University of South Carolina Upstate
College of Arts and Sciences
Program Proposal
for the
Bachelor of Arts in Commercial Music
Submitted to the South Carolina Commission on Higher Education
Spring 2010

_________________________________
John Stockwell, Chancellor

_________________________________
Harris Pastides, President

Program Contact Name and Information:

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Bachelor of Arts in Commercial Music

CLASSIFICATION

Name of proposed program: Bachelor of Arts in Commercial Music
Academic Unit Involved: Department of Fine Arts & Communication Studies, College of Arts and Sciences, USC Upstate
Designation, type, and level of degree: Baccalaureate, Bachelor of Arts, 4-year
Proposed date of implementation: August 2010
CIP Code: 50.0999
Identification of Program: New Program Proposal
Site: University of South Carolina Upstate, Spartanburg, SC
Program qualifies for supplemental Palmetto Fellows Scholarship and LIFE Scholarship awards: Yes____X____ No____
Delivery Mode: Blend of Traditional and Internet

JUSTIFICATION

Program Purposes and Objectives
The University of South Carolina Upstate proposes a Bachelor of Arts in Commercial Music to be offered through the Department of Fine Arts & Communication Studies within the College of Arts & Sciences. The mission of the Bachelor of Arts in Commercial Music at USC Upstate is to provide an experiential learning environment that prepares the student for careers in performing, private instruction, music directing, career management, publishing, booking, or working with technology in contemporary and diverse professional music settings. In alliance with the USC Upstate mission to serve as a metropolitan university, the greatest concern of the proposed Bachelor of Arts in Commercial Music is to give students the skills to find employment and make artistic contributions to their community and the music industry.

The program is designed to prepare students for music careers through an integrated curriculum that combines uniquely designed coursework in practical music with a recommended minor in Business Administration. Learning to work with the important principles, theories and practices of music theory, pedagogy, technology, career management, and traditional business opens up a wide range of professional opportunities, thereby preparing students for lifelong careers in the music industry. Graduates will be able to work in a variety of settings including commercial performance venues, recording studios, teaching studios, music stores, music publishing companies, artist management programs, and schools.

Program Need
According to the 2008-2009 edition of the Occupational Outlook Handbook published by the U.S. Bureau of Labor Statistics, there will be an 11% increase in employment opportunities for musicians, singers, and related workers through 2016. The report suggests the best way to gain employment in this area is to acquire a diverse skill set that prepares a musician for several simultaneous revenue sources. This specifically matches the design and philosophy of the proposed major.
According to the 2002 economic impact statement prepared by the USC Darla Moore School of Business, “Cultural activities are an important component of quality of life. The arts add to our lives in many intangible ways. However, they also contribute to the economy in ways that can be measured. On average in both 2000 and 2001, the arts in South Carolina directly and indirectly supported $700 million in wages and salaries, 30,000 jobs, and $1.9 billion in economic output.” The report further argues that “as states grow increasingly competitive in designing tax incentives for economic development, a strong cultural industry can provide a state with the competitive edge it needs to stand out from the crowd.” In order to maintain this “competitive edge,” musicians must be able to produce, analyze, create, and teach music using superior performance and career management practices. This specifically matches the design and philosophy of the proposed major.

In Spartanburg County alone there are six music stores, four radio stations, five recording studios, seven wedding planners, five nightclubs, hundreds of churches, and one professional orchestra—all of which provide an ever-growing array of music careers in performance, education, recording, publishing, promotions, artist management, entertainment booking, and technology. The number of music-based career opportunities for graduates increases dramatically when the geographical area is expanded to include Greenville, Anderson, Cherokee and Oconee counties.

A questionnaire investigating interest in commercial music classes and a major program was distributed to 100 USC Upstate students enrolled in fine arts classes during the fall of 2005. Of 100 students surveyed, 60 would have considered commercial music as their major when initially matriculating at USC Upstate (21 answered “yes,” 39 answered “possibly”). When offered a list of possible commercial music courses with catalog-like descriptions, 88 of the 100 students responded that they would be “likely” or “very likely” to enroll in one or more of the classes. Additionally, USC Upstate admissions counselors report that during recruitment trips to North Carolina, South Carolina and Georgia, music-related majors are the second most requested programs of study not currently offered at USC Upstate. Furthermore, courses with a commercial music emphasis have recently been offered at USC Upstate and enrollments indicate a high level of student interest.

### RECENT ENROLLMENTS IN COMMERCIAL MUSIC COURSES AT USC UPSTATE

<table>
<thead>
<tr>
<th>TERM</th>
<th>COURSE</th>
<th>ENROLLMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2008</td>
<td>SMUS 398 Selected Topics in Music: Music Business</td>
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<td>SMUS 398 Selected Topics in Music: Songwriting</td>
<td>10</td>
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<td>SMUS 140 History of Rock Music (2 sections)</td>
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<td>Spring 2007</td>
<td>SMUS 398 Selected Topics in Music: Audio Recording</td>
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<td>Fall 2006</td>
<td>SMUS 398 Selected Topics in Music: Music Business</td>
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</table>
Finally, as a sign that USC Upstate sees the potential for this type of program, a minor in Commercial Music will be offered as of fall 2008 and it is expected that some students selecting this minor would change to the proposed major in Commercial Music.

**Centrality of the Program to the Mission of USC Upstate**

As a metropolitan university, the primary mission of the University of South Carolina Upstate is delivery of undergraduate baccalaureate education to Upstate South Carolina. Curricula and services are designed for the University’s 5,000 students who are diverse in background, race, educational experiences, and academic goals. Students are drawn in large proportion from the Upstate where many choose to remain for their careers. A broad range of major curricula are provided in arts and sciences and in professional fields of study that serve the regional economy. The Bachelor of Arts in Commercial Music responds to a great need in the Upstate and around the state for musicians who can provide private instruction, participate in musical theater productions, manage performing arts venues, perform at professional engagements, direct church worship groups, and publish their own music. The integrated nature of this degree program represents the kind of progressive thinking that further promotes the mission of a metropolitan university.

**Relationship of the proposed program to existing programs at the proposing institution**

The Bachelor of Arts in Commercial Music will be administered by the Department of Fine Arts and Communication Studies within the College of Arts and Sciences at the University of South Carolina Upstate. The proposed Bachelor of Arts in Commercial Music will provide USC Upstate students enrolled in other degree programs, including business and communications majors, with opportunities to take courses of interest not available to them in the past.

Additionally, students majoring in Commercial Music will be advised to complete a minor or cognate in Business Administration. The USC Upstate Johnson College of Business and Economics is accredited by the Association to Advance Collegiate Schools of Business.

**Similarities or Differences Between the Proposed Program and Those with Similar Objectives Within the State**

The proposed Bachelor of Arts in Commercial Music is uniquely designed to provide students with a combined curriculum of performance, technology, professional musicianship, career management, and business. A liberal arts approach to the curriculum separates USC Upstate from other institutions by requiring studies in both traditional and contemporary musical styles combined with a wide range of academic study. This philosophy provides the student with a well-rounded and unique program of study when compared to other state institutions:

1. USC Columbia offers two undergraduate degrees in music: Bachelor of Music and Bachelor of Arts in Music. Areas of emphasis include composition, jazz studies, education, theory, performance and piano pedagogy.
2. Lander University offers a Bachelor of Science in Music with an emphasis in business.
3. The College of Charleston offers a Bachelor of Music with concentrations in performance, theory/composition and history/literature.
4. Clemson University offers a Bachelor of Arts in Production Studies in Performing Arts with a concentration in music.
5. USC Aiken offers a Bachelors of Arts in Fine Arts with specializations in music, theatre and art.
6. Francis Marion University offers a new major in Music Industry that appears to offer a curriculum similar to this proposal but with a reduced emphasis on contemporary music styles. This institution is well out of the upstate region and does not share the same metropolitan mission as USC Upstate.

None of these other programs place as much emphasis on contemporary commercial music studies or offer similar programs within the upstate region of South Carolina. Consequently, the proposed program does not duplicate any existing programs in the state and would certainly fill a unique niche in the upstate region of South Carolina.

ENROLLMENT

Admission Criteria Specific to the Program
Students admitted to the B.A. in Commercial Music must meet the admission requirements of the University of South Carolina Upstate. USC Upstate admissions criteria include a high school diploma or equivalent (GED certificate) and Scholastic Aptitude Test (SAT) scores or American College Testing Program (ACT) scores. Applicants who are at least 22 years of age are not required to submit SAT I/ACT scores. However, students should present evidence of ability for academic success. The grade-point average on core high school courses and total SAT or composite ACT scores are considered when determining admission status. These factors will be used to determine the applicant’s probability of success during the freshman year. Generally applicants who have earned a cumulative average of C or better on the preparatory courses, and who score 850 on the SAT or 18 on the ACT will be admitted to USC Upstate. Grades may offset lower SAT scores and higher examination scores may offset lower grades.

To be accepted as “pre-music majors” all applicants to the Commercial Music program must pass an audition on their principal instrument or voice. A student who wishes to enter the Commercial Music program from another major on the USC Upstate campus must be in good standing and have a cumulative GPA of 2.00 or higher. A student who wishes to enter the Commercial Music program from another USC campus must fulfill one of the following:
1. Be in good standing, meet the admission requirements for a baccalaureate degree on the USC Upstate campus, and have a cumulative GPA of 2.00 or higher.
2. Be in good standing and have completed 30 semester hours with a GPA of 2.00 or higher on a USC campus.

Transfer applicants from regionally accredited colleges and universities are required to have a minimum GPA of 2.0 on all college-level courses attempted. If fewer than 30 semester hours of college-level work have been attempted, the applicant must meet both transfer and freshman entrance requirements.
Admission to Upper Division
Acceptance as a pre-music major does not guarantee progression to the upper division. Students will be reviewed at the end of the sophomore year and advancement as upper-division music majors will be allowed only if the following requirements have been met:

- Completion of English 101 and 102 or their equivalents with grades of C or better;
- Completion of four semesters of Commercial Music Theory and Aural Skills or their equivalents with grades of C or better
- Complete SMUS 156 Group Piano or their equivalents with at least a C letter grade
- Completion of at least 60 credits with a cumulative grade point average of 2.00 in all courses
- Pass a portfolio review demonstrating the student’s knowledge and application of the fundamental music skills required to succeed in the music industry. The portfolio will include the results of a music theory exam, results of a performance jury, letters of recommendation, and documentation of music-related activity in the community.

Students not meeting these requirements will be allowed to take upper-division music courses but must remove the deficiencies within one semester and will not be considered upper-division music majors. Students not removing the deficiencies within one semester will be advised to change majors.

Enrollment Estimation
Estimated enrollments are based on polling of students in music and other fine arts courses, interest expressed to admissions counselors, the pool of students currently and recently enrolled in courses with a commercial music emphasis, and Commercial Music minors that are expected to change to the major if given the option.

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<th>ESTIMATED NEW ENROLLMENT</th>
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<th>FALL</th>
<th>SPRING</th>
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CURRICULUM

Sample Curriculum
In developing the curriculum for this program the National Association for Schools of Music standards presented in the NASM Handbook 2005-2006 were consulted. The program is designed to meet the NASM standards described as the following: “The liberal arts degree focuses on music in the context of a broad program of general studies,” and the curriculum should, “develop musicianship, capabilities in the use of principles and procedures that lead to an intellectual grasp of the art, and the ability to perform.”

Although the delivery mode for most of the curriculum is traditional, courses such as SMUS 110, 140, 310, and 361 are also offered online.

General Education Requirements:
I. Communication
SEGL 101 and 102 ................................................................................................................6*
SSPH 201 .............................................................................................................................3*

II. Mathematics and Logic
SMTH 102, 120, 121, 122, 126, 127, 141, 142, 231 .................................................................3
One course from the following: SECO 291; SLGC 205, 207; SMTH 102,120, 121,122,126,127,141,142,202,231; SPSY 225; SSOC 201 .................................................................3

III. Information Technology
SCSC 138, 150; SIMS 101 ........................................................................................................3

IV. Natural Science
Two courses from the following areas including one laboratory course: .........................7-8
SAST 111/L; SBIO 101/L, 102/L, 110/L, 206, 240, 242/L, 270; SCHM 101/L, 105, 106, 107, 109/L, 111/L, 112/L; SGEG 201/L, 202; SGEL 101/L, 102/L, 103/L, 120, 121, 123/L, 131; SPHS 101/L, 201/L, 202/L, 211/L,212/L

V. Arts and Humanities
SMUS 110 or 140 ......................................................................................................................3*
One course from the following: SAAS 204; SAMS 101, 102; SATH 101, 105,106; SEGL 250, 252, 275, 279, 280, 283, 289, 290, 291; SFLM 240; SPHL 102, 211; SREL 103; STHE 161,170 .........................................................................................................................3

VI. Foreign Language and Culture
SFRN 102; SGRM 102; SSPN 102 or placement in a 201 or higher level class .................3

VII. History
One course from the following: SHST 101, 102, 105, 106 ..................................................3

VIII. Social and Behavioral Sciences
Two courses from the following representing two disciplines: .....................................6
SANT 102; SAAS 201; SECO 221, 222; SNEG 101, 103; SGIS 201, 301, 320; SPSY 101; SSOC 101; SWST 101

Total General Education Requirements .................................................................................. 43
*must have a “C” or above in the course

Major Requirements—Music Core (36 hours)

<table>
<thead>
<tr>
<th>Course Number and Title</th>
<th>Credit Hours</th>
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<tr>
<td>SMUS 115 Commercial Music Theory and Aural Skills I (3)</td>
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<td>SMUS 116 Commercial Music Theory and Aural Skills II (3)</td>
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<td>SMUS 215 Commercial Music Theory and Aural Skills III (3)</td>
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<tr>
<td>SMUS 216 Commercial Music Theory and Aural Skills IV (3)</td>
<td>3</td>
</tr>
<tr>
<td>SMUS 301 Music History I (3)</td>
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<tr>
<td>SMUS 302 Music History II (3)</td>
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</tr>
<tr>
<td>SMUS 155 Group Piano (2)</td>
<td>2</td>
</tr>
<tr>
<td>SMUS 156 Group Piano (2)</td>
<td>2</td>
</tr>
<tr>
<td>SMUS 111 Applied Music (1)</td>
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</tr>
<tr>
<td>SMUS 311 Applied Music (1)</td>
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</tr>
<tr>
<td>Performance ensemble 100 level (1)</td>
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</tr>
<tr>
<td>Performance ensemble 300 level (1)</td>
<td>3</td>
</tr>
<tr>
<td>SMUS 100 Recital Attendance (0) (six semesters)</td>
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Commercial Music Emphasis (24 hours)

<table>
<thead>
<tr>
<th>Course Number and Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>SMUS 361 Music Business (3)</td>
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</tr>
<tr>
<td>SMUS 362 Music Technology (3)</td>
<td>3</td>
</tr>
<tr>
<td>SMUS 364 Music Entrepreneurship (3)</td>
<td>3</td>
</tr>
<tr>
<td>SMUS 365 Songwriting or SMUS 366 Composition (3)</td>
<td>3</td>
</tr>
<tr>
<td>SMUS 325 Jazz Theory or SMUS 310 Jazz History (3)</td>
<td>3</td>
</tr>
<tr>
<td>SMUS 345 Jazz Improvisation (3) or SMUS 367 Arranging for Ensembles (3)</td>
<td>3</td>
</tr>
<tr>
<td>SMUS 490 Senior Seminar (3)</td>
<td>3</td>
</tr>
<tr>
<td>SMUS 499 Commercial Music Internship (1-3)</td>
<td>3</td>
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</tbody>
</table>

Total of Music Credits .................................................................................................... 60

Cognate or Minor ........................................................................................................... 12-18*
Electives ......................................................................................................................... 0-5

Total hours for degree .................................................................................................... 120-121*

*Credit hours could be higher based on choice of minor
**Assessment of Student Learning Outcomes**

Below are the four Mission Goals of the program and corresponding methods to assess student learning outcomes.

<table>
<thead>
<tr>
<th>Program Goals</th>
<th>Assessment Methods</th>
</tr>
</thead>
</table>
| **Goal #1:** prepare students for employment in the music industry upon graduation | 1. Students must complete a written and oral jury during which their knowledge of core areas is assessed  
2. Students will create a portfolio of audition/interview materials based on their research and creative output  
3. Students will research and study their preferred musical genre and present a lecture/recital of their findings  
4. Students will create repertory lists based on research and observation |
SMUS 116 COMMERCIAL MUSIC THEORY AND AURAL SKILLS II (3)
Basic chromatic harmony, part writing, modulations, and related ear training with an emphasis on composing and analysis of both classical and contemporary music styles. Prerequisite: SMUS 115 or consent of instructor.

SMUS 215 COMMERCIAL MUSIC THEORY AND AURAL SKILLS III (3)
Counter melody, borrowed chords, modes, enharmonic modulations, and related ear training with an emphasis on composition and analysis of both classical and contemporary music styles. Prerequisite: SMUS 116 or consent of instructor.

SMUS 216 COMMERCIAL MUSIC THEORY AND AURAL SKILLS IV (3)
Harmonic principles of jazz, blues, binary and ternary forms, twentieth-century composition techniques, and related ear training, with an emphasis on composing and analysis of both classical and contemporary music styles. Prerequisite: SMUS 215 or consent of instructor.

SMUS 362 MUSIC TECHNOLOGY (3)
The use of industry-standard software to record, compose, and self-publish music. Prerequisite: Basic music reading skills, SCSC 138 or consent of instructor.

SMUS 365 SONGWRITING (3)
Methods of creating melodies, lyrics, and chord progressions with an emphasis on contemporary commercial music styles. Ability to read music not required. Prerequisite: junior standing or consent of instructor.

SMUS 366 COMPOSITION (3)
Developing thematic material with contemporary and traditional techniques. Ability to read music required. Prerequisite: SMUS 216 or SMUS 325 or consent of instructor.

SMUS 367 ARRANGING FOR ENSEMBLES (3)
Methods and resources needed to create music for jazz bands, vocal groups, and other ensembles with an emphasis on both traditional and contemporary music styles. Prerequisite: SMUS 216 or SMUS 325 or consent of instructor.

SMUS 490 SENIOR SEMINAR (3)
Capstone course with research and study on selected music topics designed to integrate knowledge, develop a career portfolio, use technology, and gain experience in public presentation. The study topic will be presented as a lecture presentation and/or music recital. Only open to approved music majors. Prerequisite: Must have already completed 15 credits in upper division Commercial Music emphasis.

SMUS 499 INTERNSHIP IN COMMERCIAL MUSIC (1-3)
Supervised work experience in commercial music outside the classroom. For three credit hours, a student is to work 135 hours; for two credit hours, 90 hours; for one credit hour, 45 hours. A contract must be signed by the student and appropriate faculty/administrators. Only open to music majors or minors. Prerequisite: Junior or senior standing, GPA 2.0 overall, 2.0 in major, and consent of the faculty supervisor.
FACULTY

The National Association of Schools of Music (NASM) handbook states, “The institution shall maintain faculties and staff whose aggregate individual qualifications enable the music unit to establish its mission, goals, and objectives. Faculty members (including part-time faculty and graduate teaching assistants) shall be qualified by earned degrees and/or professional experience and/or demonstrated teaching competence.” Current USC Upstate faculty are well suited to fill the needs of the proposed program. The full-time music faculty have earned doctorate degrees in their areas of expertise and are practicing and performing musicians.

According to NASM, “the number of full- and part-time faculty positions and their distribution among the specializations must be sufficient to achieve the music unit’s mission, goals, and objectives, and be appropriate to the size and scope of the music unit’s programs. Faculty loads shall be such that faculty members are able to carry out their duties effectively. Classroom instruction in lecture/seminar format is equated with three hours of private instruction.” The proposed program at USC Upstate will conform to these guidelines.

Current USC Upstate Faculty

<table>
<thead>
<tr>
<th>Staff by Rank</th>
<th>Highest Degree Earned</th>
<th>Field of Study</th>
<th>Teaching in Field (Yes/No)</th>
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<tbody>
<tr>
<td>Assistant Professor 1</td>
<td>Doctorate of Arts</td>
<td>Music Theory &amp; Composition</td>
<td>YES</td>
</tr>
<tr>
<td>Assistant Professor 2</td>
<td>Doctorate of Arts</td>
<td>Music Theory &amp; Composition</td>
<td>YES</td>
</tr>
<tr>
<td>Adjunct 1</td>
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<td>Music</td>
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Enumerations and Qualifications of New Faculty (and Staff)

By the beginning of the fourth year of the program’s existence there will be a need for one new fulltime faculty member with a terminal degree in music able to teach core music classes and upper division music classes suiting the individual’s area of expertise.

Proposed Changes in Assignment for Current Faculty/Administrators

The program proposal calls for no changes in assignments for current faculty or administrators.

Institutional Plan for Faculty Development Related to the Program

- All faculty have access to an annual departmental award of $500 for development
- Teaching and Productive Scholarship awards of up to $1,500 per year are available to faculty
- USC Upstate’s Center of Undergraduate Research and Scholarship provides, on a competitive basis, logistic and monetary support for the pursuit of student projects performed under the guidance of USC Upstate faculty
Institutional Definition of the full-time equivalents (FTE)
1 FTE for students = 15 credit hours per semester
1 FTE staff/administrator = 37.5 hours per week
1 FTE for faculty = 12 credit hours per semester

<table>
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<th>UNIT ADMINISTRATION/FACULTY/STAFF SUPPORT</th>
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PHYSICAL PLANT

The physical plant will be adequate to provide space for the program for at least the first five years. The USC Upstate Humanities and Performing Arts Center (HPAC) and the Academic Annex buildings serve as the central locations for the music program. The HPAC includes classrooms, a rehearsal room/recital hall, practice rooms, storage space, faculty offices for applied lessons, several acoustic and electric pianos, and the performance theatre. There are plans to incorporate a music library into HPAC 101. The classrooms, storage, and offices in the Academic Annex provide more necessary space for teaching, rehearsing, and applied lessons.

Future needs could include space for a music technology lab and additional practice rooms. These needs could be met by the expected shifting of space allocation due to the 2008 opening of the new facility that will house the School of Nursing and School of Education. More space could also become available when the Johnson College of Business and Economics moves to their downtown facility.
EQUIPMENT

USC Upstate has an ongoing planning process that keeps technological resources current with the demands of the curriculum. The technology plan projects five years into the future and is reviewed annually. Currently the department has several acoustic and digital pianos, numerous instruments for performance groups, public address systems, audio-visual aids, a collection of CDs and DVDs, and stereo listening equipment. There is also a commitment to utilize two computers in the Media Building for use by students enrolled in music technology classes. There will be a need for software upgrades, occasional new music instrument purchases, and maintenance of current music instruments.

LIBRARY RESOURCES

The USC Upstate Library will serve the information needs of the students enrolled in the Bachelor of Arts in Commercial Music program.

The Library’s collections are both physical and virtual. The physical collections contain over 230,000 volumes in a variety of formats including books, bound and unbound journals, microfilm, microfiche, audiocassettes, CDs, VHS videos, DVDs, maps, and curriculum lab materials. This includes over 177,000 print volumes (2,477 volumes classified in music) and 53,000 non-print volumes. The Library subscribes to 715 print subscriptions and 13,899 electronic journal titles. Its virtual collections of more than 100 databases include the statewide collection of databases known as DISCUS and DISCUS ACADEMIC.

Pertinent databases for a commercial music program include Humanities Full-Text and SIRS Renaissance. Humanities Full-Text provides full-text plus abstracts and bibliographic indexing of the most noted scholarly sources in the humanities, as well as numerous lesser-known but important specialized magazines. The database indexes, abstracts, and delivers the full-text of feature articles; interviews; obituaries; bibliographies; original works of fiction; drama and poetry; and book reviews, plus reviews of ballets; dance programs; motion pictures; musicals; operas; plays; radio and television programs and more. SIRS Renaissance offers current perspectives on the Arts & Humanities by providing current, dynamic information on music, literature, film, performing arts, culture, architecture, philosophy, religion and visual arts. Many articles are accompanied by full-color graphics.

The USC Upstate Library is a charter member of JSTOR and subscribes to all databases offered by this source. JSTOR offers full-text on-line access to back issues of more than 100 scholarly journals in the humanities, social sciences, and sciences, including 49 titles in music. Issues are entered on-line after having been published for 2-5 years. The entire printed matter of the journal as published is included. Coverage for most titles begins with their starting issues. All virtual collections are available to the faculty and students on campus, in their offices or from their homes.

Resources specifically pertinent to a Bachelor of Arts in Commercial Music include:

- Representative titles within Humanities Full-Text and SIRS Renaissance include American Music (the official journal of the Society for American Music), College Music
Journal’s New Music Monthly, Ethnomusicology (the official journal of the Society for Ethnomusicology), Musician, and Popular Music and Society.

- See “Appendix A” for the titles included in the Music Database of JSTOR.
- *NetLibrary*, which provides the full-text of books, includes titles pertinent to the program. Representative titles include:

- Over 600 books/monographs related to music, many of which could be utilized for this curriculum. Currently, the music portion (“M” classification in the Library of Congress system) of the USC Upstate budget is relatively small ($1,700 in fiscal year 2004-05) because it is not budgeted to support a degree program. With the addition of the Commercial Music program, which would require additional resources to support additional students, the M portion of the budget would require seed money of at least $5,000 with continuing support to be at least $3,000 in succeeding years.

- Subscription to more than 50 journals in the music field including
  - *Contemporary Music Review*
  - *Jazz Education Journal*
  - *Electronic Musician*
  - *Global Music Industry*
  - *Music And Copyright*
  - *Music Business International*
  - *Perspectives Of New Music*
  - *Popular Music*

- The Library’s book approval plan profile will be modified to include notification of new publications in the field.

**Other Services**

- The Library offers library instruction/information literacy sessions to classes upon invitation of the instructor. This instruction includes information not only on using this library and its resources but also instruction on using information responsibly, finding and evaluating electronic resources available through the Internet. Students are instructed
in developing information strategies that will allow them to participate in lifelong learning. The method of delivering instruction is determined on a case-by-case evaluation of the instructor’s and students’ needs.

- For books and articles not available in the online databases, students may use Inter-Library Loan (ILL) to have books and articles sent to them.
- *Ask-A-Librarian* provides reference service to students via electronic mail. Public Service Librarians answer all questions.
- Students and faculty may also participate in the Statewide Library Borrowing Agreement. This service allows students to borrow materials from participating institutions of higher education. All students and faculty must obtain a universal borrowing card from the USC Upstate Library to be eligible.
- Faculty may place items on reserve for student use by taking advantage of the library’s electronic reserve service or placing the physical items in the USC Upstate Library. Electronic reserves service is primarily used for journal articles. This service places the scanned image of the article on a secured website that can only be accessed with a username and password.
- The Library is open a total of 87 hours per week, with on-site reference service available 80 of those hours. Circulation, reserves, interlibrary loan and personal instruction are offered to students, faculty and staff. The Library has a computer laboratory for general student use. This lab has electronic catalog access, full-text databases, Internet access and software for document preparation, spread sheet applications, and data construction.

Music Titles Found in JSTOR
19th-Century Music 1977-2002
Acta Musicologica 1931-2000
Mitteilungen der Internationalen Gesellschaft für Musikwissenschaft / Bulletin de la Société internationale de musicologie 1928-1930
American Music 1983-2003
Archiv für Musikwissenschaft 1918-2001
Sammelbände der Internationalen Musikgesellschaft 1899-1914
Asian Music 1968-2001
Black Perspective in Music 1973-1990
Early Music 1973-1999
Early Music History 1981-2000
Ethnomusicology 1953-2001
Galpin Society Journal 1948-2000
International Review of Music Aesthetics and Sociology 1970
Journal of Music Theory 1957-2000
Journal of Musicology 1982-2002
Journal of the American Musicological Society 1948-2002
Bulletin of the American Musicological Society 1936-1948
The proposed program for the Bachelor of Arts in Commercial Music will seek accreditation from the National Association of Schools of Music (NASM) as soon as possible. Accreditation is not awarded until the institution has graduated at least one class through the major program. The process of accreditation includes a self-study document completed by the institution and culminates in a NASM accreditation on-site visit. NASM maintains standard requirements and grants accredited institutional membership when all appropriate or applicable curricula have been reviewed and meet the standards of the association.

ARTICULATION

Entry Path for Students from Two-Year Institutions
The proposed program allows for students completing general education requirements and core music classes at two-year institutions to gain entry into the program and complete the degree with an additional two years of upper-division study.
Collaboration With Other State Institutions
The USC Upstate music department has an agreement in place with the Columbia Arts Academy to recruit their college-aged students into the proposed program. The Columbia Arts Academy is a private music school with 460 students (as of January 2010) that study primarily contemporary music styles. Currently, as students of this school reach college age there are no university-level programs in South Carolina that offer a continuation of their previous studies. The proposed program at USC Upstate would be positioned to meet this need.

The USC Upstate music department is willing to enter into articulation agreements with both Spartanburg Community College and Greenville Technical College. If reached, these articulation agreements could result in students transferring to USC Upstate to complete degrees.

ESTIMATED NEW COSTS

The program requires no new administrative or staffing as it will be administered within the current organizational structure of the College of Arts and Sciences. Costs for library resources, equipment, new faculty and adjunct salaries, supplies, and materials will be offset by estimated FTE revenue generated from the State MMR and new student tuition funding. No “unique cost” or other special state appropriations will be required or requested.

NEW COSTS TO THE INSTITUTION AND SOURCES OF FINANCING

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INSTITUTIONAL APPROVALS:

________________________________________________
Date: ________________
Jimm Cox, Department Chair
Department of Fine Arts and Communication Studies

________________________________________________
Date: ________________
Dr. York Bradshaw, Dean
College of Arts and Sciences

________________________________________________
Date: ________________
Dr. Jim Griffis, Chair
USC Upstate Executive Academic Affairs Committee

________________________________________________
Date: ________________
Dr. Faruk Tanyel, Chair
USC Upstate Faculty Senate

________________________________________________
Date: ________________
Dr. Marsha Dowell
Senior Vice Chancellor for Academic Affairs

________________________________________________
Date: ________________
Dr. John C. Stockwell, Chancellor
University of South Carolina Upstate

________________________________________________
Date: ________________
Dr. Harris Pastides, President
University of South Carolina

________________________________________________
Date: ________________
Mr. William W. Jones, Jr., Chair
Academic Affairs and Faculty Liaison Committee
USC Board of Trustees

________________________________________________
Date: ________________
Mr. Miles Loadholt, Chairman
USC Board of Trustees