

PROGRAM

NATIONAL ASSOCIATION OF SCHOOLS OF MUSIC

Eighty-Eighth Annual Meeting

November 16-20, 2012

Manchester Grand Hyatt San Diego

Commission/Board Activities

Workshops for Evaluators

PLEASE NOTE:

*The hotel floor follows the meeting room name.
Please consult the hotel map for the location
of meeting rooms on each floor.*

Thursday, November 15

9:00 a.m. - 5:00 p.m. Cunningham (4)
COMMISSION ON ACCREDITATION
(Commission members only)

Friday, November 16

9:00 a.m. - 12:00 p.m. Cunningham (4)
COMMISSION ON ACCREDITATION
(Commission members only)

9:00 a.m. - 12:00 p.m. Emma C (3)
**COMMISSION ON COMMUNITY/JUNIOR
COLLEGE ACCREDITATION**
(Commission members only)

12:00 p.m. - 2:00 p.m. America's Cup C (4)
EXECUTIVE COMMITTEE LUNCHEON MEETING
(Executive Committee members only)

2:00 p.m. - 5:15 p.m. Annie (3)
WORKSHOP FOR NEW VISITING EVALUATORS
(By invitation only)

2:00 p.m. - 5:30 p.m. Windsor (3)
WORKSHOP FOR EXPERIENCED EVALUATORS
(By invitation only)

3:00 p.m. - 5:00 p.m. Cunningham AB (4)
BOARD OF DIRECTORS MEETING
(Board of Directors members only)

Saturday, November 17

8:00 a.m. - 9:30 a.m. Cunningham AB (4)
BOARD OF DIRECTORS BREAKFAST MEETING
(Board of Directors members only)

9:00 a.m. - 5:00 p.m. Annie (3)
WORKSHOP FOR NEW VISITING EVALUATORS
(By invitation only)

9:00 a.m. - 5:00 p.m. Windsor (3)
WORKSHOP FOR EXPERIENCED EVALUATORS
(By invitation only)

Pre-Meeting Sessions

PLEASE NOTE:

*Advance registration for each pre-meeting session is required.
Please check with the NASM registration desk concerning
workshop descriptions, space availability,
and possible fees.*

*The hotel floor follows the meeting room name.
Please consult the hotel map for the location
of meeting rooms on each floor.*

Friday, November 16

2:00 p.m. - 5:30 p.m. Randle D (4)

**WORKSHOP: NEW MUSIC ADMINISTRATORS
IN HIGHER EDUCATION**

(Continued on Saturday at 8:15 a.m.)

3:30 p.m. - 5:30 p.m. Randle AB (4)

**WORKSHOP: CREATING EFFECTIVE
FORMAT A SELF-STUDIES**

(Continued on Saturday at 8:30 a.m.)

Saturday, November 17

8:15 a.m. - 3:45 p.m. Randle D (4)

**WORKSHOP: NEW MUSIC ADMINISTRATORS
IN HIGHER EDUCATION**

(Continuation from Friday)

8:30 a.m. - 3:45 p.m. Randle AB (4)

**WORKSHOP: CREATING EFFECTIVE
FORMAT A SELF-STUDIES**

(Continuation from Friday)

9:15 a.m. - 3:45 p.m. America's Cup (4)

**ROUNDTABLE FOR ASSISTANT
DIRECTORS/ASSOCIATE DEANS**

1:00 p.m. - 3:45 p.m. Emma (3)

**WORKSHOP: STRATEGIC PLANNING
IN DIFFICULT ECONOMIC TIMES**

1:00 p.m. - 3:45 p.m. Randle E (4)

**WORKSHOP: REIMAGINING ARCHITECTURAL
SPACES FOR MUSIC STUDY AND PERFORMANCES**

1:00 p.m. - 3:45 p.m. Cunningham AB (4)

**SEMINAR: STRENGTHENING THE UNDERGRADUATE
CURRICULUM – DEVELOPING STUDENT CAPABILITIES
FOR SYNTHESIS**

Eighty-Eighth Annual Meeting

PLEASE NOTE:

*The hotel floor follows the meeting room name.
Please consult the hotel map for the location
of meeting rooms on each floor.*

Friday, November 16

11:00 a.m. - 5:00 p.m.
REGISTRATION

Litrenta Foyer (2)

Saturday, November 17

8:00 a.m. - 5:00 p.m.
REGISTRATION

Litrenta Foyer (2)

4:00 p.m. - 5:00 p.m.
**ORIENTATION FOR MUSIC EXECUTIVES
NEW TO NASM**

Manchester C (2)

Attendees will be welcomed to NASM with introductions to officers, board members, and staff, and a brief orientation. Topics include how to be an institutional representative, fundamental accreditation responsibilities, accreditation review schedules, interacting with NASM, and Association resources for music executives. Those who registered in advance were guided to review Web site information about NASM prior to the Annual Meeting.

Moderator: Don Gibson, Florida State University

5:15 p.m. - 6:15 p.m.
**WELCOME ROUNDTABLE FOR
WOMEN MUSIC EXECUTIVES**

America's Cup (4)

The primary goal of this session is to welcome women music executives informally and provide opportunities for meeting newcomers, renewing acquaintances, and developing networks of colleagues.

Panelists: Linda Berna, Chicago College of Performing Arts,
Roosevelt University
Ramona Holmes, Seattle Pacific University
Cynthia Uitermarkt, Moody Bible Institute

Moderator: Nancy Cochran, University of Denver

5:45 p.m. - 7:00 p.m.
RECEPTION FOR THE ASSOCIATION

Manchester Foyer (2)

Hosted by: Sauter Pianos USA

Sunday, November 18

7:00 a.m. - 9:00 a.m. **Manchester Foyer (2)**
CONTINENTAL BREAKFAST FOR THE ASSOCIATION
Hosted by: Wenger Corporation

8:00 a.m. - 5:00 p.m. **Litrenta Foyer (2)**
REGISTRATION

8:15 a.m. - 8:45 a.m.
REGIONAL BUSINESS MEETINGS

These sessions are designed to enable the regions to welcome attendees, conduct their formal business, and discuss issues of concern. Regions 1, 2, and 3 will have elections of officers, and Region 5 will hold a special election for Secretary. Programmatic sessions developed by the regions will be presented in two sets on Monday afternoon.

Region 1 **Randle A (4)**
Arizona, California, Hawaii, Nevada, New Mexico, Utah
Andrew R. Glendening, University of Redlands, Chair

Region 2 **Windsor (3)**
Alaska, Idaho, Montana, Oregon, Washington
Todd Shiver, Central Washington University, Chair *pro tempore*

Region 3 **Randle B (4)**
Colorado, Kansas, Missouri, Nebraska, North Dakota, South Dakota, Wyoming
Timothy R. Shook, Southwestern College, Chair *pro tempore*

Region 4 **Randle D (4)**
Illinois, Iowa, Minnesota, Wisconsin
Paul Bauer, Northern Illinois University, Chair

Region 5 **Manchester A (2)**
Indiana, Michigan, Ohio
Michael R. Crist, Youngstown State University, Chair

Region 6 **Manchester B (2)**
Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, West Virginia
Daniel Goble, Western Connecticut State University, Chair

Region 7 **Manchester C (2)**
Florida, Georgia, North Carolina, Puerto Rico, South Carolina, Virginia
Richard Mercier, Georgia Southern University, Chair

Region 8 **Emma AB (3)**
Alabama, Kentucky, Mississippi, Tennessee
Barbara Buck, Kentucky State University, Chair

Region 9 **Cunningham (4)**
Arkansas, Louisiana, Oklahoma, Texas
Mark Edward Parker, Oklahoma City University, Chair

Sunday, November 18 *(continued)*

9:00 a.m. - 10:15 a.m.

Manchester D-I (2)

**FIRST GENERAL SESSION:
PLENARY BUSINESS MEETING**

Call to Order

President Don Gibson

In Memoriam Johannes Johansson

Greetings from the European Association of Conservatoires

Pascale De Groot, President

Reports of the Commissions

Commission on Community/Junior College Accreditation

Commission on Accreditation

Introduction of New Accredited Institutional Members

Report of the Treasurer

Report of the Committee on Ethics

Consideration of Proposed *Handbook* Amendments

Report of the Nominating Committee

Report of the President

10:30 a.m. - 12:00 p.m.

MEMBER ROUNDTABLES

**“DEVELOPING SYNTHESIS SKILLS IN
UNDERGRADUATE CURRICULA”**

The undergraduate curriculum continues as a major topic of discussion in NASM member institutions and the Association as a whole. Over the past four years, Annual Meeting considerations have followed a logical progression from goals and aspirations, to general ideas, to specific curricular elements, all with a view to facilitating local thinking about new approaches and possibilities. The obvious next step is to begin discussing undergraduate curricular approaches to “synthesis”—developing the ability of baccalaureate graduates to work on musical problems by combining, as appropriate to the issue, their capabilities in performance, analysis, composition and improvisation, history and repertory, and so forth. In other words, synthesis as a portable knowledge-based skill that enables graduates to see, understand, make, and use connections and combinations in various situations and circumstances.

Member roundtables provide opportunities to gain new perspectives and insights by listening to and seeking advice from peers. The Association also benefits by gaining an overview of membership ideas, plans, and projects. Roundtable discussions are thus a logical way to begin conversation about undergraduate development of student competencies that will assist in making connections with other topics throughout the 2012 Annual Meeting. Roundtable discussion goals will be presented at the First General Session. Each roundtable will be asked to address a common set of springboard questions provided in the meeting materials. It is hoped that roundtable discussions will inspire campus-specific thoughts and actions that will help

Sunday, November 18 (continued)

undergraduate students develop synthesis skills. The NASM Executive Committee will consider discussion comments and issues gathered by session recorders as future work on the undergraduate curriculum is developed. Group number assignments may be found on an insert in your registration packet.

Group 1 **Randle A (4)**

Moderator: Mark U. Reimer, Christopher Newport University

Recorder: Robert Tucker, Howard Payne University

Group 2 **Randle B (4)**

Moderator: Carol Frierson-Campbell, William Paterson University

Recorder: Stephen W. Plate, Houghton College

Group 3 **Randle D (4)**

Moderator: Michael Connolly, University of Portland

Recorder: Dustin D. Seifert, Eastern New Mexico University

Group 4 **Manchester A (2)**

Moderator: Craig Johnson, North Park University

Recorder: Rosetta Dingle, South Carolina State University

Group 5 **Oxford (3)**

Moderator: Robert A. Cutietta, University of Southern California

Recorder: John R. Mangan, Curtis Institute of Music

Group 6 **Randle E (4)**

Moderator: Jacqueline H. Wiggins, Oakland University

Recorder: Thomas Priest, Weber State University

Group 7 **Manchester B (2)**

Moderator: John F. Paul, Marylhurst University

Recorder: Stephen Weber, University of Science and Arts of Oklahoma

Group 8 **Windsor (3)**

Moderator: Michael D. Wilder, Wheaton College

Recorder: Chris Tanner, Miami University

Group 9 **Manchester C (2)**

Moderator: John Lindberg, Minnesota State University Mankato

Recorder: Ann Marie Snook, Washburn University

Group 10 **Annie (3)**

Moderator: Daniel P. Sher, University of Colorado, Boulder

Recorder: Richard Cornell, Boston University

Group 11 **Cunningham (4)**

Moderator: Jeff Cox, University of Massachusetts Amherst

Recorder: Jeffery W. Jarvis, University of Central Arkansas

Group 12 **Emma (3)**

Moderator: Jason Hoogerhyde, Southwestern University

Recorder: Karen M. Bryan, University of Arkansas at Little Rock

10:30 a.m. - 11:30 a.m. Top of the Hyatt (40)

RECEPTION FOR SPOUSES AND GUESTS

Host: Kyung-ae Gibson, Tallahassee, Florida

Sunday, November 18 (continued)

1:30 p.m. - 3:00 p.m.

Manchester B (2)

CASE STUDIES ON DEVELOPING SYNTHESIS CAPABILITIES IN UNDERGRADUATE STUDENTS I

Case studies sessions will begin with the experiences of member institutions that have recently addressed synthesis development issues while reviewing and changing their undergraduate curricular programs. Short presentations will be followed by discussion. Please note that the experiences of the presenting institutions are not models for all, but instead, examples of the many ideas that can spark further inquiry and foster the development of specific, perhaps unique approaches in each institution.

A second session on this topic based on different case studies is scheduled for 3:15 p.m. – 4:45 p.m. in this same room.

Presenters: Shelton G. Berg, University of Miami
Juan Chattah, University of Miami
Andrew Granade, University of Missouri, Kansas City

Moderator: William Pelto, Appalachian State University

1:30 p.m. - 3:00 p.m.

Randle D (4)

CASE STUDIES ON NEW APPROACHES TO UNDERGRADUATE TEACHER PREPARATION

This session will use short case studies from member institutions to provide the basis for an open discussion of new ways to think about, organize, and operate programs that prepare musicians to be teachers. The goal is to inspire and encourage local decision-making so that each program tailors its approach to its own goals, circumstances, and capabilities. Case studies and discussion will address the development of both musical and pedagogical capabilities, and the relationships of the two in curricula. An overarching theme is the preparation of teachers who will work in the field for the next forty years.

Presenters: Susan Helfter, University of Southern California
Sandra Stauffer, Arizona State University

Moderator: John W. Scheib, Ball State University

1:30 p.m. - 3:00 p.m.

Manchester A (2)

BRIEFING: UNDERGRADUATE DEGREES: FRAMEWORKS, TITLES, AND INSTITUTIONAL CREATIVITY

This session is especially suitable for institutions developing, revising undergraduate curricula, preparing NASM self-studies or requests for Plan Approval, considering experimental or new approaches to their undergraduate programs, and/or dealing with pressures to consolidate or reorganize undergraduate music or arts programs. The session will present and explore the creative possibilities inherent in the separate commonly-accepted frameworks for liberal arts and professional undergraduate degrees; meanings and expectations associated with specific titles and terms such as major, minor, area of emphasis, concentration and track; developing curricula that combine music with other disciplines; ways to ensure a fit among goals, degree structure, titles, and expectations for student achievement;

Sunday, November 18 (continued)

the critical importance of title/content consistency and other public information considerations; how your creative advantage can be enhanced by effective use of the NASM standards; and how to present degree information to the NASM Commissions.

Karen P. Moynahan, NASM National Office

1:30 p.m. - 3:00 p.m.

Randle A (4)

MEDIATION AND CONFLICT RESOLUTION

This session will be an exploration of means for moving difficult situations from a conflict stance to a stance of working jointly toward their resolution. Case studies based on music school issues and role-playing will be the basis for interactive discussion about the issues, techniques, and sensibilities involved in being a successful mediator. Considerations will include developing situation-specific evaluations of the importance of the issue, the importance of the relationship with the people involved, time constraints, the relative powers of the persons involved, and understanding one's own natural reactions to conflict.

Presenter: Steven Block, University of New Mexico

Facilitators: Ramona Holmes, Seattle Pacific University

H. Keith Jackson, West Virginia University

Mary Ellen Poole, San Francisco Conservatory of Music

David Reynolds, South Dakota State University

3:15 p.m. - 4:45 p.m.

Manchester B (2)

CASE STUDIES ON DEVELOPING SYNTHESIS

CAPABILITIES IN UNDERGRADUATE STUDENTS II

A continuation of the 1:30 p.m. - 3:00 p.m. session with different case studies. This session will begin with the experiences of member institutions that have recently addressed synthesis development issues while reviewing and changing their undergraduate curricular programs. Short presentations will be followed by discussion. Please note that the experiences of the presenting institutions are not models for all, but instead, examples of the many ideas that can spark further inquiry and foster the development of specific, perhaps unique approaches in each institution.

Presenters: Melanie Lowe, Vanderbilt University

Anthony Suter, University of Redlands

Moderator: Elizabeth Sellers, California State University, Northridge

3:15 p.m. - 4:45 p.m.

Randle B (4)

HOW NASM WORKS

This session will address the structure of NASM, its patterns of decision-making and change, and its heavy reliance on volunteerism. The essential and critical roles of member institutions and multiple avenues for participation will be featured. Taking a big picture approach, the session will look at "why" as well as "what" as the multiple responsibilities, connections, and procedures of the Association are discussed. With continuous reference to NASM's four basic purposes – accreditation, statistical research, professional development, and policy, the session will review relationships to the other

Sunday, November 18 (continued)

accrediting organizations and the accreditation system as a whole; the basic structure of the *NASM Handbook* and its role in the decisions and operations of the Association; the sources of proposals and the procedures for *Handbook* change; the connections and separations of function among the *Handbook*, Association procedures, and advisory documents; and the Association's relationship to institutions and to federal and state governments. Special attention will be given to the structure, development, and meaning of standards from a policy perspective, for example, how the standards provide frameworks, not blueprints, and how consensus-based standards play a protective role in the work of music units. The concept of degree titles as common currency will be explored as a basis for looking at connections among standards, curricular labels, and accurate public information. Presenters will relate facts about the Association to the foundational values and operational principles embraced by the membership that enable NASM to be effective, promote integrity, and work to protect the independence of institutions, especially in terms of specific local academic decisions. The session will conclude with a lengthy question and discussion period.

Don Gibson, Florida State University
Samuel Hope, NASM National Office

3:15 p.m. - 4:45 p.m.

Manchester A (2)

THE LIBERAL ARTS DEGREE IN MUSIC: CURRENT AND FUTURE PROSPECTS

The structural features of the undergraduate liberal arts degree in music provide tremendous flexibility for institutions, and thus has been a natural home for curricular innovation and experimentation. Bachelor of Arts and Bachelor of Science degrees in music fulfill a range of purposes within NASM member institutions. Several fundamental purposes are outlined in the *NASM Handbook*. These degrees provide a ready vehicle for double majors as well as multiple opportunities inherent in the traditional focus on breadth in music, but especially breadth in general studies and non-music electives. This session will consider the evolving nature of the liberal arts degree in music from the perspectives of institutions that either offer the degree exclusively, or offer it along with one or more other degrees, or offer it as one degree among many. Given the tenor of the times, topics will include goals for the preparation of graduating students, degree purposes and course distributions, pressures on local decision-making about the liberal arts degree, and the critical importance of liberal arts programs in the set of music degrees offered in higher education. A brief presentation will be followed by a lengthy discussion period.

Presenters: Gary W. Cobb, Pepperdine University
Gloria Cook, Rollins College
Valerie B. Morris, College of Charleston
Gregory Peterson, Luther College
Nancy Jo Snider, American University

Moderator: Sue Haug, Pennsylvania State University

Recorder: Ron Bostic, Wingate University

Sunday, November 18 (continued)

3:15 p.m. - 4:45 p.m.

Manchester C (2)

MUSICIANS' HEALTH AND SAFETY: MEDICAL INFORMATION FOR ADMINISTRATORS

Specialist physicians from the San Diego area will brief attendees on two of the several health and safety issues important to musicians: performance anxiety and hearing health. The session will provide an overview of each issue followed by ways that administrators and faculties can contribute to student well-being in these areas without crossing the line into providing inappropriate medical advice to individuals. Appropriate topics from the latest research will also be introduced, and suggestions will be made about ways to work with medical professionals to provide students with important general information, and access to medical counsel and treatment as necessary.

Presenters: Emmanuel Espejo, Ph.D., Department of Psychiatry,
School of Medicine, University of California, San Diego
Quyen T. Nguyen, M.D., Ph.D., Division of Otolaryngology-
Head and Neck Surgery, School of Medicine,
University of California, San Diego

Moderator: Catherine Jarjisian, University of Connecticut

3:15 p.m. - 4:45 p.m.

Manchester B (2)

ROUNDTABLE: RELATIONSHIPS WITH STATE DEPARTMENTS OF EDUCATION

The work of music schools and departments is affected by the decisions of state elementary/secondary and postsecondary education departments. This roundtable will provide an opportunity for attendees from numerous states to share aspirations, ideas, concerns, and advice about current and potential state action. Questions include but are not limited to values and purposes for education underlying policy decisions, teacher preparation, curricular standardization, campus independence, relationships of funding to centralized control, and assessment as means versus assessment as end. A primary concern is the impact of different policies on the artistic, educational, pedagogical, and scholarly capabilities of music programs in higher education, and their ability to work in a manner that is consistent with the nature of their field.

Presenters: William L. Ballenger, Texas Tech University
Richard L. Blatti, Ohio State University
George T. Riordan, Middle Tennessee State University

5:00 p.m. - 6:00 p.m.

Gibbons (4)

DIALOGUE SESSION WITH MEMBERS OF THE EXECUTIVE COMMITTEE

This session will afford accredited institutional members the opportunity to share ideas and concerns with two members of the Executive Committee. The Executive Committee is particularly interested in discussing possible topics for future meetings of the Association. (*This dialogue session will not be repeated.*)

Sunday, November 18 *(continued)*

5:00 p.m. - 6:00 p.m.

DIALOGUE SESSIONS

NASM encourages participants to meet with Commission Chairs and members of the Committee on Ethics. Although the Chairs and Committee members will not comment on specific institutional actions, they will answer questions about Association policy and procedures and receive suggestions about NASM standards and accreditation procedures.

(Dialogue sessions with the Chair of the Commission on Accreditation and the Chair of the Commission on Community/Junior College Accreditation will be repeated on Monday, 8:15 a.m.-9:15 a.m. The dialogue session with the Committee on Ethics will not be repeated.)

Commission on Accreditation **Oxford (3)**

Chair: Sue Haug, Pennsylvania State University

Commission on Community/Junior College Accreditation **Windsor B (3)**

Chair: Neil E. Hansen, Northwest College

Committee on Ethics **Windsor C (3)**

Chair: Micheal Houlahan, Millersville University of Pennsylvania

Members: David P. Robbins, Pacific Lutheran University

Peter T. Witte, University of Missouri, Kansas City

5:00 p.m. - 6:00 p.m.

Manchester B (2)

HEADS PART I: COMPLETING AND SUBMITTING THE HEADS DATA SURVEY

This session will provide an in-depth review of procedures for online submission of the HEADS Data Survey for degree-granting institutions. Intended primarily for first-time participants, this section-by-section overview of the HEADS Data Survey will explain in detail the submission process, types of data collected, and how to calculate certain figures. *(Please note: "HEADS Part I" will not be repeated. "HEADS Part II: Using Statistical Data for Institutional Planning and Projections" will be held on Monday, 8:15 a.m.-9:15 a.m.)*

Andrea Plybon, NASM National Office

5:00 p.m. - 6:00 p.m.

Manchester A (2)

BRIEFING: FORMATS B AND C SELF-STUDIES

Institutions may choose to use either Format A, B, or C when preparing Self-Studies. The session entitled "Specific Procedures for NASM Evaluation" offered on Monday morning will focus predominantly on Format A. This briefing will be an opportunity for those interested in Formats B and C to informally ask questions and seek general information about Formats B and C Self-Studies and procedures. *(This session will not be repeated.)*

Karen P. Moynahan, NASM National Office

Sunday, November 18 (continued)

5:00 p.m. - 6:15 p.m.

Randle B (4)

BRIEFING: HOW TO OBTAIN ADVICE AND SUPPORT FROM NASM

NASM makes a number of resources available through its Web site and staff that are designed to assist music executives in responding effectively to difficult issues or challenges emanating from within or beyond the institution. Some resources are intended to help music executives develop deeper insights into various aspects of their work as educators and administrators. Still others provide useful and informative tools for music faculty and students.

This briefing will identify these resources and provide an overview of the administrative support mechanisms associated with 1) the explanation and justification of music study at the postsecondary level, 2) the responsibilities and work of music executives and faculty members, 3) promotion and tenure, 4) assessment, and 5) issues of achievement and quality in music study, practice, and teaching. Attendees will have ample time for questions and discussion.

Sarah Yount, NASM National Office

5:00 p.m. - 6:15 p.m.

Randle A (4)

BRIEFING: OVERVIEW OF LEGAL ISSUES FOR MUSIC EXECUTIVES

Music executives deal with an array of issues connected in various ways to laws, regulations, and the potential for litigation. This briefing will review the most current and salient issues music executives are likely to face at this time, particularly pertaining to what is called "tort liability." These include but are not limited to: What is tort liability? What conditions must be met for such a claim to be supported? What is indemnification and how does it play a role in the management of tort liability exposure? What case law has been particularly important, precedent-setting, and/or instructive in guiding the work of music executives? How can music executives manage the issues that have proven to be controlling in these cases?

Susan Poser, University of Nebraska-Lincoln College of Law
John W. Richmond, University of Nebraska-Lincoln

5:00 p.m. - 6:15 p.m.

Randle D (4)

HEARING: PREPARATION FOR ENTRY INTO THE UNDERGRADUATE MUSIC MAJOR

What should high school students be learning and doing to become prepared for application, audition, entry, and success as a music major? What advice should NASM be providing to fulfill its public information role? This hearing will gather ideas and information on these topics from attendees. The results will influence (a) potential revisions to the current NASM Web advisory for prospective students and (b) considerations

Sunday, November 18 *(continued)*

associated with creating more detailed advisory statements to supplement the information NASM now provides. The hearing will consider preparation during the high school years for entry into both liberal arts and professional undergraduate programs and also into various areas of specialization such as performance and composition; theory and history; music education and music therapy; music technology, recording technology, and music industry; and so forth.

Documents will be provided at the hearing to facilitate the discussion. Please note that this hearing is not focused on NASM accreditation standards regarding undergraduate admission, but rather the provision of current information useful for students and their parents and teachers. *(A second hearing on this topic is scheduled for Monday from 8:15 a.m. to 9:15 a.m. and will include an opportunity to review all documents and issues presented for review as well as continue the discussion that began on Sunday.)*

Moderator: Mark Wait, Vanderbilt University

Recorder: Mark Marion, NASM National Office

6:15 p.m. - 7:30 p.m.

Manchester Foyer (2)

RECEPTION FOR THE ASSOCIATION

Hosted by: Steinway & Sons

7:30 p.m. - 9:00 p.m.

Randle A (4)

ROUNDTABLE FOR SMALL MUSIC UNITS

Music executives from smaller music units will have the opportunity to pose questions to colleagues working in institutions of similar sizes and types. Attendees should prepare questions in advance about topics they wish to share.

Moderator: Faun Tanenbaum Tiedge, Linfield College

7:30 p.m. - 9:00 p.m.

OPEN FORUMS

Open Forums are designed to provide participants with a maximum of interaction and discussion as well as with information and ideas of relevance to specific groups within the Association. Attendance may be based upon interest in either the topic to be discussed or the group to be addressed.

Historically Black Institutions

Randle B (4)

This forum will provide opportunities for discussion of current issues that music programs at Historically Black Colleges and Universities are facing.

Facilitators: William Henry Caldwell, Central State University

Megan Fogle, Claflin University

Isaiah R. McGee, Claflin University

Sunday, November 18 *(continued)*

8:00 p.m. - 9:30 p.m. **Pier Café (off site)**
COMMUNITY/JUNIOR COLLEGES

Session Title: **Careers in Music: Advising Music Students in Today's Economy**

This session will assist in answering a student's question: Should I go into music in today's economy? It will focus on what skill sets students gain with a music degree, and the importance of being flexible when seeking employment. Also covered are various fields available to music students today.

Presenters: Keith DeFoor, Young Harris College
Peter McAllister, California State University, Los Angeles

Moderator: Dyke Kiel, Cottey College

Monday, November 19

7:30 a.m. - 9:30 a.m. **Litrenta Foyer (2)**
REGISTRATION

7:30 a.m. - 8:45 a.m. **Manchester Foyer (2)**
COFFEE AND ROLLS FOR THE ASSOCIATION

Hosted by: Society of Pi Kappa Lambda

8:00 a.m. - 9:15 a.m. **Randle A (4)**
**BRIEFING: FEDERAL POLICY ISSUES
AFFECTING THE WORK OF MUSIC SCHOOLS**

Under the law, the federal government does not control higher education. However, the federal government does play a major role in developing conditions for the work of higher education, primarily through laws and regulations defining conditions for institutional participations in grant and student loan programs, and tax policies that influence economic conditions affecting education and the arts. Issues to be addressed include current prospects for new law and regulation concerning higher education, P-12 education, the arts, not-for-profit and for-profit organizations, and estate and other taxes. Time for questions and discussion will be provided. This briefing will take a non-partisan policy analysis approach, looking at the ramifications and costs of various options and probabilities.

Samuel Hope, NASM National Office
Sarah Yount, NASM National Office

8:00 a.m. - 11:00 a.m. **Manchester AB (2)**
SPECIFIC PROCEDURES FOR NASM EVALUATION

(For institutions scheduling visits within the next two years)

This session is designed specifically for representatives of institutions that are formally engaged in or preparing to begin the NASM evaluation process. Overall accreditation procedures, self-study, and the site visit will be the focus. This is a nuts-and-bolts, step-by-step, walk-through of the process.

Karen P. Moynahan, NASM National Office

Monday, November 19 *(continued)*

8:15 a.m. - 9:15 a.m.

DIALOGUE SESSIONS

(Repeat of Sunday, 5:00 p.m. - 6:00 p.m.)

Commission on Accreditation

Oxford (3)

Chair: Sue Haug, Pennsylvania State University

Commission on Community/Junior College Accreditation

Windsor B (3)

Chair: Neil E. Hansen, Northwest College

8:15 a.m. - 9:15 a.m.

Manchester C (2)

HEADS PART II: USING STATISTICAL DATA FOR INSTITUTIONAL PLANNING AND PROJECTIONS

The institutional research data gathered and compiled by the Higher Education Arts Data Services project constitute a unique and valuable resource for music executives at degree-granting institutions. This session will provide a detailed overview of statistics contained in the HEADS Data Summaries (the aggregate reports compiled annually from HEADS Data Surveys), the use of HEADS Special Reports for comparison among specific peer institutions, and potential uses for HEADS data in local policy discussions and administrative planning.

Andrea Plybon, NASM National Office

8:15 a.m. - 9:15 a.m.

Randle D (4)

HEARING: PREPARATION FOR ENTRY INTO THE UNDERGRADUATE MUSIC MAJOR

This session is a continuation of the Sunday evening hearing on the same topic. The hearing will consider preparation during the high school years for entry into both liberal arts and professional undergraduate programs and also into various areas of specialization such as performance and composition; theory and history; music education and music therapy; music technology, recording technology, and music industry; and so forth. Documents will be provided at the hearing to facilitate the discussion. Please note that this hearing is not focused on NASM accreditation standards regarding undergraduate admission, but rather the provision of current information useful for students and their parents and teachers. *(For those not attending on Sunday, there will be an opportunity to comment on all documents and issues presented for review.)*

Moderator: Mark Wait, Vanderbilt University

Recorder: Mark Marion, NASM National Office

9:30 a.m. - 11:00 a.m.

Randle D (4)

ONLINE LEARNING

Online learning has evolved from a novelty to a typical means of knowledge and skills acquisition. In general, institutions and programs are facing increasing pressure to develop online courses and curricula. This session will explore various facets of online learning and their relationship in the development

Monday, November 19 *(continued)*

and operation of online programs. Topics include but are not limited to: making curricula and content decisions; course development; assessing resource needs at the school or department level for development, maintenance, and operation; personnel and pedagogy; scaling components and elements to projected population size; understanding and meeting NASM standards; and addressing USDE Title IV—student loan and grant program—requirements.

Presenter: Steve Hopkins, Pennsylvania State University

Moderator: Laurence Paxton, University of Hawaii at Manoa

9:30 a.m. - 11:00 a.m.

Randle A (4)

FOSTERING AND SUPPORTING STUDENT CREATIVITY AND INNOVATION

Creativity and innovation are and have been indigenous to music. Today, they are buzzwords expressing contemporary angst and yearning, often about “falling behind.” The rhetoric may have its effects in the world at large, but being associated with a creative field, many music students gravitate naturally toward images of themselves as individual creators. In addition to this conceptual base, new technologies produce new possibilities. Evolving conditions produce realities that inspire creative attention. Students seek engagement on a wide front. This session will address ways that music schools and departments can develop a climate or a culture infused with an innovative spirit that promotes creative action on a constant basis.

For example, what do we know about the characteristics of creative climates, and how can we foster them in our schools and departments? What are the primary areas of student interest? How have institutions supported these interests? How do institutions foster knowledge and skill development associated with creative work beyond that naturally inherent in advanced music study in the various specializations? For example, approaches to combining information, goals, or techniques, or using one goal to shape the realization of another, or evaluating the results of play with ideas, concepts, or projects to advance a larger creative purpose. What resources and organizational arrangements are useful in supporting student initiatives and projects? What incentives have been tried or projected to encourage student creativity and innovation? What are the essential roles for faculty and staff? How can administrators be effective? What are the curricular implications? Presentations will be followed by discussion.

Presenters: Christopher Kendall, University of Michigan

David Rosenboom, California Institute of the Arts

Moderator: Douglas Lowry, Eastman School of Music

Monday, November 19 *(continued)*

9:30 a.m. - 11:00 a.m.

Manchester C (2)

ROUNDTABLE: ADVOCACY, ASSESSMENT, BENCHMARKING

What challenges and opportunities are institutions facing with regard to assessment and benchmarking? What are the sources of pressure in these regards? Where are the ideas coming from? What roles can local advocacy by music schools and departments play in dealing with these and other current issues associated with creating images of stewardship and accountability in a corporatist educational environment? What is the actual validity and value of the assumptions and results associated with assessment or benchmarking in individual situations? Is there empirical evidence that the approaches being used or required actually lead to improvement? What can be done to advocate for assessment on terms suitable and useful to music and music study? How can numbers and metrics be put into perspective? What are the advantages and disadvantages of comparisons? What about cost/benefit analyses? How can music executives and faculties prepare to be effective advocates? How can they lead their programs into an effective advocacy position with regard to these issues? How can useful questions be raised such as the compatibility of leadership and benchmarking? Innovation and centralized assessment regimes? Creativity and forced standardization for ease of assessment and comparison? The entirety of this session will be devoted to addressing these and other questions in a format that facilitates exchanges of questions, experiences, ideas, and advice.

Co-Moderators: David E. Myers, University of Minnesota, Twin Cities
Mary Ellen Poole, San Francisco Conservatory of Music

11:15 a.m. - 12:45 p.m.

Manchester D-I (2)

SECOND GENERAL SESSION

Report of the Executive Director

Election of Officers

Address to the Association

Measure Against Measure:

Responsibility Versus Accountability in Education

Speaker: Diana Senechal, Brooklyn, New York

1:00 p.m. - 2:15 p.m.

Gibbons (4)

EXECUTIVE COMMITTEE MEETING

Monday, November 19 (continued)

PLEASE NOTE:

All attendees are welcome to attend any of the programs sponsored by Regions scheduled from 2:15 p.m. to 3:45 p.m. and 4:00 p.m. to 5:30 p.m.

2:15 p.m. - 3:45 p.m.

PROGRAMS SPONSORED BY REGIONS

REGION 1

Manchester C (2)

Arizona, California, Hawaii, Nevada, New Mexico, Utah

Session Title: Regional Accreditation's Changing Landscape: An Overview for NASM Member Institutions

Calls for transparency and accountability in higher education have become frequent in institutional accreditation, and regional accreditors are reviewing and in some cases changing standards to reflect these demands. This session will provide an overview of how regional accreditation works and will highlight key issues driving change efforts from both outside and inside regional accrediting organizations. Case studies from NASM member institutions will provide a focus on the kinds of "evidence" institutions are expected to provide in the accreditation process, including learning assessment and program review.

Presenters: Abra Bush, Eastman School of Music
David Chase, University of the Pacific

Moderator: Andrew R. Glendening, University of Redlands

REGION 3

Randle A (4)

Colorado, Kansas, Missouri, Nebraska, North Dakota, South Dakota, Wyoming

Session Title: Student Retention: The Final Phase of a Successful Recruitment and Admissions Process

Many factors influence a student's decision to begin and bring to completion their music studies at an institution. This presentation will explore successful strategies for the complete admissions process from recruitment to retention.

Presenters: Joyce Griggs, University of Illinois at Urbana-Champaign
P J Woolston, University of Southern California

Moderator: Timothy R. Shook, Southwestern College

REGION 5

Randle B (4)

Indiana, Michigan, Ohio

Session Title: The Importance of Integrating Technology into the Music Curriculum

Our students come to college and are technologically savvy, but many of us are not equipped to handle having them in our programs.

Presenters: Peter Landgren, University of Cincinnati
Mark Lochstampfer, Capital University
Fred J. Rees, Indiana University-Purdue University, Indianapolis

Moderator: Michael R. Crist, Youngstown State University

Monday, November 19 (continued)

REGION 7

Randle D (4)

*Florida, Georgia, North Carolina, Puerto Rico,
South Carolina, Virginia*

Session Title: Creating Department/School Organizational Structures to Facilitate Communication and Shared Decision-Making

Some of the greatest administrative challenges many of us face are related to effective internal communication and the process of shared decision-making. Much time can be wasted trying to counter misinformation and false rumors or the perception that decisions are being made by one or a few persons behind closed doors. This session will present examples of successful systems for addressing these issues followed by discussion on ways to solve particular problems.

Presenters: Tayloe Harding, University of South Carolina
Dennis McIntire, Reinhardt University
Linda Apple Monson, George Mason University
Jeffrey M. Moore, University of Central Florida

Moderator: Richard Mercier, Georgia Southern University

REGION 9

Randle E (4)

Arkansas, Louisiana, Oklahoma, Texas

Session Title: Friends, Funds, and Freshmen

In this tough economic time and in a time of increasing competition for audiences, funding, and students, most institutions are looking for new ways to broaden their base of support. In this session, panel members will share recent success stories of new strategies that have led to increased audiences, increased funding, or increased enrollment.

Presenters: Brant Adams, Oklahoma State University
Donald Boomgaarden, Loyola University New Orleans
Samuel S. Holland, Southern Methodist University
Mark Aaron Humphrey, University of Mary Hardin-Baylor
Ann Stutes, Wayland Baptist University
Tom R. Webster, East Texas Baptist University

Moderator: Mark Edward Parker, Oklahoma City University

4:00 p.m. - 5:30 p.m.

PROGRAMS SPONSORED BY REGIONS

REGION 2

Manchester C (2)

Alaska, Idaho, Montana, Oregon, Washington

Session Title: The Nuts and Bolts of Recruiting Students and Offering Scholarships While Attending to NASM Guidelines

NASM has guidelines regarding recruiting students and offering scholarships to students. This session will feature a panel discussion of proper recruiting and scholarship procedures and strategies. Panelists will represent a variety of music departments/schools and will share their policies and procedures regarding recruiting and offering scholarships to prospective students. They will provide materials to share with session participants that will include examples of how to ensure attention to NASM guidelines regarding this process.

Monday, November 19 (continued)

The panel will also discuss best practice strategies in offering scholarships and in communicating with potential students.

Presenters: Jeffrey Carter, Webster University
Richard Mercier, Georgia Southern University
Daniel P. Sher, University of Colorado

Moderator: Todd Shiver, Central Washington University

REGION 4

Randle A (4)

Illinois, Iowa, Minnesota, Wisconsin

Session Title: How Do We Support Business/Entrepreneurship Skills Development for Music Majors?

“Although veteran musicians might derive the bulk of their earnings from full-time jobs, rising artists often depend on multiple income streams. To assemble such portfolio careers, though, performers require diverse skills, few of which are covered in traditional music curricula.” (Gerald Klickstein, *The Musicians Way Blog*) Panelists in this session will propose ideas about how institutions can support the development of essential skills for music graduates who are emerging into a strikingly different career environment than did their mentors.

Presenters: David Cutler, University of South Carolina
Kimball Gallagher, New York, NY
Laura Liepins, The Colburn School
Catherine Radbill, New York University

Moderator: Paul Bauer, Northern Illinois University

REGION 6

Randle B (4)

Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, West Virginia

Session Title: Evaluating Success in Liberal Arts Music Degrees: Intrinsic Values and External Perceptions

In the current climate of program accountability in higher education that is pervasive in the policy arena, it is critical that executives responsible for liberal arts music programs develop effective methodologies for evaluation based on the intrinsic value of a liberal arts education rather than relying on external perceptions and numerical measurements. Utilizing alumni surveys as the only means of evaluating success in a program, for example, offers a short-term and potentially hazardous solution to a complex set of issues. The use of information from external sources can be helpful only as a tool within a broader context of assessment, which must also include a clearly defined message regarding the intrinsic value of the program. This panel discussion will focus on the development of advocacy strategies for liberal arts music programs aimed at both internal and external constituencies, with an emphasis on defining and evaluating intrinsic value as it relates to the individual student and/or the program as a whole.

Presenters: Donna M. Bohn, Immaculata University
James Douthit, Nazareth College

Moderator/Presenter: Daniel Goble, Western Connecticut State University

Monday, November 19 *(continued)*

REGION 8

Randle D (4)

Alabama, Kentucky, Mississippi, Tennessee

Session Title: The Opportunities and Challenges of Marketing Through Social Media

Several established and evolving approaches to both identify and interact with audiences will be reviewed. Rather than a traditional “push” method of providing promotional information, this session will examine the ability to “pull” in audiences through a better understanding of their motivations to attend—by building trust. The application of crowdsourcing and the complementary use of web analytics will be highlighted and reviewed. Several successful social media marketing campaigns will be examined to provide examples that may be adopted for building and retaining audiences.

Presenter: Laurence D. Kaptain, Louisiana State University

Moderator: Barbara Buck, Kentucky State University

Tuesday, November 20

8:00 a.m. - 9:30 a.m.

Cunningham AB (4)

BOARD OF DIRECTORS BREAKFAST MEETING

(New, Continuing, and Outgoing Board Members)

8:00 a.m. - 9:30 a.m.

OPEN FORUMS

Smaller Music Units

Randle A (4)

This will be an informal discussion of ideas of relevance and concern to institutions with fewer than 50 music majors.

Moderator: Donald R. Grant, Morehead State University

Issues in Sacred/Church Music

Randle B (4)

Topics of interest to sacred/church music units will be discussed in a roundtable setting.

Moderator: Donna M. Bohn, Immaculata University

9:30 a.m.

ADJOURNMENT

**The Eighty-Ninth Annual Meeting
of the
National Association of Schools of Music
will be held
November 22-26, 2013
at the
Westin Diplomat Resort
Hollywood, Florida**

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