

Theatre and Musical Theatre, Department of
Assessment Plan Summary

Theatre and Musical Theatre, Department of

Continue Application For NAST

Goal Description:

The department revised the self study for certification by NAST.

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

The Department Of Theatre & Musical Theatre Will Be Certified By NAST

Performance Objective Description:

A departmental self study has been completed, submitted and reviewed by NAST representatives to assess the strengths, weaknesses, and needs as they currently stand in the Department of Theatre & Musical Theatre

RELATED ITEM LEVEL 2

NAST review

KPI Description:

The fall semester and early portion of the spring were used to update and finalize the report to Nast. In April two NAST reviewers spent two days on campus interviewing faculty, staff, students, attended the Thursday evening performance of *Hairspray*, reviewed student records and met with the upper administration of the University.

Results Description:

The department is waiting for the formal written response from the NAST team.

The initial verbal response from the assessment team was generally positive. The interviews with both tenured and non-tenured faculty provided insight to some specific areas that need addressing.

These included:

1. Written guidelines that are specific to our department for evaluating faculty for tenure and promotion that are given to new faculty to be used in conjunction with their annual evaluations.
2. Reworking curriculum to insure that the degree plan as outlined in the catalog is followed.
3. The addition of a degree into which those students who do not jury into the BFA Acting/Directing, BFA Design/Tech, BFA Musical Theatre, or BFA Theatre with Teaching Certification can be advised into.

RELATED ITEM LEVEL 3

Action on NAST suggestions

Action Description:

Once the department has received the final report from NAST, a review by the faculty will occur and a prioritization of action will be established. That list will include

1. The creation of a department tenure and promotion document to augment the guidelines set down by the University
2. The research into a BFA in Theatre and/ or BA in Theatre with the subsequent application to the University curriculum committee.
3. The alignment of department degree requirements and degree plans will be reworked and input for the 2017-2018 catalog.

Preparing students for success

Goal Description:

The department strives to prepare a student for the professional world upon graduation. It will monitor the progress of the student throughout his/her career.

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Academic and program appropriate student placement

Performance Objective Description:

The department has in place four BFA areas of study: Acting/ Directing, Design/Tech, Musical Theatre and Theatre with Teaching Certification. All four areas are juried areas of study. At present there is no place for those students who are not accepted into one of the above or those that do not fit neatly into an emphasis to be placed. It is necessary to reinstitute some form of the BFA Theatre that was last seen in the 2000-2002 catalog.

RELATED ITEM LEVEL 2

Development of a theatre emphasis

KPI Description:

The department sent forward the need for the reinstitution of the former BFA in theatre with some adjustments to the Dean's office. The loss of the original BFA in Theatre has caused continued confusion surrounding this degree.

Results Description:

Because of the absence of the BFA in Theatre, it has been suggested that the department applies through the University Curriculum committee for a new BFA in Theatre. This should be ready for consideration for the early fall 2017 semester. The possibility of an additional degree- a BA in Theatre was also discussed.

RELATED ITEM LEVEL 3

BA in Theatre

Action Description:

The department will discuss creating a BA in Theatre in which those students that do not jury into one of the existing programs or the BFA in Theatre that we hope to have approved for Fall of '18, can be advised into.

RELATED ITEM LEVEL 3

BFA in Theatre

Action Description:

The department is charged with formalizing a request for a BFA in Theatre to be presented to the curriculum committee in September 2017. The department will create the paperwork necessary to put this emphasis forward.

RELATED ITEM LEVEL 1

Guest artists

Performance Objective Description:

Guest artists are an integral part of the departments training of its artists. The meeting and working with artists from outside of the University and with whom professional contacts can be made is important for the students' growth.

RELATED ITEM LEVEL 2

Guest artists on and off campus

KPI Description:

The department brought in a number of guest artists to the University. There were 5 artists that dealt specifically with the acting program: Greg Graham – auditioning for the commercial theatre workshop (2), Kenn McLaughlin – prep/tech/portfolio development for commercial and MT auditions, Mary Rotella – auditioning techniques for commercial theatre, Michelle Gaudette – auditioning techniques for commercial theatre, Sophia Gomez – Shakespeare, auditioning and improve and workshop for Irene Ryan nominees. Each of these artists spoke with and worked with the students scheduled classes or special group meetings.

There were 5 artists that were brought in specifically to works within classes or programs set up specifically for Musical Theatre majors: James Harris – respondent for Sr. Showcase 17, Alicia Chappell – aerial/gymnastic workshop, Alexandra Pernice – MT dance workshop, Brenton McBeth – choreography for auditioning in professional theatres workshop, Karl Warden – MT dance workshop.

The design/tech area did not bring any professional artists to campus this semester, but did encourage, sponsor and support 22 design/tech students to go to the USITT-Southwest (United States Institute for Theatre Technology)Symposium in Norman Oklahoma for the annual MLK weekend where they attended workshops and 10 participated in the annual student design/tech/management competition where they received feed back from up to 5 working professionals including Rafael Jaen, the author of numerous books on rendering and resume/portfolio building.

25 students attended KCACTF (Kennedy Center American College Theatre Festival) held in San Angelo, Texas where they presented work, participated in acting auditions, and Musical Theatre auditions. They attended 4 theatrical productions and attended workshops.

Results Description:

The expertise or experience that the students attending classes given by guest artists is difficult to assess. However, those students attending the two festival/symposium experiences and who entered contests, can be measured. Of the 10 students attending USITT-SW that entered the competition, first and second place in Costume Construction went to 2 students from SHSU. First place in Props and Scenic art also went to an SHSU student. Third place in Stage Management went to a SAM student. During the 4 days of competition at KCACTF the 144 contestants in the Irene Ryans (15 of which were from SHSU) were reduced in number to 6 from SHSU out of 32 for the Semi finals and 1 out of 16 from SHSU in the finals. In the Musical Theatre Initiative there were 66 nominees, 13 from Sam. 3 SHSU students made the finals. The runner up and winner were both from SHSU and when the winner went to compete at the Kennedy Center against winners from across the United States, he won the top prize.

RELATED ITEM LEVEL 3

Support of guest artists and regional festivals

Action Description:

The department will continue to support the attendance of our students to both USITT-Southwest and KCACTF. Both Festival/Symposiums benefit the students in exposing them to other Universities and professionals in their chosen fields of study. The department will also continue to bring in working artists from around the country to augment classroom experiences. The design/tech area, specifically needs to invite working artists to the campus to increase their students' experience.

RELATED ITEM LEVEL 1**Student preparedness****Performance Objective Description:**

The department of Theatre and Musical Theatre holds juries at the end of every semester in order to evaluate the progress of its students.

RELATED ITEM LEVEL 2**Assessment of Student Academic and Production Success****KPI Description:**

Faculty in the direct specialties that the students are exploring will sit on the jury for that student. At all times, at least two faculty will be involved in the assessment process. Part of the jury involves an interview with the student. Students are encouraged to meet with their faculty advisor for further clarification of progress.

The department has set a goal of 90% of the students in the program to be deemed ready for the professional world upon graduation. Each area of study within the department varies with its success of this goal. The jury process at the end of the spring semester rates the student on their progress based on their academic classification.

The department supports two student organizations related to career paths in theatre. Alpha Psi Omega is an honorary fraternity that centers encompasses acting, directing and general production areas. The United States Institute for Theatre Technology (USITT) student chapter is a nationally recognized chapter that promotes the sharing, learning and artistry surrounding theatre design, technology, and stage management. Both organizations support classroom and production involvement in the department. At present the later, USITT is very active in the region and in representing the department with production work at the annual design/tech/management competition, many receive commendation for excellence.

Results Description:

The jury system that has been put into place appears to be successful in determining the level of students' growth. The department will continue to hold semester juries. The department is committed to continuing the juries as they are presently operating. The addition of additional degree programs would help to fill the needs of those students who succeed in multiple areas. If the BFA in Theatre is approved, the department will have one member from each of the following areas: acting , design/ tech, and history and criticism area in attendance for each jury. The BA degree would not be juried.

The department's chapter of Alpha Psi Omega continues to falter. They are searching for the drive and focus to succeed. Different advisors have attempted to spark interest, but have been unsuccessful. The USITT student chapter at SHSU sent 22 students to the regional Symposium and won awards in 5 categories- 3 first places. Although competition is not the primary reason for attending the Symposium, the entry and success of the students there, supports the positive training they receive at SHSU.

RELATED ITEM LEVEL 3**Expanded jury system****Action Description:**

If the BFA in Theatre is approved, a detailed requirement rubric will have to be created. This degree will also be juried at the end of each semester. A student may jury for as many areas as he or she wishes in a single semester. For example a student could jury for the acting/directing program and the BFA in Theatre in the same semester. If they are accepted to both, then they will discuss with their advisor the logical, most beneficial program for them to follow.

RELATED ITEM LEVEL 3**Student organizations****Action Description:**

The department will continue to support Alpha Psi Omega, and hopes to help the organization find a focus and direction to succeed. At least for one more year.

The department will continue to support the USITT student chapter at SHSU by providing guidance and continued support for those student wishing to enter the deign/tech/management competition.

The Musical Theatre students will be encouraged to organize a student organization that will serve to provide opportunities to perform and to fund raise for the Musical Theatre program and Musical Theatre Senior Showcase.

RELATED ITEM LEVEL 2**Development of a theatre emphasis****KPI Description:**

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Results Description:

Because of the absence of the BFA in Theatre, it has been suggested that the department applies through the University Curriculum committee for a new BFA in Theatre. This should be ready for consideration for the early fall 2017 semester. The possibility of an additional degree- a BA in Theatre was also discussed.

RELATED ITEM LEVEL 3

BA in Theatre

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RELATED ITEM LEVEL 3

BFA in Theatre

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RELATED ITEM LEVEL 2

Recruitment of qualified students

KPI Description:

The department attends a number of festivals across Texas where they actively participate in acting, design/tech, and musical theatre auditions. This year the department moved out of state to a similar festival in Colorado.

To determine the effectiveness of the festival auditions, the department created a survey so as to determine how our present students found their way into the department. This was given to our present student body from freshman to seniors.

The Musical Theatre program launched a new viral marketing and recruiting platform. This program gave the program more visibility on Face Book, Instagram and YouTube. This tool was used as part of the marketing for productions, Senior Showcase, sponsorship opportunities, current student and alumni news, department and Musical Theatre program events, auditions, etc.

Results Description:

Based on the finding of the survey, it was determined that the two most influential factors behind the students decisions were high school or Jr. College teachers recommendations and parental support for the program. Only two festivals showed more than 2 students identifying a festival as the reason for their decision to come to SAM. Those were Thespians and TETA.

The addition of the new Musical Theatre social media marketing and recruiting platforms provided for much of the success for the nearly sold out performances of "Hairspray" as well as increased numbers of students auditioning for the program.

RELATED ITEM LEVEL 3

Festival recruitment

Action Description:

The department will look to support the ongoing attendance of both TETA and Thespians for purposes of recruitment. We will explore traveling outside our region for other recruitment opportunities.

RELATED ITEM LEVEL 3

Social media marketing

Action Description:

The creation of the Social media marketing campaign was successful. The other areas of the program will launch their own Social media campaign this year while Musical Theatre will continue to expand.

Procure Appropriate Resources To Facilitate The Academic Mission Of The Department

Goal Description:

The department will monitor the classroom, laboratory, research, and out-reach (service) needs of the unit. Budget requests will reflect these needs.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Ongoing Assessment Of Departmental Needs

Performance Objective Description:

Continual monitoring of the financial needs for classroom, laboratory services, outreach, research and recruitment will be monitored in order to make appropriate budget requests

RELATED ITEM LEVEL 2

Facilities upgrade

KPI Description:

The Dean provided funds for the addition of full length wall mirrors for one of our rehearsal rooms.

The department continued to utilize the design room in the University Theatre Center for academic courses that require smart classroom equipment.

Results Description:

The rehearsal room is now equipped to fully serve the needs of classes that involve dance and movement. It also allows this space to be better used as a rehearsal space for those productions that involve dance or movement components. For classes, this allows for flexibility in scheduling since the theatre department is not dependent on using the dance department's spaces.

The lecture courses continued to utilize the design room when not able to be scheduled into GPAC240 (the academic smart classroom within the performing arts complex). The use of a projector and computer is integral to some of the courses taught in this space. The projector is not adequate for the function it is asked to do.

RELATED ITEM LEVEL 3**Upgrade of classroom spaces****Action Description:**

The increased flexibility of one of the rehearsal rooms in the Performing Arts Center is greatly appreciated. The department is looking next to upgrade the Design room in the University Theatre Center with a proper projector to allow for the flexibility that this would allow to the academic and design areas within the department.

RELATED ITEM LEVEL 2**Production funds****KPI Description:**

The department, with aid from the President's office, began a search for underwriters for one or more of the department's productions. The focus was placed on the spring musical: "Hairspray", chosen in conjunction with the President's office. The high profile created by bringing in the associate choreographer from the TV production: "Hairspray, Live" to direct and choreograph SHSU's production was used as a selling point to the community and any potential underwriters.

Results Description:

\$10,000 was added to the production budget for "Hairspray" from an underwriter. This allowed for an increase in both set and costume budgets that allowed for an increase in visual effects.

RELATED ITEM LEVEL 3**Increase in production funding****Action Description:**

A continued effort for the underwriting of one or more of our productions by outside sources will continue in 2017-2018. The department budget will also be examined for the possibility of raising the budgets in this area.

RELATED ITEM LEVEL 1**Raise Money For Scholarships****Performance Objective Description:**

Increase funds raised for scholarships.

RELATED ITEM LEVEL 2**Monies Raised Through Gala and workshops****KPI Description:**

Through a yearly gala (a night of entertainment and auctions of donated goods) held in the fall semester, the department works to raise funds for scholarships for majors. This involves all faculty, staff and students within the department.

The yearly UIL workshops for regional high schools was planned for the spring semester. The directing faculty and technical students and staff planned a week of workshops in March for area high schools that pay a fee for a review of their UIL one act play submissions. A small fee was charged for each review. This year, the department was unable to provide this service because the UIL festival was moved to early February, which meant schools would not be ready for assessment at a time when the department could work with the individual high schools.

The Musical Theatre coordinator has continued work on a project that will provide financial support for the acquisition of professional musicians for the Musical Theatre programs functions.

Results Description:

The department raised approximately \$12,000 during the Gala to be used for theatre scholarships in the spring'17 and fall '17 semesters.

The loss of the \$3,000 raised during the annual UIL workshop week reduced the number of department workshops by 6 that were available to distribute to worthy students.

The Musical Theatre coordinator raised, through donations, funds that help to support the orchestras for the department's musical productions.

RELATED ITEM LEVEL 3**Continue scholarship and department funding****Action Description:**

The department will continue the Gala as it has in the past with a new eye to increasing its patron base. Additional fund raising will be searched out. The integration of a department reunion of past majors with scholarship funding will be looked at.

The ongoing work to subsidize the cost of the orchestra for the department's musicals will continue.

Closing Update

Previous Cycle's Plan For Continuous Improvement (Do Not Modify) :

Recruitment for the top high school and transfer students by attending festivals and recruitment venues continued this year. The department also created a survey that it administered to its majors this fall to determine who or what influenced their decision to attend SHSU as a Theatre or Musical Theatre student. The results of the survey showed that although many students who presently attend SHSU may have made contact with a reviewer at one of the festivals, their decisions were based more on parental or teacher mentor recommendations than meeting a recruiter at one of the many events we attended. The department did send a recruiter to a Colorado recruitment event and had positive feedback from a number of students. It should also be noted that many students in Colorado had heard about the department. Our department once again attended KCACTF this year. This year both the runner up and winner of the Musical Theatre Initiative were from our department. The finalist went to the Kennedy Center and won the festival.

The NAST document was completed and the on sight visit occurred in late April. We are expecting the written response in mid June. The faculty along with the upper administration will then use this as a tool to further explore areas of improvement.

The reworking of the BFA in Theatre did not progress although discussions began in the early Fall along with a brief discussion of reinstating the BA.

Fund raising through the Gala has remained stagnant compared to previous years. The department did not find an additional fund raiser after the loss of the UIL Workshop week.

Update of Progress to the Previous Cycle's PCI:

Academically the department needs to work on fixing the problems within our emphases other than Musical Theatre. This is perhaps the most pressing matter that needs to be addressed.

The department has shown well in recruitment and festival venues.

The review by the whole faculty, after receiving the official NAST report in June, will give a foundation for additional department discussions on strengths and weakness.

Plan for Continuous Improvement

Closing Summary:

The department will create a department tenure and promotion policy to augment the University's policies. This will be distributed to all faculty. The policies will be created by tenured and tenure track faculty. The individual specialties may have specific and differing requirements especially concerning creative accomplishments.

The department will also update and distribute the theatre manual to all students, returning and incoming at the general department meeting at the beginning of the fall semester.

The department will continue to work on creating the appropriate paper work to begin and hopefully have approved, the reinstatement of a BFA degree in Theatre. The goal is to have the paperwork ready and to the University Curriculum committee in the early Fall'17 semester. The department will also discuss the pros and cons of reinstating the long absent and dissolved BA program. This , if it is to move forward, should be ready for University consideration in 2018. The need to continue to work through Campus Labs and to align the degree requirements with logical degree plans to rectify substitutions will also be dealt with. If the BFA in Theatre is approved, then a new jury rubric will need to be created.

Continued application for outside underwriting of departmental productions will continue as will a discussion on how to alter the Gala or create different fund raising venues to earn scholarship money for our students.

Additional areas of concern present in the NAST document will be reviewed and acted upon after the entire faculty has had a chance to review and digest the document. Items of concern will be prioritized for action.