

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2013 - 2014 Unit Action Plan – Year Four

Unit Name: Music Program

Program Mission

The music program at Rogers State University provides an opportunity for students to hone their instrumental and performance skills in a university environment.

With a minor in music, the RSU Music program offers a selection of academic music classes each semester, in addition to four ensembles in the curriculum. In addition to RSU students, each of the ensembles are open to community members and area high school students. Each of the ensembles may be taken for one credit or with the zero credit option, where there is no charge to sign up for the class.

Goal (1, 2, 3, 4, 5 and 6): (Insert names of goals)
 This Unit Action Plan Specifically Supports Commitment(S) [list objective #s here] 1.1, 1.2, etc, _____.

Plan for 2013-2014 This section due by May 17, 2013.				Report for 2013-2014 This section due by May 1, 2014.	
Objective	Action or Activity	Evaluation Measure	Performance Standard	Data/Findings	Status*
1.1 Provide creative and innovative learning environments	1.1.1 Survey/Conduct focus groups with area high school band directors and student ensemble members about program issues related to participation.	1.1.1 Online survey emailed to area high school band directors to garner feedback about RSU’s Music program, assess their needs, and initiate relationships.	1.1.1a Conduct survey by end of fall semester. Analyze by January 2014. 1.1.1b Conduct student focus groups in fall 2013, and analyze results by January 2014.	1.1.1a Development and implementation moved to year 5 strategic plan.	Ongoing
				1.1.1b Development and implementation moved to Spring 2015 strategic plan.	Ongoing
	1.1.2 Select ideas identified in focus groups and survey for implementation in spring 2014 or 2014-2015 AY	1.1.2 Selection of ideas from high school band directors and RSU Music program students	1.1.2 At least two ideas from each population	1.1.2 To be Implemented in 2015-2016 AY	Ongoing

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1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience	1.2.1 Expand capacity to offer a required Music Theory course.	1.2.1 Revised and vetted Music Theory course submitted for approval.	1.2.1 Approved by Curriculum Committee and Academic Council by May 2014 and by OSRHE by fall 2014.	1.2.1 Will work with Fine Arts Dept. curriculum committee to develop proposal to be submitted by Spring 2015	Ongoing
	1.2.2 Propose fundamentals of Music as a concurrent class to local high schools.	1.2.2 Develop literature advertising class and distribute through local music teachers and counselors.	1.2.2 Class is offered and enrolls 5 high school students.	1.2.2 Will wait to review results of Band Director survey to see if Music Fundamentals class is still desired as concurrent offering.	On Hold
	1.2.3 Choir, Concert Band, and Jazz Bands perform regularly each semester.	1.2.3 Number of times each ensemble performs each year.	1.2.3 At least three performances for each ensemble each year.	1.2.3 Average of 6.5 performances per ensemble Choir – 2 Fall, 1 Spring Jazz Ens. – 2 Fall, 3 Spring Concert Band (Pep Band) - 1 Fall, 1 Spring as Concert Band, 16 basketball games as Pep Band	Achieved
2.1 Develop, implement, and advance a comprehensive enrollment management plan, including student recruitment, retention, and persistence toward graduation	2.1.1 Develop a strong, visible working relationship with area high school band directors	2.1.1 Visit band directors from top 13 area high schools:	2.1.1a A minimum of 50 percent of the schools will be visited at least once a semester; 70 percent will be visited at least once per year.	2.1.1a 8 of top 14 area high schools (57%) successfully contacted in academic year Claremore Pryor Oologah Owasso Catoosa Sequoyah Chelsea Foily	Ongoing
		1. Claremore 2. Bartlesville 3. Pryor 4. Oologah 5. Owasso 6. Catoosa 7. Inola 8. Sequoyah 9. Caney Valley 10. Collinsville 11. Chelsea 12. Verdigris	2.1.1b Music Director serves as Judge at one music event.	2.1.1b Served as Judge for Sequoyah HS Marching Contest and for County Honor Band auditions	Achieved and Ongoing
			2.1.1c Music Director is active in the Rogers County Band Association.	2.1.1c RCBDA meets once per year on our Monday Jazz Ensemble rehearsal night.	Not achieved

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	<p>2.1.2 Perform in area parade/community event each semester</p> <p>2.1.3 Send an RSU Music Program newsletter to area high school band directors.</p>	<p>13. Locust Grove 14. Foiy!</p> <p>Include a special session for home schooled high school students</p> <p>2.1.2 Number of events per semester</p> <p>2.1.3 Creation of and publication of newsletter.</p>	<p>2.1.1d Music Director arranges Master Classes taught by TSO members or other professionals for local music students.</p> <p>2.1.2 At least one per semester.</p> <p>2.1.3 One newsletter per semester.</p>	<p>2.1.1d Master Class/Clinics by TSO members offered over 2 days (& 5 clinic sessions) with positive feedback from students and directors.</p> <p>2.1.2 Jazz Ens. performed for Sand Springs Symphony League Ball and Claremore Symphony League Ball, both in spring semester. Without a Marching Band, we won't be performing in parades and may not have appropriate community events in the fall.</p> <p>2.1.3 Did not happen. Will work with RSU Public Relations for 2014-2015 AY to try to develop this.</p>	<p>Achieved and Ongoing</p> <p>Partially achieved and ongoing</p> <p>Not achieved but ongoing</p>
2.2 Develop, implement, and advance a comprehensive marketing plan	2.2.1 Create and post RSU Music program performance schedule for one full year/semester on the Music program website.	2.2.1. Performance schedule created and posted on Music program website and searchable on home page.	2.2.1 Schedule planned by end of academic year for upcoming year.	2.2.1 Rescheduled for 2014-2015 AY. University wide events have been found to create conflicts. A barrier has been identified with the lack of a unified "master" calendar which has allowed competing events to be scheduled on campus the same dates we have music performances. Determine the point person to share calendar info with to get onto the University Web Calendar.	Ongoing
	2.2.2 Attend area high school and junior high school performances to "put a face" on the RSU Music program	2.2.2 Attend area high school performances for top 14 schools.	2.2.2 Attend one performance per year.	2.2.2 Attended four performances. Claremore Jazz Coffee House performance (WRJH & CHS Jazz Ensembles), Rogers County Honor Band, Claremore HS Choral Concert	Achieved

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2.2 Develop, implement, and advance a comprehensive marketing plan (cont.)	2.2.3 Increase Scholarship monies for 1) music minor; 2) choir; 3) jazz band; 3) Concert Band.	2.2.3 Request 10K additional scholarship monies from the Director of Enrollment Management each year for the next five years.	2.2.3 Increased monies to fund music performers and the Music Minor.	2.2.3 Received promise of at least 10K in additional tuition waiver scholarships for 2014-2015 AY. Funding for proposed Music Minor scholarships uncertain due to just released budget figures.	In progress
	2.2.4 Increase Pep Band wages to minimum wage.	2.2.4 Request at budget hearings.	2.2.4 Request granted.	2.2.4 Wages increased to \$20 per game rather than a per night fee, resulting in an \$8.00 per hour wage.	Achieved
	2.2.5 D.H. in consultation with Music Director will create an attractive Music Brochure that can be used in recruitment activities.	2.2.5 Creation and printing of brochure by November, 2013.	2.2.5 Distribution of brochure through RSU recruiters, high school counselors, RSU advisors, and other traditional outlets.	2.2.5 Action rescheduled to 2014-15 AY. Will meet again with D.H. to develop brochure.	In process
3.2 Recruit, retain, advance and recognize a diverse faculty, staff and administration	Secure an adjunct band director for the jazz band.	Jazz Band rehearsals two nights a week; three performances a semester by fall 2014.	Increased participation by community members and students.	3.2 No money budget for this position. This activity has very low priority. When budget monies come available the next positions added should be faculty for Music Theory, Applied Music Lessons, and a Music History Specialist.	On Hold
3.3 Promote an environment of tolerance and acceptance of diverse peoples and opinions	Plan joint event with high schools or middle schools of diverse demography (ethnic, economic).	Performances at area high school and middle schools.	At least one such event per year.	3.3 Not conducted in current AY. In discussion with Skiatook HS Choral director may need to reconsider this as a priority.	In discussion

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3.4 Increase enrollment of minority populations	Contact members of the 2013 Cherokee Nation RSU Scholarship Cohort for interest in RSU ensembles: https://www.facebook.com/permalink.php?id=215357281818291&story_fbid=456781541057461	Meeting with Cherokee scholarship students sanctioned by Cherokee Nation.	At least one additional minority student joins an ensemble as a result of recruitment efforts.	3.4 Did not go through Cherokee Nation RSU Cohort, but have two Native American students currently in program. Will Coordinate with Hugh Foley to increase exposure to cohort.	Ongoing
4.5 Develop, implement and advance comprehensive fundraising	Work with the Development Office to establish a fundraising event for Fine Arts and Music.	Number of attendees and amount of money contributed at this formal event.	Raise \$500 initially and then a 5% increase in attendance and revenue from previous academic year.	4.5 Postponed until 2014-2015 AY	Ongoing
5.1 Promote alignment of strategic decisions with mission-critical resources	5.1.1 Work with Director of Physical Plant to develop a short-term capital plan for the program.	5.1.1 Creation of capital plan and equipment plan for Music program, identifying short-term, intermediate-term, and long-term needs.	5.1.1 Completion of short-term capital improvement plan by August 2013.	5.1.1 Plan completed. Implementation of plan unknown. Will contact Physical Plant Director to request update on plan start-date & projected completion. Had requested the purchase of sound isolation/acoustically proper practice rooms through Capital Purchase monies for 2013-2014 AY expenditures which was denied since it was determined it could be built more cost effectively through in-house resources.	Ongoing
	5.1.2 Establish an Advisory Council to monitor progress on this Strategic Plan and to update this Plan as necessary.	5.1.2 Creation of Bylaws for a Music Advisory Council	5.1.2 Advisory Council appointed and functioning by December 2013.	5.1.2 Preliminary Advisory Council met and Bylaws were passed. Newly appointed members will be contacted by early Fall 2014 semester to establish working relationship.	In progress

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6.2 Establish curricular and co-curricular opportunities for students to cultivate civic skills and strengthen social responsibility	6.2 Choir, Concert Band and Jazz Band perform at events such as: parades, United Way Day of Caring, Martin Luther King Day of Service, and Native American Festival.	6.2 Number of civic events	6.2 At least two civic events per year.	6.2 In addition to the two Symphony League Balls the Band students held a canned food drive for each major concert (Fall, Winter & Spring) with donations going to “Food for Thought” Food Pantry.	Ongoing

*Appropriate **Status** descriptors include the following: Completed, Ongoing, In Progress, Rescheduled for next year, Action/Activity withdrawn, or Other. If Other, please briefly describe whether the action or activity is completed, will continue, or has been modified for the coming year.

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Budget Request Supplement for Academic Year 2013-2014
Year Three – Strategic Planning Cycle

This section due by May 17, 2013.							This section due by May 1, 2014
University Objective	Action for 2013-2014	Requested Resources				Estimated Cost	Was the Budget Request Approved?
		Human	Financial	(Enter Amount Approved)	Other (e.g., Technology)		(Enter Amount Approved)
5.1 Promote alignment of strategic decisions with mission-critical resources	Requested reinstatement of Music Budget monies reduced since 2012-2013		\$1500			\$1500	NO \$0