



MEMORANDUM

To: Julio Frenk
University President

From: Linda L. Neider
Chair, Faculty Senate

A handwritten signature in blue ink, appearing to read 'L. Neider', is placed over the 'From:' field.

Date: November 19, 2020

Subject: Faculty Senate Legislation #2020-17(B) – Create New Graduate-Level Certificate in Artist Development, Frost School of Music

The Faculty Senate, at its November 18, 2020 meeting, had no objections to the proposal from the Frost School of Music to create a new Graduate-Level Certificate in Artist Development. As stated in the proposal, students will complete nine credit hours selected from five Music Media and Industry graduate courses. This certificate may be applied toward a graduate degree for those students accepted into the degree program.

The proposal is enclosed for your reference.


This legislation is now forwarded to you for your action.

LLN/rh

cc: Jeffrey Duerk, Executive Vice President and Provost
Guillermo Prado, Dean, Graduate School
Shelton Berg, Dean, Frost School of Music
Shannon de l'Etoile, Assoc. Dean, Graduate Studies, Frost School of Music
Reynaldo Sanchez, Department Chair, Music Media and Industry, Frost School of Music

CAPSULE: Faculty Senate Legislation #2020-17(B) – Create New Graduate-Level Certificate in Artist Development, Frost School of Music

PRESIDENT’S RESPONSE

APPROVED:  DATE: 1/22/21
(President’s Signature)

OFFICE OR INDIVIDUAL TO IMPLEMENT: Dean Guillermo Prado, Graduate School
Dean Shelton Berg, Frost School of Music

EFFECTIVE DATE OF LEGISLATION: IMMEDIATELY

(pending any additional approval by the Board of Trustees)

NOT APPROVED AND REFERRED TO: _____

REMARKS (IF NOT APPROVED): _____

Program Change Request

New Program Proposal

Date Submitted: 09/25/20 10:44 am

Viewing: **Certificate in Artist Development : NEW**

Last edit: 11/02/20 11:01 am

Changes proposed by: Manuel Santana (m.santana4)

In Workflow

1. PG University Accreditation
2. PG MMI Chair
3. PG MU GR Assoc Dean
4. PG MU ECDC
5. PG MU School Council Speaker
6. PG MU ECDC
7. PG MU ECDC
8. PG MU Dean
9. PG GR School
10. PG Graduate Council
11. PG GR Dean
12. PG FS Office for GWC
13. PG FS GWC
14. PG Faculty Senate
15. PG FS Office for President
16. PG Registrar

Approval Path

1. 10/05/20 4:38 pm
Patty Murphy
(pxm491): Approved for PG University Accreditation
2. 10/07/20 10:23 am
Reynaldo Sanchez
(rsanchez): Approved for PG MMI Chair

3. 10/07/20 10:26 am
Patty Murphy
(pxm491): Rollback
to PG MMI Chair for
PG MU GR Assoc
Dean
4. 10/07/20 10:42 am
Reynaldo Sanchez
(rsanchez):
Approved for PG
MMI Chair
5. 10/07/20 10:58 am
Shannon de l'Etoile
(skd3): Approved for
PG MU GR Assoc
Dean
6. 10/09/20 11:26 am
Serona Elton
(selton): Approved
for PG MU ECDC
7. 10/09/20 6:12 pm
Stephen Zdzinski
(szdzinski):
Approved for PG
MU School Council
Speaker
8. 10/09/20 8:23 pm
Serona Elton
(selton): Approved
for PG MU ECDC
9. 10/12/20 10:47 am
Serona Elton
(selton): Approved
for PG MU ECDC
10. 10/12/20 11:19 am
Shelton Berg
(s.berg): Approved
for PG MU Dean
11. 10/12/20 1:44 pm
Tiffany Plantan
(tplantan):

Approved for PG GR School
 12. 11/02/20 11:27 am Tiffany Plantan (tplantan): Approved for PG Graduate Council
 13. 11/02/20 11:44 am Guillermo Prado (gprado): Approved for PG GR Dean

Please list the authors of this proposal including name, rank/title, program/department, and school.

Proposer(s) Name

Reynaldo Sanchez
 Department Chair for Music Media and Industry

EXECUTIVE SUMMARY:

This is a proposal to create a new graduate-level Certificate in Artist Development. Students will complete 9 credit hours selected from five Music Media and Industry graduate courses. This certificate may be applied toward a graduate degree for the individual who is later accepted into a degree program.

Career Graduate

Academic Structure

School/ College	Department
Frost School of Music	Music,Media & Industry

Plan Type Certificate
 Certificate Level Post- Baccalaureate
 Proposed Plan Code ADCO_CMUB
 Plan Name Certificate in Artist Development

Will there be any subcomponents within the program such as concentrations, specializations, thesis/non-thesis options, or tracks?

No

Effective Term Spring 2021

First Term Valid Spring 2021

Program Instruction Mode Online-Asynchronous

Where is the
program offered?

Location	Please provide the % of instruction at each location.
Online	100

Program Length (Years) .5

Total Credits 9

To Be Published in the Academic Bulletin

Program Overview

The Frost Online Certificate in Artist Development consists of 9, graduate-level credits that allow enrollees to pursue professional development as performing artists. Credits are earned by choosing three courses from a provided menu of five, 3-credit courses that must be completed within two years. This certificate may be applied toward a graduate degree for the individual who is later accepted into a degree program.

*This program is not eligible for federal or state financial aid. Contact the [Office of Student Financial Assistance and Employment](#) for further assistance.

Program Mission Statement

The Frost Online certificate in Artist Development addresses the specialized skills and knowledge critical to establishing and sustaining a successful career as a performing artist. Courses available within this certificate focus on a range of topics carefully curated to address this goal, including: creation of a customized action plan based on personal goals and in-depth self-exploration, leadership skills in the arts industry, effective use of audio and video technology, development of confident and expressive performance skills, and communicating and marketing effectively in all media forms.

Program Goals

To provide a rigorous, stand-alone professional credential at the graduate level that gives performing artists the skills and knowledge they need to establish and sustain successful careers.

Student Learning Outcomes

Depending on the courses chosen, enrollees may address the following outcomes:

Engage in comprehensive and meaningful self-discovery that translates into knowledge and a workable action plan for one's career path

Understand and utilize the skills and tactics of leadership as needed to successfully navigate the dynamic arts industry

Acquire skills needed to record, mix, edit, and master content in both video and audio media, using the most current, practical, and affordable technology available

Through research in performance and sport psychology, develop greater confidence and expression as a performer

Learn valuable strategies for effective communication and marketing to meet one's career goals

Curriculum Requirements

Curriculum Requirements

Choose three courses from the following:

9

[MMI 632](#) Arts Leadership

[MMI 735](#) World of the Working Musician

[MUS 735](#) Media Creation

[MUS 745](#) Peak Performance Strategies for Musicians

[MUS 755](#) Communication, Marketing, and Publicity for the Musical Artist

Total Credit Hours

9

Admission Requirements

How To Apply

1. START YOUR APPLICATION

Go to our [online application](#).

2. UPLOAD YOUR DOCUMENTS TO YOUR APPLICATION

Unofficial transcript: Submit a copy of your transcript from all academic institutions attended.

Résumé: Submit your most recent résumé that appropriately illustrates your professional experience.

Personal statement: Submit a one-page personal statement addressing your interest in the program in relation to your professional background and career aspirations.

Language Proficiency: International students who do not hold an undergraduate U.S degree must submit Test of English as a Foreign Language (TOEFL) scores. For more information, please see the [Student Handbook](#).

3. REQUEST YOUR OFFICIAL TRANSCRIPTS

Request your transcripts electronically (preferred) or by regular mail:

Electronically: etranscripts@miami.edu

2. By mail:

Online Enrollment – Admissions Office | University of Miami

Gables One Tower, 1320 S Dixie Hwy, Suite 902

Locator – 2291

Coral Gables, FL 33146 – 2991

Please note: All graduate applicants who have attended a college or university outside the United States must submit official transcripts and diplomas from all colleges and universities attended to one of the three approved evaluation services.

4. OBTAIN ONE PROFESSIONAL RECOMMENDATION

Enter name and contact information for one (1) person who can comment on your professional ability in the [online application](#).

Your reference automatically receives an email to fill out your recommendation online. You can then track the status of the recommendation in the system. Recommendations must be received by the application deadline to be considered for admissions.

5. APPLY FOR FINANCIAL AID

[Click here](#) for more info about financial aid and the scholarships available to our students. Our enrollment advisors are also available to help you every step of the way.

Rationale

Rationale

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 a Certificate requires less time and costs are significantly lower than a graduate degree, it's an ideal way to quickly expand one's knowledge and skill set as needed for professional success.

The Artist Development Certificate is based on existing courses integrated into all Frost School performance-oriented master of music degree program. This proposal will not incur any additional costs as the courses are already being offered online. All Frost Online certificates are competitively priced, around 45% less than campus tuition, which will make them attractive to potential enrollees.

Market Demand

The demand for this certificate should be strong, as such courses are not typically offered within graduate degree programs in music performance. While performing musicians may be able to find occasional workshops or conference presentations on these topics, they would be challenged to find rigorous, graduate-level courses that provide opportunity for this kind of intensive, beneficial instruction, provided by world-class instructors who have significant, relevant expertise.

Relationship to Other Programs

The courses offered within the Frost Online Artist Development Certificate are also part of a menu of courses from which students choose if pursuing a master of music degree in performance in the Frost School (i.e., instrumental performance, keyboard performance, vocal performance, jazz performance [both instrumental and vocal]).

Relationship to Undergraduate and Professional Programs

N/A

Library Resources Available and Needed to Support the Program

N/A

Laboratory Facilities, Equipment, and Space Available and Needed to Support the Program

N/A

Other Resources Available or Needed to Support the Program

N/A

Curriculum

Program Curriculum

Curriculum Requirements

Choose three courses from the following:

9

- [MMI 632](#) Arts Leadership
- [MMI 735](#) World of the Working Musician
- [MUS 735](#) Media Creation
- [MUS 745](#) Peak Performance Strategies for Musicians
- [MUS 755](#) Communication, Marketing, and Publicity for the Musical Artist

Total Credit Hours

9

*This program is not eligible for federal or state financial aid. Contact the [Office of Student Financial Assistance and Employment](#) for further assistance.

Upload Syllabi for Any New Courses

Proposed Schedule of Course Offerings for the First Three Years

Year One		Year Two		Year Three	
Fall	Spring	Fall	Spring	Fall	Spring
MMI 632	MMI 632	MMI 632	MMI 632	MMI 632	MMI 632
MMI 735		MMI 735		MMI 735	
MUS 745		MUS 745		MUS 745	
MUS 755		MUS 755		MUS 755	
	MUS 735		MUS 735		MUS 735

CIP Code

Proposed CIP Code 50.1001 - Arts, Entertainment, and Media
Management, General.

Faculty

Program Directors

N/A These courses have already been offered for at least 3 years in the Frost School, by Frost School faculty members.

Upload CV(s)

Program Faculty

N/A These courses have already been offered for at least 3 years in the Frost School, by Frost School faculty members.

Upload CV(s) Grad

Students

Applicant Pool

Applicants for this Certificate will include individuals who already hold a college degree (at either the undergraduate or graduate level) in music performance, classical, jazz, or contemporary.

Enrollment Projections

Based on enrollment in other Frost Online Certificate Programs, we anticipate 3 to 4 students will enroll per year.

Teaching or Research Assistants

N/A

Administration

Program Administration

As a Frost Online Certificate, the program will be overseen by Associate Dean Rey Sanchez and Rachel Hanusa.

Budget

Program Budget

A budget is not needed as this program will not incur any costs. Courses are already being offered, and instructor fees will be paid directly out of tuition revenue.

Comparison

Peer Comparisons

To our knowledge, only one other music school is offering online music certificates, Berklee Online, through Berklee College of Music. They offer six different online certificates at the graduate level. Each certificate requires the completion of 3 courses (9 credits), and the tuition charged is \$8,280. Their certificates focus largely on technical production techniques and music business topics. They do not offer a graduate level online certificate in artist development. A Frost Online certificate would cost approximately \$10,742.

For Online and Distance Education Programs Only

Online/Distance Education

[Blank Document.pdf](#)

Certificates

Transfer of Coursework to Degree Programs

This certificate may be applied toward a graduate degree for the individual who is later accepted into a degree program.

Documents

Attach Supporting Documentation

[Frost Online AD Certificate Proposal Sp 20.pdf](#)

Reviewer

Comments

Patty Murphy (pxm491) (10/05/20 4:28 pm): This new certificate program is just a repackaging of existing courses, so it does not constitute a substantive change. Therefore, notification to or approval from SACSCOC is not required.

Patty Murphy (pxm491) (10/07/20 10:26 am): Rollback: Please add a statement with the date the department faculty voted to approve the proposal.

Reynaldo Sanchez (rsanchez) (10/07/20 10:42 am): Please be advised that at the Jan. 24, 2020 meeting of the Department of Music Media and Industry, the voting faculty unanimously approved the proposed Certificate in Artist Development.

Shannon de l'Etoile (skd3) (10/07/20 10:57 am): The Frost School Graduate Committee approved this certificate on March 3, 2020

Stephen Zdzinski (szdzinski) (10/09/20 6:12 pm): Approved by Frost School of Music Council, April 17, 2020.

Serona Elton (selton) (10/12/20 10:37 am): The ECDC (Executive Council + Department Chairs) committee met on March 24, 2020 and voted unanimously to approve the creation of this certificate program.

Shelton Berg (s.berg) (10/12/20 11:19 am): This is an innovative and much-needed curriculum for early-career musical artists. I fully support this certificate.

Patty Murphy (pxm491) (11/02/20 11:02 am): I removed the statement re: minimum GPA to earn the certificate from the Program Overview section at the request of the proposer.

Tiffany Plantan (tplantan) (11/02/20 11:27 am): Approved at the October 20, 2020 meeting of the Graduate Council, contingent upon the proposal being modified to meet the Graduate School requirement of a 3.0 GPA. Update: November 2, 2020 Dr. Patty Murphy updated the proposal to remove reference to the minimum GPA requirement needed to earn the certificate.

Key: 566