

**CREDIT-BEARING CERTIFICATE PROGRAM PROPOSAL
COLLEGE OF ARTS AND SCIENCES**

I. Background Information

- A. Title of Program: Recording Arts Certificate
- B. Department(s)/Program(s): Music and Theatre Arts, Accounting and Finance, Communication and Journalism, Management and Marketing, Mathematics, Physics and Astronomy
- C. Administrative Home: Department of Music and Theatre Arts
- D. Division: Undergraduate (Requires approval by APC*) Graduate (Requires approval by GC**)
- E. Effective Year and Term for Implementation of Action: Fall 2019

II. Unit Approvals

	Signatures	Date
A. Department Chair(s)/Program Director(s)	<i>Gretchen Peters</i>	11-5-18
	<i>[Signature]</i>	11-6-18
	<i>Jan Larson</i>	11-8-18
	<i>Rej Amos</i>	11/8/18
	<i>Kristy Lawler</i>	11/8/18
	<i>Alex Smith</i>	11/8/18
B. Dean of College	<i>Rod Treil</i>	11-15-18
C. Chair, Academic Policies Committee		
D. Chair, Graduate Council		

III. Certificate program proposals should originate at the department/program level; all affected departments/programs must endorse proposals. Each proposal will include the following:

A. Context for the certificate program (any predecessor programs, relationship to existing programs, alignment with university mission);

This certificate program is part of our department's long-term strategy to add a professional component to our existing degree programs. We seek to retain the broad liberal arts focus of our degree programs while complementing them with optional professional programs that provide our students with hands-on experiences through working directly with industry professionals in our community. This program takes advantage of the new state-of-the-art recording studio in the Pablo Center at the Confluence, and it aligns with the university goal of strengthening our relationship with our community.

B. Rationale explaining need for the program (e.g., target audience(s), evidence of long-term need, anticipated enrollment);

It is imperative that we provide our students with options for adding a professional component to their degree programs. Many of our regional competitors have similar programs. UW-Oshkosh has a Music Business degree. The Institute of Production and Recording in the Twin Cities has a number of programs; Minnesota State University in Mankato has a Music Industry Degree. Madison Media Institute has a 10-month program. On the national level, there is evidence of long-term job growth in the \$100 billion music industry. Our target audience is music and theatre students, but the program is designed to provide all interested students with the option of completing the program in four years, along with their major. We anticipate strong demand for this program, with a minimum enrollment of 15 students per year.

C. Statement of benefits to students, the department(s)/program(s), college(s), and university;

Many of our students have already expressed interest in this program, with the goal of having knowledge and skills that give them an edge in a very competitive job market when they graduate. On the department, college, and university levels, this program can serve as a recruiting tool for new students and can increase enrollment in the courses that are part of the program.

D. Description of the academic component including:

i. Learning goals and outcomes for students;

Students will develop the knowledge and skills necessary for careers in sound engineering and recording arts.

ii. Specification of any program admission requirements, minimum GPA requirements for courses, GPA requirements for certificate completion above the university minimum, applicability of the S/U option;

This program is available to all students at UWEC. Admission is by written

application. Application forms are available from the Department of Music and Theatre Arts. Acceptance into the program may be limited due to available resources and internships. Student applications will be honored in the order that they are submitted.

- iii. **Course array, including specification of new, required and elective courses. If electives are allowed within the certificate program, an explanation of the proposed electives in light of the need for program cohesion should be included.**

Courses included in the certificate are existing courses, with the exception of one new course, MUSI 317 (to be taught by a new department faculty member beginning next year). Required courses provide essential knowledge and skills relative to the recording arts. Elective courses allow students to tailor the certificate to their needs and interests.

Program requirements – 18 credits, including:

Required (8 crs):

MUSI 309 Electronic Music (2 crs)

MUSI 317 Sound Technology Principles (3 crs) (in development)

MUSI 498 Internship (3 crs)

Electives to be selected from the following (10 crs):

BSAD 125 Essentials of Marketing (2 crs)

Or BSAD 305 Legal and Regulatory Environment (2 crs)

Or ACCT 201 Introduction to Accounting (3 crs)

CJ 241 Audio and Video Production Process (3 crs)

MATH 307 Mathematics and Music (3 crs)

MATH 313 Digital Signal Processing (3 crs)

MUSI 102 Fundamentals of Music (2 crs)

MUSI 150 Beginning Composition (2 crs)

MUSI 225 Global Traditions in Music (3 crs)

MUSI 325 Orchestration (2 crs)

PHYS 308 Science of Musical Sound (3 crs)

THEA 153 Light/Sound Shop Practicum (1 cr)

Or THEA 353 Advanced Light/Sound Shop Practicum (1 cr)

THEA 221 Introduction to Design (3 crs)

A maximum of 3 credits from the certificate can count to the major.

E. Description of the administration, staffing, and budgeting for the program, including:

- i. **Faculty/staff participating in the certificate program;**

MUSI 309 will be taught by our composition professor. MUSI 317 will be taught by the new Theatre Arts design faculty member. The MUSI 498 internship will be offered in collaboration with music industry professionals in our community, with oversight by the department chair (who will be the

instructor of record). Program electives will be taught by faculty in music, business, communication/journalism, mathematics, physics, and theatre.

ii. Proposed frequency of offering for courses included in the certificate program;

We have checked with the department chairs of the programs outside of music and theatre arts, and they have confirmed that the courses in the proposed program are appropriate for the program, that they are offered at least once a year, and there is room in the courses for the certificate students. Some courses are taught online, providing flexible scheduling options for our students.

iii. Proposed arrangements for ongoing advising for students in the certificate program;

Advising will be provided primarily by faculty in music and theatre arts.

iv. Anticipated need for student support services for students enrolled in the certificate program;

There is no anticipated need for support services.

v. Identification of an administrative home for certificate programs involving more than one academic department/program;

Music and Theatre Arts will be the administrative home for this program.

vi. Funding needs to initiate and maintain the certificate program, including source(s) of funding and any needed resource reallocation;

Existing resources are sufficient; additional funding not anticipated.

vii. Impact on existing courses and programs.

The main impact will be to increase enrollment in the courses that are part of the program, which we anticipate can be handled.