

MSU INVESTMENT PROPOSAL FOR INSTITUTIONAL PRIORITIES

PROPOSAL OVERVIEW

Title	Recruiting and Retention for All Majors	Request Date	November 22, 2011
Department	Music	Email	gyoung@montana.edu
Requestor	Greg Young	Phone	3564

STRATEGIC ALIGNMENT

Core Themes and Objectives (check all that apply)

Educate Students

- Our graduates will have achieved mastery in their major disciplines
- ✓ Our graduates will become active citizens and leaders
- ✓ Our graduates will have a multicultural and global perspective
- ✓ Our graduates will understand the ways that knowledge & art are created and applied in a variety of disciplines
- Our graduates are prepared for careers in their field
- ✓ We will provide increased access to our educational programs
- Communities and external stake holders benefit from broadly defined education partnerships with MSU

Create Knowledge and Art

- ✓ Students, faculty, and staff will create knowledge and art that is communicated widely

Serve Communities

- ✓ We help meet a fundamental need of the citizens of Montana by providing degree programs for our students
- ✓ We help meet the educational needs of the citizens of Montana by providing a wide range of educational opportunities to a variety of students
- ✓ Our students, faculty, staff, and administrators reach out to engage and serve communities
- ✓ Our students, faculty, staff, and administrator reach in to build the university community

Integrate Learning, Discovery, and Engagement

- ✓ Each graduate will have had experiences that integrate learning, discovery and engagement
- ✓ Outreach activities will educate students and address the needs of the communities we serve
- ✓ Students, faculty, and staff will create knowledge and art that addresses societal needs
- ✓ MSU is a community that will be characterized by synergy within and across disciplines, roles and functions.

Stewardship

- The public trusts the institution to operate openly and use resources wisely
- The faculty and staff are well-qualified and supported
- ✓ MSU will support Native American students, programs, and communities
- ✓ MSU will be an inclusive community, supporting and encouraging diversity
- ✓ Our publicly provided resources are used efficiently and effectively
- ✓ Natural resources are used efficiently and sustainably
- MSU nurtures a culture of resource conservation and ecological literacy among students, faculty and staff
- Our physical infrastructure (e.g., building, equipment, open spaces) will be well-maintained and useful

INSITUTIONAL BENEFIT

Campuses ✓ Bozeman Billings Havre Great Falls FSTS Extension MAES

Cross Depts Please List: Majors in all departments will be encouraged to get involved, making academic and social connections across the disciplines.

TIMEFRAME

Proposed Dates Start: Fall 2012 End: N/A

COST AND REQUIREMENTS

Funding Type	One-Time (\$)	Multi-Year (\$)			Base (\$)	FTE
		Year 1	Year 2	Year 3		
Personnel (w/benefits)						
Materials & Supplies						
Travel					\$30,000	
Contracted Services						
Capital						
Other Operations						
TOTAL					\$30,000	

Recruiting materials would be supplied by the Office of Admissions, the colleges and the departments. The School of Music would provide matching funds at the rate of 1:3, that is, for the \$30,000 annual request herein, the **School of Music would provide \$10,000 from privately raised funds**. We recently received a pledge of \$50,000 to establish an endowment for this purpose.

Please comment, if necessary, regarding cost and requirements.

PROPOSAL SCOPE

Describe the Proposal

The tipping point for many students in deciding to attend MSU in Bozeman has been the opportunity to pursue a degree in any field while participating in one or more of the 15 performing ensembles in the School of Music. At many larger universities this is not possible. At the University of Michigan, for example, almost all of the performing ensembles are comprised of music majors. Half of the 72 students who toured Vietnam, Thailand and Singapore with the MSU Symphony in 2009 were non-music majors, and the same is true for the students going to Prague and Leipzig with the MSU Chorale in May 2012. Of the 330 Presidential Scholarship applicants in an average year, 85% list music as a significant part of their high school activity, regardless of what major they intend to pursue. To attract even more of these bright students, who go on to win major accolades and cast favorable light upon MSU, the School of Music would like to set up regular performances/workshops in high schools in Montana and beyond.

These performances/workshops would be coordinated with the Office of Admissions and the Alumni Association, bringing expertise in communicating just the right message along with the music, bringing information on all majors, and using our alumni network to arrange complimentary events. Students in the performing groups could talk about what it's like to be an engineer or an accountant while continuing to pursue music as an avocation. This builds on successful tours by the MSU Chorale that have been presented every two years, to broaden the reach geographically, increase the frequency, and expand the breadth of musical offerings to include jazz, orchestra, chamber music and wind symphony. The retention piece is inherent in the proposal, for studies show that the more socially and academically connected a student is within a university, the more likely h/she is to persist and graduate. These activities connect the students socially, academically, and musically.

BUDGET

5 chamber music tours with one overnight each:	5 x \$1,200 =	\$6,000
1 MSU Symphony tour:	1 x \$11,000 =	\$11,000
1 Chorale Tour:	1 x \$7,000 =	\$7,000
1 MSU Wind Symphony tour:	1 x \$9,000 =	\$9,000
2 Jazz Band tours:	2 x \$3,500 =	\$7,000
Total		\$40,000 (\$30,000 + \$10,000 match)

PROPOSAL SCOPE**Describe the broader impacts and benefits of this proposal**

The broader impacts of this proposal include enhancing our ability to attract the best and brightest students from across the region, regardless of major, and retain them by providing strong connection channels with their peers and their professors. In fact, one of the reasons we received a \$50,000 pledge recently from an engineering alumnus was that he so enjoyed touring as a trumpeter with the MSU ensembles in the late 1950s and wanted us to expand this activity for the participants and the prospective students who hear them.

ADDITIONAL INFORMATION

Implementation Plan *(Please describe with timelines)*

A sample of the travel in the first year would be as follows: 1) Five faculty/student chamber group trips (maximum 8 people per trip) to cover the larger cities in Montana, with performances in smaller towns en route; 2) One MSU Symphony recruiting trip per year; 3) One Wind Symphony recruiting trip per year; 4) Two jazz band trips per year and; 5) One MSU Chorale concert tour per year.

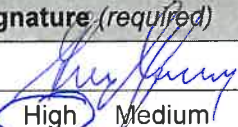
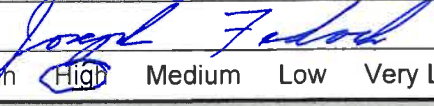
Assessment Plan *(Please describe with indicators)*

Depending on the mix of residents and non-residents who decide to attend MSU because of these performances/workshops, 3-4 additional students would make this proposal break even. A more likely outcome is that this proposal will net MSU over \$100,000 annually in increased revenue from tuition. Data gathered by the Office of Admissions will let MSU know after just two years whether this program is worth continuing.

Evaluation forms will be distributed at the high schools we visit during the tours, so that the teachers can provide information from the students using the following indicators: 1) Did the performance/workshop give you a more positive impression of MSU? 2) Did the performance/workshop increase your likelihood of attending MSU? 3) Did the performance/workshop make you more interested in attending college? 4) Did you receive the right information or where to find it, and if not, what did you need more of? 5) What could we do better in future?

If assessed objectives are not met in the timeframe outlined, what is the plan to sunset this proposal?

If assessed objectives are not being met, changes to the program will be made until they are. If the proposal needs to be retired, the tours will be stopped, but there are no indications that this will be the case. At the most recent Montana Music Educators Conference, the most frequent question I got was, "Why does the U of M in Missoula come and perform at our school every year and MSU hardly ever comes?"

SIGNATURES				
Department Head <i>(please print)</i>		Signature <i>(required)</i>		Date
Greg Young				12/23/2011
Dept Head Priority <i>(please circle one):</i> Very High <u>High</u> Medium Low Very Low				
Dean/Director <i>(please print)</i>		Signature <i>(required)</i>		Date
Joseph Fedock				12/30/11
Dean/Director Priority <i>(please circle one):</i> Very High <u>High</u> Medium Low Very Low				
Executive/VP <i>(please print)</i>		Signatures <i>(required)</i>		Date
Executive/VP Priority <i>(please circle one):</i> Very High High Medium Low Very Low				