

Department of Music
PLO Data for BA in Commercial Music, 2025-2026

Department Learning Outcome (Teach)—*Music graduates will develop both a broad knowledge of their discipline and specific skills in performing, teaching and directing music.*

Program Learning Outcomes:

1. Demonstrate essential competencies in musicianship skills in written theory, aural skills, keyboard musicianship, and music technology.
2. Demonstrate applied music skills in one primary performance area in both solo and ensemble settings.
3. Recount the essential outlines of music history, music literature, and an awareness of significant non-western musical styles.
4. Articulate a clear application of the concepts of calling, role, path and purpose as they apply to the field of music.
5. Through the medium of a live concert, demonstrate the development of a public persona whose musical style reflects the musical interests that play to the artists' strengths and personality.
6. Produce a demo showcasing at least five original works that demonstrate the artist's ability to effectively collaborate with other artists, working from an initial concept to a finished product.

Department of Music
PLO Data for BA in Commercial Music: Fa 2024 - Sp2025

Learning Outcome 1-4

Program Learning Outcomes 1 through 4 are identical for all Music Programs and are referred to as the Music Core. Please refer to the BA in Music Evidence and Use of Evidence report for the data and measurements for the first four Program Learning Outcomes.

BA in Commercial Music

Learning Outcome 5

Through the medium of a live concert, demonstrate the development of a public persona whose musical style reflects the musical interests that play to the artists' strengths and personality.

Outcome Measures

MCM 4076 Senior Project (for Performance Concentration) and/or MUC 4077 Senior Recital in Composition

Criteria for Success

75% of students will score "Proficient" in at least two areas and no less than a score of 8 for the entire project

Aligned with DQP Learning Areas

1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning
5. Civic and Global Learning

Longitudinal Data

Semester	No of Students	Quality of Recording	Quality of Writing or Production	Quality of Project	Students Meeting Criteria for Success	Percentage Meeting Criteria for Success
SP26	3	3.33	3.33	4	3	100%

Conclusions Drawn from Data

The students achieved a 100% pass rate. I believe the performance based commercial music senior project is a high metric Capstone project that prepares students for the modern commercial music industry. This is a cumulative assessment that requires skills that are developed throughout the four year program.

Changes to be Made Based on Data

No recommended changes at this time.

Rubric Used

See below

Rubric for Commercial Music PLO #5 & PLO #6

Item	Emerging (0)	Developing (1-2)	Proficient (3-4)
Quality of Recording	The project demonstrated too many difficulties both with technical and artistic proficiency. The project is not at an acceptable level.	The technical aspects of the project are well conceived but some difficulties are evident in the execution.	The technical aspects of the project are carefully and contextually conceived and executed.
Quality of Writing or Production	The writing, and or production demonstrates a lack of impact and a lack of understanding of the genre. The project is not at an acceptable level.	The writing demonstrates a developing understanding of the genre and a growing sense about communicating to the listener.	The writing demonstrates a keen understanding of the genre and impactful communication to the listener.
Quality of project Pulling it all together, final package	The project demonstrates too many difficulties with execution. The project is not an acceptable level.	The project demonstrates a developing sense of the requirements for effective execution.	The project's execution effectively brings all of the components together.

Requirements for Proficiency (Criteria for Success)

The students should score proficient in at least two areas and no less than a score of 8 for the entire project

BA in Commercial Music

Learning Outcome 6

Produce a demo showcasing at least five original works that demonstrate the artist's ability to effectively collaborate with other artists, working from an initial concept to a finished product.

Outcome Measures

MCM 4076 Senior Project (for Production Concentration)

Criteria for Success

Aligned with DQP Learning Areas

6. Specialized Knowledge
7. Broad Integrative Knowledge
8. Intellectual Skills/Core Competencies
9. Applied and Collaborative Learning
10. Civic and Global Learning

Longitudinal Data

No of Students	Quality of Recording	Quality of Writing or Production	Quality of Project	Students Meeting Criteria for Success	Percentage Meeting Criteria for Success
3	3.67	2.67	3.67	3	100%

Conclusions Drawn from Data

The students achieved a 100% pass rate. I believe the product based commercial music senior project is a high metric Capstone project that prepares students for the modern commercial music industry. This is a cumulative assessment that requires the development of a large portfolio developed throughout the four year program.

Changes to be Made Based on Data

No recommended changes.

Rubric Used

See below

Rubric for Commercial Music PLO #5 & PLO #6

Item	Emerging (0)	Developing (1-2)	Proficient (3-4)
Quality of Recording	The project demonstrated too many difficulties both with technical and artistic proficiency. The project is not at an acceptable level.	The technical aspects of the project are well conceived but some difficulties are evident in the execution.	The technical aspects of the project are carefully and contextually conceived and executed.
Quality of Writing or Production	The writing, and or production demonstrates a lack of impact and a lack of understanding of the genre. The project is not at an acceptable level.	The writing demonstrates a developing understanding of the genre and a growing sense about communicating to the listener.	The writing demonstrates a keen understanding of the genre and impactful communication to the listener.
Quality of project Pulling it all together, final package	The project demonstrates too many difficulties with execution. The project is not an acceptable level.	The project demonstrates a developing sense of the requirements for effective execution.	The project's execution effectively brings all of the components together.

Requirements for Proficiency (Criteria for Success)

The students should score proficient in at least two areas and no less than a score of 8 for the entire project.