

APPENDIX I

Approved by the Board of Governors
September 12, 2003

Bart Corgnati, Secretary

Request for Authorization to Establish a Bachelor of Arts Degree in General Music at Fayetteville State University

Introduction

Fayetteville State University notified the Office of the President of its intent to plan a Bachelors of Arts in General Music (50.0901) in 2002. The university requests authorization to establish the program effective September 15, 2003.

Program Description

The goal of the proposed program is to prepare students intellectually, artistically, and pragmatically to achieve success in traditional, contemporary, and emerging non-teaching fields of music. A bachelor's in general music is consistent with the mission of FSU and the standards of The National Association of Schools of Music. The program will be housed in the Department of Performing and Fine Arts in the College of Arts and Sciences. It will share some curriculum with the Bachelors of Science in Music Education. During the first two years of the program, students will acquire foundational knowledge and skills in music theory, sight-singing, ear-training, along with basic liberal arts courses. At the upper level, music courses will concentrate on music history, literature, and contemporary areas of music. Electives will be available in areas such as jazz studies, music production/technology, and arts administration. Graduates will be prepared to work in general music fields such as musical theater, musical businesses, individual performance, and to pursue graduate study.

Program Need

Music continues to be part of the American fabric in vital areas such as professional and performing ensembles, music businesses, churches, television, and radio. There is a growing demand for professional trained musicians especially in the areas of church music, music business, and professional art agencies. Survey data collected from FSU's service area, which includes responses from high school students, churches, musical theatre groups, business merchandisers, and other music related organizations, confirmed interest in a general music baccalaureate program. Nationally, there are music professional organizations with numerous members. The two leading music licensing agencies have memberships that total over 400,000 members (the American Society of Composers, Authors, and Publishers and the Broadcast Music Incorporated). Furthermore, since 1996, there has been a steady increase in enrollments in music courses.

Resources

The proposed degree will share faculty and facilities with the Bachelors of Arts in Music Education. No new faculty or resources are needed to support the Bachelors of Arts in General Music program

Recommendation

It is recommended that the Board of Governors approve the request to establish a Bachelor of Arts in General Music effective September 15, 2003.