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MEMORANDUM

To: Julio Frenk
University President

From: Tomás A. Salerno
Chair, Faculty Senate

Date: February 29, 2016

Subject: Faculty Senate Legislation #2015-17(B) –Major in Musicianship, Artistry Development, and Entrepreneurship (MADE) with a Minor in Music Business and Entertainment Industries, Frost School of Music

The Faculty Senate, at its February 24, 2016 meeting, had no objections to the proposed addition of a Major in Musicianship, Artistry Development, and Entrepreneurship (MADE) with a Minor in Music Business and Entertainment Industries, in the Frost School of Music. The proposed additions come in response to the radical transformation of the music industry since 2006. Record companies no longer focus on developing talent in their musicians. Today, artists are expected to develop their talents by becoming successful on their own. As a result, independent artists are providing all of the services previously performed by major record companies.

The proposed additions will provide students with a highly competitive skill set in musicianship, artistry, and entrepreneurship, including performing, writing, arranging/orchestration, recording, musical direction, marketing and promotion, copyright management and administration, and the ability to write basic agreements and licenses. The program will also provide students with a diverse and applied understanding of the music industry. Students completing the program will have the ability to create and execute a sound business plan as well as a portfolio/EPK that best showcases their brand identity.

This legislation is now forwarded to you for your action.

TAS/rh

Enclosure

cc: Thomas LeBlanc, Executive Vice President and Provost
Shelton Berg, Dean, Frost School of Music
J. Steven Moore, Proponent, Frost School of Music
Reynaldo Sanchez, Proponent, Frost School of Music

CAPSULE: Faculty Senate Legislation #2015-17(B) –Major in Musicianship, Artistry Development, and Entrepreneurship (MADE) with a Minor in Music Business and Entertainment Industries, Frost School of Music

PRESIDENT’S RESPONSE

APPROVED:  DATE: 28 March 2016
(President’s Signature)

OFFICE OR INDIVIDUAL TO IMPLEMENT: Dean Shelton Berg

EFFECTIVE DATE OF LEGISLATION: IMMEDIATELY
(if other than June 1 next following)

NOT APPROVED AND REFERRED TO: _____

REMARKS (IF NOT APPROVED): _____

Proposal
Major: Musicianship, Artistry Development, and Entrepreneurship (MADE)
with a Minor in Music Business and Entertainment Industries
for Students in the Frost School of Music

Key contact people

J. Steven Moore
Associate Dean, Undergraduate Studies
smoore@miami.edu
305-284-6920 office
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Reynaldo Sanchez
Associate Dean, Strategic Initiatives
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305-284-8289 office

Letter of Explanation

In 2007 Bruce Hornsby endowed the Creative American Music program. The program was designed to develop the creative skills of talented performing songwriters by immersing them in the diverse traditions that form the foundation of modern American songwriting. This rigorous approach requires students to understand practice the American music legacy. The CAM program is open to all Frost School of Music students by audition. Students who successfully complete the program earn a Minor in Creative American Music. In 2008 the Music Business and Entertainment Industries (MBEI) major incorporated the Creative American Music minor, coded as MBEC and added to the academic bulletin.

National demand in this field has grown to the point a specific major is required. The Bachelor of Music in Musicianship, Artistry Development & Entrepreneurship (M.A.D.E.) is a professional degree program designed to provide the highest level of preparation for qualified performers and creatives to thrive in all aspects of the contemporary music industry.

The MADE Major is a four year, 120 credit program consisting of coursework in the Major, the University of Miami's General Education and Writing requirements, as well as Frost's innovative Experiential Curriculum, while allowing the freedom and flexibility for a student to focus on her or his preferred areas of emphasis, with outcomes that lead toward a viable career - of their choosing. By the end of Sophomore year, our students will be able to access many of the offerings from different programs in Frost, as well as the entire University, without an overbearing credit load.

Educational Objectives

Upon graduation, students will have:

- a highly competitive skill set in musicianship, artistry, and entrepreneurship, including performing, writing, arranging/orchestration, recording, musical direction, marketing and promotion, copyright management and administration, as well as the ability to write basic agreements and licenses;
- a diverse and applied understanding of the music industry;
- the ability to create and execute a sound business plan, as well as a portfolio/EPK that best showcases their brand identity.

Market Analysis and Job Market

The music industry has experienced a radical transformation since 2006. The traditional major record-company centric model has fragmented into a complex patchwork of independent companies delivering products and services once the exclusive domain of the majors. The industry now arguably revolves around entrepreneurial artists and their creative teams. The old physical product supply-chain revenue model has all but disappeared, replaced by the twin pillars of licensing and live performance.*

Record companies today don't develop talent as previously, instead coming along *after* an artist has already become successful on their own. Additionally, an important infrastructure in the service of independent artists has also developed over the past decade providing all of the services (and more) previously performed by major record companies. The industry is now more than ever divided between the creative side (artists, musicians, producers, A&R's etc.) and the business/administration side. The MADE program is the natural evolution of MBEI/MBEC, reflecting the true nature of the music and entertainment industry.

* It's important to note that the MBEI faculty anticipated the changing market conditions in 2003 and adjusted the curriculum away from physical products, instead focusing on publishing, licensing, royalties and copyright administration. We later also added the MA in Arts Presenting and Live Entertainment Management. The arrival of the Bruce Hornsby Creative American Music program began a new era for the MBEI program. The great majority of CAM students chose MBEI as their major, not because they wanted to work for a music company, but specifically to acquire the knowledge and business skills to pursue their own creative endeavors. The BM in Musicianship, Artistry Development, and Entrepreneurship (MADE) was developed as an evolution of MBEI to better serve the specific needs of this population who want to have careers in the creative side of the music business.

MEMORANDUM

January 29, 2016

TO: Faculty Senate

FROM: J. Steven Moore, Associate Dean, Undergraduate Studies

RE: Musicianship, Artistry Development, and Entrepreneurship

A proposal for the new major has been approved through the Frost School of Music academic policies and procedures. The Department of Music, Media, and Industry, Serona Elton, chair, submitted the proposal. The FSOM Undergraduate Committee voted unanimously to approve this plan on December 2, 2015. The FSOM Committee of Department Chairs voted unanimously to approve this plan on December 10, 2015. The plan is enthusiastically endorsed by the Executive Council of the Frost School of Music, including the chair of the Executive Council, Dean Shelton Berg.

Thank you for your consideration of this proposal.

MEMORANDUM

January 29, 2016

TO: Faculty Senate

FROM: Serona Elton, Chair, Music, Media and Industry

RE: Musicianship, Artistry Development, and Entrepreneurship

Please be advised that the faculty of the department of Music, Media and Industry have unanimously approved the proposal for a new major in Musicianship, Artistry Development, and Entrepreneurship.

Thank you for your consideration of this proposal.

General Information

The new code, MADE, replaces the previous code, MBEC.

It is a credit program.

It is offered on campus.

It is for undergraduate students in the Frost School of Music.

The degree is a Bachelor of Music (B.M.).

The Major/Plan code identifier is MADE.

The code description is BM, Mus., Art. Dev. & Entrp.

The CaneLink transcript description is BM in Musicianship, Artistry Development, and Entrepreneurship

The number of credits is 120.

The six-digit CIP code is 50.0999

The proposal is for the code to be effective August 2016, fall term.

General Education Courses MADE		
ENG 105	English Composition I	3
ENG 106	English Composition II	3
MTH 101	Algebra for College Students	3
ST_XXXX	STEM Cognate	9
PS_XXXX	People & Society Cognate	9
UNEX 100	The University Of Miami Experience	0
	Advanced Writing and Communication Skills (3 designated courses)	0
Total General Education credits = 27 + 3 credits of musicology = 30		
Experiential Music Curriculum Core Courses MADE (EMC Core Courses require a grade of "C" or higher)		
MMI 101	MADE Forum (3 semesters)	0
MMX 101 (Level 1)	Principal Instrument/Voice Lesson & Studio Class (semester 1-4, 2 credit hours)	8
MMX 102 (Level 2)	Principal Instrument/Voice Lesson & Studio Class (semesters 5-6, 2 credit hours)	4
MMI/MTC/MSJ 1101	Experiential Musicianship I	3
MMI/MTC/MSJ 1107	Skills Lab I	1
MMI/MTC/MSJ 1141	Experiential Musicianship II	3
MMI/MTC/MSJ 1106	Skills Lab II	1
MMI/MTC/MSJ 2100	Experiential Musicianship III	3
MMI/MTC/MSJ 2107	Skills Lab III	1
MMI/MTC/MSJ 2141	Experiential Musicianship IV	3
MMI/MTC/MSJ 2106	Skills Lab IV	1
ANMP 140	Keyboard Studies I	1
ANMP 141	Keyboard Studies II	1
MCY 140	Experiencing Music	3
MCY 141	Musical Traditions AWC	3
MMI 250/MMI 151	Essential Technology for Musicians/Desktop Audio Production	3
MMI 173/210	Multinational Recorded Music Industry/Music Business and Entrepreneurship	3
	Ensembles (semesters 1-6, 1 credit hour)	6
Total credits for EMC Core courses = 48		
Courses in the MADE Major		
MMX 103 (Level 3)	Principal Instrument/Voice Lesson & Studio Class (semesters 7-8, 2 credit hours)	4
	Ensembles or Skills Ensembles (4 semesters, 1 credit hour)	4
MMI 274	Introduction to Music Copyright Law	3
Music Business Minor Courses MMI 273/378/530/537	Music Business Courses - Choose three from the following: MMI 273 Artist Development and the Live Entertainment Industry MMI 378 Entertainment Industry Contracts MMI 530 Entrepreneurship for Musicians MMI 537 Recorded Music Operations:	9
MMI 543	Marketing and Promotion in the Entertainment Industry	3
MMI 315 or 320	Intro to Contemporary Songwriting or Contemporary Lyric Writing AWC	3
ENG XXX (200 level or higher)	Adv. Creative or Business Communication Elective ENG 200+ (OR COS323) AWC	3
MTC 404	Live Performance Musical Direction	3
MMI 445	Seminar Project/Portfolio/Business Plan AWC	1
MMX 103 (200 level or higher)	Approved Arranging/Orchestration Elective	3
MMX 103 (200 level or higher)	Approved Music Electives	9
	Approved Electives	9
Total credits for courses in the major = 54		
Total Credit Hours		120



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MEMORANDUM

DATE: February 3, 2016

TO: Dr. J. Steven Moore, Associate Dean
Undergraduate Studies
Frost School of Music

FROM: David E. Wiles, Executive Director
Assessment and Accreditation 

SUBJECT: Bachelor of Music in Musicianship, Artistry Development, and
Entrepreneurship (MADE) with a Minor in MBEI

On January 29, 2016, the Frost School of Music submitted a proposal notifying our office of its intent to implement a Bachelor of Music in Musicianship, Artistry Development, and Entrepreneurship (MADE) program with a Minor in Music Business and Entertainment Industries (MBEI). The program is intended to launch in the fall of 2016.

The 129-credit Bachelor of Music in MADE with a minor in MBEI will consist of 54 credits in the combined major and minor, 48 credits of Experiential Music Curriculum Core Courses, and 27 additional credits in General Education. The program has been developed from the Bachelor of Music in Music Business and Entertainment Industries (MBEI) degree program to better serve the specific needs of the student population who are pursuing careers on the creative side of the music business industry. Proposed Student Learning Outcomes and measures appear satisfactory.

The program will be submitted to the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) as a notification. A response is generally received 3-4 months after notification submission.

Please feel free to contact our office should you have any further questions (305) 284-9431.

cc: Faculty Senate
Dr. William Green, Sr. Vice Provost and Dean of Undergraduate Education
Shelton Berg, Dean, Frost School of Music
Reynaldo Sanchez, Associate Dean, Strategic Initiatives

From: [Moore, Steven](#)
To: [Faculty Senate Office](#)
Cc: [Sanchez, Reynaldo](#); [Berg, Shelton G.](#); [Kennedy, Karen](#)
Subject: Fwd: New degree programs
Date: Thursday, February 18, 2016 8:49:02 AM

Dear Robyn,

Dr. Kennedy is chair of the Frost School of Music School Council. This email references the proposed degree programs MADE and MPRO.

Thank you for your assistance,

J. Steven Moore, DMA
Associate Dean, Undergraduate Studies
Frost School of Music
University of Miami

From: "Kennedy, Karen" <k.kennedy1@miami.edu>
To: "Moore, Steven" <smoore@miami.edu>
Subject: Re: New degree programs
Date: February 17, 2016 at 5:35:13 PM EST

Dear Dean Moore,

Please let this email serve as an affirmation that the Frost School Council has approved the two degree proposals sent forth from your office.

Thank you,

Karen

Dr. Karen Kennedy
Director of Choral Studies
Frost School of Music
University of Miami
