

Academic Program Review: Bachelor of Music (Worship Leadership)

SECTION 1: INTRODUCTION

1. List your name, name of the program coordinator (if different from your name), academic department/college, academic program, and academic year of the APR.

Jason Salazar, program coordinator
Music Department
Bachelor of Music (Worship Leadership)
Academic Program Review: 2018 – 2019

2. Briefly describe the program, identifying any subunits and the specific role each plays at Evangel University (EU). A table or chart would be sufficient.

The Bachelor of Music in Worship Leadership is a professional degree that allows the student to discover the multi-faceted aspects of local church pastoral music ministry. This degree also prepares the student to facilitate and design church music programs with curriculum that meets the approval of the NASM. Unique classes in the area of Worship Leadership and Arts Administration focus on the strengths of leadership, theological knowledge, and character formation.

3. Briefly describe the staffing in a manner that illustrates the organization of staff and that their credentials are appropriate. A table or chart would be sufficient.

Students that are studying in the BM in Worship Leadership have interaction and take courses that are taught by the entire music faculty. A strength of the program is the experience of the faculty. Most of the full-time faculty are actively involved in church music programs and have experience in various leadership roles. The program coordinator, who teaches the upper-level courses in the program, leads a local church worship ministry.

4. Identify key stakeholders (students, alumni, employers) that require ongoing attention from the program.

The quality of the education that the student receives is paramount. Ongoing evaluation of the program helps to keep the curriculum, methodologies, and goals relevant while preparing the student for vocational worship ministry in the church.

Potential employers (churches) continually reach out to the program. At any given time, there are more requests for worship leaders/pastors than we have students available.

Many alumni are pastors and make up this group of potential employers. Additionally, alumni who are working in churches as worship leaders/pastors have an impact on the future of the program by offering insight, relevancy, and information at the grassroots level.

SECTION 2: IDENTITY: MISSION, VALUES AND STRATEGIC PLAN

5. Explain how the program advances Evangel's mission, values, EU 20 Outcomes, and/or strategic plans.

The primary strength of the program is the full range of practical experience students gain during their study. Students under faculty supervision plan and provide music for regular chapel services and intern at a local church. Most students are also involved in the music program of one of the many local churches, as there are many churches in the Springfield area eager for student involvement.

Curricular changes have also emphasized practical preparation for church work. Two courses in particular, Worship Leadership and Administration in Creative Arts Worship, focus on the various responsibilities of a music pastor to provide leadership, develop a program, and carry out day-to-day operations. Together, these changes have been successful and well-received.

6. Describe how the program serves, supports, or collaborates with one or more other EU program(s) to help students succeed.

The program collaborates with the Spiritual Life office to provide worship and music for most undergraduate chapels. Additionally, the program provides worship teams for AGTS chapels and other campus events (EU Launch, visit days, etc.).

7. Explain any changes or improvements that have been implemented since the last APR.

The alignment of the program with other campus programs (Spiritual Life, Student Activities, etc.) has been implemented. EU Worship, a worship leading collective, is an "ensemble" that regularly collaborates with various campus programs both inside and outside of the music department.

Because of program evaluation and reviews in the past, the program is undertaking a significant revision. The BM will change to a BS with added non-music, elective leadership and ministry courses, lessen the performance requirements, and remove Piano Proficiency as a requirement. This change will allow more students to complete the degree while better preparing them for future vocational worship ministry.

A theology/leadership based certificate program has been launched, allowing professionally focused knowledge to fulfill a ministry call outside of the primary degree program. The three-course program allows students, pastors, and other people to take three of the core worship leadership courses, without having to enroll in the entire degree program.

8. Describe any adverse effect that the elimination of the program would have on EU's ability to help students succeed.

A university that prepares students for vocational ministry should have a pathway for those who would like to be worship leaders/pastors. As musical worship is an integral component for churches, the removal of such a training program would be a

hindrance to the future. Additionally, many pastors and churches reach out to EU looking for students and graduates to fill worship ministry positions.

SECTION 3: RELEVANCE

9. Chart enrollment trends and identify the extent to which there is a discernible demand or need for the program and how successfully the program meets it. How is stakeholder interest expected to evolve in the future, e.g., will it decline, remain the same, increase? Identify the expected impact on the program.

18/19: 9

17/18: 14

16/17: 23

15/16: 26

14/15: 32

The BM in Worship Leadership program began as a BS program. This significant revision changed it from a Liberal Arts degree to the standards of a Professional Degree. While the intention was to "raise the bar" musically, many students left the degree because of the extreme focus on music performance, too high of musical standards, and a lack of non-music ministry and leadership courses. Many students remained in the Music department, but moved to the BS in Recording Technology or the BA in Music degrees because of their flexibility and focus on other relevant training.

With the change from a BM to a BS and the added emphasis on ministry and leadership courses, there is an expectation of increased enrollment.

10. Explain how the program has evolved in response to changing demands/needs of today's students or other stakeholders.

The evolution of the program is ongoing. In an effort to align the worship leadership program with the state of the current church, and to better prepare our students for vocational worship ministry, the proposal is to change the BM in Worship Leadership to a Bachelor of Science in Worship Leadership. To reflect this change, three new courses will be created, and students would be required to take several courses in leadership and church ministry. The program would also allow space for those students that are interested in obtaining ministerial credentials while pursuing the degree.

The Bachelor of Music in Worship Leadership is at a crossroad. While the degree continues to prepare students for worship ministry in the local church, the program needs to be updated to reflect the changes in the modern church culture. The changing church culture is not just in music but in leadership, ministry, and technology.

11. List the program's strengths (attributes of the program that are helpful to achieving program objectives) and weaknesses (attributes that are harmful to achieving objectives).

The primary strength of the program is the wide range of practical experience students' gain during their study. As described above, students under faculty supervision plan

and provide music for regular chapel services and intern at a local church. Most students are also involved in the music program of one of the many local churches, as there are many churches in the Springfield area eager for student involvement.

EU Worship is now the primary worship leading entity on the campus. EU Worship leads worship in undergraduate chapels, student ministry chapels, AGTS chapels, and many other campus events.

Curricular changes have also emphasized practical preparation for church work. Two courses in particular, Worship Leadership and Administration in Creative Arts Worship, focus on the various responsibilities of a music pastor to provide leadership, develop a program, and carry out day-to-day operations. Together, these changes have been successful and well-received.

Another strength of the program is the experience of the faculty. Most of the full-time faculty are actively involved in church music programs and have experience in various leadership roles.

12. List the program's opportunities (external conditions that are helpful to achieving program objectives) & threats (external conditions that are harmful to achieving objectives).

The program's opportunities exist in the church. Not only do students in the program remain active in the local church, but many churches are actively looking to hire the program's graduates. Churches not only give current students a laboratory in which to develop their skills, but churches also give graduates job opportunities.

The threats to the program are other university worship degrees. At the time of this writing, research has shown that Christian universities have worship leadership degrees. In fact, of 13 similar institutions to EU, all have worship leadership degrees.

13. Discuss how strengths/opportunities have been or can be used to overcome weaknesses/threats.

Research of other universities with worship leadership degrees offers valuable information during the evaluation process. While some curricular and program changes seem to be more about fads, researching other threats can assist in providing comparable instruction, methodologies, and services to students. Also, examining threats can offer ideas to counteract internal weaknesses.

SECTION 4: EFFECTIVENESS

14. Attach your most recent PLO assessment data/results. What evidence exists that the program helps students achieve learning outcomes? What changes have been made since the last APR to ensure that outcomes are achieved? What have you learned from assessing the changes?

There is no PLO data yet available for this program. Concerning the data that is available for the department, students in the program are achieving learning outcomes. In the future, PLO data will be used to assist in future program evaluations.

15. Identify the source of professional standards that inform this program. Explain how those standards have been used to assess and maintain ongoing quality and relevance.

Because of the diversity in music and the various job responsibilities in churches, there is no one set of professional standards for worship leaders/pastors. NASM provides music-specific requirements that must be met for the degree. Ultimately, churches that hire EU graduates determine their professional standards. It is through these standards (job requirements) that the program is continually evaluated.

16. Report and discuss the post-graduation placement of your graduates.

Of the four worship leadership graduates in 2018/19, all four are working in a church in some capacity. In previous years, many graduates have been hired and are flourishing in church worship ministry jobs.

17. Present and discuss any additional evidence of the program's quality and success. Include evidence of stakeholder (students, alumni, employers) satisfaction along with evidence that the unit has reviewed it & used what they learned to improve the program.

Evaluation of the program suggests that the students prepare well for church music placement. This is most evident in communication with internship supervisors and journal/reports. Furthermore, observation and evaluation of the student's skill set in leadership in chapel services and local church involvement.

18. If an A.A. degree is part of this program, describe how the changes to this program affect the A.A. degree.

Not applicable

SECTION 5: SUSTAINABILITY

19. What new revenue opportunities have been (or can be) beneficial to the program? Describe any supporting funding from subsidies, grants, fundraising, etc.

In collaboration with EU Worship, the worship program will be releasing original songs via music streaming services. The purpose of releasing music is to help market EU and the worship program, as well as provide an opportunity to have the students tour to churches, youth camps, and conventions. Through these opportunities, there is potential for revenue.

20. To what extent does the program have the personnel, technological, and other resources it needs to meet its objectives?

Besides the classroom, the most critical facility for the Worship Leadership Program is the Spence Chapel. In the chapel, many of the “hands-on” parts of the degree exist. Given the limited resources in the chapel, many students rely on outside involvement to learn the proper technical skills. These technical skills include media (projection), lights, sound, and other production elements. Improving the scope of media production (sound, lights, and media) would enable students in the program to develop more skill and make them more marketable to potential employers. Many potential employers (churches) require worship leaders/pastors to be knowledgeable in these areas.

21. What efficiencies in the way the program operates are (or can be) beneficial to Evangel University as a whole?

As stated before, in collaboration with EU Worship, the worship program will be releasing original songs via music streaming services. The purpose of releasing music is to help market EU and the worship program, as well as provide an opportunity to have the students tour to churches, youth camps, and conventions. Through these opportunities, there is potential for revenue. Additionally, students have the opportunity to help advertise and market for EU.

The program collaborates with the Spiritual Life office to provide worship and music for most undergraduate chapels. Additionally, the program provides worship teams for AGTS chapels and other campus events (EU Launch, visit days, etc.).

SECTION 6: PLANNING FOR THE FUTURE

22. Based on what you have learned from this review, including the SWOT conducted for the “Relevance” section (questions 8-12), identify 1 – 3 strategic objectives that will enable the program to further one or more of EU’s strategic goals in the next 5 years OR update and attach your strategic plan. For each objective, please include: Who is the driver responsible for meeting this objective?; Who needs to be involved in accomplishing the objective?; What strategy(s) will be used to achieve the objective?; and When will this objective be accomplished?

All of the improvements mentioned below are in process. Each improvement is moving through the appropriate and required campus channels for approval. In addition to graduates and students providing ideas and thinking for these changes, current churches and leaders were surveyed. The initiatives below are a result of such conversations.

Plan for Improvement	Timeline	Responsible Person
Revise BM degree – change to BS with added non-music, elective leadership and ministry courses; remove Piano	Fall 2020	Mr. Jason Salazar Dr. Tom Matrone

Proficiency as a requirement		
Create two new courses - a media technology course and rhythm section/worship band method course	Fall 2020	Mr. Jason Salazar Dr. Tom Matrone
Online Certification in Worship Leadership. A theology/Leadership based certificate program allowing focused professional knowledge to fulfill a ministry call outside of the primary degree program.	Fall 2019	Mr. Jason Salazar Dr. Tom Matrone