




## Executive Memorandum 23-027

September 26, 2023

**From:** Stephen Perez, President 

**Subject:** Approval to Elevate the Options in Music Industry and Recording Arts to the BA in Music Industry and Technology

Upon the recommendation of the Academic Senate, with the concurrence of the Provost, and with the approval of the Chancellor's Office, I approve the elevation of the option in Music Industry and the option in Recording Arts within the Bachelor of Arts in Music to a stand-alone Bachelor of Arts degree program in Music Industry and Technology with options in Music Industry and in Recording Arts. The current options within the BA in Music will be discontinued. The new degree has been assigned CSU Degree Code 10053 with a paired CIP code of 50.0999. These changes will be effective fall 2024.

<b>Policy Title:</b>	EM 23-027 Elevation of the Options in Music Industry and Recording Arts to the BA in Music Industry and Technology
<b>Contact:</b>	Department of Music, Theatre, and Dance
<b>Supersedes:</b>	
<b>Revision:</b>	
<b>Enabling Legislation or Executive Order:</b>	

*Sylvia A. Alva, Ph.D.*

**Executive Vice Chancellor**

CSU Office of the Chancellor

401 Golden Shore, Long Beach, CA 90802

[www.calstate.edu](http://www.calstate.edu)

June 1, 2023

Dr. Gayle Hutchinson  
President  
California State University, Chico  
400 West First Street  
Chico, California 95929

Dear President Hutchinson:

Upon the recommendation of staff within the Division of Academic and Student Affairs, I am pleased to grant approval for California State University, Chico to elevate existing specializations in Music Industry and in Recording Arts within the Bachelor of Arts in Music to a stand-alone Bachelor of Arts degree program in Music Industry and Technology with specializations in Music Industry and in Recording Arts, effective fall 2024. The university has provided information indicating there are adequate faculty, physical facilities and library holdings in place to maintain this program and that enrollments are strong enough to sustain this as a stand-alone degree program.

If the program is not implemented by 2029, the university is required to submit to the Chancellor's Office an updated program proposal for review. In accordance with board policy, performance review of this degree program should be scheduled to occur within five years of program implementation. The program and its subprograms have been assigned the CSU degree-program code 10053, and the CIP code is 50.0999. The university is responsible for adding this degree program and its subprograms to the CSU Degrees Database prior to their implementation and to the Campus Academic Plan. A change in support mode or location would require Chancellor's Office review and approval.

My appreciation is extended to you and your team for continuing to develop and adapt university programs to meet the evolving needs of our students and our state. Thank you.

Sincerely,



Sylvia A. Alva, Ph.D.

Executive Vice Chancellor

Academic and Student Affairs

SAA/ci

**CSU Campuses**

Bakersfield  
Channel Islands  
Chico  
Dominguez Hills  
East Bay

Fresno  
Fullerton  
Humboldt  
Long Beach  
Los Angeles  
Maritime Academy

Monterey Bay  
Northridge  
Pomona  
Sacramento  
San Bernardino  
San Diego

San Francisco  
San José  
San Luis Obispo  
San Marcos  
Sonoma  
Stanislaus

Chico State – BA in Music Industry and Technology

June 1, 2023

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c: Stephen Perez, Interim Provost and Vice President for Academic Affairs  
Daniel Grassian, Vice Provost for Academic Affairs  
Kate McCarthy, Dean of Undergraduate Education

# Elevate Undergraduate Option to Degree

Option Name: Recording Arts; Music Industry

Within: BA in Music  
(Degree program name)

Proposed New Degree: BA in Music Industry and Technology

Will new degree be matched with [Transfer Model Curriculum](#)? Yes  No

Will proposed changes affect a subject matter preparation or credential program? Yes  No   
EM 07-012

## Brief rationale for elevation:

EO 1071, which requires at least 50% of units to be shared by all options, is the main rationale for elevating the options in Recording Arts and in Music Industry into their own degree program (Bachelor of Arts in Music Industry and Technology). By creating a new degree program, a common core of 30 units was formed which would bring us into compliance with EO 1071 that includes classes desirable to both the Options in Music Industry and in Recording Arts, and does not include peripheral classes required by other options in the Music degree.

## Required Signatures

The Department of Music and Theatre has reviewed and approved this elevation proposal

Dr. Michelle & McConkey  
Chair, Department Curriculum Committee

Jan 27, 2023

Date

David Scholz  
[David Scholz \(Jan 27, 2023 13:08 PST\)](#)  
Department Chair

Jan 27, 2023

Date

The College of Humanities and Fine Arts has reviewed and approved this elevation proposal

Joseph Alexander  
[Joseph Alexander \(Feb 24, 2023 11:51 PST\)](#)  
Chair, College Curriculum Committee

Feb 24, 2023

Date

Joseph Burt  
College Dean

Feb 24, 2023

Date

Send signature page with proposal attached to Curriculum Services: SSC 464B, zip 128

Curriculum Review Completed

4/7/2023

Date

K. Lee Gray

Note: The department will be notified of the dates for EPPC, Academic Senate, WASC, and Chancellor's Office review.

**Elevating Options or Concentrations to a Full Degree Program Template**

**Please Note:**

- Campuses may mention proposed new degree programs (including concentration or option elevations to full programs) in recruitment material if it is specified that enrollment in the proposed program is contingent on authorization from the CSU Chancellor’s Office.
- All approved degree programs, including concentrations, options and special emphases, will be subject to campus program review within five years after implementation. Program review should follow system and Board of Trustee guidelines (including engaging outside evaluators) and should not rely solely on accreditation review.
- Use this template only if the campus is proposing an elevation of an option, concentration, or area of emphasis to a full stand-alone degree program (see elevation policy dated 11/1/16 for guidance).

**1. Program Type (Please specify any from the list below that apply—delete the others)**

- a. State-Support
- c. Option Elevation
- d. Delivery Format: fully face-to-face

**2. Program Identification**

- a. Campus: **Chico State**
- b. Full and exact degree designation and title: **Bachelor of Arts in Music Industry and Technology, Option in Music Industry & Option in Recording Arts**
- c. Term and academic year of intended implementation: **Fall 2024**
- d. Total number of units required for graduation: **120**
- e. Name of the department(s), division, or other unit of the campus that would offer the proposed degree major program: **Department of Music and Theatre, College of Humanities and Fine Arts**
- f. Name, title, and rank of the individual(s) primarily responsible for drafting the proposed option elevation to a full degree major program: **David Scholz, Chair of The Department of Music and Theatre, Associate Professor**
- g. Please specify whether this proposed program is subject to WASC Substantive Change review. The campus may submit a copy of the WASC Sub-Change

proposal in lieu of this CSU proposal format. If campuses choose to submit the WASC Substantive Change Proposal, they will also be required to submit a program assessment plan using the format found in the CSU program proposal template. (Note: A Substantive Change screening form will be submitted to WASC by the campus ALO. WASC will determine if a full review is necessary). **TBD**

h. **Optional: Proposed Classification of Instructional Programs and CSU Degree Program Code 10053, Music Industry and Technology**

Campuses are invited to suggest one CSU degree program code and one corresponding CIP code. If an appropriate CSU code does not appear on the system-wide list at: <http://www.calstate.edu/app/resources.shtml>, you can search CIP 2010 at <http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55> to identify the code that best matches the proposed degree program. The Classification of Instructional Programs (CIP) is a National Center for Education Statistics (NCES) publication that provides a numerical classification and standard terminology for secondary and postsecondary instructional programs. The CSU degree program code (based on old HEGIS codes) and CIP code will be assigned when the program is approved by the Chancellor.

- i. Please provide teach-out policy language to accommodate those students who will complete the original program with the option. **All courses required for the current degree program and options will continue to be taught.**
- j. Provide evidence the current option will be discontinued once all existing students exit the program. Submit [Request to Discontinue](#) along with elevation proposal. **Separate proposals submitted.**

### **3. Program Overview and Rationale**

- a. Provide a rationale for option elevation to a full degree program. Include a brief description of the program, its purpose and strengths, fit with institutional mission, and a justification for elevating the option to a full degree program at this time. **The BA in Music with an option in Music Industry includes coursework in music, business, technology, and music industry. Areas of study include copyright, publishing, record company administration, management, marketing, contracting, etc. Students are prepared for further education or employment in various fields of the music industry including business management, personal management, A&R, marketing, promotion, and music law. School of the Arts Productions (SOTA), the practical learning and student-run component of the program, teaches students business skills and how to organize, manage, network, promote, and produce live concerts and events on-and-off campus.**

**For nearly 30 years, the Option in Recording Arts has been educating students in music and audio engineering. The program is one of the first of its kind, with a focus on building a solid foundation in the myriad of skills necessary to have a successful career in the music industry. The Recording Arts' music curriculum complements the upper-division recording curriculum, giving the students experience on both sides of the glass. No matter how technical the curricular material, music is always our foundation because the Recording Arts is designed to facilitate musical expression. Courses such as music theory, aural musicianship, songwriting, piano, and other courses help students develop musical skills that will position them in a higher tier of engineers in the professional world. Our incredible state-of-the-art recording studios are substantial to nurture the Recording Arts program experience. The skills students learn in the major are easily transferred to a variety of situations involving recorded or live music and sound, so it is no surprise that we have alumni working in post-production, sound reinforcement, sound design for theatre, mobile recording, broadcast, studio design, AV installation, and music production.**

**EO 1071, which requires at least 50% of units to be shared by all options, is the main rationale for elevating the options in Recording Arts and in Music Industry into their own degree program (Bachelor of Arts in Music Industry and Technology). The Option in Music Education is a high unit option, and in order to come into compliance with EO 1071, the core for The Bachelor of Arts in Music (currently with 4 options) had to include 38 units rather than the current core of 13 units. This required adding courses to the core that were not necessary or desired for the Options in Music Industry or Recording Arts; such as Fundamentals of Conducting, Theory IV, the Music History sequence, and greatly expanded studio instruction and ensemble participation requirements. By creating a new degree program, a common core of 30 units was formed which would bring us into compliance with EO 1071 that included classes desirable to both the Options in Music Industry and in Recording Arts.**

- b. Provide the proposed catalog copy description, including program overview, degree requirements (including course catalog numbers, titles, and units), and admission requirements. For master's degrees, please also include catalog copy describing the culminating experience requirement(s). **(See Appendix G and H, pages 8-13)**
- c. Provide a 4-year major-and-subprogram roadmap (MAP) for freshmen and a 2-year major-and-subprogram MAP for transfer students. **(See Appendix I and J, pages 14-17)**
- d. For undergraduate programs, provide catalog number and title of current graduation writing assessment (GWAR) course, and replacement if applicable.

**For the current Option in Music Industry, the GWAR required course is MUSC 452W Legal Issues in Music. This will remain the same in the new degree option. For the current Option in Recording Arts, the GWAR required course is MUSC 345W Audio Recording II. This will remain the same in the new degree option.**

- e. For undergraduate programs, is the current option part of a major that is considered similar to an existing associate degree, as specified in SB 1440? **No.** Will the new degree be matched to an existing associate degree, and if so, is it certain that the new degree will not require a student to repeat courses similar to those taken for the associate degree? **No.**
  - f. List additional library resources, equipment, and other specialized materials that will be needed. Provide evidence of consultation with the Library Dean indicating that the program can be supported by the library. **No additional resources will be required, see page 29.**
  - g. Provide written evidence from college Dean of a significantly greater campus and administrative commitment to sustain the stand-alone program than was required to establish it as a specialization area. **No significantly greater campus and administrative commitment will be needed. See page 47.**
4. **Curriculum** – *(These requirements conform to the revised 2013 WASC Handbook of Accreditation)*
- a. Provide a [side-by-side comparison](#) showing the course requirements of the existing degree major and option on one side and the proposed new major on the other. **(See Appendix K, page 18)**
  - b. These program proposal elements are required (use provided templates):
    - [Comprehensive assessment plan](#) addressing all assessment elements; **(See Appendix L, page 23)**
    - [Matrix](#) showing where student learning outcomes are introduced (I), developed (D), and mastered (M) **(See Appendix M, page 26)**

Key to program planning is creating a comprehensive assessment plan addressing multiple elements, including a strategy and tool to assess each student learning outcome, (directly related to overall institutional and program learning outcomes). Constructing an assessment matrix, showing the relationship between all assessment elements, is an efficient and clear method of displaying all assessment plan components.

Creating a curriculum map matrix, identifying the student learning outcomes, the courses where they are found, and where content is “Introduced,” “Developed,” and “Mastered” insures that all student learning outcomes are



directly related to overall program goals and represented across the curriculum at the appropriate times. Assessment of outcomes is expected to be carried out systematically according to an established schedule.

## 5. Evidence of Potential Student Demand

Please provide enrollment numbers in the current option for the past three to five years to provide evidence of sustained and possible future interest in the program.

Enrollment numbers over the past 5 years reflect the current decline in numbers seen throughout most of the university. It is our belief that the elevation and new design of these options (RA and MI) to a separate degree will have a positive impact on student interest and retention as well as the ability of students to complete the programs in a timely manner.

### Pre-recording Arts

AY 18-19	FA 24	SP 35
AY 19-20	FA 20	SP 23
AY 20-21	FA 20	SP 19
AY 21-22	FA 17	SP 16
AY 22-23	FA 24	

### Recording Arts

AY 18-19	FA 68	SP 61
AY 19-20	FA 70	SP 62
AY 20-21	FA 71	SP 59
AY 21-22	FA 55	SP 47
AY 22-23	FA 52	

### Music Industry

AY 18-19	FA 46	SP 42
AY 19-20	FA 41	SP 36
AY 20-21	FA 37	SP 34
AY 21-22	FA 30	SP 31
AY 22-23	FA 22	

## 6. ~~Self-Support Programs~~

- ~~a. Confirm that the proposed program will not be offered at places or times likely to supplant or limit existing state support programs.~~
- ~~b. Explain how state support funding is either unavailable or inappropriate.~~
- ~~c. Explain how at least one of the following additional criteria shall be met:~~

- ~~i. The courses or program are primarily designed for career enrichment or retraining;~~
- ~~ii. The location of the courses or program is significantly removed from permanent, state-supported campus facilities;~~
- ~~iii. The course or program is offered through a distinct technology, such as online delivery;~~
- ~~iv. For new programs, the client group for the course or program receives educational or other services at a cost beyond what could be reasonably provided within CSU Operating Funds;~~
- ~~v. For existing programs, there has been a cessation of non-state funding that previously provided for educational or other services costing beyond what could be reasonably provided within CSU Operating Funds.~~

h. For self-support programs, please provide a cost recovery budget which includes the following elements:

**\* Basic Cost Recovery Budget Elements  
(Three to five year budget projection)**

~~Student per unit cost~~

~~Number of units producing revenue each academic year~~

~~Total cost a student will pay to complete the program~~

~~Revenue—(yearly projection over three years for a two-year program; five years for a four-year program)~~

~~——— Student fees~~

~~Include projected attrition numbers each year~~

~~——— Any additional revenue sources (e.g., grants)~~

~~Direct Expenses~~

~~Instructional costs—faculty salaries and benefits~~

~~Operational costs—(e.g., facility rental)~~

~~Extended Education costs—staff, recruitment, marketing, etc.~~

~~Technology development and ongoing support (online programs)~~

~~Indirect Expenses~~

~~Campus partners~~

~~Campus reimbursement general fund~~

~~Extended Education overhead~~

~~Chancellor's Office overhead~~

~~\*Additional line items may be added based on program characteristics and needs~~

**Submit completed proposal packages to:**

Nicol Gray

Curriculum Services

Office of the Vice Provost for Academic Programs

Student Services Center 464B

Campus Zip 128

Appendix G

Proposed catalog copy – option in Music Industry

**Bachelor of Arts in Music Industry and Technology  
Option in Music Industry (proposed)**

**Major Core Program**

**30 units**

<u>Course #</u>	<u>Course Title</u>	<u>Units</u>	<u>offered</u>	<u>Notes</u>
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**10 courses required:**

MUSC 101	Theory I	3.0	FA	
Prerequisites: Knowledge of the fundamentals of music and its notation to be determined by diagnostic exam. Music majors, minors and Music Industry & Technology majors only.				
MUSC 102	Theory II	3.0	SP	
Prerequisites: MUSC 101 with a minimum grade of C-.				
MUSC 103	Aural Musicianship I	1.0	FA	
Prerequisite: Open to Music majors, minors, and Music Industry & Technology majors only.				
MUSC 104	Aural Musicianship II	1.0	SP	
Prerequisites: MUSC 103 with a minimum grade of C-.				
MUSC 105	Beginning Piano I	1.0	FA	
MUSC 108	Computer Software for Musicians	3.0	FA	unit change from 1 to 3
MUSC 1XX	Music Industry Forum	1.0	FA	New course “Discussion”
MUSC 291	American Music: Its History and International Influence	3.0	FS	GE C1
MUSC 294	History of Rock Music	3.0	FA	GE C1
MUSC 309	Music Industry Studies & Analysis	3.0	FS	(renamed from Music Industry) change to Lecture

**2 Units selected from music performance groups, repeatable**

MUSC 411 A-J	1.0	FS
MUSC 412 A-K	1.0	FS
MUSC 413 A-B	1.0	FS

**6 units selected from:**

Music Performance Groups (max of three units in this section)

MUSC 411 A-J	1.0	FS
MUSC 412 A-K	1.0	FS

## Appendix G

### Proposed catalog copy – option in Music Industry

MUSC 413 A-B		1.0	FS	
MUSC 301	Theory III	3.0	FA	renumbered from MUSC 201
MUSC 292	The Appreciation of Music	3.0	FS	renamed from Great Musical Composers and Compositions
MUSC 293	History of Jazz	3.0	FS	
MUSC 296	African American Music	3.0	FS	USD
MUSC 304	Music from a Global Perspective	3.0	FA	
	Prerequisite: MUSC 102.			
MUSC 361	Composition 1	3.0	FA	
	Prerequisite: MUSC 102			
MUSC 465	Songwriting	3.0	FS	
	Prerequisite: MUSC 102			

### Option #1: Music Industry: 27 Units

#### 4 classes required:

MUSC 350	School of the Arts Production I	3.0	FA	
MUSC 351	School of the Arts Production II	3.0	SP	
MUSC 452W	Legal Issues in Music	3.0	FA	GW - prereq 309
MUSC 4xx	Music and Media Solutions	3.0	SP	New Course - Discussion - prereq 309
	Prerequisite: MUSC 309			

#### 1 course selected from (some courses may be repeated):

MUSC 451	School of the Arts Production III	3.0	FS	
MUSC 489	Dir Field Proj in Music	3.0	SP	

#### 12 units selected from:

ACCT 201	Intro to Financial Accounting	3.0	FS	
MADT 218	Social Media Storytelling	3.0	FS	
MADT 101	Intro to Communication	3.0	FS	
ECON 101	Intro to Economics	3.0	FS	
TECH 180	Invention and Innovation	3.0	FS	
MADT 222	Basic Graphic Design	3.0	FS	

## Appendix G

### Proposed catalog copy – option in Music Industry

MKTG 305	Survey of Marketing	3.0	FS	
MGMT 303	Survey of Management	3.0	FS	
MGMT 447	Leadership and Motivation	3.0	FS	
MGMT 448	Managing Teams and Conflict	3.0	FS	
MGMT 450	Introduction to Entrepreneurship	3.0	FS	
MGMT 455	Web-Based Entrepreneurship	3.0	FS	
MUSC 109	Intro to Music Technology	3.0	SP	
MUSC 110	Studio Instruction	1.0	FS	
	One unit per semester, repeatable			
	Max three units in this section			
MUSC 411-413	Music Performance Groups	1.0	FS	
	one unit per semester, repeatable			
	Max three units in this section			
RHPM 200	Foundations of Event Planning	3.0	FS	new to degree

Appendix H

Proposed Catalog Copy – Option in Recording Arts

**Bachelor of Arts in Music Industry and Technology  
Option in Recording Arts (proposed)**

**Major Core Program**

**30 units**

<u>Course #</u>	<u>Course Title</u>	<u>Units</u>	<u>offered</u>	<u>Notes</u>
<b>10 courses required:</b>				
MUSC 101	Theory I	3.0	FA	
Prerequisites: Knowledge of the fundamentals of music and its notation to be determined by diagnostic exam. Music majors, minors and Music Industry & Technology majors only.				
MUSC 102	Theory II	3.0	SP	
Prerequisites: MUSC 101 with a minimum grade of C-.				
MUSC 103	Aural Musicianship I	1.0	FA	
Prerequisite: Open to Music majors, minors, and Music Industry & Technology majors only.				
MUSC 104	Aural Musicianship II	1.0	SP	
Prerequisites: MUSC 103 with a minimum grade of C-.				
MUSC 105	Beginning Piano I	1.0	FA	
MUSC 108	Computer Literacy for Musicians	3.0	FA	unit change from 1 to 3
MUSC 1XX	Music Industry Forum	1.0	FA	New course “Discussion”
MUSC 291	American Music: Its History and International Influence	3.0	FS	GE
MUSC 294	History of Rock Music	3.0	FA	GE
MUSC 309	Music Industry Studies & Analysis	3.0	FS	(renamed from Music Industry)

**2 Units selected from music performance groups, repeatable**

MUSC 411 A-J	1.0	FS
MUSC 412 A-K	1.0	FS
MUSC 413 A-B	1.0	FS

**6 units selected from:**

Music Performance Groups (max of 3 units in this section)

MUSC 411 A-J	1.0	FS
MUSC 412 A-K	1.0	FS

Appendix H

Proposed Catalog Copy – Option in Recording Arts

MUSC 413 A-B		1.0	FS	
MUSC 301	Theory III	3.0	FA	renumbered from MUSC 201
MUSC 292	The Appreciation of Music	3.0	FS	renamed from Great Musical Composers and Compositions
MUSC 293	History of Jazz	3.0	FS	
MUSC 296	African American Music	3.0	FS	USD
MUSC 304	Music from a Global Perspective	3.0	FA	
	Prerequisite: MUSC 102.			
MUSC 361	Composition 1	3.0	FA	
	Prerequisite: MUSC 102			
MUSC 465	Songwriting	3.0	FS	
	Prerequisite: MUSC 102			

**Option #2: Recording Arts: 23-27 Units**

**Course #      Course Title                      Units    offered    Notes**

**7 courses required:**

MUSC 109	Intro to Music Technology	3.0	SP	
MUSC 341	Fundamentals of Digital Audio	3.0	FA	
	Prerequisites: MUSC 102, MUSC 109, faculty permission.			
	Corequisite: MUSC 344.			
MUSC 342	MIDI & Synthesis	3.0	SP	
	Prerequisites: MUSC 341, faculty permission.			
MUSC 343	Sampling & Sound Design	3.0	FA	
	Prerequisites: MUSC 342 with a minimum grade of C-, faculty permission.			
MUSC 344	Audio Recording I	3.0	FA	
	Prerequisites: MUSC 102, MUSC 109, faculty permission.			
	Corequisite: MUSC 341.			
MUSC 345W	Audio Recording II	3.0	SP	GW
	Prerequisites: GE Written Communication (A2) requirement, MUSC 341, MUSC 344 with a grade of C- or higher, faculty permission.			
MUSC 444	Audio Seminar	3.0	FS	
	Prerequisites: MUSC 345W with a minimum grade of C-, faculty permission.			

## Appendix H

### Proposed Catalog Copy – Option in Recording Arts

#### **2 courses selected from (some courses may be repeated):**

MUSC 442	Advanced Electronic Media	3.0	FA	Repeatable
Prerequisites: MUSC 343 with a minimum grade of C-, faculty permission.				
MUSC 444	Audio Seminar	3.0	FS	Repeatable
Prerequisites: MUSC 345W with a minimum grade of C-, faculty permission.				
MUSC 445	Audio for Visual Media	3.0	SP	
Prerequisites: MUSC 343 (may be taken concurrently), MUSC 345W.				
MUSC 446	Sound Reinforcement	3.0	SP	Repeatable
Prerequisite: MUSC 345W.				
MUSC 447	Remote Audio Recording	3.0	FA	Repeatable
Prerequisites: MUSC 345W, faculty permission.				
MUSC 489	Directed Field Projects in Music	1.0-3.0	FS	Variable unit based on project
Prerequisite: Faculty Permission				
MUSC 499	Special Topics	1.0-3.0	FS	Variable unit based on project
Prerequisite: Faculty Permission				

#### **Admission Requirements:**

##### Notice to Prospective Applicants:

In recent years there has been high student demand for the Option in Recording Arts. Students interested in this program should apply to the University during the initial filing period of the admissions cycle (October 1-November 30 for any fall semester; August for any spring semester). A supplemental Recording Arts application must be submitted in April of the spring semester. Information on any current enrollment restrictions is available from the Admissions Office and from the department office sponsoring the major.

Admission procedures for the option in recording arts include applying to the University during the initial filing period, being placed in a pre-recording arts option, and passing supplemental recording arts criteria. Consult with the Music and Theatre Department office for details.

Studio instruction is available to students in the Option in Recording Arts who can qualify by audition.



# Bachelor of Arts in Music Industry & Technology

Option: Music Industry (MI)

**Degree Units: 120**  
**Major Units: 57**  
**Elective Units: 21**  
**G.E. Units: 42 (frontloaded: parallels transfers; suggests minor field: 1 GE in MUSC; suggested 1 GE from MI 3)**

First Semester			
Course Number	Course Name	Units	Semester Taken
MUSC 101 [*C-]	Theory I	3	
MUSC 103 [*C-]	Aural Musicianship I	1	
MUSC 105 [*C-]	Beginning Piano I	1	
MUSC 1XX [*C-]	Music Industry Forum (new course)	1	
HIST 130 (G.E.)	United States Music History	3	
GE Area A [*C-]		3	
GE Area A [*C-]		3	
<b>TOTAL Units:</b>		<b>15</b>	

Second Semester			
Course Number	Course Name	Units	Semester Taken
MUSC 102 [*C-]	Theory II	3	
MUSC 104 [*C-]	Aural Musicianship II	1	
POLS 155 (G.E.)	Constitution & American Ideals	3	
MUSC 291 [*C-]	American Music: Its History and Influence G.E. C	3	
GE Area B4 [*C-]		3	
GE Area A [*C-]		3	
<b>TOTAL Units:</b>		<b>16</b>	

Third Semester			
Course Number	Course Name	Units	Semester Taken
MUSC 411 [*C-]	Music Performance Groups	1	
MUSC 309 [*C-]	Music Industry	3	
MUSC 108 [*C-]	Computer Software for Musicians	3	
MUSC [*MI 3] [*C-]	Selection [MI 3]	3	
GE Area B1		3	
GE Area B2		3	
<b>TOTAL Units:</b>		<b>16</b>	

Fourth Semester			
Course Number	Course Name	Units	Semester Taken
MUSC 411 [*C-]	Music Performance Groups	1	
MUSC [*MI 3] [*C-]	Selection [MI 3]	3	
MUSC [*MI 3] [*C-]	Selection [MI 3]	3	
MUSC 294 [*C-] (	GE C1 History of Rock	3	
GE Area C2		3	
GE Area D		3	
<b>TOTAL Units:</b>		<b>16</b>	

Fifth Semester			
Course Number	Course Name	Units	Semester Taken
MUSC 350 [*C-]	SOTA Productions I	3	
MUSC [*MI 3] [*C-]	Selection [MI 3]	3	
Elective or MINOR FIELD		3	
GE Area E		3	
GE UD Pathway		3	
<b>TOTAL Units:</b>		<b>15</b>	

Sixth Semester			
Course Number	Course Name	Units	Semester Taken
MUSC 351 [*C-]	SOTA Productions II	3	
MUSC [*MI 2] [*C-]	Selection [MI 2]	3	
Elective or MINOR FIELD		3	
GE Area F (new)	(Ethnic Studies)	3	
GE UD Pathway		3	
<b>TOTAL Units:</b>		<b>15</b>	

Seventh Semester			
Course Number	Course Name	Units	Semester Taken
MUSC 452W [*C-]	Legal Issues in Music (GW)	3	
MUSC xxx [*C-]	Music Media Solutions (new course)	3	
MUSC [*MI 2] [*C-]	Selection [MI 2]	3	
Elective or MINOR FIELD		3	
GE UD Pathway		3	
<b>TOTAL Units:</b>		<b>15</b>	

Eighth Semester			
Course Number	Course Name	Units	Semester Taken
Pick One:		3	
MUSC 451 [*C-]	SOTA Productions III		
MUSC 489 [*C-]	Dir Field Proj in Music		
Elective or MINOR FIELD		3	
Elective or MINOR FIELD		3	
Elective or MINOR FIELD		3	
<b>TOTAL Units:</b>		<b>12</b>	

Comments	
[*MI 2] Choose (6 units) From: MUSC 411-413, MUSC 301, MUSC 292, MUSC 293, MUSC 296, MUSC 304, MUSC 361, MUSC 465	
[*MI 3] Choose (12 units) From: ACCT 201, ECON 101, MADT 101, MADT 218, MADT 222, MKTG 305, MGMT 303, MGMT 447, MGMT 448, MGMT 450, MGMT 455, MUSC 109, MUSC 110, MUSC 411-413, RPHM 200, TECH 180	
[*C-] C- or better is required.	
Notes	
<b>Review your degree Progress Report (DPR) in your student center, meet with your Major Department Advisor for Major coursework, and meet with an Academic Advisor in SSC 220 to review General Education (including Writing Intensive "WI" and Capstone "C") and Graduation requirements.</b>	
Consider meeting the United States Diversity and Global Cultures requirements within GE courses.	It is recommended that you meet with your major advisor early in your academic career and every semester.
Complete a minimum of 4 Writing Intensive (WI) courses- one will be met by your Written Communication Course; select 2 additional WI courses.	Consider meeting the United State Diversity and Global Cultural requirements within GE courses.
Select a GE Capstone Course in your Upper-Division Pathway, or substitute an approved Major Capstone course from the GE Capstone Requirement.	Apply to graduate one year before anticipated graduation date.







**Proposed Changes to Option in Music Industry & Option in Recording Arts**

<b>Existing Catalog 2021/2022</b>	<b>Proposed</b>
<b>The Bachelor of Arts in Music</b>	<b>The Bachelor of Arts in Music Industry and Technology</b>
<b>Course Requirements: 50-102 units</b>	<b>Course Requirements: 53-57 units</b>
The following courses, or their approved transfer equivalents, are required of all candidates for this program.	The following courses, or their approved transfer equivalents, are required of all candidates for this program.
<p><b>Core: 13 units</b>  <b>7 courses required:</b></p> <p>MUSC 101 Theory I 3.0 FA  MUSC 102 Theory II 3.0 SP  MUSC 103 Aural Musicianship I 1.0 FA  MUSC 104 Aural Musicianship II 1.0 SP  MUSC 105 Beginning Piano I 1.0 FA  MUSC 106 Beginning Piano II 1.0 SP  MUSC 201 Theory III 3.0 FA</p>	<p><b>Core: 30 units</b>  <b>10 courses required:</b></p> <p>MUSC 101 Theory I 3.0 FA  MUSC 102 Theory II 3.0 SP  MUSC 103 Aural Musicianship I 1.0 FA  MUSC 104 Aural Musicianship II 1.0 SP  MUSC 105 Beginning Piano I 1.0 FA  MUSC 108 Computer Literacy for Musicians 3.0 FA  MUSC 1XX Music Industry Forum 1.0 FA  MUSC 291 American Music: Its History and International Influence 3.0 FS GE*  MUSC 294 History of Rock Music 3.0 FA GE*  MUSC 309 Music Industry Studies &amp; Analysis 3.0 FS</p> <p><b>2 Units selected from Music Performance Groups, repeatable</b></p> <p>MUSC 411 A-J 1.0 FS  MUSC 412 A-K 1.0 FS</p>

Appendix K

Side by Side Curriculum Template – Bachelor of Arts in Music Industry and Technology

	<p>MUSC 413 A-B 1.0 FS</p> <p><b>6 units selected from:</b></p> <p>Music Performance Groups (Max of 3 units towards major credit)</p> <p>MUSC 411 A-J 1.0 FS</p> <p>MUSC 412 A-K 1.0 FS</p> <p>MUSC 413 A-B 1.0 FS</p> <p>MUSC 301 Theory III 3.0 FA</p> <p>MUSC 292 The Appreciation of Music 3.0 FS</p> <p>MUSC 293 History of Jazz 3.0 FS</p> <p>MUSC 296 African American Music 3.0 FS USD</p> <p>MUSC 304 Music from a Global Perspective 3.0 FA Sub for GE area C1</p> <p>MUSC 361 Composition 1 3.0 FA</p> <p>MUSC 465 Songwriting 3.0 FS</p>
<p><b>The Option in Music Industry: 45 units</b></p> <p><b>12 courses required:</b></p> <p>ACCT 201 Introduction to Financial Accounting 3.0 FS</p> <p>MGMT 303 Survey of Management 3.0 FS</p> <p>MKTG 305 Survey of Marketing 3.0 FS</p> <p>MUSC 108 Computer Literacy for Musicians 1.0 FS</p> <p>MUSC 109 Introduction to Music Technology 3.0 FS</p> <p>MUSC 292 Great Musical Compositions and Composers 3.0 FS GE</p> <p>MUSC 294 History of Rock Music 3.0 FA GE</p> <p>MUSC 309 Music Industry 3.0 FS</p> <p>MUSC 350 School of the Arts Production I 3.0 FA</p> <p>MUSC 351 School of the Arts Production II 3.0 SP</p>	<p><b>The Option in Music Industry: 27 units</b></p> <p><b>4 classes required:</b></p> <p>MUSC 350 School of the Arts Production I 3.0 FA</p> <p>MUSC 351 School of the Arts Production II 3.0 SP</p> <p>MUSC 452W Legal Issues in Music 3.0 FA GW</p> <p>MUSC 4xx Music and Media Solutions 3.0 SP</p> <p><b>1 course selected from (some courses may be repeated):</b></p> <p>MUSC 451 School of the Arts Production III 3.0 FS</p> <p>MUSC 489 Dir Field Proj in Music 3.0 SP</p> <p><b>12 units selected from:</b></p>

Appendix K

Side by Side Curriculum Template – Bachelor of Arts in Music Industry and Technology

<p>MUSC 452W Legal Issues in Music (W) 3.0 FA GW W  MUSC 489 Dir Field Proj in Music 1.0 -5.0 FS (Note: MUSC 489 must be taken for 3 units)</p> <p><b>1 course selected from:</b>  MUSC 202 Theory IV 3.0 SP  MUSC 360 Studies in Instrumentation and Arranging 3.0 FS  MUSC 464 Jazz Composition and Arranging 3.0 FS  MUSC 465 Songwriting 3.0 FS</p> <p><b>1 course selected from:</b>  MUSC 291 American Music: Its History and International Influence 3.0 FS GE USD  MUSC 293 History of Jazz 3.0 SP  MUSC 296 African American Music 3.0 FS USD  MUSC 304 Music from a Global Perspective 3.0 FA  THEA 354 The Literature of Musical Theatre 3.0 F1</p> <p><b>2 courses selected from:</b>  MUSC 110/310 A-G, 411 A-J, 412 A-K, 413 A-B 1.0 FS</p> <p><b>1 course selected from:</b>  MUSC 451 School of the Arts Production III 3.0 FS  MUSC 489 Dir Field Proj in Music 1.0 -5.0 FS (Note: MUSC 489 must be taken for 3 units.)</p>	<p>ACCT 201 Intro to Financial Accounting 3.0 FS  MADT 218 Social Media Storytelling 3.0 FS  MADT 101 Intro to Communication 3.0 FS  ECON 101 Intro to Economics 3.0 FS  TECH 180 Invention and Innovation 3.0 FS  MADT 222 Basic Graphic Design 3.0 FS  MKTG 305 Survey of Marketing 3.0 FS  MGMT 303 Survey of Management 3.0 FS  MGMT 447 Leadership and Motivation 3.0 FS  MGMT 448 Managing Teams and Conflict 3.0 FS  MGMT 450 Introduction to Entrepreneurship 3.0 FS</p> <p>MGMT 455 Web-Based Entrepreneurship 3.0 FS  MUSC 109 Intro to Music Technology 3.0 SP  MUSC 110 Studio Instruction 1.0 FS (1U per semester, Repeatable, Max 3U toward major credit)  MUSC 411-13 Music Performance Groups 1.0 FS (1U per semester, Repeatable, Max 3U toward major credit)  RHPM 200 Foundations of Event Planning 3.0 FS</p>
<p><b>The Option in Recording Arts: 41 units</b></p> <p><b>10 courses required:</b>  EECE 110 Basic Electricity and Instruments 3.0 SP</p>	<p><b>The Option in Recording Arts: 23-27 units</b></p> <p><b>7 courses required:</b>  MUSC 109 Intro to Music Technology 3.0 SP</p>

Appendix K

Side by Side Curriculum Template – Bachelor of Arts in Music Industry and Technology

MUSC 109 Introduction to Music Technology 3.0 FS  
MUSC 292 Great Musical Compositions and Composers 3.0 FS  
GE  
MUSC 294 History of Rock Music 3.0 FA GE  
MUSC 309 Music Industry 3.0 FS  
MUSC 341 Fundamentals of Digital Audio 3.0 FA  
MUSC 342 MIDI and Synthesis 3.0 SP  
MUSC 343 Sampling and Sound Design 3.0 FA  
MUSC 344 Audio Recording I 3.0 FA  
MUSC 345W Audio Recording II (W) 3.0 SP GW W

**1 course selected from:**

MUSC 202 Theory IV 3.0 SP  
MUSC 360 Studies in Instrumentation and Arranging 3.0 FS  
MUSC 464 Jazz Composition and Arranging 3.0 FS  
MUSC 465 Songwriting 3.0 FS

**1 course selected from:**

MUSC 293 History of Jazz 3.0 SP  
MUSC 296 African American Music 3.0 FS USD  
MUSC 304 Music from a Global Perspective 3.0 FA  
THEA 354 The Literature of Musical Theatre 3.0 F1

**2 courses selected from:**

MUSC 110/310 A-G, 411 A-J, 412 A-K, 413 A-B 1.0 FS

**1 course selected from:**

MUSC 442 Advanced Electronic Media 3.0 SP  
MUSC 444 Audio Seminar 3.0 FS  
MUSC 445 Audio for Visual Media 3.0 SP  
MUSC 447 Remote Audio Recording 3.0 FA

MUSC 341 Fundamentals of Digital Audio 3.0 FA  
MUSC 342 MIDI & Synthesis 3.0 SP  
MUSC 343 Sampling & Sound Design 3.0 FA  
MUSC 344 Audio Recording I 3.0 FA  
MUSC 345W Audio Recording II 3.0 SP  
MUSC 444 Audio Seminar 3.0 FS

**2 courses selected from (some courses may be repeated):**

MUSC 442 Advanced Electronic Media 3.0 FA Repeatable  
MUSC 444 Audio Seminar 3.0 FS Repeatable  
MUSC 445 Audio for Visual Media 3.0 SP  
MUSC 446 Sound Reinforcement 3.0 SP Repeatable  
MUSC 447 Remote Audio Recording 3.0 FA Repeatable  
MUSC 489 Directed Field Projects in Music 1.0-3.0 FS  
Variable unit based on project  
MUSC 499 Special Topics 1.0-3.0 FS Variable unit based on project



Appendix K

Side by Side Curriculum Template - Bachelor of Arts in Music Industry and Technology

MUSC 489 Dir Field Proj in Music 1.0 -5.0 FS (Note: MUSC 489 must be taken for 3 units)	
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Appendix L  
 Music Industry and Recording Arts Comprehensive Assessment Plan

A	B	C	D	E	F	G	H	I	J
PLOs Program Learning Outcomes	SLOs	Course where each SLO is assessed	Assessment activity/assi gnment used to measure each SLO	Assessment tool used to measure outcomes	Assessment schedule – how often SLOs will be assessed	How data/findings will be quantitatively or qualitatively reported	Designated personnel to collect, analyze, and interpret student learning outcome data	Program data/findings disseminatio n schedule	Closing the loop strategies
	Students will be able to comprehend and appreciate aesthetic ideas and concepts within the theatrical or musical arts through practice, observation, and study.	MUSC 101, 102, 103, 104, 108, 201,105, 201, 361, 465	Paper, Test, practicum	Rubric, Scores	Once during the program review period	An appropriate bench mark will be set at time of review	Department assessment coordinator	Program will present findings at a yearly department meeting.	Program will discuss recommendations with the department and make changes as needed.
	Students will be able to articulate knowledge, theory, and criticism of the musical or theatrical arts within a historical and cultural context through writing, oral presentation, and applied practice.	MUSC 291, 292, 293, 294, 296, 304, 309, 108, 465	Paper, Test, presentatio n	Rubric, Scores	Once during the program review period	An appropriate bench mark will be set at time of review	Department assessment coordinator	Program will present findings at a yearly department meeting.	Program will discuss recommendations with the department and make changes as needed.
	Students will be able to apply individual, collaborative and	MUSC 110, 345, 411, 444, 446, 447, 350, 351, 451	Test, Portfolio, peer & self assessment	Rubric, Scores	Once during the program review period	An appropriate bench mark will be set at time of review	Department assessment coordinator	Program will present findings at a yearly	Program will discuss recommendations with the

Appendix L

Music Industry and Recording Arts Comprehensive Assessment Plan

	leadership skills through performance or studio production.							department meeting.	department and make changes as needed.
	Students will have a working knowledge of current industry standards and practices respective to their discipline(s).	MUSC 108, 109, 1xx, 309, 341, 342, 344, 444, 452	Test, Portfolio	Rubric, Scores	Once during the program review period	An appropriate bench mark will be set at time of review	Department assessment coordinator	Program will present findings at a yearly department meeting.	Program will discuss recommendations with the department and make changes as needed.
	(MI only) Students will have a working knowledge of intellectual property rights and the use of marketing data for decision making as they relate to careers, artists, project management and monetization in the profession of music.	1xx, 350, 351, 451, 309, 452, 4xx	Test, peer & self assessment, practicum, presentation	Rubric, Scores	Once during the program review period	An appropriate bench mark will be set at time of review	Department assessment coordinator	Program will present findings at a yearly department meeting.	Program will discuss recommendations with the department and make changes as needed.
	(RA only) Students will be able to demonstrate proficiency using software and hardware in recording, editing and processing music and audio	MUSC 341, 344, 345, 441, 442, 444, 445, 446, 447	Test, Portfolio	Rubric, Scores	Once during the program review period	An appropriate bench mark will be set at time of review	Department assessment coordinator	Program will present findings at a yearly department meeting.	Program will discuss recommendations with the department and make changes as needed.

Appendix L  
 Music Industry and Recording Arts Comprehensive Assessment Plan

	for commercial and artistic applications utilizing effective communication and professionalism in recording environments.								
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Examples of assessment activities: final exam, presentation, project, performance, observations, classroom response systems, computer simulated tasks, analytical paper, case study, portfolio, critique, policy paper, comparative analysis project, qualifying or comprehensive examination, project, thesis, dissertation, and many others.

Examples of Assessment Tools (an instrument used to score or evaluate an assessment activity/assignment): Rubrics (that produce scores based on established criteria – can be used with most activities listed above), observational checklists, etc.

Examples of ways to report assessment data: number/percentage of those scoring at or above 4.0 on a 5.0 point scale on the assessment used to measure mastery of a specific SLO; number/percentage of students scoring at the highly proficient level; instructor observational narrative that includes analysis and findings to qualitatively show trends and patterns; mean scores of all who exhibited desired traits or behaviors on an observational checklist. Other examples?

Appendix M  
 Music Industry and Technology Curriculum Matrix

**Curriculum Map Matrix**  
 (Where are SLOs Introduced, Developed, and Mastered)?

	<i>COURSE # XXX: Title</i>	<i>COURSE # XXX: Title</i>	<i>COURSE # XXX: Title</i>	<i>COURSE # XXX: Title</i>	<i>COURSE # XXX: Title</i>	<i>COURSE # XXX: Title</i>	<i>COURSE # XXX: Title</i>	<i>COURSE # XXX: Title</i>	<i>COURSE # XXX: Title</i>
<i>SLO 1: Students will be able to comprehend and appreciate “fundamentals” through practiced observation and study.</i>	MUSC-101 Theory I (I)	MUSC-103 Aural Musicianship I (I)	MUSC-105 Beginning Piano I (I)	MUSC-108 Computer Literacy for Musicians (I)	MUSC-102 Theory II (D)	MUSC-104 Aural Musicianship II (D)	MUSC-201 Theory III (D)	MUSC-361 Composition I (M)	MUSC-465 Songwriting (M)
<i>SLO 2: Students will be able to articulate knowledge, theory and criticism of the musical arts within historical and cultural contexts, through writing, oral presentation and aural recognition assignments.</i>	MUSC-108 Computer Literacy for Musicians (I)	MUSC-291 American Music: Its History and International Influence (I)	MUSC-292 The Appreciation of Music  <i>formerly titled: Great Composers and Compositions</i> (I)	MUSC-293 History of Jazz (I)	MUSC-294 History of Rock Music (I)	MUSC-296 African American Music (I)	MUSC-304 Music from the Global Perspective (D)	MUSC-309 Music Industry Studies and Analysis (D)	MUSC-465 Songwriting (M)

Appendix M  
Music Industry and Technology Curriculum Matrix

<i>SLO 3: Students will be able to apply individual, collaborative and leadership skills through performance or studio production.</i>	MUSC-110/310 Studio Instruction in Applied Music (various instruments) (Repeatable) (I), (D), (M)	MUSC-411/412/413 Music Performance Groups (various ensembles) (Repeatable) (I), (D), (M)	MUSC-350 SOTA Productions I (I)	MUSC-345 Audio Recording II (D)	MUSC-351 SOTA Productions II (D), (M)	MUSC-444 Audio Seminar (M)	MUSC-446 Sound Reinforcement (M)	MUSC-447 Remote Audio Recording (M)	MUSC-451 SOTA Productions III (M)
<i>SLO 4: Students will have a working knowledge of current industry standards and practices respective to their discipline(s).</i>	MUSC-309 Music Industry Studies and Analysis (I), (D)	MUSC-1xx Music Industry Forum (I)	MUSC-108 Computer Literacy for Musicians (I)	MUSC-109 Introduction to Music Technology (I)	MUSC-341 Fundamentals of Digital Audio (I)	MUSC-342 MIDI and Synthesis (D)	MUSC-344 Audio Recording I (D)	MUSC-444 Audio Seminar (M)	MUSC-452 Legal Issues in Music (M)
<i>SLO 5 (M.I.): Students will have a working knowledge of intellectual property rights and use of marketing data for decision making as they relate to careers, artists, project mgmt and monetization models in the profession of music.</i>	MUSC-1xx Music Industry Forum (I)	MUSC-309 Music Industry Studies and Analysis (I), (D)	MUSC-350 SOTA Productions I (D)	MUSC-351 SOTA Productions II (D), (M)	MUSC-4xx Music Media Solutions (M)	MUSC-451 SOTA Productions III (M)	MUSC-452 Legal Issues in Music (M)		

Appendix M  
 Music Industry and Technology Curriculum Matrix

<p><i>SLO 6 (R.A.):          Students will be able to demonstrate proficiency using software and hardware in recording, editing and processing music and audio for commercial and artistic applications utilizing effective communication and professionalism in recording environments.</i></p>	<p>MUSC-341          Fundamentals of Digital Audio (I)</p>	<p>MUSC-344          Audio Recording I (I)</p>	<p>MUSC-342          MIDI and Synthesis (D)</p>	<p>MUSC-345          Audio Recording II (D)</p>	<p>MUSC-441          Sampling and Sound Design (D)</p>	<p>MUSC-442          Advanced Electronic Media (M)</p>	<p>MUSC-444          Audio Seminar (M)</p>	<p>MUSC-445          Audio for Visual Media (M)</p>	<p>MUSC-446          Sound Reinforcement (M)</p> <p>-- AND --</p> <p>MUSC 447          Remote Audio Recording (M)</p>
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*Place an I, D, or M in each cell above to indicate where the program content related to each SLO is introduced (I), developed (D), and/or mastered (M). SLO content may be delivered in more than just six courses as indicated in the above table.*

**Meriam Library**  
**California State University, Chico**

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**MEMORANDUM**

**To: David Scholz**

**From: Jodi Shepherd**

**Date: March 22, 2021**

**Subject: Library materials support for the proposed program changes in Music and Theater**

The Meriam Library currently holds over 16,000 print titles and 5,000 ebooks in the subject of Music. The library also subscribes to 27 journals in the subject of Music. Research databases for Music:

- Music Index
- Musical Theater Songs
- Oxford Music Online
- Academic Search
- JSTOR
- Project Muse

As the Music and Theater Department increases offerings in music industry, databases such as [Music ID](#) and Music Connect would provide students with current music trends and consumption across airplay, sales, streaming, and social data for artists, albums, and songs. The library does not have the funding to currently subscribe to these databases.

The library can support the program as is, but we do not have a current music song index.



**Subject:** Fw: MGMT/BADM courses: Degree/Program revision proposal for Music Industry  
**Date:** Thursday, September 23, 2021 at 1:14:22 PM Pacific Daylight Time  
**From:** David R Rahn <DRahn@csuchico.edu>  
**To:** Paul Young <pyoung@csuchico.edu>

Hi Paul,

I also am happy to help with the music students! In fact, I already am. In the 455 course I am currently working with Elliot Reidy who is building online courseware for his project, and I am trying to organize this in a way that future Music students could leverage this if they too wanted to offer up their services in an online course they create. Elliot is doing sound production training and is very excited about it. Over time I try to collect up and provide support for various types of businesses that may be common for Musicians (and Media students, Journalism students, etc.)

By the way, over the past several years I worked extensively with my brother Greg Rahn who plays with, among others, Chris Cain Blues Band as the keyboard player. We built his online business and the components he includes are

- streaming to hold Covid Friday Happy Hours and other events,
- a book on the influences of previous generations of musicians from New Orleans, on modern music (as a way to show students the importance of these influencers.) That is available for teachers to use in the classroom and reviews are great.
- He subsequently released his album Rent Party which is part of the previous project, and the song Rent Party is about how these old-time musicians would come together and chip in to help each other pay the rent!.
- He also has a Booking feature on his site because he does lessons.
- And of course, a calendar of his events for when and where is jamming with Chris Cain, and a
- Signup for his "not gonna spam you" newsletter, and
- last but not least a list of awards and such. As the Sound Production Manager for Mattel he won an award for his music for Where in the World is Carmen San Diego.

So, any student who comes in can build their business using any of those components or all of them, and I have improved the training for each of those modules to make them easier and quicker to implement.

The pre-req for 455 was at one point removed for non-major/minors, and it was on the schedule as such, but that seems to have been lost in the shuffle recently I'm not sure where it stands now but it appears Kim is supportive, and I will be asking Jenn Dugan our advisor if she knows more on the status. At any rate, I will offer my support to waive any pre-req as I have had music students in the past and they have all been successful. Have you heard any more about waiving the pre req? Kim sounds very supportive in his note below, so I believe we have the green light for it!

In our conversation when you and I discussed this support for your students, you described what you were looking for in a class for your students very clearly and in detail, and it was an absolute direct hit for MGMT 455. MGMT 450 is also a good and useful class, especially as Kim points out, if the student wants to get a minor. I also have a certain amount of leeway when I teach 450 to provide support for Music students taking the 450 class, and am happy to help that way as well.

I'd love to develop a flyer for your students, if you think that would be helpful?

Please let me know how things are going and what else I can do to support you! It will be great to have more Music students in the class!

David

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**From:** Kim T Hinrichs <[khinrichs@csuchico.edu](mailto:khinrichs@csuchico.edu)>  
**Sent:** Thursday, September 23, 2021 10:50 AM  
**To:** David R Rahn <[DRahn@csuchico.edu](mailto:DRahn@csuchico.edu)>  
**Subject:** Fw: MGMT/BADM courses: Degree/Program revision proposal for Music Industry

Kim T. Hinrichs, Ph.D.  
Professor and Department of Management Chair  
President, Western Academy of Management  
College of Business  
California State University, Chico  
Chico, CA 95929-0031

(530) 898-5663  
(530) 898-5501 FAX  
[khinrichs@csuchico.edu](mailto:khinrichs@csuchico.edu)

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**From:** Kim T Hinrichs <[khinrichs@csuchico.edu](mailto:khinrichs@csuchico.edu)>  
**Sent:** Tuesday, September 21, 2021 5:18 PM  
**To:** Paul Young <[pyoung@csuchico.edu](mailto:pyoung@csuchico.edu)>  
**Subject:** Re: MGMT/BADM courses: Degree/Program revision proposal for Music Industry

Paul,

In general, we are more than happy to have music industry majors in our classes. Having students from other majors only serves to enrich the classroom dynamics. I taught the leadership class for years and could count on getting the best questions from students outside the College of Business.

Unfortunately, BADM 101 is no longer offered. We were required to move some classes around due to a requirement that community college transfer students finish in two years, and we no longer had room for BADM 101. We tried to get it approved as a GE course, but we were denied. You might consider substituting either MGMT 448 Managing Teams and Conflict in Organizations (as most of your graduates will likely be working in teams at some point) or MGMT 447 Leadership and Motivation (fundamental for working with other people either as a leader or follower). These two courses both have MGMT 303 as a prerequisite, but students could either plan on taking MGMT 303 first or I would be willing to waive that prerequisite for your students.

You also could consider MGMT 450 Introduction to Entrepreneurship. This would give students a broad perspective on starting and operating a business. If they took this along with MGMT 455, they would

only need two additional courses for an Entrepreneurship minor.

Either way, I'm fully supportive of your plans and will help in any way I can.

Thanks,  
Kim

Kim T. Hinrichs, Ph.D.  
Professor and Department of Management Chair  
President, Western Academy of Management  
College of Business  
California State University, Chico  
Chico, CA 95929-0031

(530) 898-5663  
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[khinrichs@csuchico.edu](mailto:khinrichs@csuchico.edu)

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**From:** Paul Young <[pyoung@csuchico.edu](mailto:pyoung@csuchico.edu)>  
**Sent:** Tuesday, September 21, 2021 3:13 PM  
**To:** Kim T Hinrichs <[khinrichs@csuchico.edu](mailto:khinrichs@csuchico.edu)>  
**Cc:** Michelle S McConkey <[mmcconkey@csuchico.edu](mailto:mmcconkey@csuchico.edu)>; David M Scholz <[dmscholz@csuchico.edu](mailto:dmscholz@csuchico.edu)>; Eva L Shepherd-Nicoll <[elshepherd-nicoll@csuchico.edu](mailto:elshepherd-nicoll@csuchico.edu)>; David R Rahn <[DRahn@csuchico.edu](mailto:DRahn@csuchico.edu)>  
**Subject:** MGMT/BADM courses: Degree/Program revision proposal for Music Industry

Hello Kim,

We hope your semester is going well so far. We are reaching out because we are elevating our Music Industry program and are looking to expand the curricular choices we offer to better reflect our evolving industry. In essence we would like to offer our students some greater flexibility and areas of knowledge needed, befitting our specialized field. To that end we have increased the number of courses they can take in the degree and that includes the following list:

<b>12 units selected from:</b>			
**ACCT 201	Intro to Financial Accounting		3
<b>BADM 101</b>	<b>Understanding Global Business</b>		<b>3</b>
ECON 101	Introduction to Economics		3
MADT 101	Intro to Communication		3
MADT 222	Basic Web Design		3
**MKTG 305	Survey of Marketing		3
**MGMT 303	Survey of Management		3
<b>MGMT 455</b>	<b>Web-Based Entrepreneurship</b>		<b>3</b>
MUSC 109	Intro to Music Technology		3
MUSC 110	Studio Instruction		1
MUSC 411-13	Music Performance Groups		1

	RHPM 200	Foundations of Recreation, Hospitality and Parks Management	3
	TECH 180	Invention and Innovation	3

**\*\*This expands our list in this realm of options within our program, which currently only includes ACCT 201, MKTG 305, and MGMT 303 (which are still included, among these greater number of proposed course options). Would you be able to support this change in our curriculum, with respect to your Understanding Global Business and Web-Based Entrepreneurship courses, as listed above?**

We know that this may slightly increase the number of students in your courses. In reality, with approximately 40 majors at any given time, only 10 or so may be spread across these courses in any given year. We anticipate the effect would be rather nominal with respect to course enrollment in any of the above courses.

We would appreciate a response to this email in favor of the changes. If you have any suggestions or concerns please let us know at your earliest convenience. This curriculum has been approved by our curriculum committee and faculty and we are looking to move this forward this semester. So a quick reply would be greatly appreciated.

Side Note #1 - I met earlier this year with Eva Shepherd-Nicoll (Director, Center of Entrepreneurship) and David Rahn (instructor for MGMT 455), and they suggested Web Based Entrepreneurship may be a good fit for what we are currently offering and looking to do with our changes. Therefore, I have included them on cc here just to help provide some context for this request. I should also note that I am aware of the fact that this particular course currently has a pre-requisite listed per the university catalog, but their initial thought was that we *might* be able to explore an exception to that requirement, specifically for our students under this program option... should this meet with your approval as chair (in addition to our remaining approvals needed for this degree from here).

Note #2 – BADM 101 – I am not 100% sure if you are the appropriate person/chair over this particular course, as a course within the College of Business. If I am mistaken in approaching you about that particular course, I would appreciate your assistance in directing me to the appropriate department chair within COB.

Thank you,  
 Paul Young (Music Industry program coordinator)  
 Michelle McConkey (MUTA curriculum chair)  
 David Scholz (MUTA department chair)

**Subject:** Re: ECON 101: Degree/Program revision proposal for Music Industry  
**Date:** Wednesday, September 22, 2021 at 10:15:27 AM Pacific Daylight Time  
**From:** Pete T Tsournos <PTsournos@csuchico.edu>  
**To:** Paul Young <pyoung@csuchico.edu>  
**CC:** Michelle S McConkey <mmconkey@csuchico.edu>, David M Scholz <dmscholz@csuchico.edu>

Hi Paul,

The department of economics absolutely supports the addition of ECON 101 Introduction to Economics to the Music Industry Program. I would perhaps suggest that you consider either adding ECON 102 Principles of Macroeconomics or ECON 103 Principles of Microeconomics, in addition to or in lieu of ECON 101. We typically offer only one section of ECON 101 per semester while we offer multiple sections of ECON 102 and 103 each semester, and one section of each during the winter intersession and summer session. Both ECON 102 and 103 are required for business, and economics majors which may be beneficial if Music Industry majors are interested in double majoring or minoring in business or economics.

Best,

PT

---

**From:** Paul Young <pyoung@csuchico.edu>  
**Sent:** Tuesday, September 21, 2021 2:55 PM  
**To:** Pete T Tsournos <PTsournos@csuchico.edu>  
**Cc:** Michelle S McConkey <mmconkey@csuchico.edu>; David M Scholz <dmscholz@csuchico.edu>  
**Subject:** ECON 101: Degree/Program revision proposal for Music Industry

Hi Pete,

We hope your semester is going well so far. We are reaching out because we are elevating our Music Industry program and are looking to expand the curricular choices we offer to better reflect our evolving industry. In essence we would like to offer our students some greater flexibility and areas of knowledge needed, befitting our specialized field. To that end we have increased the number of courses they can take in the degree and that includes the following list:

<b>12 units selected from:</b>			
**ACCT 201	Intro to Financial Accounting		3
BADM 101	Understanding Global Business		3
<b>ECON 101</b>	<b>Introduction to Economics</b>		<b>3</b>
MADT 101	Intro to Communication		3
MADT 222	Basic Web Design		3
**MKTG 305	Survey of Marketing		3
**MGMT 303	Survey of Management		3
MGMT 455	Web-Based Entrepreneurship		3
MUSC 109	Intro to Music Technology		3

	MUSC 110	Studio Instruction	1
	MUSC 411-13	Music Performance Groups	1
	RHPM 200	Foundations of Recreation, Hospitality and Parks Management	3
	TECH 180	Invention and Innovation	3

**\*\*This expands our list in this realm of options within our program, which currently only includes ACCT 201, MKTG 305, and MGMT 303 (which are still included, among these greater number of proposed course options). **Would you be able to support this change in our curriculum, with respect to your Introduction to Economics course as listed above?****

We know that this may slightly increase the number of students in your courses. In reality, with approximately 40 majors at any given time, only 10 or so may be spread across these courses in any given year. We anticipate the effect would be rather nominal with respect to course enrollment in any of the above courses.

We would appreciate a response to this email in favor of the changes. If you have any suggestions or concerns please let us know at your earliest convenience. This curriculum has been approved by our curriculum committee and faculty and we are looking to move this forward this semester. So a quick reply would be greatly appreciated.

Thank you,  
Paul Young (Music Industry program coordinator)  
Michelle McConkey (MUTA curriculum chair)  
David Scholz (MUTA department chair)

--  
Dr. Paul Young  
Assistant Professor  
Option Coordinator, Music Industry Program  
Music and Theater Department  
California State University, Chico

**Subject:** Re: MADT courses: Degree/Program revision proposal for Music Industry  
**Date:** Saturday, September 25, 2021 at 4:36:15 PM Pacific Daylight Time  
**From:** Thomas M Welsh <TWelsh@csuchico.edu>  
**To:** Paul Young <pyoung@csuchico.edu>  
**CC:** Michelle S McConkey <mmconkey@csuchico.edu>, David M Scholz <dmscholz@csuchico.edu>

Yes, that would be fine. Thanks for checking.

--

Prof. Tom Welsh  
Chair, Dept. of Media Arts, Design, and Technology  
CSU, Chico  
Tehama Hall Room 205  
Cell: 530-680-6230  
<http://twelsh.net>

---

**From:** Paul Young <pyoung@csuchico.edu>  
**Sent:** Friday, September 24, 2021 8:14 AM  
**To:** Thomas M Welsh <TWelsh@csuchico.edu>  
**Cc:** Michelle S McConkey <mmconkey@csuchico.edu>; David M Scholz <dmscholz@csuchico.edu>  
**Subject:** Re: MADT courses: Degree/Program revision proposal for Music Industry

Thanks for this, Tom!

I think I left one off inadvertently: MADT 218 Social Media Storytelling. We'd like to include that among these options also. Would this be OK as well?

Kind regards,  
Paul

---

**From:** Thomas M Welsh <TWelsh@csuchico.edu>  
**Date:** Tuesday, September 21, 2021 at 3:22 PM  
**To:** Paul Young <pyoung@csuchico.edu>  
**Cc:** Michelle S McConkey <mmconkey@csuchico.edu>, David M Scholz <dmscholz@csuchico.edu>  
**Subject:** Re: MADT courses: Degree/Program revision proposal for Music Industry

I think that would be fine. Always happy to have more students in our courses!

Thanks

--

Prof. Tom Welsh  
Chair, Dept. of Media Arts, Design, and Technology  
CSU, Chico  
Tehama Hall Room 205  
Cell: 530-680-6230  
<http://twelsh.net>

**From:** Paul Young <pyoung@csuchico.edu>  
**Sent:** Tuesday, September 21, 2021 3:00 PM  
**To:** Thomas M Welsh <TWelsh@csuchico.edu>  
**Cc:** Michelle S McConkey <mmconkey@csuchico.edu>; David M Scholz <dmscholz@csuchico.edu>  
**Subject:** MADT courses: Degree/Program revision proposal for Music Industry

Hello Tom,

We hope your semester is going well so far. We are reaching out because we are elevating our Music Industry program and are looking to expand the curricular choices we offer to better reflect our evolving industry. In essence we would like to offer our students some greater flexibility and areas of knowledge needed, befitting our specialized field. To that end we have increased the number of courses they can take in the degree and that includes the following list:

<b>12 units selected from:</b>			
**ACCT 201	Intro to Financial Accounting		3
BADM 101	Understanding Global Business		3
ECON 101	Introduction to Economics		3
<b>MADT 101</b>	<b>Intro to Communication</b>		<b>3</b>
<b>MADT 222</b>	<b>Basic Web Design</b>		<b>3</b>
**MKTG 305	Survey of Marketing		3
**MGMT 303	Survey of Management		3
MGMT 455	Web-Based Entrepreneurship		3
MUSC 109	Intro to Music Technology		3
MUSC 110	Studio Instruction		1
MUSC 411-13	Music Performance Groups		1
RHPM 200	Foundations of Recreation, Hospitality and Parks Management		3
TECH 180	Invention and Innovation		3

\*\*This expands our list in this realm of options within our program, which currently only includes ACCT 201, MKTG 305, and MGMT 303 (which are still included, among these greater number of proposed course options). **Would you be able to support this change in our curriculum, with respect to your Introduction to Communication and Basic Web Design courses, as listed above?**

We know that this may slightly increase the number of students in your courses. In reality, with



approximately 40 majors at any given time, only 10 or so may be spread across these courses in any given year. We anticipate the effect would be rather nominal with respect to course enrollment in any of the above courses.

We would appreciate a response to this email in favor of the changes. If you have any suggestions or concerns please let us know at your earliest convenience. This curriculum has been approved by our curriculum committee and faculty and we are looking to move this forward this semester. So a quick reply would be greatly appreciated.

Thank you,  
Paul Young (Music Industry program coordinator)  
Michelle McConkey (MUTA curriculum chair)  
David Scholz (MUTA department chair)

--

Dr. Paul Young  
Assistant Professor  
Option Coordinator, Music Industry Program  
Music and Theater Department  
California State University, Chico

**Subject:** Re: RHPM 200: Degree/Program revision proposal for Music Industry

**Date:** Tuesday, September 21, 2021 at 4:09:23 PM Pacific Daylight Time

**From:** Morgan W Geddie <mgeddie@csuchico.edu>

**To:** Paul Young <pyoung@csuchico.edu>

**CC:** Michelle S McConkey <mmconkey@csuchico.edu>, David M Scholz <dmscholz@csuchico.edu>

The music industry students are welcome to enroll in RHPM 200!

Sent from Morgan Geddie's iPhone

On Sep 21, 2021, at 3:17 PM, Paul Young <pyoung@csuchico.edu> wrote:

Hello Morgan,

We hope your semester is going well so far. We are reaching out because we are elevating our Music Industry program and are looking to expand the curricular choices we offer to better reflect our evolving industry. In essence we would like to offer our students some greater flexibility and areas of knowledge needed, befitting our specialized field. To that end we have increased the number of courses they can take in the degree and that includes the following list:

<b>12 units selected from:</b>			
**ACCT 201	Intro to Financial Accounting		3
BADM 101	Understanding Global Business		3
ECON 101	Introduction to Economics		3
MADT 101	Intro to Communication		3
MADT 222	Basic Web Design		3
**MKTG 305	Survey of Marketing		3
**MGMT 303	Survey of Management		3
MGMT 455	Web-Based Entrepreneurship		3
MUSC 109	Intro to Music Technology		3
MUSC 110	Studio Instruction		1
MUSC 411-13	Music Performance Groups		1
<b>RHPM 200</b>	<b>Foundations of Recreation, Hospitality and Parks Management</b>		3
TECH 180	Invention and Innovation		3

---

**\*\*This expands our list in this realm of options within our program, which currently only includes ACCT 201, MKTG 305, and MGMT 303 (which are still included, among these greater number of proposed course options). Would you be able to support this change in our curriculum, with respect to your Foundations of Recreation, Hospitality and Parks Management course, as listed above?**

We know that this may slightly increase the number of students in your courses. In reality, with approximately 40 majors at any given time, only 10 or so may be spread across these courses in any given year. We anticipate the effect would be rather nominal with respect to course enrollment in any of the above courses.

We would appreciate a response to this email in favor of the changes. If you have any suggestions or concerns please let us know at your earliest convenience. This curriculum has been approved by our curriculum committee and faculty and we are looking to move this forward this semester. So a quick reply would be greatly appreciated.

Thank you,  
Paul Young (Music Industry program coordinator)  
Michelle McConkey (MUTA curriculum chair)  
David Scholz (MUTA department chair)

--

Dr. Paul Young  
Assistant Professor  
Option Coordinator, Music Industry Program  
Music and Theater Department  
California State University, Chico

--

Dr. Paul Young  
Assistant Professor  
Option Coordinator, Music Industry Program  
Music and Theater Department  
California State University, Chico

**Paul Young**

**Tuesday, May 17, 2022 at 10:55:45 Pacific Daylight Time**

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**Subject:** Re: TECH 180: Degree/Program revision proposal for Music Industry  
**Date:** Tuesday, September 21, 2021 at 3:44:02 PM Pacific Daylight Time  
**From:** Seema Sehrawat <ssehrawat@csuchico.edu>  
**To:** Greg Watkins <gkwatkins@csuchico.edu>, Paul Young <pyoung@csuchico.edu>  
**CC:** Michelle S McConkey <mmconkey@csuchico.edu>, David M Scholz <dmscholz@csuchico.edu>  
**Attachments:** image001.png, image002.png, image003.jpg

Hi Paul,

We support this change and will be able to accommodate 10 students or so each year. We also started offering TECH courses in the summer and that might be another avenue for your students to pursue.

Let me know if you need anything more from our end.

Best wishes,

Seema

Seema Sehrawat, PhD, MSW

Associate Dean

College of Engineering, Computer Science and Construction Management

**California State University, Chico**

400 West 1<sup>st</sup> Street, Chico, CA 95929-0550

[ssehrawat@csuchico.edu](mailto:ssehrawat@csuchico.edu)



**Dream Ally**

**From:** Greg Watkins <gkwatkins@csuchico.edu>  
**Date:** Tuesday, September 21, 2021 at 3:35 PM  
**To:** Paul Young <pyoung@csuchico.edu>  
**Cc:** Michelle S McConkey <mmconkey@csuchico.edu>, David M Scholz <dmscholz@csuchico.edu>, Seema Sehrawat <ssehrawat@csuchico.edu>  
**Subject:** RE: TECH 180: Degree/Program revision proposal for Music Industry

Hi Paul,

The TECH courses don't really belong to MMEM. Their home is in ECC but not in a specific department. One of my faculty does commonly teach TECH 380, but I don't have the subject matter expertise to comment on your proposed curricular change. I'm copying my Associate Dean, Seema Sehrawat, who may be able to comment on support your proposed change.

Regards,

Greg Watkins

Gregory K. Watkins, Ph.D., PE  
Professor and Chair

Capstone Design Program Coordinator  
 Department of Mechanical and Mechatronic Engineering and Advanced Manufacturing  
 California State University Chico  
 Chico, CA 95929-0789  
 530.898.4388  
[gkwatkins@csuchico.edu](mailto:gkwatkins@csuchico.edu)



**From:** Paul Young  
**Sent:** Tuesday, September 21, 2021 3:23 PM  
**To:** Greg Watkins <[gkwatkins@csuchico.edu](mailto:gkwatkins@csuchico.edu)>  
**Cc:** Michelle S McConkey <[mmcconkey@csuchico.edu](mailto:mmcconkey@csuchico.edu)>; David M Scholz <[dmscholz@csuchico.edu](mailto:dmscholz@csuchico.edu)>  
**Subject:** TECH 180: Degree/Program revision proposal for Music Industry

Hello Greg,

We hope your semester is going well so far. We are reaching out because we are elevating our Music Industry program and are looking to expand the curricular choices we offer to better reflect our evolving industry. In essence we would like to offer our students some greater flexibility and areas of knowledge needed, befitting our specialized field. To that end we have increased the number of courses they can take in the degree and that includes the following list:

<b>12 units selected from:</b>			
**ACCT 201	Intro to Financial Accounting		3
BADM 101	Understanding Global Business		3
ECON 101	Introduction to Economics		3
MADT 101	Intro to Communication		3
MADT 222	Basic Web Design		3
**MKTG 305	Survey of Marketing		3
**MGMT 303	Survey of Management		3
MGMT 455	Web-Based Entrepreneurship		3
MUSC 109	Intro to Music Technology		3
MUSC 110	Studio Instruction		1
MUSC 411-13	Music Performance Groups		1
RHPM 200	Foundations of Recreation, Hospitality and Parks Management		3
<b>TECH 180</b>	<b>Invention and Innovation</b>		3

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**\*\*This expands our list in this realm of options within our program, which currently only includes ACCT 201, MKTG 305, and MGMT 303 (which are still included, among these greater number of proposed course options). Would you be able to support this change in our curriculum, with respect to your Invention and Innovation course, as listed above?**

We know that this may slightly increase the number of students in your courses. In reality, with approximately 40 majors at any given time, only 10 or so may be spread across these courses in any given year. We anticipate the effect would be rather nominal with respect to course enrollment in any of the above courses.

We would appreciate a response to this email in favor of the changes. If you have any suggestions or concerns please let us know at your earliest convenience. This curriculum has been approved by our curriculum committee and faculty and we are looking to move this forward this semester. So a quick reply would be greatly appreciated.

Thank you,  
Paul Young (Music Industry program coordinator)  
Michelle McConkey (MUTA curriculum chair)  
David Scholz (MUTA department chair)

--

Dr. Paul Young  
Assistant Professor  
Option Coordinator, Music Industry Program  
Music and Theater Department  
California State University, Chico

Dear Dann,

Congratulations on the move for the recording arts program. I am sure that it will help to attract students by making the discipline more obvious to students.

This is the first semester that EECE 110 has been offered as a lower-division GE B1/B3 course. Hopefully, this make the continued enrollment by your majors in our course attractive and that students from other majors also begin to take the course. We will have to see what the enrollment is like in the next couple of years. I will let you know if there is a decision to discontinue offering the course in the future.

Take care.

Kathleen

**From:** Dann Sargent <[dsargent1@csuchico.edu](mailto:dsargent1@csuchico.edu)>

**Sent:** Friday, March 10, 2023 10:05 AM

**To:** Kathleen Meehan <[kmeehan@csuchico.edu](mailto:kmeehan@csuchico.edu)>

**Cc:** David M Scholz <[dmscholz@csuchico.edu](mailto:dmscholz@csuchico.edu)>

**Subject:** EECE 110 - Recording Arts Program Changes for 24/25 AY

Hi Kathleen-

Dann Sargent here from across campus in Recording Arts. It's been a few years since we've spoken, I think Covid happened somewhere in the middle there as well. I hope you're doing well.

I'm touching base as we have some changes happening in our program that affect you and EECE 110.

Short version, we are elevating our degree program to its own major with our sister program Music Industry. Those changes required negotiations and compromises specifically in the 1st and 2nd year course work areas. The change at issue here is we had to move EECE 110 from a required course to a recommended/advised course. This change will happen in the 24/25 AY.

Of course, what this ultimately means for you is a likely drop in enrollment in that course overall.

You've all done great work over there and I hope this change doesn't cause too many issues for you.

If after this change you'd like to discontinue teaching the course, please feel empowered to do so and don't worry about us. We will alter our advising pattern.

With all of that said, I'm happy to sit down and chat about this if you have any

questions.

Thanks so much.

Regards,

**Dann Sargent** (he/him)

Assistant Professor

Recording Arts Program Coordinator | ALP | ACI

Department of Music & Theatre

California State University, Chico

Performing Arts Center 201

530-433-1777

Visit our [Website](#)

Follow us on [Instagram](#)



Compliance with EO 1071 requires that the core for all options contains at least 51% of the units required for any degree. We as a faculty determined that creating a common core for all four of the music degree options was not feasible, as that common core would have required Music Industry and Recording Arts majors to complete classes that 1) are irrelevant to their degree programs and 2) were creating roadblocks to graduation for many of them, especially those students in the Music Industry option. The current option in Music Education requires students to complete credential classes in order to graduate with an undergraduate music education degree, but they cannot enroll in said credential classes without an undergraduate degree. Therefore, the new degree program removes all the credential classes from the option in music education, allowing students to earn an undergraduate degree in music education, thereby allowing them to enroll in a credential program. It is also worth noting that in the December 16, 2016 Commission Action Report received from the National Association of Schools of Music, MUTA was informed, “the title of the proposed degree, Bachelor of Arts in Music (Music Education), indicates a liberal arts degree with a comprehensive major in music and a track in Music Education. The institution’s intent for the proposed program appears to be a professional baccalaureate degree designed for students who wish to become certified to teach music – a purpose consistent with titles such as Bachelor of Music in Music Education, Bachelor of Music Education, and Bachelor of Arts in Music Education (professional degree). Given this, it does not appear that the title of the proposed degree is consistent with its content (See NASM *Handbook 2015-16*), Standards for Accreditation II.I.1.g.; II.I.2.c; IV.C.2.a. and b.). The Commission requests the institution to study this issue and provide a reply that demonstrates compliance with the standard.”

Given these reasons, we felt it best to elevate the Music Industry and Recording Arts options to their own degree program (Music Industry and Technology – MIT) with a common core between those two options. Additionally, the options in Music Education and Applied Music would then share a new common core, bringing those options into compliance with EO 1071, where the required courses are appropriate to those options.

These three goals (elevation of the music industry and recording arts options to a separate degree program, compliance with EO 1071, and the removal of credential classes for the music education option) will assist us in our efforts to support the following efforts:

1. Diversity Action Plan Priority 2: “Improve the success of students from underrepresented populations in learning, engagement, persistence, and graduation.”
2. HFA Strategic Plan: “prepare students to be productive global citizens and successful professionals by providing rigorous and challenging instruction, collaborative learning and research experiences, opportunities for international study, relevant internships, and service learning that advance intellectual preparation.”
3. Chico State Strategic Plan: “Increase opportunities and reduce barriers to graduation so students complete their degrees in a timely manner.”
4. Chico State Strategic Plan: “Assess, restructure, and develop academic programs that are especially innovative and include student-engaged scholarship that challenges the boundaries of knowledge.”

Ultimately, we believe that these updated options will assist with the recruitment and retention of students to our degree programs and create a pathway for MUTA to regain accreditation in the future.

Appendix Q  
Dean's letter of support



California State University **Chico**  
College of Humanities  
and Fine Arts

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279 Arts and Humanities Building  
Chico, California 95929-0800  
Ph: 530-898-5351  
Fax: 530-898-5581  
<http://www.csuchico.edu/hfa/>

20 December 2022

I am in full support of the proposed changes to the BA in Music. Discontinuing the current Recording Arts and Music Industry options in the BA in Music and elevating them to a BA in Music Industry and Technology with options in Music Industry and Recording Arts will

1. Enable MUTA to come into compliance with EO 1071
2. Reinvigorate enrollments in Music Industry and Recording Arts
3. Improve DFW rates in core classes
4. Improve student success rates
5. Provide a path for MUTA to re-seek accreditation from the National Association of Schools of Music (NASM) in the future

In AY 2019-2020, MUTA terminated its institutional membership with its accrediting body, NASM, because it was impossible to adhere to both the standards of NASM and EO 1071 without causing irreparable harm to its Recording Arts and Music Industry programs. These two programs combined account for more than half of all majors in MUTA and comprise the majority of students majoring in music. Additionally, both are examples of programs with academic distinction. The Music Industry program ranked #3 in College Magazine's "[10 California Schools for Music Business Degrees that Rock the Industry](#)," behind CSU, Northridge (#2) and University of Southern California (#1), and the Recording Arts program is the oldest and one of a handful of such programs in the CSU. Lastly and most importantly, the elevation of the options in Recording Arts and Music Industry to a standalone degree program does not necessitate any additional resources and will enable us to better utilize the faculty currently teaching in these programs.

Respectfully,

Tracy

Tracy R. Butts, Ph.D.  
Dean, College of Humanities and Fine Arts

# Discontinue Undergraduate Program: See [EM 15-005](#)

Program Name: Recording Arts

Complete only if applicable:

Program named above is:

Option within Bachelor of Arts in Music  
(Degree program name)

Option is being elevated to a degree (see elevation proposal for rationale).

Minor

Certificate

**Rationale: In order to comply with EO 1071, a separate set of core classes appropriate to the Music Industry Option and Recording Arts Option needed to be created. Maintaining all four options (Music Education, General Music, Music Industry, and Recording Arts) would have required the options in Music Industry and Recording Arts to take classes in the core that were unnecessary for those particular options, as the option in Music Education now requires a significantly higher number of classes in the core.**

## Required Signatures

The Department of Music and Theatre  
has reviewed and approved this program discontinuation.

Dr. Michelle & McConkey

Chair, Department Curriculum Committee

Feb 9, 2023

Date

David Scholz

[David Scholz \(Feb 9, 2023 10:13 PST\)](#)

Department Chair

Feb 9, 2023

Date

The College of Humanities and Fine Arts  
has reviewed and approved this program discontinuation.

Joseph Alexander

[Joseph Alexander \(Feb 22, 2023 16:10 PST\)](#)

Chair, College Curriculum Committee

Feb 22, 2023

Date

Tracy Butts

College Dean

Feb 23, 2023

Date

## **Discontinue Undergraduate Program: See [EM 15-005](#)**

**Send signature page with proposal attached to Curriculum Services, zip 128**

Note: As stated in EM 15-005: Although this document identifies many of the issues deemed essential for a thorough, open, and complete discussion and debate, those involved in pursuing program discontinuation should recognize that it would be inappropriate to judge all programs by the same standards or specify the range of information necessary to make a considered recommendation in each particular case. Therefore, the Academic Senate may 1) consider issues not specifically listed in this document and 2) recognize that some issues listed in this document may not be pertinent to a specific case. The goal is to help the Academic Senate reach an informed recommendation based on the evidence provided.

### **Description and History of the Program:**

- Provide a brief description of the program including:
  - When it was approved and/or how long has it been in place at CSU, Chico
  - History of the program, including its status as a major, option, minor, credential, or certificate,
  - Relation to other programs, including General Education, and
  - Status as a professional or pre-professional program.
- Describe the relationship of the program to the University's Strategic Plan, College Strategic Plan, Academic Plan and other statements of mission, goals and values.
- Who was it designed to serve (describe the student need)? What are the societal needs? (E.g., cultural, technological, economic, artistic, scientific). Are similar programs available elsewhere in the CSU?

### **Indicate areas of concern, with reference to the above history, as it pertains to the proposed discontinuation.**

- What is the status of the program now? Why should it be discontinued?
- Was the program suspended or considered for suspension?
- What efforts have been made to sustain or improve the program? If there have been no efforts, please explain why efforts have not been made to improve the program (including suspension for purposes of re-evaluation [[EM 13-057](#)]).
- How many students does the program serve? What are recent trends in enrollment? What is the external demand for the program from an employment perspective?
- What are the shortcomings of the program that have led to the proposal to discontinue? (What criteria were used to gather data on the program? How was the data assessed? Has the program been through a five year review? If not, why not? If so, what were the results of the last review?)
- Describe current staffing levels, FTES and other information relevant to program performance.
- Describe the financial status of the program. Provide evidence of the relative expense or revenue of the program compared to similar programs.
- Provide additional evidence to support the discontinuation proposal. (If possible, reference original EM of approval so readers can go to that evidence.)

### **Describe the consultation process and procedures:**

## **Discontinue Undergraduate Program: See [EM 15-005](#)**

- Evidence of consultation with faculty, administrators, students, and related stakeholders in the collaborative preparation of the plan, assessment, and timeline. Evidence may include but is not limited to dates, times, minutes, and vote counts from meetings, lists of attendees, correspondence, etc.

# Discontinue Undergraduate Program: See [EM 15-005](#)

Program Name: Music Industry

Complete only if applicable:

Program named above is:

Option within Bachelor of Arts in Music  
(Degree program name)

Option is being elevated to a degree (see elevation proposal for rationale).

Minor

Certificate

**Rationale: In order to comply with EO 1071, a separate set of core classes appropriate to the Music Industry Option and Recording Arts Option needed to be created. Maintaining all four options (Music Education, General Music, Music Industry, and Recording Arts) would have required the options in Music Industry and Recording Arts to take classes in the core that were unnecessary for those particular options, as the option in Music Education now requires a significantly higher number of classes in the core. These unnecessary classes would have a seriously adverse impact on the ability of students in RA and MI options to complete their respective degree programs in a timely manner (if at all). It would in essence turn both those programs into a subsection of a conservatory style degree offered by other CSU degree programs.**

## Required Signatures

The Department of **Music and Theatre**  
has reviewed and approved this program discontinuation.

Dr. Michelle & McConkey

Chair, Department Curriculum Committee

Feb 9, 2023

Date

David Scholz

[David Scholz \(Feb 9, 2023 10:10 PST\)](#)

Department Chair

Feb 9, 2023

Date

The College of Humanities and Fine Arts  
has reviewed and approved this program discontinuation.

Joseph Alexander

[Joseph Alexander \(Feb 22, 2023 4:12 PST\)](#)

Feb 22, 2023

## Discontinue Undergraduate Program: See [EM 15-005](#)

Chair, College Curriculum Committee



College Dean

Date

Feb 23, 2023

Date

**Send signature page with proposal attached to Curriculum Services, zip 128**

Note: As stated in EM 15-005: Although this document identifies many of the issues deemed essential for a thorough, open, and complete discussion and debate, those involved in pursuing program discontinuation should recognize that it would be inappropriate to judge all programs by the same standards or specify the range of information necessary to make a considered recommendation in each particular case. Therefore, the Academic Senate may 1) consider issues not specifically listed in this document and 2) recognize that some issues listed in this document may not be pertinent to a specific case. The goal is to help the Academic Senate reach an informed recommendation based on the evidence provided.

### **Description and History of the Program:**

- Provide a brief description of the program including:
  - When it was approved and/or how long has it been in place at CSU, Chico
  - History of the program, including its status as a major, option, minor, credential, or certificate,
  - Relation to other programs, including General Education, and
  - Status as a professional or pre-professional program.
- Describe the relationship of the program to the University's Strategic Plan, College Strategic Plan, Academic Plan and other statements of mission, goals and values.
- Who was it designed to serve (describe the student need)? What are the societal needs? (E.g., cultural, technological, economic, artistic, scientific). Are similar programs available elsewhere in the CSU?

### **Indicate areas of concern, with reference to the above history, as it pertains to the proposed discontinuation.**

- What is the status of the program now? Why should it be discontinued?
- Was the program suspended or considered for suspension?
- What efforts have been made to sustain or improve the program? If there have been no efforts, please explain why efforts have not been made to improve the program (including suspension for purposes of re-evaluation [\[EM 13-057\]](#)).
- How many students does the program serve? What are recent trends in enrollment? What is the external demand for the program from an employment perspective?
- What are the shortcomings of the program that have led to the proposal to discontinue? (What criteria were used to gather data on the program? How was the data assessed? Has the program been through a five year review? If not, why not? If so, what were the results of the last review?)
- Describe current staffing levels, FTES and other information relevant to program performance.
- Describe the financial status of the program. Provide evidence of the relative expense or revenue of the program compared to similar programs.

## **Discontinue Undergraduate Program: See [EM 15-005](#)**

- Provide additional evidence to support the discontinuation proposal. (If possible, reference original EM of approval so readers can go to that evidence.)

### **Describe the consultation process and procedures:**

- Evidence of consultation with faculty, administrators, students, and related stakeholders in the collaborative preparation of the plan, assessment, and timeline. Evidence may include but is not limited to dates, times, minutes, and vote counts from meetings, lists of attendees, correspondence, etc.