

UC 12764 14S
(Revised)

To: CLASS Undergraduate Studies Committee
From: Lynn Lamkin
January 30, 2014

APPROVED APR 23 2014
JL

Proposal: New elective studies option (Nonprofit Leadership) for the Bachelor of Music with Elective Studies degree

The MSM Curriculum Committee and MSM Faculty approved the following proposal.

Objective: To provide a new area of elective studies for students interested in careers in arts administration and/or within nonprofit arts organizations. This area would include the specific training necessary for students to become competitive and competent applicants for internships and full-time positions in the nonprofit field, while achieving the performance standards in music required of those who earn Bachelor of Music degrees at the Moores School of Music (MSM). This proposed area of study will include all coursework required for the Nonprofit Leadership Alliance Certificate.

Justification: Students with career interest in arts administration and/or nonprofit arts organizations must currently choose either to pursue the music marketing minor in the more musically rigorous BM with Elective Studies degree or the BA in Music with a minor in nonprofit certification. Concern expressed about the BM-Music Marketing choice is that a corporate perspective narrows the focus of marketing coursework making it less applicable to issues of the nonprofit sector. Regarding the BA, while a minor in nonprofit leadership is currently an option in the BA, the concern is that student musicians who choose this degree must sacrifice the more demanding performance standards and requirements associated with the BM degree. In addition, because the school recognizes the BA as a more academically oriented music degree with less emphasis on performance, only four semesters of applied study are degree applicable and BA students lose access to talent-based scholarships and studio instruction after two years.

The school views the Bachelor of Music with Elective Studies in Nonprofit Leadership as the perfect combination of nationally recognized nonprofit training and the opportunity for students to reach their full musical potential. Students will take nonprofit leadership coursework through the Nonprofit Leadership Alliance (NLA) program (director Melanie Barr-Fitzpatrick has approved our proposed area of elective studies).

As mentioned above, courses included in the Nonprofit Leadership elective studies area include those necessary for NLA certification; however, certification will not be a graduation requirement. Students who elect to seek certification will work with the NLA office and assume responsibility for completing all other certification requirements, including, but not limited to: workshop attendance, internship hours, convention attendance, and the certification exam.

That three current music-marketing students have elected to take and pay for extra courses in nonprofit leadership because they believe it is important to their career goals and in spite of the fact that this coursework is not degree applicable for them, speaks to the need, and potential demand, for this proposed area of elective study.

3. Elective Studies in Music Marketing

Music Marketing Requirements

- Additional Applied Music at the Senior level **Cr. 2.**
- Additional appropriate Large Ensemble **Cr. 1.**
- Approved Advanced Music Electives **Cr. 9.**
- **Marketing Minor** (includes 15 advanced hrs.) **Cr. 15.**

Total 27

Total hours 120 (including remaining 36 Core hours)

4. Elective Studies in Religion

Religion Requirements

- Additional Applied Music at the Senior level **Cr. 2.**
- Additional appropriate Large Ensemble **Cr. 1.**
- Approved Advanced Music Electives **Cr. 6.**
- **Religious Studies Minor** (must include 9 adv. hrs.) **Cr. 18.**

Total 27

Total hours 122 (including remaining 36 Core hours)

5. Elective Studies in Nonprofit Leadership

Nonprofit Leadership Requirements

- Additional Applied Music at the Senior level **Cr. 2.**
- Additional appropriate Large Ensemble **Cr. 1.**
- Approved Advanced Music Electives **Cr. 6.**
- **Nonprofit Leadership Courses** **Cr. 15.**

Total 24

Total hours 120 (including remaining 36 Core hours)

Catalog changes for Bachelor of Music with Elective Studies in Nonprofit Leadership.

http://catalog.uh.edu/preview_entity.php?catoid=6&ent_oid=359&returnto=#Degrees

Course Requirements for a Bachelor of Music Degree:

Under Bachelor of Music: add

Elective Studies in Nonprofit Leadership

http://catalog.uh.edu/preview_program.php?catoid=6&poid=1658&returnto=1154

(First section – add number 5 to list of Elective Studies areas.)

- **5. Elective Studies in Nonprofit Leadership**

(at the end of the entire MUSIC (AREAS OF ELECTIVE STUDIES), BM entry – add number 5 to list of Elective Studies areas.)

5. Elective Studies in Nonprofit Leadership

Nonprofit Leadership Requirements

- Additional Applied Music at the Senior level **Cr. 2.**
- Additional appropriate Large Ensemble **Cr. 1.**
- Approved Advanced Music Electives **Cr. 6.**
- **Nonprofit Leadership Courses Cr. 15.**

Total 24

Total hours 120 (including remaining 36 Core hours)

(CONNECT hyperlink below with Nonprofit Leadership courses [above in red])

<http://www.uh.edu/socialwork/academics/nonprofit-leaders/certified/requirements/index.php>