



UNIVERSITY OF MASSACHUSETTS
AMHERST

Fine Arts Center - 273 East
151 Presidents Dr. Ofc 1
Amherst, MA 01003-9330

Department of Music and Dance

voice: 413.545.2227

fax: 413.545.2092

June 29, 2009

TO: Joel Martin, Dean
College of Humanities and Fine Arts

FROM: Jeff Cox and John Jenkins
Department of Music and Dance

A handwritten signature in black ink that reads "John Jenkins".

Todd Crosset
ISOM

Daniel Gordon
BDIC

RE: Cluster Proposal

Isenberg School of Management, Department of Music and Dance, and Bachelor's Degree with Individual Concentration (BDIC) propose a cluster hire of faculty with research interest and teaching capability in music business, arts entrepreneurship, popular music history, and world music. We envision a cluster of two positions—one assigned to the Sport Management Department, the other to the Department of Music and Dance—and both invited to participate in monthly meetings of the BDIC Executive Committee. Altogether, these positions will offer large-enrollment undergraduate General Education courses, serve majors and minors in both academic departments, and meet the needs of BDIC students with interdisciplinary concentrations involving music and/or entrepreneurship.

The Music department has great strength in traditional areas of study, but seeks to explore instructional options in music business, popular music history, and world music—reflecting a national interest in providing more creative options to both music majors and non-majors. The department's primary goal in General Education is to attract large enrollments of non-music majors in one or more exciting, innovative new general education courses. Music majors—especially those majoring in performance—will benefit from broader knowledge of the music industry because many must supplement traditional performance careers with private lesson studios and other entrepreneurial businesses.

The Sport Management department envisions a new hire in the area of entertainment entrepreneurship. This faculty member would assist ISOM in advancing its plans for a minor in entrepreneurship that would be open to all UMass Amherst undergraduate students. The new hire also would develop an outreach program with Springfield Technical Community College. This program would have the potential to yield revenue back to ISOM via online courses.

Recent BDIC interdisciplinary concentrations include "Performing Arts Administration," "Creative Arts and Entrepreneurship," "Music Business," and "Pre-Music Therapy." Students in such fields will benefit from access to a clearly defined group of courses related to entertainment entrepreneurship, music business, and popular arts. The new hires will act as a liaison among the departments and their students. Their research interests and the courses they teach will address proven areas of interest to BDIC students.