



**MOREHEAD STATE
UNIVERSITY**

MUSIC, THEATRE & DANCE

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Dr. Ernst:

The attached proposal is for a housing waiver incentive for MSU Marching Band members. Your help and support with last year's proposal were greatly appreciated and I hope you will "go to bat" for this one as well. The specifics of this proposal are quite different than what was put forward last September and I am confident you will find that it is something for which you can advocate.

I believe that by granting this proposal, MSU has an opportunity to combat student attrition, bolster the number of students living on campus through all four years of their degree, increase the use of on-campus resources (meal plans, etc.), enhance campus life, and improve our university's performance on a variety of performance-based funding metrics. As we all brace for the challenges of the performance-based funding model, I believe it will take student-centric, outside-of-the-box thinking to get us where we need to be. This proposal represents that type of thinking and allows our department the opportunity to do our part to help MSU achieve a variety of important goals.

One of the more critical aspects of the proposal is the implementation time line. It is imperative that, should the proposal be granted, I receive word as soon as possible this semester (preferably prior to our first major departmental event on 9/29/18). This will allow me time to mount an aggressive marketing campaign which will help our music faculty capitalize fully on this new resource and also help MSU reap the full benefit of this investment. Thank you so much for your consideration.

Respectfully submitted,

DuWayne Dale, D.M.A.
Associate Director of Bands / Assistant Professor of Music
Director of the Morehead State University Marching Bands

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

FROM: Dr. Jeanne Petsch, Associate Dean
School of Creative Arts

Dr. Wilson Wise, Director of Bands
Department of Music, Theatre and Dance

Dr. Michele Paise, Music Program Coordinator
Department of Music, Theatre and Dance

Dr. DuWayne Dale, Associate Director of Bands
Department of Music, Theatre and Dance

DATE: August 20th, 2018

SUBJECT: Marching Band Housing Incentive

PROPOSAL: We respectfully request that, beginning with the 2019-2020 academic year, a **\$2000 housing waiver (\$1000 per semester) be awarded 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.

AWARD CRITERIA: In order to qualify, an individual would have to be a full-time student enrolled in the marching band, attend Early Week rehearsals (only director-approved exceptions allowed), and maintain acceptable membership standards pertaining to attendance and preparation. We are open to additional requirements (e.g., minimum overall GPA, required minimum meal plan such as the Eagle 30 Block for juniors and seniors receiving the award, etc.). The waiver would be awarded to all members, regardless of major.

OTHER STIPULATIONS: We request that **we be allowed to stack housing waivers with academic and/or music scholarship awards** for which the student may also qualify (not to exceed the total cost of housing/tuition).

MEMBER DATA: Current membership in the MSU marching band is 127. This number represents an **increase of 15.5%** from 2017 and can be attributed to a variety of factors (e.g., various new recruitment initiatives, increased size of incoming freshmen class, etc.). The 2018 band is made up of **52% freshmen**. Only around 70% of the total marching band membership are compelled to participate because of applicable degree requirements while the remaining 30% participate of their own volition. A total membership of **200 or more** is considered reasonable (and potentially conservative) within two years of implementation.

STUDENT BENEFITS: Currently, **no extrinsic incentive for marching band participation exists**. In fact, the inherent time commitment and the fact students would be charged for overload if marching band sent them over 18 hours both act as deterrents to membership. Membership incentives are not uncommon at other Kentucky colleges and universities, however. **U of L, WKU, and EKU, for example, all offer member incentives**. We believe and can support with research that participation in marching band improves student academic performance, combats attrition, and provides a host of benefits that will serve students throughout their lives, regardless of chosen career. Students who are incentivized to remain in campus housing for four years will benefit from the sense of community and academic-rich atmosphere on campus as well as the proximity to a variety of campus resources.

BENEFITS FOR
MSU:

As we search for ways to operate effectively in a performance-based funding model, we believe that every avenue must be explored to support institutional goals with regard to the inherent metrics of the model. We believe this housing incentive will have a **direct impact on our ability as a university to achieve student success goals**. Specifically, we believe that implementation will increase the number of students progressing beyond the 30, 60, and 90 credit-hour thresholds as well as those completing degrees. We also believe that by engaging in targeted recruitment using this incentive, we can effectively recruit a diverse student population and increase the number of degrees earned by both low-income students and underrepresented minorities.

Other benefits to MSU are also probable should implementation of this incentive occur. Statistics stated at Fall Convocation indicated that our available campus housing is 95% occupied this semester. **The remaining 5% vacancy represents 130 student spots** (oddly, this number is nearly identical to current marching band enrollment). This incentive should increase the number of students remaining on campus all four years of their undergraduate degree and increase the total number of students living on campus. More students on campus enrich the overall environment and boosts the consumption of on-campus resources and services. From this perspective, the incentive granted to our students becomes an investment for MSU.

Our music department is being **outcompeted** for top-tier high school musicians every year. We routinely make initial music scholarship offers to our top candidates that are declined because of better financial packages being offered elsewhere. If approved and allowed to be stacked with our academic and music scholarship dollars, this incentive provides our music faculty with **an incredible recruitment tool** that will work to even the playing field and help us attract not only a greater quantity of students to MSU, but also students of higher quality — both musically and academically. This, in turn, will also **help MSU attain student success goals** and elevate the quality of our instrumental studios and ensembles. Better quality in these areas also serves to enhance recruitment and outreach capabilities in the long term. Recruitment is explicit in the responsibilities of every member of the music faculty. If these incentives are approved, decision-makers can be assured that our music faculty will use them to bring the very best student possible to MSU — **not only in music, but in other disciplines as well**.

The MSU Marching Band is a unique student organization on MSU's campus. This band functions as a co-curricular organization, has service to MSU as our primary mission, welcome all majors, and currently has no cap on membership. Because of these characteristics and the highly-visible nature of our ensemble, the band is uniquely poised to be a powerful campus-wide catalyst for positive change. Our membership may be 127 this year, but the incentive will help us grow significantly. It is not unreasonable to estimate a 200-member band within just a year or two. Non-music majors are likely to be the largest area of growth. **With each new member, the positive influence and impact of our program on campus culture, student success, and recruitment for MSU increases.**

TIME LINE:

In order to be incorporated as an effective recruitment tool for the 2019-2020 school year, **the time line for implementation of this incentive is critical** and decision-makers are asked to consider both our music student recruitment practices and our on-campus event schedule. Music students begin to prepare for music scholarship auditions in the fall semester and auditions typically occur at universities across the state in January-early March. If approval of these incentives occurs, **it would be important for us to receive word as quickly as possible this semester** so that we would be able to develop and launch an aggressive marketing campaign. Our first major music event is the Blue and Gold Championship of Bands on **September 29th**. Over 800 high school students and their parents will be on campus. The event provides an exceptional opportunity for us to "strike while the iron is hot" and unveil this incentive to our primary target audience.