

Cover/Signature Page - Abbreviated Template/Abbreviated Template with Curriculum

Institution Submitting Request: Utah Valley University
Proposed Title: Bachelor of Music in Commercial Music
Currently Approved Title: Bachelor of Music in Media Composition and Production
School or Division or Location: School of the Arts
Department(s) or Area(s) Location: Music
Recommended Classification of Instructional Programs (CIP) Code (for new programs):
Current Classification of Instructional Programs (CIP) Code (for existing programs): 50.0913
Proposed Beginning Date (for new programs): Fall 2013
Institutional Board of Trustees' Approval Date: Pending

Proposal Type (check all that apply):

Regents' General Consent Calendar Items	
<i>R401-5 OCHE Review and Recommendation; Approval on General Consent Calendar</i>	
SECTION NO.	ITEM
5.1.1 <input type="checkbox"/>	Minor*
5.1.2 <input type="checkbox"/>	Emphasis*
5.2.1 <input type="checkbox"/>	Certificate of Proficiency*
5.2.3 <input type="checkbox"/>	Graduate Certificate*
5.4.1 <input type="checkbox"/>	New Administrative Unit
	Administrative Unit Transfer
	Administrative Unit Restructure
	Administrative Unit Consolidation
5.4.2 <input type="checkbox"/>	New Center
	New Institute
	New Bureau
5.5.1 <input type="checkbox"/>	Out-of-Service Area Delivery of Programs
5.5.2 <input type="checkbox"/>	Program Transfer
	Program Restructure
	Program Consolidation
5.5.3 <input checked="" type="checkbox"/>	Name Change of Existing Programs
5.5.4 <input type="checkbox"/>	Program Discontinuation
	Program Suspension
5.5.5 <input type="checkbox"/>	Reinstatement of Previously Suspended Program
	Reinstatement of Previously Suspended Administrative Unit

Chief Academic Officer (or Designee) Signature:

I certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

Signature

Date: *MM/DD/YEAR*

Printed Name: Ian Wilson

Program Request - Abbreviated Template
Utah Valley University
Bachelor of Music in Commercial Music
07/15/2013

Section I: Request

Utah Valley University requests to change the title of the recently approved "Bachelor of Music in Media Composition and Production" to "Bachelor of Music in Commercial Music" effective Fall 2013.

Section II: Need

The Utah State Board of Regents approved the UVU Department of Music's proposal for the "Bachelor of Music in Media Composition and Production" on January 25, 2013, and this degree is scheduled to be available as a declared major beginning Fall 2013. Interest level in this degree is high, as reflected by high enrollments in entry-level courses and significant numbers of students who have expressed a desire to select this major. The National Association of Schools of Music (NASM) is currently reviewing the UVU Department of Music and its programs for national accreditation. NASM has approved the current curricular content of this degree. However, after extensive review and discussions, including a conference call with NASM accreditation advisor Mark Marion held July 15, 2013, NASM strongly recommends that UVU change the title of the "Bachelor of Music in Media Composition and Production" to "Bachelor of Music in Commercial Music." According to the NASM Commission Action Report dated July 3, 2013, the current title of this degree implies a double major, one in Media Composition and second in Production, when in fact "Media Composition" and "Music Technology and Production" are alternative tracks contained within the degree. Commercial and media music is a growing industry and music departments throughout the country are responding to this growing market by implementing degree programs similar to UVU's. One of NASM's missions is to establish standards that ensure consistency in degree names and content across accredited institutions. For example, students who pursue a degree in Music Performance at any NASM accredited institution can be assured that the curricular content of the degree is consistent with degrees of the same name at other accredited institutions. NASM's recommendation of the title "Commercial Music" is a reflection of its efforts to standardize this degree name for the growing number of music degree programs that prepare students for professions in the music media industry. NASM recommends that UVU adopt the emerging standard title of "Commercial Music" and highlight the strengths and goals of the institution through its descriptions of the current curricular content of the degree, rather than through the title.

In the original proposal to the Board of Regents, Utah Valley University made the following statement regarding its choice of the degree name in relation to similar degree programs at Snow College and SLCC: "Snow College has a related four-year BM program and Salt Lake Community College has two related two-year AAS programs. UVU's proposed program shares some content with these other USHE programs, but is more focused with a sole emphasis on composition and production." It was this differentiation that led UVU to propose a title that would reflect the unique elements of UVU's degree in relation to those at Snow College and SLCC. However to achieve compliance with NASM standards, Utah Valley University requests approval from the Board of Regents to accept the NASM recommendation of the standardized title "Commercial Music." Given the rapidly expanding market for graduates in the music media industry, similar programs from other USHE institutions will complement UVU's program in music media and facilitate transfer opportunities for students.

Section III: Institutional Impact

The sole institutional impact of this title change is that it lends consistency to UVU's program with similar programs at other NASM accredited institutions and is a positive step toward UVU's application for NASM accreditation. Otherwise, its impact is essentially the same as the previously approved degree program.

Section IV: Finances

No additional costs are associated with the degree title change when compared with the previously approved degree title.