

Final Assessment Report
Submitted by SUPR-G to SCAPA

Program:	Popular Music and Culture	
Degrees Offered:	MA	
Approved Fields:		
External Consultants:	Professor Gillian MacKay University of Toronto	Professor Peter Webster University of Southern California
Internal Reviewers:	Professor Margaret McGlynn Social Science	Ms. Nicole Westlund Kinesiology
Date of Site Visit:	April 1-2, 2015	
Evaluation:	<i>Good Quality</i>	
Approved by:	<i>SUPR-G on June 1, 2015</i> <i>SCAPA on September 9, 2015</i>	

Executive Summary

The reviewers met with three core faculty members and one student from the Popular Music and Culture program. All were eloquent on both the strengths and the challenges of the program. The reviewers felt strongly that this was an excellent and innovative program with high quality and productive faculty, which offers an innovative and unusual approach to the topic. Applications for the program have declined substantially in recent years, placing the program in jeopardy. The reviewers felt that the program should continue and receive the necessary investment to allow it to thrive, including a substantial increase in funding for international students (since the market for the program is likely to be stronger outside Canada than inside), and more resources for program advising.

Significant Strengths of Program:

- Unique approach to the musical experience of youth
- Highly cohesive faculty in this area
- Significant interdisciplinary program

Suggestions for improvement & Enhancement:

- Greater communication with faculty concerning program development. The reviewers did not think that the faculty had been as engaged in the development of either learning outcomes or the program brief as would be desirable and felt that this translated to a less coherent program.
- Greater funding for international students
- Program advising within the structure of the program in Popular Music and Culture rather than through the Faculty of Music.

Recommendations required for Program sustainability:	Responsibility	Resources	Timeline
Clearer expression of specific learning outcomes for this program	Faculty, chairs and deans	Time	June 2016
Program administration should be settled in a permanent location	Deans		September 2015
Program advising should be carried out within the program	Deans	Financial	June 2016
Increased emphasis on recruitment	Faculty and Associate Dean		