faculty to delivering the curriculum

c. Revise and edit the School of Music Code

d. Create a scholarly and musical environment to enhance and motivate student learning activities

e. Create a physical environment in the School of Music which is aesthetically pleasing and conducive to learning, including the development of a student lounge

f. Establish an appointed planning committee as a permanent committee in the School of Music

g. Develop a comprehensive equipment replacement and acquisition schedule

h. Maximize the use of financial resources within the unit consistent with the unit plan

i. Implement a study of student achievement to determine success of student involvement with curricula