

Department of Music
2019-2020 Strategic Plan
Dr. Brent Weber, Chair

1. Recruitment

Expand recruitment efforts. This will include ensemble performances in the local community and region; faculty appearances as judges and clinicians; participation in community ensembles; public school outreach and increased visibility of the Department of Music. A new recruitment mailer developed and sent to all high schools in the 150-mile radius of FSU. The department will collect for contact information for 500 prospective students.

2. Curriculum

Continue to monitor workforce demands to ensure that the Department of Music's curriculum matches current needs. Initial research into adding a Minor in Music industry, Music Theory and online Master's in Music Education will begin in the 2019-2020 academic year. NASM Accreditation self-study will be scheduled. Analyze historically under-enrolled courses and strategize more efficient offerings.

3. Recording Project

Complete Phase One of the recording project which entails the installation of new microphones and hardware. A sampler recording of department student ensembles in and faculty will be recorded and a market survey will begin. In addition, we will explore the ability to charge the public for recording projects in Pealer Recital Hall.

4. PIN Positions

The Department of Music seeks to continue to increase the number of positions in the department from 3 to 6. Area coordinators of Vocal Music Education, Instrumental Music Education, and Music Industry are necessary for the department to move forward be more sustainable.

5. Budget

The current operational budget of the Department of Music is not adequate. The faculty will review the budget for unnecessary spending with the goal of creating new budget lines to support academic programs, faculty, equipment maintenance, production costs and other necessary expenses. The exploration of a new performing arts fee will also be an action priority of this plan item.