

**Music Department
Action Update
2011**

Submitted by Prof. Reed Gratz, Chair, Music Department. July, 2011

Update

Dr. James Calhoun has completed his first year as director of choral activities. He comes to La Verne with many years of experience as a church musician, teacher (in several Los Angeles area community colleges), organist, pianist, accompanist, and choral director.

Music Department Priorities:

Growth of the University of La Verne Music Program

- Top Priorities

- 1. Morgan Auditorium was completed in February, 2011 and opened with several well-attended concerts. The series of concerts was 'reviewed' extensively in the Campus Times and other local newspapers, giving the department some much-needed (and deserved) publicity.**
- 2. Scholarships ~ we have now offered four full and several part scholarships to incoming students. It's difficult to get our top choices accepted in the University - not what we originally expected.**
- 3. Eventual addition of 2 Music Full-time Faculty - piano and instrumental music, including: chamber music, music education, music business/commercial music, musical theater, music technology). In addition to the normal requirements for faculty members, they must be recruiters for the University and the department.**

Priorities

4. Music Technology/Commercial Music - Add a course in music technology/sound engineering focusing on Sibelius and ProTools (a small but well equipped sound engineering lab is in place.) We have Brian Wichert in place, and are making plans to move forward with more instruction and student opportunities for recording and sound engineering.
5. Add more performing ensembles - string ensemble, brass ensemble, jazz band, rock band, world music ensembles, and a Mariachi band. In 2009-10 we re-established a small jazz group (working primarily with improvisation) and emphasized chamber music. We will continue to expand these two directions as well.
6. Music Theater - After a successful January 2010 course and performances (and several years of successful collaboration with the Theater Dept.) we have added a cross-listed course with the theater for the fall of 2010. It is running successfully and will continue to be part of the regularly offered courses. The collaboration with theater continues to be a very positive point for both departments. We have several plans, including a course in Music Theater history, for continuing this direction.

Additional action and emphasis.

1. Continue discussion with the School of Business and the Law School with the idea of adding an emphasis in music business.

This has been addressed extensively in the past several years. Potential majors in Music Business have been designed on at least two different occasions, but it is apparent that launching such a program will have to be in close cooperation with the School of Business and with additional staffing. Thus far, students, while showing an interest in courses in Music Business during conversation, have not enrolled when the classes have been offered.

2. Continue working with the Theater Department to add an emphasis in music theatre.

It is clear that an additional full-time faculty position will have to be created, either in the music department or as a position shared by both theater and music for this to be an excellent emphasis. The demands on faculty, staff, students, and budget are extensive for such a program. It will, without a doubt in faculty minds, “grow” both departments rapidly and substantially.

3. Continue working with CAPA to develop a strategy for recruiting more “adult” students.

This is a matter of being included in the advertisements that list potential majors through CAPA as well as a change of thinking that only business and administrative-oriented emphasis can successfully draw students.

Update 2010

At least four new CAPA majors are enrolling in the fall semester. Two are world-class performers. The CAPA flexibility fits many musicians in their 30's-50's and we have had continued success with all of our adult students. Our department is an excellent choice for CAPA students – one of our real strengths. We hope to add more CAPA music majors to the program.

Update 2011

We are hoping to add two new CAPA majors this fall. One of the world-class performers attended this past year, the other, is attending community college with plans to continue at ULV.

4. Concert Series

The concert presentations sponsored by the Music Department and in some cases, co-supported by the Dean's Office and Student organizations were well-attended and in several cases, world-class in musical quality. The renovated auditorium is an attraction for many attendees and we hope the continued excellent concerts and recitals will be popular among communities in the surrounding area. This has been a great success for us during the spring semester, 2011.

Some of the featured concerts were:

Albert McNeil Jubilee Singers
Reed Gratz Band
Barbara Morrison
LA Opera Young Artists
Grace Zhao and Dennis Trembley
West African Drum Ensembles
University of La Verne Choirs
Michael Ryan & Friends
ULV Music Department Alumni
Adjunct Faculty including:

Carol Stephenson, Danielle Cummins, MohWei Chen-Hribar

6. Continue to add recording equipment and program to the recording studio.

We made excellent progress in building the studio during the 09-10 year and have added sound engineer (and alum) Brian Wichert to our department. There are many kinds of projects going on at this time and we will incorporate Mr. Wichert's skills and talents into the curriculum, first on an Independent Project basis, then perhaps in the spring of 2012, with an introduction to recording techniques class. Our studio is capable of high quality recordings, podcasts, and coordination with the Radio and Television Departments, in particular, but with, potentially, every department.

7. Work stations (for music study and composition) must be added to the keyboard lab.

No progress has been made however an alternative to the keyboard lab work stations is being discussed with the Communications department. More information to come. Faculty and students are ready for and in need of the opportunity to study advanced digital recording methods at the university.

8. Comment

- Difficulties and inefficiency dominate any work with HR regarding adjunct professors, guest musicians, and staff. The duplication of forms, seemingly needless paperwork and redundancy, is overwhelming. This is costing the University a fortune through mismanagement in the name of "protecting" ourselves. It is my hope that we can find a more efficient, less demoralizing way in which to carry on the business of educating our students.

We have a real challenge in 2011-12 with our need for at least full-time faculty member and facilities. They are well-known by now and the remodeling of the auditorium (ASMA) and of the faculty offices has not added rehearsal space, storage, practice rooms, or work stations labs. The renovation has in fact, made our scheduling MORE difficult (because of university-wide demand for use of the auditorium), and more seriously, we have lost many hours per week of full-time department coordination with the change of responsibilities of Steve Biondo.

Vision for Growth in the ULV Music Department

ULV Music Department and our Comparison Institutions

Institution	ULV	APU	Chapman	Redlands	Pepperdine	Scripps	Whittier
Full-Time Faculty	3	11	17	15	9	6	4
Part-time Faculty	20	23	55	25	30	5	17
Ensembles Vocal	2	6	5	4	3	2	2
Ensembles Instrumental	1	12	8 (2 affiliate)	4	6	2	1
Music Performance Facilities	0	1	2 + (25+25 K for new PAC)	2	3	3	2
Music Unit	Dept	Sch	Conservatory	School	FA Division	Dept	Dept
Music Ed	No	Yes	Yes	Yes	Yes	No	No
Graduate Music	No	Yes M	No	Yes M	No	No	No
NASM Accreditation	No	No	Yes	Yes	No	No	No