

State University of New York at Fredonia

Applied Professional Studies

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**ASSESSMENT PLAN – MUSIC INDUSTRY**

1. **Goals for student learning:**

In accordance with the department mission to provide outstanding education to its students we expect our graduates to be able to:

1. Demonstrate advanced skills in business, communication, management and leadership in the music industry field including:
   1. Ability to communicate with various public and professional audiences through written texts, oral discussions, and multi-media presentations.
   2. Understand the basic principles of interpersonal and mass communications and the interaction with internal and external music publics.
   3. Ability to assume leadership roles in various professional settings and work effectively with diverse groups and organizations.
   4. Demonstrate essential management and business related skills in the work place.
2. Understand the common principles of artist management, artist promotion, tour management, event and venue management, music licensing and copyright, music performance, and music production.
3. Understand the principles of finance, accounting, and the economics of the business of music as they fit into national and international economies.
4. Demonstrate skillful operation of technology and assessment related tools that may be applied to various music management settings.
5. Critically discuss social, psychological, and philosophical bases of the music industry.
6. **Methods of assessment:**

The formal assessment of **Goals 1, 2, 3, 4, and 5** is done though an exit survey distributed to graduating students. The questionnaire summarizes student’s experience in the program. It is anonymous and is administered to the students that applied for graduation shortly before they finalize their studies. A rubric is used to assess the results. Questions a. to e. correspond to Goal 1; Questions f. to j. correspond to Goal 2; Questions k. to l. correspond to Goal 3; Question m. correspond to Goal 4; and Question n. corresponds to Goal 5.

The department secretary provides the students with the questionnaire either in electronic form or on paper copy. The Assessment Committee Chair processes the data and applies simple statistical methods (mean, median, frequency distribution, and others) to assess the goals.

1. **Questionnaire:**

**Dear Graduating Student,**

**We value your opinion and we would appreciate your input about Music Industry Program. Please fill anonymously the questionnaire below.**

**Thank you in advance for your time,**

**Applied Professional Study Faculty**

**To what degree do you feel Music Industry Program…**

* 1. Helped you to acquire an ability to communicate with various public and professional audiences through written texts, oral discussions, and multi-media presentations.

*Outstanding\_\_ Significant\_\_\_ Satisfactory\_\_\_ Unsatisfactory\_\_\_ N/A\_\_\_*

* 1. Helped you understand the basic principles of interpersonal and mass communications and the interaction with internal and external music publics.

*Outstanding\_\_ Significant\_\_\_ Satisfactory\_\_\_ Unsatisfactory\_\_\_ N/A\_\_\_*

* 1. Gave you the ability to work in various professional settings with diverse groups and organizations.

*Outstanding\_\_ Significant\_\_\_ Satisfactory\_\_\_ Unsatisfactory\_\_\_ N/A\_\_\_*

* 1. Helped you acquire skills for teamwork

*Outstanding\_\_ Significant\_\_\_ Satisfactory\_\_\_ Unsatisfactory\_\_\_ N/A\_\_\_*

* 1. Gave you the possibility to practice essential management and business-related skills in real settings.

*Outstanding\_\_ Significant\_\_\_ Satisfactory\_\_\_ Unsatisfactory\_\_\_ N/A\_\_\_*

* 1. Helped you understand the common principles of artist management

*Outstanding\_\_ Significant\_\_\_ Satisfactory\_\_\_ Unsatisfactory\_\_\_ N/A\_\_\_*

* 1. Acquainted you with the approaches to artist promotion

*Outstanding\_\_ Significant\_\_\_ Satisfactory\_\_\_ Unsatisfactory\_\_\_ N/A\_\_\_*

* 1. Taught you the principles of tour management and event and venue management

*Outstanding\_\_ Significant\_\_\_ Satisfactory\_\_\_ Unsatisfactory\_\_\_ N/A\_\_\_*

* 1. Gave you the foundations of music licensing, copyright, and contracts

*Outstanding\_\_ Significant\_\_\_ Satisfactory\_\_\_ Unsatisfactory\_\_\_ N/A\_\_\_*

* 1. Gave you the possibility to work on a music performance and music production.

*Outstanding\_\_ Significant\_\_\_ Satisfactory\_\_\_ Unsatisfactory\_\_\_ N/A\_\_\_*

* 1. Helped you understand the principles of finance and accounting

*Outstanding\_\_ Significant\_\_\_ Satisfactory\_\_\_ Unsatisfactory\_\_\_ N/A\_\_\_*

* 1. Provided you knowledge about the economics of the business of music.

*Outstanding\_\_ Significant\_\_\_ Satisfactory\_\_\_ Unsatisfactory\_\_\_ N/A\_\_\_*

* 1. Acquainted you with technological tools that may be applied to various music management settings.

*Outstanding\_\_ Significant\_\_\_ Satisfactory\_\_\_ Unsatisfactory\_\_\_ N/A\_\_\_*

* 1. Taught you to critically discuss social, psychological, and philosophical bases of the music industry.

*Outstanding\_\_ Significant\_\_\_ Satisfactory\_\_\_ Unsatisfactory\_\_\_ N/A\_\_\_*

o. Would you recommend the program to prospective students?

*Yes\_\_\_ No\_\_\_ Don’t know \_\_\_*

p. What, in your opinion, are the program strengths:

q. What, in your opinion, could be improved:

r. Something else you would like to share:

1. **Time line:**

Every year a specific goal is assessed. The final report is submitted at the end of the Spring semester by the Department Chair. At the first department meeting in the following academic year the faculty look for ways to initiate changes to improve the program.

1. **Assignment of responsibility:**

The department secretary gathers the raw data and presents it to the Department Assessment Committee before the final week. The Assessment Committee Chair performs the assessment applying specific statistical techniques. The committee chair will report the findings to the department chair no later than two weeks after the final exam week.

1. **Record keeping:**

At the end of each academic year, the department chair submits an annual report to the Dean of the School of Business. This report includes a summary of the department’s assessment activities for that year. The data is also kept by the chair of the Assessment Committee and is available upon request.

1. **Processes for using assessment results to improve learning:**

The Department Chair will share the findings with the faculty, who look for evidence that the goals are being met, or for indications of problems. If problems have been identified, the faculty studies them in detail and proposes changes during the following academic year. If necessary, they can make recommendations for the following academic year. The results from assessments performed during the year, will be reviewed at the end of the academic year by those instructors who taught the courses during that year and they may initiate changes to improve the program as well.

**References:**

1. N.T.A. Othman, R. Misnon, S. Rozaimah Sh. Abdullah, et al. Assessment of Programme Outcomes Through Exit Survey of Chemical/Biochemical Engineering Students, Procedia Social and Behavioral Sciences 18 (2011) 39–48
2. G. W. Snedecor, W. G. Cochran, Statistical Methods, Iowa State University Press, ISBN 978-0813815619