**OU School of Music Strategic Plan– 2024 to 2029**

**Ratified by the University of Oklahoma Faculty on December 4, 2024**

**Mission:**

The Mission of the School of Music at The University of Oklahoma is to advance learning, teaching, scholarly and creative activity, and service. Faculty and students will actively promote and contribute to the teaching profession, discover knowledge as performers and researchers, and enhance the discipline of music through professional service at the national and international levels. Established in 1903, the School of Music was the second School formed on the OU campus and the University of Oklahoma has been an Institutional Member of the National Association of Schools of Music since 1931. As the only doctoral-granting music school in Oklahoma, the OU School of Music will serve its constituents through the artistic and scholarly productivity of its faculty, students, and alumni. The University of Oklahoma awards music degrees in the areas of composition, education, musicology, pedagogy, performance, and theory. The School of Music at OU maintains its traditions while offering programs that prepare students for an evolving and exciting future.

**Goals:**

The goals of the OU School of Music are to be the school of choice for highly qualified students across the nation, to create access and opportunity for students who demonstrate promise and potential, and to be among the top public university schools of music in the United States. Graduates of the School of Music will compete among the nation’s best musicians, scholars, and teachers in all professional endeavors.

**Plan:**

* 1. **Enhance Student Experiences**
		1. Pursue excellence in all academic and performance areas throughout the School of Music
			1. Teach students by guiding them through research and creative activities, such as

presenting and performing at conferences and other venues

* + - 1. Provide students with meaningful performance opportunities
			2. Promote collaboration among areas and academic disciplines
			3. Expand the repertoire and make new kinds of ensembles available to students
			4. Provide opportunities for learning about and adapting to new technologies
			5. Collaborate with other Schools in the College of Fine Arts and other University departments for events, conferences, and performances
		1. Build community within the School of Music
			1. Host meals and other social events
			2. Support Breathe OUt student wellness initiative
		2. Present engaging guest artists
			1. Promote named series, special projects, and other guest artists/scholars
			2. Fundraise for increased guest artist/scholars funding
	1. **Pursue Curricular Innovation**
		1. Evaluate current undergraduate
			1. Use an Undergraduate Climate Task Force (UCTF) to assess the School of Music areas in the following categories:
				1. Curricular Content
				2. Experiential Learning
				3. Balanced Scheduling
				4. Student and Faculty Wellness, Culture, and Climate
				5. Retention
		2. Consider new degree programs or emphases within degrees
			1. Popular Music/Music Industry
			2. Revise Music Minor(s)
		3. Assess graduate degree programs
		4. Connect our students and faculty to emerging technologies
	2. **Promote the School of Music through Marketing and Outreach**
		1. Amplify School of Music Marketing
			1. Enhance social media presence and support
			2. Publicize faculty, student, and staff achievements
			3. Update print materials
			4. Promote events and increase audiences
			5. Provide students with opportunities to record and share content
		2. Develop outreach and community engagement activities
			1. Define the purposes of outreach events
			2. Invite non-traditional audiences to the School of Music
	3. **Fundraise for Scholarships and Endowments**
		1. Identify a donor with the capacity to name the School of Music
		2. Increase the number of endowed cash scholarships
		3. Define priorities with faculty and the OU Foundation
		4. Seek funding for faculty, student, and staff enrichment activities
		5. Energize Friends of Music (FOM)
			1. Develop FOM board
			2. Update FOM bylaws
	4. **Revise School of Music Policies, Procedures, Practices**
		1. Evaluate governance and committee structure
		2. Update undergraduate and graduate handbooks
		3. Revise and update School of Music Bylaws
		4. Develop instrument/equipment/technology maintenance and upgrade plan
	5. **Develop an Enrollment Management Plan**
		1. Define appropriate undergraduate and graduate enrollments for studios and degrees
		2. Assess and update the appropriate ratio of undergraduate to graduate students
		3. Analyze degree-type distributions across the School
		4. Coordinate and enhance School of Music recruitment efforts
		5. Build retention initiatives
	6. **Increase Faculty Support**
		1. Support faculty research and creative activity
			1. Increase efforts in gathering research and creative activity achievements to effectively promote research and creative activity endeavors
			2. Support faculty in applying for internal grants
			3. Support faculty in applying for external grants
			4. Nominate faculty for national awards specific to music disciplines
		2. Update School of Music workload documents
			1. Balance School of Music faculty service responsibilities
		3. Develop a faculty wellness initiative
		4. Revise the School of Music faculty mentoring system
	7. **Increase Staff Support**
		1. Seek professional development activities
		2. Create a staff handbook
		3. Create access to technologies and systems to support job efficiency