

The Superior Innovation Initiative Project Proposal

Project Title: Career Preparation in Music

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Project Plan Proposal:

When students consider a music career, they are often concerned about their opportunities in today's job market. The Music Department proposes combining courses already offered on this campus into several preparatory and certificate programs that, if marketed well, would increase enrollment and better accommodate the current job market. This career preparation closely aligns with the Strategic Plan (1.4.2) calling for academic programs to "create pathways to transition into the workforce." These could be marketed as early as spring 2016 and introduced for students enrolling in the Fall 2016 semester. The university could potentially see a small increase in enrollment beginning in the Fall 2016 semester, with a larger increase after a full year of marketing.

Pre Music Therapy: The Music Department proposes an addition of a marketable 'Pre Music Therapy' course of study. This would combine a BA-Music major and a Psychology Minor with other designated courses that are currently offered on campus. This would prepare UW-Superior undergraduates for graduate programs in Music Therapy. The Bureau of Labor Statistics projects recreational therapist jobs to increase in demand by 13% from 2012-2022. Music Therapy is not offered by any other university in this region.

Additionally, the Music Department proposes two 'Certificate' programs. These two certificates would be add-ons to majors and/or minors (most likely the BA-Music degree) and would prepare students for specific careers in music business or sacred music leadership. Neither of these areas of study are offered by any other university in the area. Additionally, the Twin Ports area is well poised to support internships in these areas, connecting the Music Department to community partners (see Strategic Plan *Thriving Partnerships*: 2.1.2).

Certificate in Music Business: The proposed Music Business Certificate builds off the already strong BA-Music/Business Minor by allowing for a unique marketing opportunity and internship possibilities. To attract students interested in music business, arts management, and retail, we propose creating a certificate that adds just a few credits of internship in music business (coordinated between the Business and Music departments) to the Business Minor with specific courses selected instead of electives (no new courses would be added). Local arts organizations are already interested in having our students intern with them.

Certificate in Sacred Music: Music positions at churches are a staple of the music job market. However, no university in the area prepares students for this market. With a certificate in sacred music, UW-Superior would have a competitive advantage over the other universities in this area by marketing to prospective students looking for a career in sacred music as well as music ministers looking for professional development. This certificate would combine courses already required for the BA-Music (or a Minor in Music with some additional coursework) with advisement of students along a sacred music focus. Additionally students would take a 'Seminar in Sacred Music,' offered every other summer through continuing education (thus, not adding to the expense of offering this certificate). The culmination of this certificate would be an internship in a local place of worship.

Budget Narrative:

Our budgetary requirements for this innovation would be geared toward marketing. The addition of the preparatory path and two certificates, while not changing many of our course offerings, would greatly affect how we are perceived by prospective students and high schools. Therefore, a new approach to branding for the department is required. The focus would need to be on career preparation and we have never marketed in this manner. We would need financial assistance in marketing and design, and we would need money to get the word out to other high school music educators and prospective students. Advertisements in music education journals, schools, and social media would be necessary. The guidance of Marketing and Communications would be much appreciated in this endeavor.

Proposed Budget:

Item Description	Hours and Rate	Line Total
Marketing		
• Market Analysis	\$1000	\$1000
• Concept and Design	(Internal – Mkt & Comm)	\$0
• Advertising		
○ State Music Conference Program Booklets (MN & WI)		\$1000
○ Music Education Journals (3 magazines/2 issues each)		\$3000
▪ Online Marketing	\$1000	<u>\$1000</u>
Total Request =		\$6000

Check which of the following might apply (check all that apply):

This project requires System review and approval.

This project requires campus governance review and approval.

Already Done This project requires departmental review and approval.

Dr. Brett Jones, Associate Chair



Print Name

Signature

Submit project applications by 4:30 p.m. on October 1, 2015 to provost@uwsuper.edu