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## MEMORANDUM

**To:** Julio Frenk  
University President

**From:** Tomás A. Salerno  
Chair, Faculty Senate 

**Date:** September 30, 2016

**Subject:** Faculty Senate Legislation #2016-14(B) – Frost School of Music Department of Music Media and Industry, Arts Presenting and Live Entertainment Management (MPRS) Online Certificate Graduate Degree Program: Tour and Live Entertainment Administration

[Reference Legislation 2016-11(B), 2016-12(B), and 2016-13(B)]

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The Faculty Senate, at its September 28, 2016 meeting, had no objection to the proposal to implement the Online Certificate Graduate Degree program in Tour and Live Entertainment Administration in the area of Arts Presenting and Live Entertainment Management. The Tour and Live Entertainment Administration online certificate program will be created by repackaging existing courses offered through the Master of Arts in Arts Presenting and Live Entertainment Management program, and will be taught by faculty in the Frost School of Music. The program is scheduled to launch in the spring of 2017. No additional infrastructure resources will be required.

This legislation is now forwarded to you for your action.

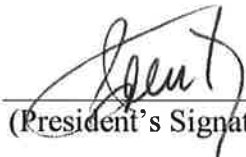
TAS/rh

Enclosure

cc: Thomas LeBlanc, Executive Vice President and Provost  
Shelton Berg, Dean, Frost School of Music  
Shannon de l'Etoile, Associate Dean, Frost School of Music  
Reynaldo Sanchez, Associate Dean, Frost School of Music, Strategic Initiatives and Innovation

CAPSULE: Faculty Senate Legislation #2016-14(B) – Frost School of Music Department of Music Media and Industry, Arts Presenting and Live Entertainment Management (MPRS) Online Certificate Graduate Degree Program: Tour and Live Entertainment Administration

**PRESIDENT'S RESPONSE**

APPROVED:  DATE: 11/18/16  
(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 to Offer Frost Online Certificates from the following Graduate Degree Programs:

Master of Music in Music Business and Entertainment Industries (MBEI)  
Master of Arts in Arts Presenting and Live Entertainment Management (MPRS)

Contact Personnel:

Shannon de l'Etoile, Associate Dean of Graduate Studies  
Frost School of Music  
305.284.6913  
sdel@miami.edu

Rey Sanchez, Associate Dean of Innovation and Strategic Initiatives  
Frost School of Music  
305.284.2241  
rsanchez@miami.edu

**MEMO: LETTER OF EXPLANATION**

**TO:** University of Miami, Faculty Senate

**FROM:** Shannon K. de l'Etoile, Ph.D.  
Associate Dean of Graduate Studies, Frost School of Music

**DATE:** August 31, 2016

**RE:** Proposal to Offer Frost Online Certificates

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The Frost School of Music wishes to offer online certificates from the following graduate degree programs in the Department of Music Media and Industry (MMI):

Master of Music in Music Business and Entertainment Industries (MBEI)  
Master of Arts in Arts Presenting and Live Entertainment Management (MPRS)

Attached please find the following documents:

- Email memo from the Associate Dean of Graduate Studies in the Frost School indicating approval of this proposal by the faculty, including approval of the Graduate Committee and Department Chairs of the Frost School.
- Email memo from the Speaker of the Frost School Council indicating approval of this proposal by the Frost faculty.
- Memo from Serona Elton, Chair of the MMI Department signifying approval of the MMI faculty.
- Email memo from the Office of Planning, Institutional Research, and Assessment indicating receipt of the proposal, and further clarifying that SACSCOC notification is not required.
- Memo from the Graduate School Dean signifying approval of the Graduate Council.
- Proposal describing the Frost Online Certificates.



**MEMO FROM ASSOCIATE DEAN**

**TO:** University of Miami, Faculty Senate  
**FROM:** Shannon K. de l'Etoile, Ph.D.  
Associate Dean of Graduate Studies, Frost School of Music  
**DATE:** August 31, 2016  
**RE:** Proposal to Offer Frost Online Certificates

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This memo serves as a request for the Faculty Senate to consider the offering of online certificates from the Frost School of Music from the following graduate degree programs:

Master of Music in Music Business and Entertainment Industries (MBEI)  
Master of Arts in Arts Presenting and Live Entertainment Management (MPRS)

The attached proposal provides a detailed explanation of the Frost online certificates. The proposal has been approved by the Frost School Graduate Committee, Department Chairs, and School Council.



**de l'Etoile, Shannon Kay, Ph.D.**

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**From:** Kennedy, Karen  
**Sent:** Tuesday, May 10, 2016 12:57 PM  
**To:** de l'Etoile, Shannon Kay, Ph.D.  
**Subject:** School Council Approval

Dear Dean de L'Etoile,

As the Speaker for the Frost School of Music School Council I am pleased to report that the members approved the addition of the Frost Online Certificates.

Best,

Karen

Dr. K<sup>2</sup>

**Dr. Karen Kennedy**  
**Director of Choral Studies**

**P.O. Box 248165**  
**Coral Gables, FL. 33134**  
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**MEMORANDUM**

May 10, 2016

Shannon K. de l'Etoile, Ph.D., MT-BC  
Associate Dean of Graduate Studies  
Frost School of Music  
University of Miami

Re: Approval of Frost Online Certificates

Dean de l'Etoile,

Today, the MMI department has voted in support of offering the 4 Music Business and 4 Arts Presenting online Certificates, as described in the paperwork accompanying this memo.

Please let me know if you need further information.

Sincerely,



Serona Elton, Esq.  
Associate Professor, Music Business and Entertainment Industries Program Director  
Chair, Music Media & Industry Department  
Frost School of Music • University of Miami  
305-284-9856 • selton@miami.edu



Office of Planning,  
Institutional Research,  
and Assessment

P.O. Box 248285  
Coral Gables, FL 33124-2923  
Phone: 305-284-3856

Gables One Tower, Suite 260, Locator 2923  
1320 S. Dixie Hwy., Coral Gables, FL 33146  
Fax: 305-284-4081 • [pra@miami.edu](mailto:pra@miami.edu)

## MEMORANDUM

**DATE:** August 31, 2016

**TO:** Dr. Shannon de l'Etoile, Associate Dean, Graduate Studies  
Frost School of Music

**FROM:** Dr. Patricia Murphy, Executive Director *FBM*  
Assessment and Accreditation

**SUBJECT:** Music Media and Industry Graduate Certificate Programs Online:  
4 in Music Business and Entertainment Industries; 4 in Arts Presenting  
and Live Entertainment Management

On August 29th, 2016, the Frost School of Music's Department of Music Media and Industry, submitted a proposal notifying our office of its intent to implement 8 new Graduate Certificate Programs Online: 4 certificates in the area of Music Business and Entertainment Industries (Music Business Fundamentals, Music Rights Administration and Licensing, Legal Aspects of the Music Business, and Music Entrepreneurship); and 4 certificate programs in the area of Arts Presenting and Live Entertainment Management (Arts Presenting Fundamentals, Arts Leadership, Arts Management, and Tour and Live Entertainment Administration). The programs are scheduled to launch in the spring of 2017.

The eight graduate certificate programs will be created by repackaging existing courses offered through the Master of Music in Music Business and Entertainment Industries program and the Master of Arts in Arts Presenting and Live Entertainment Management program, and will be taught by faculty in the Frost School of Music. Additional infrastructure resources will not be required.

Although a letter of notification will be submitted, the online program offerings are not considered substantive and should not require formal approval from the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) prior to proceeding with their implementation.

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

cc: Faculty Senate  
Dr. Guillermo Prado, Dean, Graduate School  
Shelton Berg, Dean, Frost School of Music  
Serona Elton, Chair, Department of Music Media and Industry, FSOM  
Rey Sanchez, Associate Dean, Strategic Initiatives and Innovation, FSOM



UNIVERSITY OF MIAMI  
GRADUATE SCHOOL




Graduate School  
P.O. Box 248125  
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Phone: 305-284-4154  
Fax: 305-284-5441  
graduateschool@miami.edu

**MEMORANDUM**

DATE: August 29, 2016

TO: Tomas Salerno  
Chair, Faculty Senate

FROM: Guillermo ("Willy") Prado   
Dean, The Graduate School

SUBJECT: Online Certificates in the Department of Music Media and Industry

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The Department of Music Media and Industry within the Frost School of Music submitted a proposal for four Music Business and Entertainment Industries (Music Business Fundamentals, Music Rights Administration and Licensing, Legal Aspects of the Music Business, Music Entrepreneurship) and four Arts Presenting and Live Entertainment Management (Arts Presenting Fundamentals, Arts Leadership, Arts Management, Tour and Live Entertainment Administration) online certificates. The proposal was discussed at the meeting of the Graduate Council on Tuesday, August 23, 2016, and none of the Graduate Council members expressed any concerns.

cc: Shelton Berg, Dean, Frost School of Music  
Shannon de l'Etoile, Associate Dean of Graduate Studies, FSOM  
Reynaldo Sanchez, Associate Dean, Music Business and Entertainment Industries  
Office of Planning, Institutional Research and Assessment



## INSIDE FROST ONLINE CERTIFICATES

2016-17

### ***About the Frost Online Certificate Program***

Certificates are ideal for attaining practical knowledge in a given area, offering a concentrated course of professional study. Focusing on a single subject area, Frost Online certificates deliver the concentrated knowledge and skills needed for career advancement or professional development. Since Frost Online's Certificate Program takes less time and costs are significantly lower than our Master's degrees, it's an ideal way to quickly expand your understanding of the music and entertainment industry and gain new skills and knowledge in the process.

#### **Admissions and Enrollment**

The Frost Online Certificate Program offers a streamlined admissions and enrollment process for individuals whose undergraduate degrees are from accredited colleges or universities. Standardized tests such as the GMAT or GRE are not necessary and there is no minimum GPA requirement. Certificate applicants complete a convenient, short application form and provide supporting documents to the Frost Office of Admissions.

#### **Earning a Certificate**

Each Frost Online certificate consist of three carefully selected, specialized courses totaling nine (9) credits. Students must complete all three designated courses within two years, and earn a minimum combined GPA of 2.5 and no less than a C- in any one course. Students are limited to two (2) certificates but may double-count courses towards the second certificate.

#### **Costs**

All Frost Online certificates have a fixed tuition of \$9,990. Enrollment in any certificate requires payment in full regardless of when courses are taken. Tuition will be pro-rated as needed towards an additional certificate.

#### **Financial Aid**

Students enrolled in certificate programs are not eligible for federal or institutional need based aid. Students can apply for Private Education Loans through private banks or lenders. The University of Miami does not have a preferred lender list.

## **Frost Online Certificates for 2016-17**

### **Music Business and Entertainment Industries**

- MUSIC BUSINESS FUNDAMENTALS
  - MMI 774 Music Copyright Law
  - MMI 673 International Music Publishing
  - MMI 637 Recorded Music Operations
- MUSIC RIGHTS ADMINISTRATION AND LICENSING
  - MMI 774 Music Copyright Law
  - MMI 673 International Music Publishing
  - MMI 752 International Music Licensing
- LEGAL ASPECTS OF THE MUSIC BUSINESS
  - MMI 774 Music Copyright Law
  - MMI 750 Music Industry Agreements
  - MMI 738 Legal Aspects of the Live Entertainment Industry
- MUSIC ENTREPRENEURSHIP
  - MMI 774 Music Copyright Law
  - MMI 630 Entrepreneurship for Musicians
  - MMI 643 Marketing and Promotion in the Entertainment Industry

### **Arts Presenting and Live Entertainment Management**

- ARTS PRESENTING FUNDAMENTALS
  - MMI 726 Performing Arts Center and Facility Management
  - MMI 736 Sponsorship, Development and Financial Management in the Live Entertainment Industry
  - MMI 641 Tour Management and Production
- ARTS LEADERSHIP
  - MMI 735 Arts Leadership
  - MMI 726 Performing Arts Center and Facility Management
  - MMI 738 Legal Aspects of the Live Entertainment Industry
- ARTS MANAGEMENT
  - MMI 726 Performing Arts Center and Facility Management
  - MMI 736 Sponsorship, Development and Financial Management in the Live Entertainment Industry
  - MMI 738 Legal Aspects of the Live Entertainment Industry
- TOUR AND LIVE ENTERTAINMENT ADMINISTRATION
  - MMI 641 Tour Management and Production
  - MMI 738 Legal Aspects of the Live Entertainment Industry
  - MMI 736 Sponsorship, Development and Financial Management in the Live Entertainment Industry

## **Frost Online Certificates FAQ's**

### **How do certificates differ from degrees?**

Frost Online graduate degree programs have a formal application process with specific admission requirements, and require students to complete a minimum of ten courses for thirty credits. Certificate students take only three courses and earn nine credits. Certificates offer a quicker path to a professional credential. Certificate awardees do not participate in Commencement or receive alumni status.

### **What will my certificate say?**

The certificate will state: University of Miami, Frost School of Music awarded [Your Name] a professional graduate-level certificate in [field name].

### **Will all the courses listed be offered every year?**

Yes, the required courses are offered each year.

### **Can I count courses toward multiple certificates?**

Yes. While each certificate requires three courses, some courses exist in more than one. You may count up to two of the same courses towards a second certificate. However, you are restricted to a maximum of two certificates from any one area of concentration.

### **Can I substitute a course that is not listed on the certificate?**

No. Only those courses specifically listed in the certificate can be counted. We do not accept course substitutions or transfer credits.

### **Can I count a certificate toward a Frost School of Music degree program through Frost Online?**

Our certificates are standalone credentials, but you can count one certificate toward a degree if you are later accepted into one of our degree programs. Please note that our degrees have specific admission, GPA, grade, and course requirements.

### **I am an international student. Can I come to campus?**

No. Frost Online certificates are completely online. F-1 student visas are not available for online study.