



# Alabama Commission on Higher Education

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## Proposal for a New Degree Program

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### I. Information and Rationale

#### A. Primary Contact Information

Institution: Athens State University

Contact: Dr. Lee Vartanian

Title: Interim Provost & Vice President for Academic Affairs and Student Services

Email: Lee.Vartanian@athens.edu

Telephone: 256-216-6608

#### B. Program Information

Date of Proposal Submission: 3/7/2024

Award Level: Bachelor's Degree

Award Nomenclature (e.g., BS, MBA): BA

Field of Study/Program Title: Music Industry Studies

CIP Code (6-digit): 50.1099 (Arts, Entertainment, Media Management, Other)

#### C. Implementation Information

Proposed Program Implementation Date: 8/19/2024

Anticipated Date of Approval from Institutional Governing Board: 5/17/2024

Anticipated Date of ACHE Meeting to Vote on Proposal: 6/14/2024

SACSCOC Sub Change Requirement (Notification, Approval, or NA): Notification

Other Considerations for Timing and Approval (e.g., upcoming SACSCOC review):

#### D. Specific Rationale (Strengths) for the Program

List 3 – 5 strengths of the proposed program as specific rationale for recommending approval of this proposal.

1. The BA in Music Industry Studies will strengthen curricular alignment with the Music AS and Music Technology programs at Calhoun Community College, which is Athens State University's top feeder institution and resident partner at the Alabama Center for the Arts. The current population of more than 70 music students at Calhoun Community College has no reciprocal four-year degree option within the Center at present. This proposed program will provide those students an opportunity for baccalaureate education in Music and aligns with the shared mission of both institutions at the Alabama Center for the Arts.
2. The Alabama Center for the arts is a state-of-the-art facility that offers approximately 45,000 square feet dedicated to the performing arts, replete with rehearsal spaces for



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music, dance, and theatre as well as a studio theatre and recital hall. The facility features particularly sophisticated resources for recording and music technology. The ACA is shared with Calhoun Community College and enjoyed by students from across Alabama's Community College System.

3. Athens State University's commitment to the program is evidenced in its recent hire of an Assistant Professor of Music Industry Studies who has considerable experience building, directing, and growing programs of this nature.
4. A new residence hall serving the Alabama Center for the Arts and dedicated to students in the Arts at Athens State and Calhoun Community College will open in Summer 2024, contributing to the affordability and access to housing for students in the program.
5. Athens State University and the Alabama Center for the Arts are situated on the I-65 corridor - just east of Muscle Shoals, AL and 90 miles south of Nashville, TN – the music industry capitals of the world.

List external entities (more may be added) that may have supplied letters of support attesting to the program's strengths and attach letters with the proposal at the end of this document.

1. Jimmy Hodges, Ed.D., President of Calhoun Community College
2. Mr. Arthur Orr, District 3 Alabama State Senator
3. Ms. Kim Parker, Dean of Fine Arts, Calhoun Community College
4. Mr. Clint Shelton, Alabama Center for the Arts Chairman, Calhoun College Foundation Member

## II. Background with Context

### A. Concise Program Description

The BA in Music Industry Studies is designed to offer relevant experiential training opportunities in the music industry for students wishing to complete their undergraduate education with Athens State University. Students earning a BA in Music Industry Studies will acquire various essential skills in music performance and production, recording and audio engineering, and music business and management. Music majors are trained to be desirable employee candidates in a variety of areas such as performing, engineering, songwriting, producing, managing, marketing, mixing, and recording studio management. The required industry training reinforced through practical artistic experience culminating in a supervised internship will allow BA in Music Industry Studies graduates to curate a portfolio and skill set appropriate to a multitude of careers in the music industry or future graduate study.

### B. Student Learning Outcomes

List four (4) to seven (7) of the student learning outcomes of the program.



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1. Students will demonstrate fluency in the fundamental principles, theoretical concepts, and practical skills associated with the music industry.
2. Students will think critically and express themselves creatively through various artistic and academic endeavors, including performing, engineering, marketing, managing, and entrepreneurship.
3. Students will engage in reflective practices, evaluate their own work, seek constructive feedback, and identify areas for growth and improvement.
4. Students will discuss societal, cultural, and global concepts as they apply to and arise from the music industry's important role in our lives and the world.
5. Students will communicate effectively, work in teams, and model the executive traits of a music industry professional, including punctuality, preparedness, and ethical conduct.
6. Students will apply an array of technological, artistic, and business skills related to music and the industry of music.

## C. Administration of the Program

Name of Dean and College: **C. David Ragsdale, DMA, Colleges of Arts and Sciences**

Name of Department/Division: Department of Fine and Performing Arts

Name of Chairperson: Pamela Keller, MFA

## D. Similar Programs at Other Alabama Public Institutions

List programs at other Alabama public institutions of the same degree level and the same (or similar) CIP codes. If no similar programs exist within Alabama, list similar programs offered within the 16 SREB states. If the proposed program duplicates, closely resembles, or is similar to any other offerings in the state, provide justification for any potential duplication.

CIP Code	Degree Title	Institution with Similar Program	Justification for Duplication
50.1001	Entertainment Industry, BA	UNA	Please see the narrative below

UNA's degree relies heavily on entertainment business and music technology, whereas this proposed program in music industry studies is more broadly infused with courses in the performing and visual arts as well as audio engineering and business. Because the planned degree will be uniquely housed in the Alabama Center for the Arts, it will greatly benefit from a wide array of the artistic disciplines and dynamic facilities at the Center, providing students with a versatile body of work resulting in a multi-faceted perspective on the music industry.

## E. Relationship to Existing Programs within the Institution



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1. Is the proposed program associated with any existing offerings within the institution, including options within current degree programs? **Yes  No**

(Note: Most new programs have some relationship to existing offerings, e.g., through shared courses or resources). If yes, complete the following table. If this is a graduate program, list any existing undergraduate programs which are directly or indirectly related. If this is a doctoral program, also list related master's programs.

Related Degree Program Level	Related Degree Program Title	Explanation of the Relationship Between the Programs
Minor	Music	The BA in Music Industry Studies builds upon the existing minor in music which is general in nature, providing much of the core curriculum for the proposed program.

2. Will this program replace any existing programs or specializations, options, or concentrations? **Yes  No**   
If yes, please explain.

3. Will the program compete with any current internal offerings? **Yes  No**   
If yes, please explain.

## F. Collaboration

- Have collaborations with other institutions or external entities been explored? **Yes  No**

If yes, provide a brief explanation indicating those collaboration plan(s) for the proposed program.

The proposed program provides reciprocity for Calhoun Community College's Music AS and Music Technology programs within the Alabama Center for the Arts, a shared facility among both institutions.

- Have any collaborations within your institution been explored? **Yes  No**

If yes, provide a brief explanation indicating those collaboration plan(s) for the proposed program.

In addition to the inclusion of theatre and art courses, the proposed Music Industry Studies program includes certain marketing and management courses from the College of Business.

## G. Specialized Accreditation



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1. Will this program have any external accreditation requirements in addition **Yes**  **No**  
  
 to the institution’s SACSCOC program requirements?

If yes, list the name(s) of the specialized accrediting organization(s) and the anticipated timeframe of the application process.

2. Does your institution intend to pursue any other non-required accrediting **Yes**  **No**  
  
 organizations for the program?\*

If yes, list the name(s) of the organization(s) and the purpose of the pursuit.

National Association of Schools of Music (NASM)

If there are plans to pursue non-required external accreditation at a later date, list the name(s) and why the institution is not pursuing them at this time.

The institution is currently pursuing Associate Membership and accreditation with the National Association of Schools of Art and Design (NASAD). Once completed and as the proposed BA in Music Industry Studies program matures, accreditation will be sought with the National Association of Schools of Music (NASM), a partner entity to NASAD. The Dean of the College of Arts and Sciences is a trained evaluator for NASM and recognizes the value of non-required accreditation in the arts.

**Note:** Check **No** to indicate that non-required external accreditation will not be pursued, which requires no explanation.

## H. Admissions

- Will this program have any additional admissions requirements beyond the **Yes**  **No**  
  
 institution’s standard admissions process/policies for this degree level?

If yes, describe any other special admissions or curricular requirements, including any prior education or work experience required for acceptance into the program.

## I. Mode of Delivery

Provide the planned delivery format(s) (*i.e.*, in-person, online, hybrid) of the program as defined in policy along with the planned location(s) at which the program will be delivered (*i.e.*, on-campus and/or at specific off-campus instructional site(s)). Please also note whether any program requirements can be completed through competency-based assessment.

Hybrid. While the Concert Touring & Live Performance Concentration and Audio Engineering Music Production Concentrations will necessarily be delivered in-person, the Music Business & Artist Management Concentration will feature the flexibility for online completion.

## J. Projected Program Demand (Student Demand)

Briefly describe the primary method(s) used to determine the level of student demand for this program using evidence, such as enrollments in related coursework at the institution, or a



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survey of student interest conducted (indicate the survey instrument used), number and percentage of respondents, and summary of results.

Calhoun Community College is the largest provider of transfer students to Athens State University. Fall 2023 enrollment in Calhoun Community College music programs was strong: There were 21 students in the Music AS program and 57 students in the Musical Technology program. These enrollments provide evidence that a reliable enrollment pipeline exists for the Bachelor of Arts in Music Industry Studies at Athens State University.

According to Lightcast Analyst Program Overview data, bachelor’s degree programs aligned with CIP Code 50.1099 in the SREB area realized 51% growth in completions during the period 2018-2022. There are no comparable programs in the State of Alabama. The nearest programs with a similar curriculum are located in Tennessee (Belmont University) and Louisiana (Loyola University New Orleans).

### III. Program Resource Requirements

#### A. Proposed Program Faculty\*

##### Current Faculty and Faculty to Be Hired

Complete the following **New Academic Degree Proposal Faculty Roster** to provide a brief summary and qualifications of current faculty and potential new hires specific to the program.

**\*Note:** Institutions must maintain and have current as well as additional faculty curriculum vitae available upon ACHE request for as long as the program is active, but CVs are **not** to be submitted with this proposal.

Current Faculty			
1	2	3	4
CURRENT FACULTY NAME (FT, PT)	COURSES TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
Kevin Kelleher (FT)	All Music Industry Studies courses	<b>Doctor of Musical Arts in Music Education</b> , Boston University <b>M.Ed. in Music Education</b> , Old Dominion University <b>B.S. in Music Education and Music Composition</b> , Old Dominion University	Certified in Pro Tools NASM Consultant, Grambling State University Professional musician, drums Competence in classical music, jazz, and pop
C. David Ragsdale (Dean, PT in program)	Relevant Musicianship and Performing Ensembles	<b>Doctor of Musical Arts in Conducting</b> , University of Miami <b>M.M. in Conducting</b> , Winthrop University <b>B.M. in Music Education</b> , Appalachian State University	Professional Musician/Conductor NASM Visiting Evaluator
Hugh Long (FT in Theatre, PT in this program)	Theatre, Musical Theatre, Production	<b>PhD, Drama</b> , Tufts University <b>MA, Theatre Arts</b> , California State University-Northridge <b>B.F.A. in Acting</b> , New York University	



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Current Faculty			
1	2	3	4
CURRENT FACULTY NAME (FT, PT)	COURSES TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
William Richardson (FT in Theatre, PT in this program)	Theatre, Scenic Production	<b>MFA, Theatre Arts with Emphasis in Technical Direction</b> , Northern Illinois University  <b>BA in Theater</b> , Eastern Illinois Univ.	
Additional Faculty (To Be Hired)			
1	2	3	4
FACULTY POSITION (FT, PT)	COURSES TO BE TAUGHT including Term, Course Number, Course Title, & Credit Hours (D, UN, UT, G, DU)	ACADEMIC DEGREES and COURSEWORK Relevant to Courses Taught, including Institution and Major; List Specific Graduate Coursework, if needed	OTHER QUALIFICATIONS and COMMENTS Related to Courses Taught and Modality(ies) (IP, OL, HY, OCIS)
PT Faculty	Musicianship, Ensembles, Applied Instruction	M.M. in Music or equivalent professional experience	Professional Musician/Performer
PT Faculty	Musicianship, Ensembles, Applied Instruction	M.M. in Music or equivalent professional experience	Professional Musician/Performer

Abbreviations: (FT, PT): Full-Time, Part-Time; (D, UN, UT, G, DU): Developmental, Undergraduate Nontransferable, Undergraduate Transferable, Graduate, Dual: High School Dual Enrollment  
 Course Modality: (IP, OL, HY, OCIS): In-Person, Online, Hybrid, Off-Campus Instructional Site  
 Courses Taught/To be Taught – For a substantive change prospectus/application, list the courses *to be taught*, not historical teaching assignments.





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## B. All Proposed Program Personnel

Provide all personnel counts for the proposed program.

Employment Status of Program Personnel		Personnel Information		
		Count from Proposed Program Department	Count from Other Departments	Subtotal of Personnel
<b>Current</b>	Full-Time Faculty	1	.75	1.75
	Part-Time Faculty			
	Administration			
	Support Staff		1	1
<b>**New To Be Hired</b>	Full-Time Faculty			
	Part-Time Faculty	2		2
	Administration			
	Support Staff			
<b>Personnel Total</b>				<b>4.75</b>

**\*\*Note: Any new funds** designated for compensation costs (Faculty (FT/PT), Administration, and/or Support Staff to be Hired) **should be included** in the **New Academic Degree Program Business Plan Excel file**. Current personnel salary/benefits (Faculty (FT/PT), Administration, and/or Support Staff) **should not be included** in the **Business Plan**.

Provide justification that the institution has proposed a sufficient number of faculty (full-time and part-time) for the proposed program to ensure curriculum and program quality, integrity, and review.

## C. Equipment

Will any special equipment be needed specifically for this program?

Yes  No

If yes, list the special equipment. Special equipment cost should be included in the **New Academic Degree Program Business Plan Excel file**.

## D. Facilities

Will any new facilities be required specifically for the program?

Yes  No

If yes, list only **new** facilities. New facilities cost should be included in the **New Academic Degree Program Business Plan Excel file**.





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Will any renovations to any existing infrastructure be required specifically for the program?

Yes  No

If yes, list the renovations. Renovation costs should be included in the **New Academic Degree Program Business Plan Excel file.**

## E. Assistantships/Fellowships

Will the institution offer any assistantships specifically for this program?

Yes  No

If yes, how many assistantships will be offered?

The expenses associated with any *new* assistantships should be included in the **New Academic Degree Program Business Plan Excel file.**

## F. Library

Provide a brief summarization (one to two paragraphs) describing the current status of the library collections supporting the proposed program.

Kares Library at Athens State University can support an undergraduate-level program in Music Industry Studies. The table below provides the number of eBooks and print books in the library's holdings.

Library of Congress Subject Headings/ Subject Terms	Number of Books (Total)	Number of eBooks	Number of Print Books
Branding (Marketing) -- combine with "music" in search	102	97	5
Copyright --Music --Economic aspects	37	35	2
Music and technology	86	80	6
Performing arts--Management	49	48	1
Sound recordings--Marketing	10	9	1
Music Trade	129	123	6
Music Marketing	29	28	1
Copyright--Royalties	42	42	0

Additionally, Kares Library has access to databases that will support the program. The tables below present the number of articles available for popular search terms in undergraduate music studies programs.

EBSCOhost(Academic Search Premier)	Number of Full-Text Journal Articles (Scholarly & Trade)	Number of Peer Reviewed Full-Text Journal Articles	Number of Peer Reviewed Full-Text Journal Articles 2014-2024
Branding (Marketing) -- combine with "music" in search	1950	35	9
Copyright and Music	1511	54	54
Music and technology	8449	2683	2683
Performing arts and Management	5	2	2
Sound recordings and Marketing	3500	469	86
Music Trade	8997	33	6
Music Marketing	1925	36	9

EBSCOhost(Academic Search Premier)	Number of Full-Text Journal Articles (Scholarly & Trade)	Number of Peer Reviewed Full-Text Journal Articles	Number of Peer Reviewed Full-Text Journal Articles 2014-2024
mainsubject(branding) AND mainsubject(music)	79	39	9
mainsubject(Music) AND mainsubject(copyright)	12575	387	152
Music and technology	10116	444	210
Performing arts and Management	312417	9440	5108
Sound recordings and Marketing	9323	768	297
Music Trade	14038	167	78
Music Marketing	7933	214	114



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Kares Library at Athens State University is a member of the Network of Alabama Academic Libraries (NAAL) and OCLC (a worldwide resource-sharing network). Through these consortia, Athens State students and faculty can receive specific materials from throughout the world via interlibrary loan. Items held by libraries in NAAL generally have an especially short turnaround time. Often, periodical articles can be received electronically on the same day of the request. Monographs are delivered by UPS courier service to NAAL member libraries.

Kares Library at Athens State University maintains reciprocal borrowing agreements with many academic libraries in the area, including the University of North Alabama and Alabama A&M University. As specified in these agreements, Athens State students and faculty are permitted to use the resources of other libraries and receive assistance.

Will additional library resources be required to support the program? Yes  No

If yes, briefly describe how any deficiencies will be remedied, and include the cost in the **New Academic Degree Program Business Plan Excel file**.

## G. Accreditation Expenses

Will the proposed program require accreditation expenses? Yes  No

If yes, briefly describe the estimated cost and funding source(s) and include cost in the **New Academic Degree Program Business Plan Excel file**.

Athens State University estimates that the total cost to seek and maintain accreditation with NASM will be \$25,500 through year seven of the program. In years two and three, \$2,000 will be budgeted annually to attend the NASM meeting. In year four, \$6,000 will be allocated for an accreditation visit and \$2,000 to attend the NASM meeting. In years five and beyond, \$4,500 will be required annually: \$2,500 for Associate Membership dues and \$2,000 to attend the NASM meeting.

## H. Other Costs

Please explain any other costs to be incurred with program implementation, such as marketing or recruitment costs. Be sure to note these in the **New Academic Degree Program Business Plan Excel file**.

N/A

## I. Revenues for Program Support

Will the proposed program require budget reallocation? Yes  No

If yes, briefly describe how any deficiencies will be remedied and include the revenue in the **New Academic Degree Program Business Plan Excel file**.

Will the proposed program require external funding (e.g., Perkins, Yes  No



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Foundation, Federal Grants, Sponsored Research, etc.)?

If yes, list the sources of external funding and include the revenue in the **New Academic Degree Program Business Plan Excel file**.

Please describe how you calculated the tuition revenue that appears in the **New Academic Degree Program Business Plan Excel file**. Specifically, did you calculate using cost per credit hour or per term? Did you factor in differences between resident and non-resident tuition rates?

## IV. Employment Outcomes and Program Demand (Industry Need)

### A. Standard Occupational Code System

Using the federal Standard Occupational Code (SOC) System, indicate the top three occupational codes related to post-graduation employment from the program. A full list of SOCs can be found at <https://www.onetcodeconnector.org/find/family/title#17>.

A list of Alabama's *In-Demand Occupations* is available at <https://www.ache.edu/index.php/policy-guidance/>.

SOC 1 (**required**): 13-1011 Agents and Business Managers of Artists, Performers, and Athletes

SOC 2 (*optional*): 27-2041 Music Directors & Composers

SOC 3 (*optional*): 11-9199 Managers, All Other

Briefly describe how the program fulfills a specific industry or employment need for the State of Alabama. As appropriate, discuss alignment with Alabama's Statewide or Regional Lists of In-Demand Occupations (<https://www.ache.edu/index.php/policy-guidance/>) or with emerging industries as identified by [Innovate Alabama](#) or the [Economic Development Partnership of Alabama](#) (EDPA).

There is aggressive job posting demand for Agents and Business Managers of Artists, Performers, and Athletes in Alabama and Tennessee. In 2022, there were 1,002 jobs in the region compared to an expected 806 jobs based on national averages for regions with a similar population size.

Music Directors and Composers (SOC 27-2041) appear on the Alabama Statewide List of In-Demand Occupations, and the BA in Music Industry Studies curriculum would prepare students to pursue this career path. Lightcast Analyst data confirms that Alabama currently supports 903 jobs in this occupation compared to an expected number of 726 based on national averages.

According to Lightcast Analyst forecasts based on BLS data, the Huntsville MSA is expected to see 18.5% growth in management positions compared to a national average of 14.5%. Students who complete a BA in Music Industry Studies will be qualified to fill management roles.



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## **B. Employment Preparation**

Describe how the proposed program prepares graduates to seek employment in the occupations (SOC codes) identified.

Students earning a BA in Music Industry Studies will acquire various essential skills in music performance and production, recording and audio engineering, and music business and management. Music Industry Studies students are trained in a variety of areas such as performing, engineering, songwriting, producing, managing, marketing, mixing, and recording studio management. The required industry training reinforced through practical artistic experience, and culminating in a supervised internship, will allow BA in Music Industry Studies graduates to curate a portfolio and skill set appropriate to a multitude of careers in the music industry or future graduate study.

The BA in Music Industry degree prepares students for career versatility by including musicianship within its core curriculum, which is then enhanced by three distinct concentration options with specific curricula in music performance, recording and engineering, and business and management. This unique aspect of the degree distinguishes it from other similar programs while intentionally equipping its graduates with the versatility the 21st century workforce and marketplace requires.

More generally, the music industry degree provides students with a diverse skill set, including musical proficiency, collaboration, creativity, communication, critical thinking, and adaptability, which can prepare them for a wide range of careers in the workforce. Additionally, the passion and dedication demonstrated by music students often translate into strong work ethic and commitment, qualities highly valued by employers in any field.

## **C. Professional Licensure/Certification**

Please explain if professional licensure or industry certification is required for graduates of the proposed program to gain entry-level employment in the occupations selected. Be sure to note which organization(s) grants licensure or certification.

No professional licensure or industry certification is required for graduates of the program to gain entry-level employment in the selected occupations.

## **D. Additional Education/Training**

Please explain whether further education/training is required for graduates of the proposed program to gain entry-level employment in the occupations selected.

No further training beyond the program requirements will be required for graduates to gain entry-level employment in the selected occupations.



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## V. Curriculum Information for Proposed Degree Program

A. Program Completion Requirements: Enter the credit hour value for all applicable components (enter N/A if not applicable).

Curriculum Overview of Proposed Program	
Credit hours required in <b>general education</b>	62
Credit hours required in <b>program courses</b>	22
Credit hours in <b>program electives/concentrations/tracks</b>	23-24
Credit hours in <b>free electives</b>	16-17
Credit hours in <b>required research/thesis</b>	N/A
<b>Total Credit Hours Required for Completion</b>	<b>124</b>

Note: The above credit hours **MUST** match the credit hours in the *Curriculum Components of Proposed Program* table in Section V.G.

B. Maximum number of credits that can be transferred in from another institution and applied to the program: The maximum number of credits that can be transferred in from another institution is 93. This aligns with SACSCOC standard 9.4, which requires that a minimum of 25 percent of degree requirements be completed in residence at Athens State University.

C. Intended program duration in semesters for full-time students: Four semesters

D. Intended program duration in semesters for part-time students: Eight semesters

E. Does the program require students to demonstrate industry-validated skills, Yes  No   
 specifically through an embedded industry-recognized certification, structured [work-based learning](#) with an employer partner, or alignment with nationally recognized industry standards?

If yes, explain how these components fit with the required coursework.

Students will be required to complete MU 499, Music Industry Internship. As part of this internship, students will demonstrate proficiency in Pro Tools software and gain experience with Digital Audio Workstations in a professional setting. Furthermore, student will refine their musical, interpersonal and organizational skills, which will help them to succeed in their careers.

F. Does the program include any concentrations? Yes  No

If yes, provide an overview and identify these courses in the *Electives/Concentrations/Tracks* section in the Curriculum Components of Proposed Program Table in Section V.G.



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The BA in Music Industry Studies will include the following concentrations: Concert Touring & Live Performance, Audio Engineering & Music Production, and Music Business & Artist Management Concentration.



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- G. Please provide all course information as indicated in the following table. Indicate new courses with “Y” in the associated column. If the course includes a required work-based learning component, such as an internship or practicum course, please indicate with a “Y” in the WBL column.

<b>Program Name:</b>	<b>Music Industry Studies: Concert Touring &amp; Live Performance Concentration</b>			
<b>Program Level:</b>	<b>Bachelor of Arts</b>			
<b>Curriculum Components of Proposed Program</b>				
<b>Course Number</b>	<b>Course Title</b>	<b>Credit Hours</b>	<b>New? (Y)</b>	<b>WBL ? (Y)</b>
<b>General Education Courses (Undergraduate Only)</b>				
	General Education Requirement Hours	41		
	Pre-Professional Requirement Hours	21		
<b>Program Courses</b>				
MU 325	Music Literature and Culture	3		
MU 326	Popular Songwriting	3		
MU 330	Careers in the Music Industry	3	Y	
MU 431	Music Industry Portfolio	3	Y	
MU 441	Special Topics in Music	3		
MU 499	Music Industry Internship	3		Y
UNV 300	Pathways to Success	3		
UNV 400	Career Seminar	1		
<b>Program Electives/Concentrations/Tracks</b>				
MU 300	Class Voice OR MU 301 Class Piano	2		
MUA	Instrument or Voice Instruction (2CH X 2 Semesters)	4		
MU 302	University Singers OR MU 303 University Players (1CH x 2 Semesters)	2		
MU 430	Concert Touring & Promotion	3	Y	
MU 332	Artist Management	3	Y	
TH 400	Business of Show Business	3		
DR 467	Musical Theatre Performance	3		
AR 443	Art Entrepreneurship	3		
	Electives	17		
<b>Research/Thesis</b>				
	N/A			
<b>*Total Credit Hours Required for Completion</b>		<b>124</b>		

\*Note: The total credit hours should equal the total credit hours in the Curriculum Overview table (V.B, p. 9).





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<b>Program Name:</b>	<b>Music Industry Studies: Audio Engineering &amp; Music Production Concentration</b>			
<b>Program Level:</b>	<b>Bachelor of Arts</b>			
<b>Curriculum Components of Proposed Program</b>				
<b>Course Number</b>	<b>Course Title</b>	<b>Credit Hours</b>	<b>New? (Y)</b>	<b>WBL ? (Y)</b>
<b>General Education Courses (Undergraduate Only)</b>				
	General Education Requirement Hours	41		
	Pre-Professional Requirement Hours	21		
<b>Program Courses</b>				
MU 325	Music Literature and Culture	3		
MU 326	Popular Songwriting	3		
MU 330	Careers in the Music Industry	3	Y	
MU 431	Music Industry Portfolio	3	Y	
MU 441	Special Topics in Music	3		
MU 499	Music Industry Internship	3		Y
UNV 300	Pathways to Success	3		
UNV 400	Career Seminar	1		
<b>Program Electives/Concentrations/Tracks</b>				
MU 310	Digital Recording and Editing	3		
MU 311	Foundations of Audio Technology	3		
MU 312	Audio Mastering	3		
MU 313	Music Production Techniques	3	Y	
MU 314	Video Game Audio	3	Y	
MU 410	Multimedia Sound Techniques	3	Y	
MU 411	Recording Studio Operations	3	Y	
TH 440	Advanced Stage Technology	3		
	Electives	16		
<b>Research/Thesis</b>				
	N/A			
<b>*Total Credit Hours Required for Completion</b>		<b>124</b>		



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<b>Program Name:</b>	<b>Music Industry Studies: Music Business &amp; Artist Management Concentration</b>			
<b>Program Level:</b>	<b>Bachelor of Arts</b>			
<b>Curriculum Components of Proposed Program</b>				
<b>Course Number</b>	<b>Course Title</b>	<b>Credit Hours</b>	<b>New? (Y)</b>	<b>WBL ? (Y)</b>
<b>General Education Courses (Undergraduate Only)</b>				
	General Education Requirement Hours	41		
	Pre-Professional Requirement Hours	21		
<b>Program Courses</b>				
MU 325	Music Literature and Culture	3		
MU 326	Popular Songwriting	3		
MU 330	Careers in the Music Industry	3	Y	
MU 431	Music Industry Portfolio	3	Y	
MU 441	Special Topics in Music	3		
MU 499	Music Industry Internship	3		Y
UNV 300	Pathways to Success	3		
UNV 400	Career Seminar	1		
<b>Program Electives/Concentrations/Tracks</b>				
MU 430	Concert Touring & Promotion	3	Y	
MU 332	Artist Management	3	Y	
MU 411	Recording Studio Operations	3	Y	
MU 331	Global Music Industry Studies	3	Y	
TH 400	Business of Show Business	3		
MK 337	Digital Marketing	3		
MG 346	Principles of Management and Leadership	3		
AR 443	Art Entrepreneurship	3		
	Electives	16		
<b>Research/Thesis</b>				
	N/A			
<b>*Total Credit Hours Required for Completion</b>		<b>124</b>		

## New Academic Degree Program Summary/Business Plan

Use the Excel form from ACHE's Academic Program webpage located at <https://www.ache.edu/index.php/forms/>, named **New Academic Degree Program Business Plan**, to complete the New Academic Program Degree Proposal.



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Instructions and definitions are provided in the Excel file. **The New Academic Degree Program Business Plan should be uploaded as an Excel file (.xlsx) in the Academic Program Review (APR) Portal.**

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## Steps for Submitting the New Academic Degree Proposal

1. Complete the **New Academic Degree Proposal** document.
2. Attach the letters of support from external entities listed in *Section I.D.* at the end of the **New Academic Degree Proposal** document.
3. Save the **New Academic Degree Proposal** document as a **.pdf file**.
4. Complete the **New Academic Degree Program Business Plan** and save as an **.xlsx file**.
5. Login to the Academic Program Review (APR) Portal at [apr.ache.edu](http://apr.ache.edu) using your ACHE-provided login information. If you are not a designated user for your institution, contact your designated user.
6. Provide responses to questions in the APR Portal.
7. Upload the **New Academic Degree Proposal .pdf file** in the APR Portal.
8. Upload the **New Academic Degree Program Business Plan .xlsx file** in the APR Portal.
9. Click to “Validate” the proposal and then address any issues with your submission.
10. Once validation is clear, click “Review” to check your responses before submitting. If all looks good, click “Submit” at the bottom of the review screen.
11. The system will then prompt you to “Lock” the submission. Your proposal is considered submitted only once it has been locked within the APR Portal.

**→ Note: Proposals that have not been locked by the deadline will not be reviewed for inclusion on the next Commission agenda.**

## NEW ACADEMIC DEGREE PROGRAM PROPOSAL SUMMARY

INSTITUTION: Athens State University

PROGRAM: BA in Music Industry Studies

Select Level: Bachelor's

### ESTIMATED \*NEW\* EXPENSES TO IMPLEMENT PROPOSED PROGRAM

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	TOTAL
FACULTY	9049	9049	9049	9049	9049	9049	9049	63343
STAFF								0
EQUIPMENT								0
FACILITIES								0
LIBRARY								0
ASSISTANTSHIPS								0
OTHER		2000	2000	8000	4500	4500	4500	25500
<b>TOTAL</b>	<b>9049</b>	<b>11049</b>	<b>11049</b>	<b>17049</b>	<b>13549</b>	<b>13549</b>	<b>13549</b>	<b>88843</b>

### \*NEW\* REVENUES AVAILABLE FOR PROGRAM SUPPORT

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	TOTAL
REALLOCATIONS								0
EXTRAMURAL								0
TUITION	78240	78240	144744	215160	281664	320784	348168	1467000
<b>TOTAL</b>	<b>78240</b>	<b>78240</b>	<b>144744</b>	<b>215160</b>	<b>281664</b>	<b>320784</b>	<b>348168</b>	<b>1467000</b>

### ENROLLMENT PROJECTIONS

*Note: "New Enrollment Headcount" is defined as unduplicated counts across years.*

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	AVERAGE
FULL-TIME HEADCOUNT	Year 1 - No data reporting required	6	11	17	22	25	27	18
PART-TIME HEADCOUNT	Year 1 - No data reporting required	8	15	21	28	32	35	23.16666667
TOTAL HEADCOUNT	Year 1 - No data reporting required	14	26	38	50	57	62	41.16666667
NEW ENROLLMENT HEADCOUNT	Year 1 - No data reporting required	10	16	21	25	25	25	20.33333333

### DEGREE COMPLETION PROJECTIONS

*Note: Do not count Lead "0"s and Lead 0 years in computing the average annual degree completions.*

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	AVERAGE
DEGREE COMPLETION PROJECTIONS	Year 1 - No data reporting required	2	4	6	9	11	13	7.5



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## **Appendix:**

### **Letters of Support**



**CALHOUN COMMUNITY COLLEGE**  
**OFFICE OF THE PRESIDENT**

March 4, 2024

Alabama Commission on Higher Education  
100 North Union Street  
Montgomery, Alabama 36104

Dear Dr. McGill and Representatives from ACHE:

It is with great pleasure and encouragement that I support the efforts of Athens State University to offer a Bachelor's degree in Music Industry Studies. This program would be an excellent continuation for Calhoun Community College students who are interested in this field. Athens State has shared with me the program description, rationale, and student learning outcomes for this proposed new degree. I am happy to support their efforts.

Calhoun Community College values the work that Athens State University does and we appreciate our strong partnership as we continue to work together to enhance the lives of all of our students at our institutions and at the Alabama Center for the Arts.

As president of Calhoun Community College, I strongly support Athens State University's pursuit in offering a Bachelor's degree in Music Industry Studies. Calhoun's students could seamlessly transfer to Athens State to complete their Bachelor's degree. This would be a win-win situation for our students.

Please let me know if you would like additional information or if I can be of further assistance.

Sincerely,

A handwritten signature in blue ink that reads "Jimmy Hodges".

Jimmy Hodges, Ed.D.  
President

/bn



ALABAMA STATE SENATE  
ALABAMA STATE HOUSE  
11 SOUTH UNION STREET, SUITE 727  
MONTGOMERY, ALABAMA 36130-4600

ARTHUR ORR  
SENATOR  
DISTRICT 3  
POST OFFICE BOX 305  
DECATUR, ALABAMA 35602

ATHENS  
256-262-9038

DECATUR  
256-260-2147

HUNTSVILLE  
256-539-5441

MONTGOMERY  
334-261-0758

March 4, 2024

Dear Dr. McGill and the Alabama Commission on Higher Education:

I am pleased to support Athens State University's proposed Bachelor's degree in Music Industry Studies at the Alabama Center for the Arts. The BA in Music Industry Studies will be a valuable and strategic complement to the thriving music programs (particularly in music recording and technology) at Calhoun Community College, Athens State's resident partner at the Alabama Center for the Arts. The current population of Calhoun music students at the ACA have no reciprocal four-year degree option within the Center at present. This proposed program will provide those students an opportunity for baccalaureate education in Music and, much like the new ACA residence hall, is a natural next step in the growth and vibrancy of the Center.

I enthusiastically commend this curricular expansion in furtherance of the shared mission and strong partnership between Athens State University and Calhoun Community College at the Alabama Center for the Arts.

Respectfully,

A handwritten signature in blue ink, appearing to read "A. Orr", written over the printed name "Arthur Orr".

Arthur Orr

AO:cm





## CALHOUN COMMUNITY COLLEGE

Post Office Box 2216 • Decatur, Alabama 35609-2216 • Phone 256-306-2500 • [www.calhoun.edu](http://www.calhoun.edu)

March 4, 2024

Alabama Commission on Higher Education  
100 North Union Street  
Montgomery, Alabama 36104

To Whom It May Concern:

I am writing to support Athens State University's proposal to offer a BA in Music Industry Studies which would allow ACA students to develop an array of technical, artistic, and business skills related to music and music industry.

As I'm sure you know, Athens State's arts programs are housed at the Alabama Center for the Arts along with the programs from Calhoun Community College. The ACA is equipped with state-of-the-art technology and sophisticated resources for music performance, audio engineering, and music production.

Calhoun's Music and Music Technology programs have been growing rapidly over the last few years and we currently have no reciprocal four-year degree option at the ACA to allow these students to continue their education through the baccalaureate level. The addition of a BA in Music Industry would be a significant draw for area students, and with the ACA Residence Hall nearing completion, we have the opportunity to bring in students from all over the country. The ACA's close proximity to Muscle Shoals and Nashville, Tennessee is of particular interest to students who wish to work in the recording industry.

Athens State's commitment to this program is clear, as is evidenced by their recent hire of an Assistant Professor of Music Industry Studies who has considerable experience building, directing, and growing programs of this nature. In addition, their commitment to the ongoing relationship between our two institutions is evident by their willingness to include Calhoun's music instructors in conversations about program development, facilities growth, and department policy.

The partnership between Calhoun and Athens State focuses on creating professional pathways that will result in successful arts careers for our graduates. I believe the BA in Music Industry Studies will support that endeavor most effectively. I respectfully encourage the approval of this degree and am happy to answer any questions you may have.

Kindest regards,

Kimberly Parker

Dean of Fine Arts, Executive Director of the Alabama Center for the Arts  
133 2<sup>nd</sup> Avenue NE, Decatur, AL 35601 • 256-306-2701

# The Decatur Daily

*"My country, may she ever be right, but, right or wrong, my country."* – COMMODORE STEPHEN DECATUR  
P.O. BOX 2213 • TELEPHONE (256) 353-4612 • DECATUR, ALABAMA 35609-2213

March 5, 2024

Dear Dr. McGill and the Alabama Commission on Higher Education,

I am excited to support Athens State University's proposed Bachelor's degree in Music Industry Studies at the Alabama Center for the Arts. In my dual role as Chairman of the Alabama Center for the Arts Foundation and member of the Board of Directors for Calhoun Community College Foundation, it pleases me to see the strategic alignment between Calhoun's thriving music program and this proposed complementary degree by Athens State in fulfilling the mission of the Center. The ACA Foundation applauds and supports the addition of this degree to the portfolio of educational and artistic offerings at the Alabama Center for the Arts, further cementing the Center as a destination for students in Alabama seeking a high-quality, affordable education in the arts.

Sincerely,



Clint Shelton

ACAF Chairman, Calhoun College Foundation member