

*SUNY Potsdam*  
*Student Learning Outcomes Assessment Plan*  
*Music Business Program*

**Department Name:** Music Business

**Date Submitted and Academic Year:** AY 2011-2012

**Department Mission Statement:**

The Crane School of Music is a community of musician/educators committed to fostering a vital musical society. Thriving programs in performance, composition, music business, and the academic disciplines of music history and theory enrich our long standing heritage of leadership in music education. Blending proven traditional approaches and promising educational innovations in a uniquely supportive and cooperative learning community, the Crane School equips students with both the foundations and flexibility needed for the challenges of the 21<sup>st</sup> century.

**Faculty Member Completing this Form:** Carol H. "Kickie" Britt, Coordinator of Music Business

There is a specific **Music Business Program Benchmark** that indicates whether a student will be permitted to be a Music Business major.

**Gate I** – Acceptance into the Crane School of Music and SUNY Potsdam

- Admission to The Crane School of Music consists of two parts: 1) acceptance by Crane following successful completion of the Crane audition process; and 2) academic admission by the college.
- The performance audition is designed to give candidates an opportunity to demonstrate their ability to pursue college-level, private music instruction.
- The audition is administered by faculty members qualified to judge the quality of the student's performance on his/her primary instrument or voice. The audition process includes the following: the performance audition (including a brief sight-reading example of moderate difficulty) and an aural skills evaluation.

The Crane School of Music has long held that in order to be successful in any career in music one must strive to be the best musician possible. Because of this belief, the study of a specific performance medium with a master teacher and participation in a variety of larger and chamber ensembles under the guidance of expert conductors is the cornerstone of a musical education. It is standard practice within classical musical study that students prepare and execute a culminating performance on their respective solo instrument for a faculty in the representative area. At our institution, these are defined as Levels and Juries.

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**Intended Student Learning Outcome # 1**

Candidates for the B.M. in Music Business will demonstrate competency in musical performance.

**Measurable Criteria and Assessment Method(s)**

**Direct Assessment : Completion of the Level A**

Music Business majors are required to pass their Level A as part of their degree program. Criteria include technical ability, knowledge and application of musical style, interpretation, clarity of tone, authentic diction, (voice), musicianship and level of difficulty of pieces performed. The faculty group votes to pass or not pass.

**Data Source/Results & Analysis**

**Direct Assessment: Level A**

Levels assess specific performance goals a student performs on the major performance medium in front of a faculty jury. The faculty writes comments that are distributed to the student. Level A results are entered into the Studio database by the Crane Associate Dean's office. Two failures of the Level A will be grounds for dismissal from the Crane School of Music.

- \_\_\_\_\_ % of students Exceeding Expectations
- \_\_\_\_\_ % of students Meeting Expectations
- \_\_\_\_\_ % of students Approaching Expectations
- \_\_\_\_\_ % of students Not Meeting Expectations

**Application of Results/Action Plan for Improvement**

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***Intended Student Learning Outcome #2***

Candidates for the B.M. in Music Business will demonstrate competency and knowledge of business applications and practices as applicable to the music business.

**Measurable Criteria and Assessment Method(s)**

**Direct Assessment: Completion of Essential Practices of Music Business capstone projects.**

Music Business majors are required to complete MUAI 329 Essential Practices of Music Business as the capstone music business course. Major products include completion of individual career planning workshops, written and oral sales presentations and a business professional interview.

**Data Source/Results & Analysis**

Assessment includes a rubric to evaluate the completed career planning binder which includes the individually completed workshops. A rubric is used to evaluate the oral sales presentations. A rubric is also used to critique the student's performance in the final course event: the business professional interview.

\_\_\_\_\_ % of students Exceeding Expectations

\_\_\_\_\_ % of students Meeting Expectations

\_\_\_\_\_ % of students Approaching Expectations

\_\_\_\_\_ % of students Not Meeting Expectations

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**Intended Student Learning Outcome #3**

Candidates for the B.M in Music Business will demonstrate professional knowledge, skills and dispositions.

**Measurable Criteria and Assessment Method(s)**

**Direct Assessment #1: Completion of Practicum in Music Business**

**Direct Assessment #2: Completion of Music Business Internship**

**Data Source/Results & Analysis:**

**Direct Assessment #1A: Site Supervisor evaluations for Practicum in Music Business**

The Site Supervisor mid term evaluation rubric is submitted to and processed by the Internship Office and submitted to the Coordinator of Music Business. Rubric includes assessment of effective communication, performance as a team member, understanding of professional behavior (punctuality, proper attire, adhering to company policies, etc.)

**Direct Assessment #1B: Final site supervisor evaluation for Practicum in Music Business**

The site Supervisor final evaluation rubric is submitted to and processed by the Internship Office and submitted to the Coordinator of Music Business. Rubric includes assessment of student's suitability and readiness to function effectively in the professional business world.

\_\_\_\_% of students Exceeding Expectations  
\_\_\_\_% of students Meeting Expectations  
\_\_\_\_% of students Approaching Expectations  
\_\_\_\_% of students Not Meeting Expectations

**Direct Assessment #2A: Site Supervisor evaluations for Music Business Internship**

The site supervisor mid term evaluation rubric is submitted to and processed by the Internship Office and submitted to the Coordinator of Music Business. Rubric includes assessment of effective communication, performance as a team member, understanding of professional behavior (punctuality, proper attire, adhering to company policies, etc.)

**Direct Assessment #2B: Final site supervisor evaluation for Music Business Internship**

The site supervisor final evaluation is submitted to and processed by the Internship Office and submitted to the Coordinator of Music Business. Rubric includes assessment of student's suitability and readiness to function effectively in the professional business world.

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\_\_\_\_% of students Exceeding Expectations

\_\_\_\_% of students Meeting Expectations

\_\_\_\_% of students Approaching Expectations

\_\_\_\_% of students Not Meeting Expectations

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| <b>Summary of Action Plans for upcoming Academic Year 2011-2012</b> |
| 1.  |
| 2.  |
| 3.  |
| 4.  |
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| 6.  |
| 7.  |
| 8.  |