

Unit Level Report AY 2012
Department: Delta Music Institute

Delta State

Academic Affairs/Provost and VPAA

College of Arts and Sciences

Delta Music Institute

DMI Mission Statement

Mission statement

The mission of the DMI is to provide our students with a broad and thorough education in the technological, business, and creative areas of the music and entertainment industry. In keeping with the overall mission of the University, the DMI program encourages significant student-faculty interactions through multiple opportunities for project-based learning, directs students to develop respect for different ethnic and socioeconomic groups through a common interest in music industry studies, and guides students in developing, assessing, and expressing their own thoughts effectively.

Related Items

There are no related items.

BSMIS 01: Overview of music industry

Start: 7/1/2011

End: 6/30/2012

Learning Outcome

1. The student will be able to describe the current music industry environment.

GE 2, 3, 4, 7, 9, 10

Data Collection (Evidence)

DMI 101: Music Industry Survey

Pre and post-tests

Live Event Scenario

80% of students will achieve at 75% level or above on post-test

80% of students will achieve success at a 75% level or above on the "Live Event Scenario" assignment

DMI 441: Senior Project

Goal setting exercise

Timeline exercise

Comprehensive project

Portfolio Review

80% of students will achieve at 75% level or above on setting and meeting goals and timeline

85% of students will achieve success at a 75% level or above on the final project and portfolio review

Results of Evaluation

DMI 101:

22 of 27 students achieved 75% or greater on the Post-test

17 of 27 students achieved 75% or greater on the Live Event Scenario assignment (10 students did not submit the assignment).

DMI 441:

1 of 1 students in DMI 441 achieved success at an A level; student made productive adjustments to goals and timeline in order to successfully complete required project management.

Use of Evaluation Results

The 2011-12 academic year was the first year the music industry studies major was offered. The DMI 101 class represents one of the classes in the department with the greatest number of students. The content is primarily delivered by lecture and is intended to be broad in scope with more 'drill down' in upper level courses to follow. Because only 63% of students were performing at 75% or above on the Live Event Scenario assignment and 37% did not submit the assignment at all, we reintroduced this assignment as a group project in the course, beginning Spring 2013. Students will be assessed both individually and as a group via a rubric.

DMI 441: Senior Project course is common in requirements for goal and timeline setting, but individualized in content and self-directed by each student. In addition to required written project journals, beginning in fall 2012 a video blog is added as part of their final project portfolio, requiring multimedia skills in their final work.

Related Items



GE 02: Communication



GE 03: Quantitative Skills

 **GE 04: Inquiry and Technology**

 **GE 07: Cultural Awareness**

 **GE 09: Cross-disciplinary Appreciation**

 **GE 10: Values**

BSMIS 02: History of Recorded Music

Start: 7/1/2011

End: 6/30/2012

Learning Outcome

1. The student will be able to explain the history of popular recorded music.

GE 2, 3, 6, 7, 8, 10

Data Collection (Evidence)

Students in DMI 302: History of Recorded Music xxx

Tests

Essays

Group work

Results of Evaluation


Xxxx

Use of Evaluation Results

xxx

Related Items

 **GE 02: Communication**

 **GE 03: Quantitative Skills**

 **GE 06: Social Institutions**

 **GE 07: Cultural Awareness**

 **GE 08: Perspectives**

 **GE 10: Values**

BSMIS 03: Multimedia Skills

Start: 7/1/2011

End: 6/30/2012

Learning Outcome

1. The student will be able to describe demonstrate fundamental multimedia skills.

GE 1, 2, 3, 4, 7, 9, 10

Data Collection (Evidence)

DMI 100: Intro to Multimedia - iLife

Pre and post-tests

Individual Projects

Group Projects

80% of students will achieve at a 75% level on post-test.

80% will achieve success at an 80% level or above on 1 group and 4 individual projects.

DMI 441: Senior Project

Goal setting exercise
Timeline exercise
Comprehensive project
Portfolio Review

80% of students will achieve at 75% level or above on setting and meeting goals and timeline

85% of students will achieve success at a 75% level or above on the final project and portfolio review

Results of Evaluation

DMI 100:

Of the 32 students enrolled in this class, 1 withdrew before the class meeting. Two students did not attend after the first week but did not withdraw, therefore receiving failing grades. The following statistics apply to the 31 students who completed the course.

94% (29 of 31) achieved 75% or better on post-test.

94% (29 of 31) achieved 80% or above on group project.

Results were varied on individual projects, but out of the 124 possible projects (4 projects times 31 students), 105 achieved better than 80% success. That was an 85% success rate. Of the 19 that didn't meet the 80% level, 14 failed to turn in a project on time.

DMI 441:

1 of 1 students in DMI 441 achieved success at an A level; student made productive adjustments to goals and timeline in order to successfully complete required project management.


Use of Evaluation Results

DMI 100


DMI 100 is one of the largest of the DMI classes as it is required of all new students in the BSMIS degree program. It is designed to acquaint the student with the computers and software he or she will be using for the rest of his or her college career. Since participants scored a much higher success rate on group projects than individual projects, the course was slightly revamped to include more group learning opportunities. In addition, the rubrics used in determining the outcomes of group projects were redesigned to require more specific and stringent results.

DMI 441: Senior Project course is common in requirements for goal and timeline setting, but individualized in content and self-directed by each student. In addition to required written project journals, beginning in fall 2012 a video blog is added as part of their final project portfolio, requiring multimedia skills in their final work.

Related Items

 **GE 01: Critical and Creative Thinking**

 **GE 02: Communication**

 **GE 03: Quantitative Skills**

 **GE 04: Inquiry and Technology**

 **GE 07: Cultural Awareness**

 **GE 09: Cross-disciplinary Appreciation**

 **GE 10: Values**

BSMIS 04: Comprehensive Music Industry Project

Start: 7/1/2011

End: 6/30/2012

Learning Outcome

1. The student will be able to describe, plan, and execute a comprehensive music industry project.

GE 1, 2, 3, 4, 7, 9, 10

Data Collection (Evidence)

DMI 441: Senior Project

Goal setting exercise

Timeline exercise

Comprehensive project

Portfolio Review

80% of students will achieve at 75% level or above on setting and meeting goals and timeline

85% of students will achieve success at a 75% level or above on the final project and portfolio review

Results of Evaluation

1 of 1 students in DMI 441 achieved success at an A level; student made productive adjustments to goals and timeline in order to successfully complete required project management.

Use of Evaluation Results

DMI 441: Senior Project course is common in requirements for goal and timeline setting, but individualized in content and self-directed by each student. In addition to required written project journals, beginning in fall 2012 a video blog is added as part of their final project portfolio, requiring multimedia skills in their final work.

Related Items



GE 01: Critical and Creative Thinking



GE 02: Communication



GE 03: Quantitative Skills



GE 04: Inquiry and Technology



GE 07: Cultural Awareness



GE 09: Cross-disciplinary Appreciation



GE 10: Values

BSMIS 05: Internship

Start: 7/1/2011

End: 6/30/2012

Learning Outcome

1. The student will be able to complete an internship incorporating music industry knowledge and application of related skills.

Data Collection (Evidence)

Students in DMI 442: Internship

Weekly log sheets

Weekly meetings (face to face/virtual)

Interview with internship provider

Post internship review by provider

Results of Evaluation

2011-12 was the first year of the BSMIS degree. There were no students attempting DMI 442: Internship.

Use of Evaluation Results

2011-12 was the first year of the BSMIS degree. There were no students attempting DMI 442: Internship.

Related Items



GE 01: Critical and Creative Thinking



GE 02: Communication



GE 03: Quantitative Skills



GE 04: Inquiry and Technology



GE 07: Cultural Awareness

 **GE 09: Cross-disciplinary Appreciation**

 **GE 10: Values**

BSMIS-AET 01: Theory and Application of Recording Equipment and Methods

Start: 7/1/2011

End: 6/30/2012

Learning Outcome

1. The student will be able to demonstrate theoretical and applied knowledge of studio recording equipment and recording methods.

GE 1, 2, 3, 4, 7, 9, 10

Data Collection (Evidence)

DMI 311: Recording Studio Theory & Practice II

Demonstration of ICON console use

70% of students will achieve at 80% level or above on demonstrating proper use of ICON console

85% of students will achieve success at a 75% level or above on the final project and portfolio review

DMI 322: Critical Listening

2011-12 was the first year of the BSMIS degree, and there were no students attempting DMI 322: Critical Listening.

DMI 331: Audio Mixing and Monitoring I

2011-12 was the first year of the BSMIS degree. There were no students attempting DMI 331: Audio Mixing and Monitoring I.

Results of Evaluation

Of nine students in the class seven passed the proficiency the first time. With additional instruction, the two that failed the first time passed on the retest.

Use of Evaluation Results


The two items that were the most difficult for students were selecting master mode to assign inputs and master mode for creating aux sends for all channels.

Instructor provided additional hands-on activities in the class to increase student learning in selecting master mode to assign inputs and selecting master mode for creating aux sends for all channels.

Related Items

 **GE 01: Critical and Creative Thinking**

 **GE 02: Communication**

 **GE 03: Quantitative Skills**

 **GE 04: Inquiry and Technology**

 **GE 07: Cultural Awareness**

 **GE 09: Cross-disciplinary Appreciation**

 **GE 10: Values**

BSMIS-AET 02: Theory and Application of Live Sound Reinforcement and Production

Start: 7/1/2011

End: 6/30/2012

Learning Outcome

1. The student will be able to demonstrate theoretical and applied knowledge of live sound reinforcement methods and production.

Data Collection (Evidence)

DMI 311: Recording Studio Theory & Practice II

Tests?

Group projects?

Demonstrations?

Recital Exercise?

DMI 314: Live Sound Reinforcement II

2011-12 was the first year of the BSMIS degree. There were no students attempting DMI 314: Live Sound Reinforcement II.

Results of Evaluation

XXX


Use of Evaluation Results

XXX

Related Items

 **GE 01: Critical and Creative Thinking**

 **GE 02: Communication**

 **GE 03: Quantitative Skills**

 **GE 04: Inquiry and Technology**

 **GE 07: Cultural Awareness**

 **GE 09: Cross-disciplinary Appreciation**

 **GE 10: Values**

BSMIS-MIE 01: Creation and Production of Original Content

Start: 7/1/2011

End: 6/30/2012

Learning Outcome

1. The student will practice and complete creative music industry projects associated with the creation and production of original content.

GE 1, 2, 3, 4, 9, 10

Data Collection (Evidence)

DMI 210: The Craft of Songwriting

Popular song analysis

Song creation (four songs in different forms)

80% of students will achieve at 75% level or above on song analysis

80% of students will achieve success at a 75% level or each of their original songs

DMI 310: The Business of Songwriting

Song creation with a co-writing partner

Completed song demo in partnership with student engineers

80% of students will achieve success at a 75% level or each of their original co-written songs

80% of students will achieve success at 75% level or above on studio demo of original song

DMI 320: Music Production I

Pre and post-tests

Individual Projects

Post evaluation

80% of students will achieve success at a 75% level on post-test.

80% will achieve success at an 80% level or above on 3 small individual projects and 1 large final project. There were four grades of "A" awarded and five grades of "B".

DMI 435: Sound Design for Film & Digital Media

The 2011-12 academic year was the first year the music industry studies major was offered. No students attempted DMI 435: Sound Design for Film & Digital Media.

Results of Evaluation

DMI 210:

8 of 9 students achieved success at a 90% level or above on song analysis
6 of 9 students achieved success at a 90% level or above on song #1;
4 of 8 students achieved success at a 75% or above level on song #2;
7 of 9 of students achieved success at a 75% or above level on song #3;
6 of 9 of students achieved success at a 75% or above level on song #4

DMI 310:

6 of 7 students achieved success at a 90% level or above on co-write #1; 6 of 7 students achieved success at an 80% level or above on studio demo session.

DMI 320:

Spring 2011 was the first time this class had been taught. It was given a course designation of DMI 492, but later changed to DMI 320. It is required for those seeking the BSMIS degree on the "music entrepreneurship" track. It is an advanced class, and only ten people registered for it. Of those, one stopped attending class without withdrawing and received a failing grade. Of the remaining nine, 100% achieved the target success levels on both the post-test and the projects.

Use of Evaluation Results

DMI 210: The subjective nature of songwriting does not lend itself easily to traditional assessment methods. Instructor has made adjustments in measurable data, including elements of form and structure. Deadlines for assignments are clarified and multiple delivery methods for assignments are incorporated into the syllabus for the fall 2012 semester.

DMI 310: Instructor will refine grading rubrics to clarify expectations of the assignment.

DMI 320: The course was redesigned to include less pure lecture and more integration of lecture along with the studio experience that students requested. The student projects also included more stringent rubrics for the individual projects. With these changes, students achieved a 95% success rate.


Related Items



GE 01: Critical and Creative Thinking




GE 02: Communication

 **GE 03: Quantitative Skills**

 **GE 04: Inquiry and Technology**

 **GE 09: Cross-disciplinary Appreciation**

 **GE 10: Values**

BSMIS-MIE-02: Music and Entertainment Industry Entrepreneurial Practices

Start: 7/1/2011

End: 6/30/2012

Learning Outcome

1. The student will employ entrepreneurial practices associated with artists and content developed for the music and entertainment industry.

GE 1, 2, 3, 4, 9, 10

Data Collection (Evidence)

DMI 300: Indie Music Entrepreneurship

The 2011-12 academic year was the first year the music industry studies major was offered. No students attempted DMI 300: Indie Music Entrepreneurship.

DMI 310: The Business of Songwriting

Song creation with a co-writing partner
Completed song demo in partnership with student engineers
Presentation of a copyright infringement case

80% of students will achieve success at a 75% level or each of their original co-written songs

80% of students will achieve success at 75% level or above on studio demo of original song

80% of students will achieve success at 75% level or above on presentation of copyright infringement case

DMI 315: Online Music Marketing

Assignment for Identifying and Targeting A Niche Market
Assignment to develop an individual WordPress page

80% of students will achieve success at 75% level or above on assignment for Identifying and Targeting A Niche Market
80% of students will achieve success at 75% level or above on assignment for developing an individual WordPress page

DMI 320: Music Production I

Pre and post-tests
Individual Projects
Post evaluation

80% of students will achieve success at a 75% level on post-test.
80% will achieve success at an 80% level or above on 3 small individual projects and 1 large final project. There were four grades of "A" awarded and five grades of "B".

DMI 435: Sound Design for Film & Digital Media

The 2011-12 academic year was the first year the music industry studies major was offered. No students attempted DMI 435: Sound Design for Film & Digital Media.

Results of Evaluation

DMI 310:

6 of 7 students achieved success at a 90% level or above on co-write #1; 6 of 7 students achieved success at a 80% level or above on studio demo session
6 of 7 of students achieved success at a 80% level or above on copyright infringement case

DMI 315:

50% of students will achieve success at 75% level or above on assignment for Identifying and Targeting A Niche Market
90% of students will achieve success at 75% level or above on assignment for developing an individual WordPress page.

DMI 320:

Spring 2011 was the first time this class had been taught. It was given a course designation of DMI 492, but later changed to DMI 320. It is required for those seeking the BSMIS degree on the "music entrepreneurship" track. It is an advanced class, and only ten people registered for it. Of those, one stopped attending class without withdrawing and received a failing grade.

Of the remaining nine, 100% achieved the target success levels on both the post-test and the projects.

Use of Evaluation Results

DMI 310: Rubrics for assessing studio demo will be refined to clarify expectations.

DMI 315:

6 of 12 students achieved success at 75% level or above on assignment for Identifying and Targeting A Niche Market

11 of 12 students achieved success at 75% level or above on assignment for developing an individual WordPress page.

This was the first time this course was taught. Instructor made improvements in design and delivery for unit on targeting a niche market to be incorporated into the syllabus for the spring of 2013. Instructor will clarify requirements for WordPress page assignment to allow for more accurate assessment.

DMI 320: The course was redesigned to include less pure lecture and more integration of lecture along with the studio experience that students requested. The student projects also included more stringent rubrics for the individual projects. With these changes, students achieved a 95% success rate.

Related Items

 **GE 01: Critical and Creative Thinking**

 **GE 02: Communication**

 **GE 03: Quantitative Skills**

 **GE 04: Inquiry and Technology**

 **GE 09: Cross-disciplinary Appreciation**

 **GE 10: Values**

DMI 2012_01: DMI Marketing Plan (Enrollment)

Start: 7/1/2011

End: 6/30/2012

Unit Goal

Develop a comprehensive marketing plan for the Delta Music Institute and the BS-MIS degree.

Evaluation Procedures

Student prospects will be identified and targeted for multi-faceted marketing efforts, using both traditional and new media methods. Numbers of marketing impressions will be calculated and evaluated at the conclusion of the campaign.

Actual Results of Evaluation

A formal marketing was not implemented due to budget and time constraints. However, DMI implemented several opportunities to promote the program and the University. DMI faculty and staff attended college fairs in Memphis, Jackson, and Bolivar County in association with the Admissions office; DMI hosted a second "DMI Night" showcase at Hal & Mal's in Jackson to raise awareness of the program; DMI faculty and staff made multiple private visits to area schools; DMI bands provided performances around the region and at the Chicago Blues Festival to raise awareness for the program; a team of DMI students won third place in the Shure Microphone Scholastic Fantastic competition, receiving national attention.

The informal use of social media networks (Facebook, YouTube, Twitter, WordPress) by DMI faculty, staff, and students continues to be an effective way to market the program. A DMI upper-class student developed a series of DMI "Media Minutes," interviewing students and faculty about the program. Word of mouth advertising, both traditional and digital, continues to bring the most return for our marketing efforts.

The DMI Mobile Music Lab, in its initial outings and interactions, is proving to be a "rolling billboard" for the DMI and Delta State.

Use of Evaluation Results

As budget allows, DMI will continue to produce clearly defined marketing pieces to promote the program. The continued development and use of the DMI website and social media networks and outlets will be increased to further spread information about the music industry studies program. The DMI Mobile Music Lab will continue to be promoted and made visible through traditional marketing means as well as online.

Related Items

 **SP2.Ind01: Enrollment**

DMI 2012_02: DMI All Access Series

Start: 7/1/2011

End: 6/30/2012

Unit Goal

Develop and implement a “DMI All Access Series” to create opportunities for students to interact with music industry professionals.

Evaluation Procedures

Determine, through formal and informal means, if student interaction with music industry professionals enhances student learning and compliments learning environment.



Actual Results of Evaluation

Students gained valuable insight into music industry practices and pitfalls and were offered opportunities to network with professionals in various areas of the industry.

Use of Evaluation Results

Anecdotal evidence indicates that students are interested in a mix of content that is current and applicable to their goals. Special events committee will work to provide a mix of current and historical content as it relates to the music industry.

Related Items

  **SP1.Ind05: Diversity -- access to diverse ideas/programs**

  **SP2.Ind02: Retention**

DMI 2012_03: Updated five year enrollment goals

Start: 7/1/2011

End: 6/30/2012

Unit Goal

Review and reset DMI enrollment goals for next five years.

Evaluation Procedures

Monitor enrollment

Actual Results of Evaluation

AY 11-12 was the first year the BS-MIS degree has been offered. 27 students are currently enrolled in the new degree program, 26 students in the BSIS degree program with 1-2 DMI concentrations, and 2 students in the BA in music degree program with an SRT emphasis. 10 students graduated during the 11-12 academic year.

Use of Evaluation Results

Update enrollment in new BS-MIS degree, BSIS degree, and BA-SRT degree in order to establish next level of enrollment goals.

Related Items

 **SP2.Ind01: Enrollment**

Section IV.a Brief Description

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

The Delta Music Institute is an independent unit of the College of Arts and Sciences. Music Industry Studies at the DMI encourages exploration and embraces the entrepreneurial spirit. DMI students study a variety of professional areas in the recording and entertainment industry, including recording arts, music technology, songwriting, arts management, promotions, copyrights and contracts, and music marketing. The College of Business contributes courses in standard business practices and entrepreneurship.

The DMI is located in the heart of the Mississippi Delta, birthplace of the Blues, land of juke joints, cotton, and the Father of Waters, the Mississippi River. It is the land that produced blues masters Robert Johnson, Muddy Waters, Charlie Patton, Howlin' Wolf, and B.B. King. Much of the American repertoire was inspired by the style of early Delta musicians. The music of the Delta has helped shape the language of modern music defined in the styles of the legendary Sam Cooke as well as the groundbreaking rock-and-roll style of Elvis Presley. Delta culture also influenced the minds of literary giants William Faulkner, Tennessee Williams, Eudora Welty, and Richard Wright. Students of the DMI will have the opportunity to be immersed in this cultural heritage.

The Delta Music Institute features a revolutionary approach to learning. Using state-of-the-art digital audio interfaces, multiple audio software platforms, and Apple computer technology, students will learn the art and science of audio engineering by recording, editing, and mixing music under the instruction of experienced music industry professionals. The DMI will also provide live recording opportunities in the Bologna Performing Arts Center, a complex supporting world-renowned performances and public programs throughout the year. Other hands-on experiences will include recording in campus venues as well as local venues throughout the Mississippi Delta, the home of inspiring gospel, blues, and jazz performances.

The Delta Music Institute offers the Bachelor of Science in Music Industry Studies degree. Students may also pursue music industry studies through concentrations within the Bachelor of Science in Interdisciplinary Studies degree and as an emphasis in Sound Recording Technology within the Bachelor of Arts in Music degree.

The Bachelor of Science in Music Industry Studies (BS-MIS) degree offers concentrations in audio engineering technology and music industry entrepreneurship. This program of study is intended to develop a broad range of skills in audio engineering, live sound reinforcement, promotion, publishing, producing, and music entrepreneurship that will prepare students for entry in to today's music industry. A background in music is not required for admission to the Music Industry Studies program.

The Bachelor of Science in Interdisciplinary Studies (BSIS) is a unique degree that enables students to design an interdisciplinary course of study integrating coursework from multiple subject areas into a meaningful program. The DMI offers a program of courses in the field of Music Industry Studies for those students preparing for careers requiring functional knowledge of multiple disciplines.

The Bachelor of Arts in Music (BA) degree is offered through the Department of Music and is a non-professional degree that provides opportunities for wider exploration in the liberal arts. The B. A. degree in music offers study in music theory, music history, applied lessons, and ensemble performance, with additional coursework leading to an emphasis in Sound Recording Technology (SRT) offered through the Delta Music Institute. A background in music is recommended for admission to the program.

DMI engineering students, under the supervision of instructor Mike Iacopelli, served as production assistants for multiple events, including the 5th Annual Mississippi Italian Festival, the 44rd Crosstie Jazz and Arts Festival, Phi Mu Alpha Rock the Quad, and Teach for America events. Students gained valuable hands-on experience in audio mixing, event management, and live sound reinforcement.

The DSU student chapter of GRAMMY U, affiliated with the Memphis chapter of the Recording Academy, maintained its membership at 50+ members. Grammy U students participated in music industry events and conferences in Memphis, as well as serving as production assistants for the King Biscuit Blues Festival in Helena, Arkansas.

DMI performing groups, Ol' Skool Revue and DeltaRoX, performed for 25+ events in the community and region, including a performance at the 2012 Chicago Blues Festival in Chicago, Illinois.

Students, instructors, and clients used the DMI studios, labs, and rehearsal spaces 1,200+ hours.

Community clients booked 100+ hours of studio and post time in DMI facilities.

DMI faculty/staff interacted in a recruiting capacity with 12+ schools via 3 college fairs and/or multi-school gatherings and the Mississippi Band Directors Conference. The second "Delta Night at Hal & Mal's," a comprehensive recruiting/entertainment event, featured DMI bands, student singer/songwriters, and live production students.

Section IV.b

Comparative data

Enrollment, CHP, majors, graduation rates, expenditures, trends, etc.

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

There are currently 27 students seeking the BS-MIS degree, 26 students seeking the B.S.I.S. degree with a 1-2 music industry concentrations and 2 students seeking a B.A. degree in Music with an emphasis in Music Production (SRT track). Academic Year 2011-2012 graduates: 10 BSIS (with 1-2 music industry concentrations), 0 BA-Music graduates (with Music Production emphasis). As is evident in the following tables, credit hour production for 2011-2012 increased by 40% in the Summer I session, 15% in the fall semester and 71% in the spring semester. The CHP production shows an overall increase of 38%. These increases are partially attributed to the implementation of the new BS-MIS degree with students now being required to give more thoughtful consideration to a prescribed program of study. With the new BS-MIS program of study in place, DMI will be able to track students' academic careers more consistently.

CREDIT HOUR PRODUCTION (06-07)						
	Summer 2006		Fall 2006		Spring 2007	
	UG	GR	UG	GR	UG	GR
DMI	0	0	144	0	187	0
SRT	0	0	38	0	17	0
Total	0	0	182	0	204	0

CREDIT HOUR PRODUCTION (07-08)						
	Summer 2007		Fall 2007		Spring 2008	
	UG	GR	UG	GR	UG	GR
DMI	27	0	183	0	222	0
SRT	0	0	12	0	10	0
Total	27	0	195	0	232	0

CREDIT HOUR PRODUCTION (08-09)						
	Summer 2008		Fall 2008		Spring 2009	
	UG	GR	UG	GR	UG	GR
DMI	3	0	328	0	300	0
SRT	0	0	7	0	8	0
Total	3	0	335	0	308	0

CREDIT HOUR PRODUCTION (09-10)						
	Summer 2009		Fall 2009		Spring 2010	
	UG	GR	UG	GR	UG	GR
DMI	2	0	370	0	312	0
SRT	0	0	0	0	6	0
Total	2	0	370	0	318	0

CREDIT HOUR PRODUCTION (10-11)						
	Summer 2010		Fall 2010		Spring 2011	
	UG	GR	UG	GR	UG	GR
DMI	30	0	306	0	219	0
SRT	0	0	6	0	0	0
Total	30	0	312	0	219	0

CREDIT HOUR PRODUCTION (11-12)						
	Summer 2011		Fall 2011		Spring 2012	
	UG	GR	UG	GR	UG	GR
DMI	42	0	360	0	374	0
SRT	0	0	0	0	0	0
Total	42	0	360	0	374	0

ENROLLMENT BY MAJOR						
	Summer 2011		Fall 2011		Spring 2012	
	UG	GR	UG	GR	UG	GR
Music Industry Studies	0	0	20	0	27	0

Section IV.c

Diversity Compliance Initiatives and Progress

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

The Delta Music Institute hosted the fifth annual Delta Hip Hop Conference: "Make Some Noise!" on September 29, 2011 on the DSU campus. Activities during the conference included two panels, a DJ demonstration, Hip Hop film screening, and a performance showcase featuring hip-hop dancers and artists. Participants also had the opportunity for a professional critique of their songs and beats.

Victoria Jackson, DMI Mobile Music Lab Project Coordinator, interviewed and hired 10 DMI students to work as staff members of the MML bus. Six of the students are African-American and four are Caucasian, representing a 60/40% diverse makeup of student workers.

Section IV.d

Economic Development Initiatives and Progress

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

For the fourth year, critically acclaimed Oxford-based radio show, *Thacker Mountain Radio*, was broadcast live from Studio A during the DMI spring fundraising event. Over 300 members of the live audience were entertained by author Chris Offutt and GRAMMY award-winning Mississippi songwriter Carl Jackson. The program was later broadcast statewide on Mississippi Public Broadcasting.

GRAMMY Museum Mississippi, the first sanctioned Grammy Museum outside of Los Angeles, convened a Board of Directors and began initial fundraising for the project. Groundbreaking is scheduled for late summer of 2012. Support for the project has been pledged by the City of Cleveland, Bolivar County, and State of Mississippi. The development of the GRAMMY Museum Mississippi projected has already been a factor in several student prospects choosing to attend Delta State University and the DMI.

Section IV.e

Grants, Contracts, Partnerships, Other Accomplishments

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

The DMI Mobile Music Lab received a \$125,000 grant from the Annenberg Foundation in support of staffing and operating the MML program. An auxiliary concert, "Blessissippi," featuring renowned blues artists and musicians, was held at Ground Zero Blues Club in Clarksdale to raise awareness and additional funds for the MML program. Academy Award winning actor Morgan Freeman hosted the event.

The DMI Mobile Music Lab continued to develop school partnerships with Bell Academy, W. A. Higgins Academy of International Studies and Performing Arts, Shelby Peer Power, B.B. King Museum and Delta Interpretive Center, Sunflower County Library System, and Cleveland Vocational-Technical School as part of the \$300,000 grant from the Department of Education for the development of a mobile music/computer lab with which to offer music and music technology education to rural schools in the Mississippi Delta.

The Sanders Family made a generous contribution of \$20,000 to the DMI, part of which was applied to a growing endowment fund for future scholarships for music industry students.

Four DMI music industry scholarships were refunded through the Friends of DMI group through individual contributions and through support of the DMI spring fundraiser, *Thacker Mountain-Delta Edition* radio show. The "Friends of DMI" group, established in 2008-09, raised over \$15,000 during AY 11-12 with over \$7,000 being applied to new scholarship opportunities.

The George Allen Memorial Scholarship was established with funds donated by friends and family to honor the memory of this accomplished Delta musician. Funds for this scholarship will be regenerated through a yearly benefit concert.

DMI hosted four recording segments of Rural Voices Radio, a reading/writing project that records unique stories, shared through the voices of Mississippi students and teachers, by following the model for radio publication established by the National Writing Project. The Mississippi Writing/Thinking Institute and Mississippi Public Broadcasting continue to pioneer collaborative real-world connections among diverse students, cross-curricular subjects, educators, parents, business, and technology.

The DMI hosted and offered departmental support to the 2011-12 Delta Hip Hop Conference: "Make Some Noise!"

The DMI hosted and offered departmental support to its initial All Access Series.

In support of student learning, Mike Iacopelli, Barry Bays, and Tricia Walker were awarded Dulce funds to purchase additional studio microphones, stage lighting, and an iPad2.

Jason and Lori Morris of Cleveland, Mississippi, continued funding scholarships in honor of their children and their love for music in the amount of \$5000. Scholarships were awarded to DMI students who performed as part of the Ol' Skool Revue and DeltaRoX performing ensembles.

Delta Music Institute hosted a fifth Summer Camp. DMI Summer Camp is a weeklong residential camp for 15-18 year olds interested in audio engineering, performance, and songwriting. Thirteen students from previous camps have enrolled as fulltime DSU students.

Delta Music Institute partnered with the DSU Department of Graduate and Continuing Studies for Kid's College, a weeklong interactive program for 3rd through 6th graders. Participants in the DMI part of camp wrote, recorded, and created artwork for their own CD.

DMI partnered with the DSU Foundation in the recording and manufacturing of CDs of the Golden Circle alumni performing the Delta State alma mater during Homecoming festivities.

Section IV.f

Service Learning Data

List of projects, number of students involved, total service learning hours, number of classes, faculty involved, accomplishments.

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

N/A

Section IV.g

Strategic Plan Data

Only use this section if you have strategic plan info to report that is not covered in other areas of your report

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

N/A

Section IV.h

Committees Reporting To Unit

Each unit includes in the annual plan and report a list of the committees whose work impacts that unit or any other aspect of the university; along with the list will be a notation documenting the repository location of the committee files and records. Committee actions affecting the unit's goals may be noted in other applicable sections of the annual reports. Not required to be included in the unit's annual plan and report, but required to be maintained in the repository location, will be a committee file that includes, for each committee: Mission and by-laws, Membership, Process, Minutes.

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Committees reporting to unit (Committee records archived in DMI office – Whitfield 105):

Curriculum committee (Records housed in DMI office)

Scholarship committee (Records housed in DMI office)

Special events committee (Records housed in DMI office)

Section V.a

Faculty (Accomplishments)

Noteworthy activities and accomplishments

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Tricia Walker, Instructor of Music Industry Studies/Director, Delta Music Institute

A.A., Copiah-Lincoln Community College

B.M.Ed., Delta State University

M.M., Mississippi College

A native of Mississippi, Tricia Walker earned a bachelor's degree from Delta State University and a Master's degree from Mississippi College before moving to Nashville in 1980 to pursue a music career. As a staff writer, Ms. Walker wrote for Word Music and PolyGram music, where she had songs recorded by Faith Hill, Patty Loveless, Kathy Troccoli and Allison Krauss, who won a Grammy™ for her version of the song, "Looking In The Eyes Of Love," co-written by Ms. Walker. She worked as a vocalist and instrumentalist with award-winning artists Shania Twain and Paul Overstreet, along with Grand Ole Opry star Connie Smith. Ms. Walker served as Creative Director for Crossfield Music Publishing where she developed a staff of five writers and produced company demos and masters. She was the founder of the Bluebird Café's legendary Women in the Round, a writer's show featuring singer/songwriters Ashley Cleveland, Karen Staley, Pam Tillis and Ms. Walker. As proprietor of Big Front Porch Productions, Ms. Walker has produced five of her own CD projects and continues to perform her one-woman show, "The Heart of Dixie," throughout the region. She returned to Mississippi in August of 2006 and now serves as the Director of the Delta Music Institute.

During AY 11-12, Ms. Walker participated in the following activities:

- Nominated for MIAL award in popular music category
- Provided oversight and support for the fourth annual Delta Hip Hop Conference: "*Make Some Noise!*." Events included discussion panels, workshops, and a showcase performance of hip-hop music/culture
- Produced CD project, "Party Dress," for the Brent Sisters.
- Featured artist on Thacker Mountain Radio, broadcast on MPB, 22st Annual Evening in December benefit with Buddy Greene, Karen Staley, and Ashley Cleveland
- Director of fifth DMI Summer Camp, a weeklong residential experience for 15-18 year old students studying tracks in audio engineering, performance band, and singer/songwriter.
- Facilitated *Songs From The Heart* songwriting workshop/concert at the Vanderbilt-Ingram Cancer Center in Nashville, TN
- Facilitated *Say It In A Song!* songwriting workshops/concerts at the Hawthorne Cancer Resource Center in Richmond, VA
- Elected as Board member for the Cleveland Music Foundation, Inc., governing entity for GRAMMY Museum Mississippi
- Featured performer at Summer Concert Series for Faith Hospice in Michigan
- Featured performer at Mississippi Arts Commission "Backstage Pass" arts fair

Mike Iacopelli, Instructor of Music Industry Studies/Coordinator of Sound Recording Technology

A.E.E.T. Ohio Institute of Technology

Recording and mastering engineer Mike Iacopelli honed his skills in the studios of Detroit, where he worked with a diverse list of artists, including Aretha Franklin, Stevie Wonder, Bishop G.E. Patterson, The Winans, the Tubes, The Four Tops, Albertina Walker, Brides of Funkenstein, Blue Miller, and many more. He has ten gold and platinum albums to his credit along with a Grammy® Award and a 3M Visionary Award. His audio engineering expertise covers a wide range of settings from record production to Film/TV to studio design to live sound reinforcement.

During AY 11-12, Mr. Iacopelli participated in the following activities:

- Coordinated sound reinforcement services for the Center for Southern Folklore's Music Heritage Festival
- Coordinated sound reinforcement services for Folk Alliance 2011
- Supervision of DMI students for multiple events, including Thacker Mountain Radio, Mississippi Italian Festival, Crosstie Arts & Jazz festival, Teach for America events, DSU Pig Pickin'

Barry Bays, Instructor of Music Industry Studies/Director of DMI Ensembles

B.M.Ed., Delta State University

Barry Bays, Instructor of Music Industry Studies and Director of DMI Ensembles, has performed and recorded with some of the top musicians in the world, including Jimbo Mathus, Johnny Neel, multi-Grammy nominee Dorothy Moore (Misty Blue), Handy Award nominee Willie King, St. Louis Blues artist Big George Brock, Terry "Big T." Williams, Blind Mississippi Morris, Albert King Award winner Daniel "Rev. Slick" Ballinger, Kristian Dambrino (Miss Mississippi 2005), Boston's Blues Poet/saxophonist Dick Lourie, John Horton & Mississippi Slim, and the Bluff City Backsliders. Guitar Player Magazine featured an interview with Barry and Swede bassist Jonas Hellborg detailing their personal and musical relationships with the late keyboard/guitar virtuoso Shawn Lane. Barry also appeared in a special double issue of Living Blues Magazine entitled "Mississippi Blues Today!"

During AY 11-12, Mr. Bays participated in the following activities:

- Supervision of and participation with DMI band students for multiple performances, including:
 - Thacker Mountain Radio
 - Mississippi Italian Festival
 - Crosstie Arts & Jazz festival
 - Octoberfest
 - DSU Pig Pickin'
 - Ground Zero Blues Club
 - Chicago Blues Festival

Charly Abraham, Instructor of Music Industry Studies

B.M.Ed., University of Mississippi

M. M., University of Mississippi

Charles Abraham, Instructor of Music Industry Studies is a Mississippi Delta native. The Leland, MS native earned a Bachelor's degree in Music Education and a Master's degree in Music Theory from the University of Mississippi. While at Ole Miss, Mr. Abraham served as director of the university's pop music song and dance group, taught music theory and music appreciation, and was a university recruiter. He moved to Los Angeles to study film scoring at UCLA, and provided original compositions and orchestrations for several television shows. Upon his return to Jackson, Mississippi, Mr. Abraham worked as a festival promoter, talent buyer, event planner, and producer of Mal's St. Paddy's Parade, the state's largest single day event. He continues to work as a music arranger, with many professional performers as clients, and serves as the staff arranger and orchestrator for two of Mississippi's largest churches.

During AY 11-12, Mr. Abraham participated in the following activities:

- Development and supervision of the Green Room on-campus performance activity
- Development and executive producer of "A Mississippi Delta Holiday" program, featuring guest performers and DSU Music Department ensembles
- Served as advisor for GRAMMY U organization
- Developed and facilitated DMI All Access Series

Section V.b

Staff (Accomplishments)

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Victoria Jackson, Project Coordinator, DMI Mobile Music Lab

B.S., Delta State University

B.S.I.S., Delta State University

Vickie Jackson, a native of Clarksdale, Mississippi, earned a Bachelor's degree in Computer Information Systems in 1986 from Delta State University and began a 20+ year career in Information Technology. She spent 13 years in Memphis, TN as a technical specialist supporting Fortune 500 clients and the Memphis area school district. In 2000, she joined a consulting firm in New Orleans, LA where she served as a technical director, project manager and a director of business development managing efforts in St. Louis, New Orleans, and Houston. She returned to Delta State University in 2007 and earned her BSIS degree with a concentration in DMI/audio engineering and media arts. Upon graduation, she returned to Memphis and worked as a live sound engineer supporting multiple events that included performers such as CeCe Winans, Jagged Edge, and Tamela and David Mann from *Meet the Browns*.

During AY 11-12, Ms. Jackson participated in the following activities:

- Developed initial modular curriculum for DMI Mobile Music Lab
- Interviewed and hired DMI student staff workers for MML
- Enrolled in IMBA program at Delta State

Rhonda Boyd, Administrative Assistant

B.B.A., Delta State University

Rhonda Boyd has worked at Delta State University for the past seventeen years in several departments. In addition to her role as departmental administrative assistant, Ms. Boyd serves as Administrative Director of the DMI Summer Camp and coordinates departmental music industry related events.

During AY 11-12, Ms. Boyd participated in the following activities:

- Served as Administrator for DMI Summer Camp
- Coordinated Thacker Mountain in the Delta event
- Provided data for multiple grant opportunities
- Coordinated DMI aspects of Blessissippi event
- Served as MML staff member

Steve Azar, Artist-In-Residence

B.B.A., Delta State University

Roots music artist and DSU alum Steve Azar returned to his Delta hometown to continue his music career while serving as Artist-In-Residence at Delta State, mentoring music industry and entrepreneurship students through the Delta Music Institute and the Entrepreneurship Center in the College of Business. His hit single "I Don't Have to Be Me ('Til Monday)" is still a power recurrent at radio and has received almost 3 million spins since its release. "Waitin' on Joe" became a Top 10 radio hit and reached #1 on the CMT video charts. Steve's latest CD, "Delta Soul, Volume 1," was released November of 2011.

During AY 11-12, Mr. Azar participated in the following activities:

- Multiple college fairs and private recruiting visits on behalf of Delta State and the DMI
- Performed and support the second "Delta Night at Hal & Mal's" showcase/recruiting effort in Jackson, MS
- Featured performer at the first annual *A Mississippi Delta Holiday* program at the BPAC
- Launched the first annual Delta Soul Celebrity Golf Event
- Promoted DMI and Delta State via social media and on-air broadcasts
- Taught master classes within the music industry studies degree
- Served as host for DMI All Access Series
- Engaged his team of professionals and DMI student via Skype in the classroom

Section V.c

Administrators (accomplishments)

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Tricia Walker, Instructor of Music Industry Studies/Director, Delta Music Institute

A.A., Copiah-Lincoln Community College

B.M.Ed., Delta State University

M.M., Mississippi College

A native of Mississippi, Tricia Walker earned a bachelor's degree from Delta State University and a Master's degree from Mississippi College before moving to Nashville in 1980 to pursue a music career. As a staff writer, Ms. Walker wrote for Word Music and PolyGram music, where she had songs recorded by Faith Hill, Patty Loveless, Kathy Troccoli and Allison Krauss, who won a Grammy™ for her version of the song, "Looking In The Eyes Of Love," co-written by Ms. Walker. She worked as a vocalist and instrumentalist with award-winning artists Shania Twain and Paul Overstreet, along with Grand Ole Opry star Connie Smith. Ms. Walker served as Creative Director for Crossfield Music Publishing where she developed a staff of five writers and produced company demos and masters. She was the founder of the Bluebird Café's legendary Women in the Round, a writer's show featuring singer/songwriters Ashley Cleveland, Karen Staley, Pam Tillis and Ms. Walker. As proprietor of Big Front Porch Productions, Ms. Walker has produced five of her own CD projects and continues to perform her one-woman show, "The Heart of Dixie," throughout the region. She returned to Mississippi in August of 2006 and now serves as the Director of the Delta Music Institute.

During AY 11-12, Ms. Walker participated in the following activities:

- Nominated for MIAL award in popular music category
- Provided oversight and support for the fourth annual Delta Hip Hop Conference: "*Make Some Noise!*" Events included discussion panels, workshops, and a showcase performance of hip-hop music/culture
- Produced CD project, "Party Dress," for the Brent Sisters.
- Featured artist on Thacker Mountain Radio, broadcast on MPB, 22st Annual Evening in December benefit with Buddy Greene, Karen Staley, and Ashley Cleveland
- Director of fifth DMI Summer Camp, a weeklong residential experience for 15-18 year old students studying tracks in audio engineering, performance band, and singer/songwriter.
- Facilitated *Songs From The Heart* songwriting workshop/concert at the Vanderbilt-Ingram Cancer Center in Nashville, TN
- Facilitated *Say It In A Song!* songwriting workshops/concerts at the Hawthorne Cancer Resource Center in Richmond, VA
- Elected as Board member for the Cleveland Music Foundation, Inc., governing entity for GRAMMY Museum Mississippi
- Featured performer at Summer Concert Series for Faith Hospice in Michigan
- Featured performer at Mississippi Arts Commission "Backstage Pass" arts fair

Section V.d

Position(s) requested/replaced with justification

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

N/A

Section V.e

Recommended Change(s) of Status

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

N/A

Section VI.a

Changes Made in the Past Year

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

A blanket licensing agreement was created, revised, and accepted to address the use of original student work within the DMI. Students entering the BS-MIS degree program will be required to sign the licensing agreement as a condition of being in the program. The licensing agreement establishes that DMI/Delta State will not have ownership in original student work (unless otherwise designated), but will have the right to use the work gratis for promotional, archival, educational, and fundraising purposes. Notice of the license was included in an addendum in the 2011-12 catalog.

ne f

The following course revisions were made:

DMI 101 (Music Industry Survey) was increased to a 3-hour credit

DMI 442 (Internship) was adjusted to a 3-6 hour credit

The following courses were renumbered:

DMI 110 (The Craft of Songwriting) is now DMI 210

DMI 114 (Live Sound Reinforcement I) is now DMI 214

The following courses were added:

DMI 315 (Online Music Marketing)

DMI 320 (Music Production)

DMI 325 (Concert Touring and Promotion)

DMI 419 (Record Label Practicum I)

DMI 420 (Record Label Practicum II)

DMI 425 (Live Event Practicum I)

DMI 426 (Live Event Practicum II)

New numbering was reflected in the 2011-12 catalog.

Section VI.b

Recommended Changes for the Coming Year

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

N/A