

May 31, 2016

Senate Standing Committee on Program Review

Institutional Response: Bachelor of Music in Musical Arts, Program Review Action Plan

As Dean of the Faculty of Arts, and in consultation with the Provost and Vice-President Academic, Dr. Salvador Ferreras, I congratulate the faculty and staff of the Music Department for their efforts and commitment in undertaking this comprehensive program review and for their readiness to make a strong and positive contribution in the next steps they have identified in the Program Review Action Plan. Acknowledgement and thanks are especially due to Don Hlus, Chair of the Music Department, for effectively leading the team in this endeavor.

The nine goals outlined in the Music Department's Program Review Action Plan are wide-ranging and will need the combined support of the program faculty and staff, Dean's Office, and institution in order to be realized. The majority of goals identified, and the recommendations and responses that arise from them, are consistent with KPU's Vision 2018 and Academic Plan as well as the Faculty of Arts' Academic Plan.

Goal 1: Revise and restructure requirements for the Bachelor of Music in Musical Arts degree. The department has identified a significant package of revisions in order to create a more focused, sustainable, and responsive music program. My office and that of the Provost are in full agreement with this goal. Discussions with the Ministry of Advanced Education will determine if these changes constitute major revisions, necessitating approval from the Ministry. The momentum gained from making these changes may impel the department to make further modifications, such as an increase to program fees so as to be fiscally sustainable as well as a degree name change to the industry standard of a Bachelor of Music. These additional initiatives will also need Ministry approval.

In light of the likely need for Ministry approval to this slate of changes, it would be both timely and prudent for the department to identify course and program learning outcomes. Doing so will clearly announce the considerable transferable skills and raise awareness (here and elsewhere) of the abilities that successful students take with them into any number of careers and professions.

Goal 2: Alignment of the Music Diploma program and Associate of Arts degree in music with the Bachelor of Music in Musical Arts. My office and that of the Provost are in full agreement with this goal.

Goal 3: To establish a signature faculty concert series. My office and that of the Provost are in full agreement with this goal. This aligns perfectly with proposals to further KPU's relationship with the

Borealis String Quartet (BSQ), KPU's Quartet-in-Residence since 2014.

The proposal of developing a comprehensive continuing education program will be commented on in Goal 4, as it seems to fit better there.

Goal 4: Establish outreach programs to high schools, community colleges, and the community. While the department currently does outreach to the community, more is necessary and worthwhile. Including the BSQ in these initiatives ought to be considered. Dual credit with the high schools is an option, particularly with Langley Fine Arts School.

A continuing education plan involving music summer schools is a strategy I encourage the department to pursue.

Some processes may be improved upon. For example, student ensembles perform for KPU events as well as community events and bookings are currently done through the department chair. Another booking strategy should be considered, as this is not the best use of the chair's valuable time.

Goal 5: More space for the music program and increased access to the music wing on weekends. The department needs to explore using shared space for courses where instruments and other special equipment are not necessary, saving the music rooms for those courses where special equipment is required. Allowing increased access on weekends, especially for students, is certainly a goal to work towards.

Goal 6: Increased budget for equipment acquisition and maintenance. The Dean's Office is working with Facilities and the Department to monitor humidity in the building through an air quality assessment. Until this is assessed and changes made, if necessary, new equipment acquisitions will be kept to a minimum.

As well, there has been discussion about the development of an instrument repair course at Cloverdale campus. This program remains under discussion at the Provost's office. At this time the program concept is aiming towards musical instrument repair and piano technician elements. Such a unique program offering will certainly differentiate KPU Music from any other program in the region and may prove to be highly beneficial to the department.

Goal 7: Endowment fund for music scholarships, awards, and bursaries. My office and that of the Provost are in full agreement with this goal. There has been some success in this area but more needs to be done. The annual Music Scholarship concert is a valuable and highly enjoyable initiative that recognizes both scholarship donors and recipients.

Goal 8: Increased marketing. My office and that of the Provost are in full agreement with this goal. The department will want to include the BSQ in this initiative.

Goal 9: Hold faculty PD workshops on digital technology. My office and that of the Provost are in full agreement with this goal. The faculty will also want to have PD on e-portfolios, as this is a pillar of the proposed program.

As well as these nine goals, the department will also need to discuss three more goals. One is a strategy for including more world music in their curriculum. Given the diversity of the communities KPU serves, and the focus on globalism in the Academic Plan, developing courses reflective of this changing diversity makes sense. This may be achieved by offering a world music course such as the department has done in the past but also may be more effectively enhanced by integrating elements of other musical traditions into everything from theory, rhythm study, solfege, ensemble, and solo repertoire and by exposing students to the rich tapestry of musical cultures that are at our collective doorstep.

A second goal may include the exploration of alternative music-related practices such as musical entrepreneurship, production, and music therapy. Given the sizable senior population in Langley it may be well worth exploring how music therapy may be integrated into health and wellness programs aimed at improving the lives of seniors at home and in care.

A third goal pertains to staffing in the wake of a recent retirement. A formal request for a position needs to be made and this is an opportunity to bring on board a faculty member with expertise in new areas.

Once again, congratulations to the faculty and staff for this positive team effort. The group has already undertaken a number of changes to address the goals of the action plan. I look forward to working closely with them as we move forward.

Sincerely,



Diane Purvey, Ph.D.
Dean of Arts

Cc: Dr. Sal Ferreras, Provost and Vice President Academic
Don Hlus, Chair, Department of Music
Carla Deresh, Divisional Business Manager