



**MOREHEAD STATE
UNIVERSITY**
DEPARTMENT OF MUSIC, THEATRE AND DANCE

PROPOSAL

TO: John Ernst, Interim Dean
Caudill College of Arts, Humanities and Social Sciences

FROM: Jeanne Petsch, Associate Dean
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Department of Music, Theatre and Dance

DATE: September 1st, 2017

SUBJECT: Marching Band Proposal

PROPOSAL: We respectfully propose that, beginning with the 2018-2019 academic year, a housing waiver be offered to any Morehead State University student enrolled in MUSM 372/672 (Marching Band). Further, we propose that this incentive program be instituted for a period of no fewer than four consecutive years so that the effectiveness and impact may be fully vetted and a decision to continue or discontinue the program may be informed by sufficient data.

RATIONALE: For context, please review the attached Mission Statement excerpt from the MSU Marching Band Handbook. In addition to benefits, both musical and non-musical, enjoyed by student members, the marching band has an unmatched potential for positive public outreach, improving campus life, bolstering university recruitment, fighting attrition, and supporting student success. Current membership (115 members) is low relative to the size of our university. Aside from intrinsic factors, there are few external incentives for those not required to be enrolled for their degree program. Over 85% of the marching band is made up of music education majors (for whom the ensemble is compulsory). We feel that the housing incentive proposed could have several potential implications:

- *Marching band enrollment increases.* Realistically, a 30% increase in enrollment (to 140-150 members) could be realized if the incentive is implemented in advance of 2018-2019 recruitment initiatives.
- *Improvements to student recruitment and retention.* A larger marching band will strengthen the ability of MSU's School of Creative Arts to recruit and retain students. Research supports that students engaged in campus activities, like the marching band, are less likely to be lost to attrition. With this incentive in place, the capacity of the marching band to provide this benefit to students from other disciplines will be significantly increased.

ATTACHED: MSU Marching Band Mission Statement. For supportive research, contact DuWayne Dale



OUR MISSION

The Morehead State University Marching Band exists to fulfill a number of vital roles for our university and the students we serve:

FOR OUR UNIVERSITY

- The MSUMB represents Morehead State; the Department of Music, Theatre and Dance; and the MSU band program every time the band appears in public - our mission is to consistently exemplify the excellence inherent in our department and university
- The MSUMB is a vital and highly visible part of a multi-faceted recruitment strategy to bring students of exceptional talent and extraordinary potential to Morehead State - our mission, both as a band and as individual members, is to remain aware of this role and honor this responsibility by conveying a clear, positive message when we perform or when we speak to potential students
- The MSUMB is the backbone of school spirit and esprit de corps - our mission is to consistently engage in campus life to elevate the vitality of athletic events and other important campus activities.

FOR OUR STUDENTS

- The MSUMB provides an exciting and enriching opportunity for musical engagement and social involvement to the entire student body of Morehead State - our mission is to maintain an atmosphere that ensures members enjoy their participation, are able to be involved in musical activity, and feel socially connected to each other and to student life at MSU
- The MSUMB gives members who are music education majors an exemplar model of a performance-based musical organization - our mission is to consistently demonstrate strategies and approaches for the successful operation of such an organization and to engage future music educators in all logistical and instructional activities so that they may adapt and employ these techniques in their future careers

