TO: Dr. John R. Halstead, College President

FROM: The College Senate: 05/04/2015

RE:  
   I. Formal Resolution (Act of Determination)
   II. Recommendation (Urging the Fitness of)
   III. Other, For Your Information (Notice, Request, Report, etc.)

SUBJ: Music Business Minor (#26_14-15UC)

Signed: __________________________ Date: 5/4/15
(P. Gibson Ralph, 2014-15 College Senate President)

Please fill out the bottom portion and follow the distribution instructions at the end of this page.

TO: P. Ralph Gibson, College Senate President

FROM: John R. Halstead, College President

RE:  
   I. Decision and Action Taken on Formal Resolution (circle choice)
      a. Accepted - Implementation Effective Date**: August 2015
         **Implementation of resolution requires final approval from SUNY- State
         Education Department. ___YES   X NO
      b. Deferred for discussion with the Faculty Senate on ____/____/____
      c. Unacceptable for the reasons contained in the attached explanation

   II, III. Response to Recommendation or Other/FYI
      a. Received and acknowledged ____/____/____
      b. Comment: __________________________ Date: 5/6/15
      __________________________
(Dr. John R. Halstead, President, The College at Brockport)

DISTRIBUTION: Upon approval, the College President will forward copies of resolutions to his staff who will, in turn, forward copies to their staff. The College Senate Office will post resolutions to the College Senate Web at http://www.brockport.edu/collegesenate/resolutions.
**INSTRUCTIONS**
- Use committee guidelines available at brockport.edu/collegesenate/proposal.html.
- Prepare ONE complete document in Word format: include this proposal cover page, proposal, attachments and support letters from your department chair and dean if applicable.
- Locate the Resolution # and date this proposal will replace at our “Approved Resolutions” page on our Web site.
- Email completed proposal to senate@brockport.edu. (General Education Proposals and questions go to dlamphro@brockport.edu in the Vice Provost’s Office first.)
- Make revisions on the paperwork emailed to you from the Senate office that shows the assigned routing number on top. Submit updated document to senate@brockport.edu.
- Questions? Call the Senate office at 395-2586 or the appropriate committee chairperson.

1. **PROPOSAL TITLE:** Please be somewhat descriptive, i.e. Use a course number and/or title, indicate if for GED code, etc.

2. **BRIEF DESCRIPTION OF PROPOSAL:**
   - This proposal introduces new minor with a focus on music and business. The minor requires no additional courses, faculty, or resources, only the addition of a music-business practicum with a local music business or organization (i.e. RPO, Hochstein)

3. **WILL ADDITIONAL RESOURCES AFFECTING BUDGET BE NEEDED? \_x\_ NO \_ YES**

4. **DESCRIBE ANY DATA RELATED TO STUDENT LEARNING OUTCOMES ASSESSMENT USED AS PART OF THE RATIONALE FOR THE REQUESTED SENATE ACTION.**

5. **HOW WILL THIS AFFECT TRANSFER STUDENTS:**

6. **ANTICIPATED EFFECTIVE DATE:**

7. **SUBMISSION & REVISION DATES:** PLEASE DATE ALL REVISED DOCUMENTS TO AVOID CONFUSION.

<table>
<thead>
<tr>
<th>First Submission</th>
<th>Updated on</th>
<th>Updated on</th>
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<tr>
<td>February 10, 2015</td>
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8. **SUBMITTED BY:** (contact person)

<table>
<thead>
<tr>
<th>Name</th>
<th>Department</th>
<th>Phone</th>
<th>Email</th>
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</thead>
<tbody>
<tr>
<td>Natalie Sarrazin</td>
<td>Theatre and Music Studies</td>
<td>X5256</td>
<td><a href="mailto:nsarrazi@brockport.edu">nsarrazi@brockport.edu</a></td>
</tr>
</tbody>
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9. **COMMITTEES:** (Senate office use only)

<table>
<thead>
<tr>
<th>Standing Committee</th>
<th>Forwarded To</th>
<th>Dates Forwarded</th>
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<tbody>
<tr>
<td>Executive Committee</td>
<td>Standing Committee</td>
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<tr>
<td>Enrollment Planning &amp; Policies</td>
<td>Executive Committee</td>
<td>04/13/15</td>
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<tr>
<td>Faculty &amp; Professional Staff Policies</td>
<td>Senate</td>
<td>04/20/15</td>
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<tr>
<td>General Education &amp; Curriculum Policies</td>
<td>Passed GED's go to Vice Provost</td>
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<tr>
<td>Graduate Curriculum &amp; Policies</td>
<td>College President</td>
<td>05/05/15</td>
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<tr>
<td>Student Policies</td>
<td>OTHER</td>
<td></td>
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<tr>
<td>X Undergraduate Curriculum &amp; Policies</td>
<td>REJECTED -WITHDRAWN</td>
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**NOTES:** RES # 32
MUSIC-BUSINESS MINOR PROPOSAL

The Department of Theatre and Music Studies, in collaboration with the Department of Business, is proposing a Music-Business Minor.

**Description:** The music-business minor is created for students in any major, who wish to engage in a concentrated study in music and business. This minor offers students a practical option through which to explore opportunities in the music industry, including organizations, publishers, retail, live venue production, broadcast music, journalism, and recording studios in the area. Students will take courses in music and business, including participation in a 2-credit music-business practicum.

**Proposed Music Business Minor Curriculum (22 credits)**

<table>
<thead>
<tr>
<th>Current Music Minor (18 cr.)</th>
<th>Proposed Music-Business Minor (22 cr.)</th>
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<tbody>
<tr>
<td>Prerequisites:</td>
<td>Prerequisites:</td>
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<tr>
<td>MUS 105 Intro to Music</td>
<td>MUS 105 Intro to Music</td>
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<table>
<thead>
<tr>
<th>Course</th>
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<tr>
<td>MUS 112 or MUS 210</td>
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<tr>
<td>Music Theory I &amp; II</td>
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<tr>
<td>Applied Piano I &amp; II</td>
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<tr>
<td>Music Elective</td>
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<tr>
<td>Ensemble (2)</td>
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<tr>
<td>World Music OR</td>
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<tr>
<td>Music Appreciation</td>
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<tr>
<td>ECN 100, ECN 201, or</td>
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<tr>
<td>ECN 202</td>
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<tr>
<td>ACC 280 or ACC 281</td>
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<tr>
<td>Accounting</td>
<td></td>
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<tr>
<td>MUS 135, 139, 320, 323</td>
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<tr>
<td>MUS 4XX</td>
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<tr>
<td>Music Elective (e.g.</td>
<td></td>
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<tr>
<td>History of Rock</td>
<td></td>
</tr>
<tr>
<td>BUS 335</td>
<td></td>
</tr>
<tr>
<td>Principles of Marketing</td>
<td></td>
</tr>
<tr>
<td>BUS 365 or BUS 325</td>
<td></td>
</tr>
<tr>
<td>Select ONE of the following: Management or Finance</td>
<td></td>
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<tr>
<td>MUS 499/BUS 498</td>
<td></td>
</tr>
<tr>
<td>Practicum/Internship in Music Business</td>
<td></td>
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<tr>
<td>BUS 326 Marketing Research</td>
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**Optional/Suggested Business Courses**

<table>
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<tr>
<th>Course</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BUS 375</td>
<td></td>
</tr>
<tr>
<td>Business Law I</td>
<td></td>
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</table>
Rationale: A music-business minor strengthens College and local business ties, while providing The College and its students a wide array of opportunities, not only among those in the degree program itself, but for the campus as a whole. An interdisciplinary pairing of music with business enhances the music studies program, business major, communications majors, etc., offering widespread potential for collaboration between The College, businesses and the community, as well as offering additional career possibilities in the music entertainment fields. Over the past few years, current and prospective students at open houses have expressed interest in such an offering.

Degree Opportunity: In the immediate area, only Nazareth College, a private institution, offers any type of music business program with their Music-Business major. In the SUNY system, Fredonia, Oneonta, and Potsdam offer music-business (aka music industry) majors, while only Potsdam and Oswego offer minors. SUNY Orange, a community college, offers an associate’s degree with the possibility of concentrating in music business. The College at Brockport would be the only public institution within several hundred miles offering this kind of course of study.

Curriculum and Practicum: The minor includes select courses from both the music and business minors, plus the addition of a 2-credit practicum, which would be cross-listed through Music Studies and Business. The practicum would require faculty oversight in terms of student supervision, practicum maintenance and field site visitation. It is estimated that one visit per semester will be sufficient. Faculty to oversee the practicum could rotate, and can hail from either the Music Studies program or Business.

Potential Numbers of Students Served: As of now, we anticipate between 10-12 students engaging in this minor per year. We see this minor as a significant advantage to students of Business, Communications, Arts for Children, Dance, Music Studies and beyond.

Advantages: The positive potential for College-Business-Community relationships resulting from this degree is enormous. For years, Richard Decker, the Vice-President of Artistic Administration for the Rochester Philharmonic Orchestra (RPO), has attempted to create a relationship with students at the college, but up until now, there has been no curricular infrastructure to sustain such a partnership.

- For the College, the Music-Business minor and Practicum
  - Strengthens Brockport’s involvement with the Power of SUNY 2020, particularly in the areas of Engagement and Success.
  - Strengthens ties between The College and music businesses and organizations in the Rochester area
  - Is in keeping with the promotion of interdisciplinary programs of The College
  - Offers new career opportunities not currently available to students here or in the Rochester area
  - Provides The College and students a wide array of business opportunities for current and future collaborative possibilities
  - Does not require any additional faculty or resources
    - Requires faculty consultation
    - Involves existing courses already offered in the music and business minor

- For Other Majors, the Music-Business minor and Practicum
• Provides a new learning opportunity that opens up new career paths in a wide variety of areas and many future collaborative possibilities
• Provides engagement in music courses which satisfy the (P) Performance, (D) Diversity and (O) Other Student Learning Outcomes (if World Music is selected as one of the courses)

For Music Studies, the Music-Business minor and Practicum
• Expands the music minor in an interdisciplinary and new direction
• Connects students with the vibrant entertainment scene in Rochester, opening the door to many future collaborative possibilities

In short, the internal campus and external potential of this minor is very attractive, especially given its minimal expense to the campus. It provides a focal point for all manner of future endeavors featuring the arts and business. The ripple effect of this program will positively impact many other programs and potential collaborations with this campus and local business, creating multiple opportunities for even further benefits to The College and its students.

Respectfully submitted,

Natalie Sarrazin, PhD
Music Studies Coordinator
Associate Professor, Music

Lerong He, PhD
Chair, Business Administration
Associate Professor, Business

Tony Dumas, PhD
Assistant Professor, Music
Delta College/Theatre and Music Studies

James Cordeiro, PhD
Chair, Accounting, Econ., Finance
Professor, Business
Music Business Minor Internship: Available Sites

The Music Business Practicum for the Music-Business minor takes advantage of the rich and vibrant arts scene in the Rochester area. Students will be able to intern at a wide range of music organizations, from the nationally recognized organization such as the Rochester Philharmonic Orchestra and Hochstein School of Music, to smaller businesses such as recording studios, music clubs, and other non-profit and profit music locations in Rochester and at Brockport. All of the internship sites below have been contacted and have organized internship programs available for college students.

Students may either acquire their own internships, or take advantage of some of the Music-Business internships already established.

- **Rochester Philharmonic Orchestra**
  Students can intern in any of a number of specialized departments with the orchestra, including Production, Marketing, Education, and Development. Students will be able to work in each of these areas contributing to the promotion, outreach, event planning, and development of one of the country's foremost classical ensembles.

- **Hochstein School of Music**
  Hochstein offers well-rounded internships in the areas of Marketing, Communications and Public Relations, in which students can participate in advertising, social media, web design and maintenance, community relations, event planning, and photo video production.

- **Redbooth Recording Studio**
  Possibilities also include a downtown recording studio, where interns cover day to day business dealings with clients including booking and sessions; mic placement, production, use of pro tools HD recording, cables, basic editing, melodyne etc. during Recording Sessions; Mixing and Mastering sessions; Studio maintenance and upkeep.

- **Water Street Music Hall**
  Water Street, one of Rochester’s premier concert spots, garnering the ”Best Live Music Club” and ”Best Live Entertainment Venue” in Rochester NY for the past 10 years. Students placed at Water Street will work directly with bands, conduct contract work, files, work in purchasing, engage in production work, photos, and work the door.

Additional possibilities include:
- **Stutzman’s Guitar Center**
- **Rochester Guitar Club**
- **Fine Arts Event Series, The College at Brockport**
- **Theatre and Music Studies Department, The College at Brockport**
February 13, 2015

College Senate
The College at Brockport
Brockport, NY 14420

Dear College Senate:

I have reviewed and heartily support the proposed Music-Business Minor as submitted by Dr. Natalie Sarrazin. This minor will specifically benefit Business students by providing them with the opportunity to develop career paths in music.

Sincerely,

[Signature]

Dr. Darwin Prioleau
Dean
The School of The Arts, Humanities and Social Sciences
February 16, 2015

Hello, Dr. Sarrazin

I have reviewed the proposal and discussed it with Drs. Cordeiro and He in the School of Business Administration and Economics. I support it.

Good luck,

Dean Petree

Dean, School of Business Administration and Economics
To: Senate Undergraduate Curriculum Committee.
From: Dr. Lerong He, Chair, Department of Business Administration
Date: 2/13/15
Re: Support Letter for the Music-Business Minor Proposal

I am writing to strongly support the development of the Music Business Minor as the chair of the Department of Business Administration in the School of Business Administration & Economics. Dr. Natalie Sarrazin, the music studies coordinator, has intensively consulted with me and Dr. James Cordeiro, the Chair of the Department of Accounting, Economics, and Finance over the past few months to develop this proposal. We believe the proposed minor will provide business students an excellent learning opportunity to open up new career paths in music. I am particularly impressed with the design of Practicum Internship in Music Business course and believe it will provide an enriching real-life music business experience for Brockport students enrolled in this minor program. The proposed minor does not impose additional resource requirement on my department since all required courses for this minor degree are built on the existing music minor program offered by the Department of Theater and Music Studies. In addition, MUS 499 (Practicum Internship in Music Business) could be double-counted as BUS 498 (Business Internship), which could not only satisfy students’ music minor requirement but their business major requirement. Overall, I believe business students are able to significantly benefit from this minor opportunity. Please feel free to contact me if you have additional questions.

Sincerely,

Lerong He
-TO: Undergraduate Curriculum Committee
FROM: P. Gibson Ralph, Chair
DATE: 13 February 2016
RE: MINOR IN MUSIC BUSINESS

The music faculty of the Department of Theatre and Music Studies have met with members of the School of Business Administration and Economics and developed a minor in Music Business. Such a minor is not without precedence in SUNY. There are majors as well as minors in Music Business at Fredonia, Oneonta, and Potsdam, the most prominent one associated with the Crane School at Potsdam.

The proposed minor utilizes current resources and will not place additional demands on the department.

This minor offers students an opportunity in the industry and provides them with an valuable asset in their portfolio.

Sincerely,

[Signature]

P. Gibson Ralph
Chair
To: Senate Undergraduate Curriculum Committee

February 12, 2015

I am happy to write in strong support of the Music Business Minor as chair of the Department of Accounting, Economics, and Finance. We thank you for consulting with us on this project over the past few months and believe that it will provide an excellent, meaningful experience for Brockport students that makes good use of the College’s existing resources. Please let me know if I can support your effort in any other way.

Best wishes,

James Cordeiro