

August 5, 2003

TO: Mark Gromko
Vice President for Academic Programs

FR: Richard Kennell, Dean
College of Musical Arts

RE: Dean's Response: MACCM Recommendations

I thank you and the Program Review Committee for your assistance in conducting our first program review of the MidAmerican Center for Contemporary music. I am pleased to address the specific recommendations made in the May 12, 2003 report below:

1. A revised Mission Statement should be completed by the end of fall, 2003.

I endorse this recommendation. A college strategic planning process is in place for this important discussion and the time frame is appropriate. However, the role of an advisory board to MACCM is an important component of this process. I ask that the advisory board meet as a part of fulfilling this mandate, and that the future scope and membership of this board be included in this report.

Given the demands of the New Music and Art festival this fall, I propose to extend this deadline to the end of spring semester, 2004.

2. Assessment of Program Quality: Spring 2005

I endorse this recommendation with the following expectations:

- A representative from MACCM will join the College of Musical Arts Assessment Committee and make annual reports along with the other academic departments.
- A qualitative assessment instrument will be distributed to all New Music Festival attendees and participants and the data used to inform the MACCM Director, the advisory board, and the assessment committee.
- I invite MACCM to invite/fund an objective external reviewer to attend each year's New Music & Art Festival and to file an independent report as part of these expanded assessment efforts.

3. Audience Development

I endorse this recommendation with the following qualifications:

- Building connections between MACCM and WBGU-TV and the Arts Roundtable will be important in realizing this goal.
- A representative of MACCM should attend and participate in Arts Roundtable Meetings, and the WBGU-TV feature would also enhance the visibility of the Festival in the region.
- A representative from MACCM should meet regularly with the Concert Office Staff and improve coordination of efforts with the College staff.
- I ask that the MACCM Board in their ongoing discussions seriously consider the suggestions advanced by the external review team. Audience engagement is important to the future of MACCM.

4. *Resources: Provide a summer stipend for the Director linked to fund-raising expectations*

I think this recommendation tries to address two concerns (summer support of the Director and opportunities for fund-raising) and in doing so misses both.

At issue is the deployment of staff resources, especially the Director and the Assistant Director. I propose to explore these steps before a summer stipend is allocated to the Director:

- Is the job assignment and productivity of the assistant appropriate to the job classification? A job classification audit is appropriate as indicated by the external reviewers.
- Consider moving the Festival to spring semester to reduce the demands for decision-making over the summer months.
- Address the quality issues of the New Music Festival archive—by focusing on a more selective archival process, additional time should be released to address Center priorities.

Only after these concerns have been addressed, would it be clear to me that the summer Director stipend would be appropriate.

I agree with the observation of the Program Review Committee that MACCM is a campus resource, not just a unit within the College of Musical Arts. The goals listed above should build on the success of MACCM as we chart our direction for the years ahead. Thank you for the opportunity to respond to this report.

Richard Kennell, Dean
College of Musical Arts

date

John Folkins, Provost and

date

Vice President for Research
Academic Affairs