



Assessment Plan Report for Commercial Music (Workforce)

Data collected from Spring 2023

This report provides data, analysis and action items (when applicable) for the **Commercial Music Program Assessment Plan**. In the current plan there are four program learning outcomes listed below. The full assessment plan document is included at the end of this report.

Learning Outcomes 1 and 4: The assessment data for learning outcomes 1 and 4 comes from the same capstone class MUSB 2350 Commercial Music Project: the data is consolidated below:

Program Learning Outcome 1:	Create a small business plan proposal for either a recording studio, a live sound company or a music marketing business.	
Program-Level	Assessment Measure(s) and Where Implemented in Curriculum	Targets- Level of Success Expected
PLO #1 Create a small business plan for either a recording studio, a live sound company or a music marketing business.	Small Business Plan Assignment in MUSB 2350 Commercial Music Project (Capstone) in which students are required to: <ul style="list-style-type: none"> (a) describe/assess the market to be served, (b) define the marketing efforts to be carried out (and associated costs) to make customers aware of the business, (c) develop a staffing plan, and (d) define the financial investment necessary to carry out the plan.” These last elements can be taken from the required grading rubric so that it is clear students are being assessed on the business plan they have developed.)	80% of students will score a 75% or better on the rubric for their small business plan.

Program Learning Outcome 4: Create a web-based portfolio.		
	Assessment Measure(s) and Where Implemented in Curriculum	Targets- Level of Success Expected
PLO #4 Create a web-based portfolio.	Project to create a website in MUSB 2350 Commercial Music Project (Capstone) on any hosting platform containing professional quality examples of student’s work, work experience and education to date to market the student’s skills and abilities to potential customers or employers.	80% of students will score a 75% or better on the rubric for their web-based portfolio.

The completion and success rate for Spring 2023 exceeded the target expectations set for the program learning outcomes. The business plans and portfolios are in slides formats such as PowerPoint and are therefore too large to include in this document. However, examples are archived and can be provided if needed. Below are the percentages of completion. After reviewing the data, faculty have determined to continue collecting and evaluating the data and monitor upcoming changes resulting from recent developments with AI.

- Online Profile- 83.33%

- Portfolios- 100%
- Business Plan- 100%
- Online Portfolio- 83.33%

Program Learning Outcome 2: Compose a professional response on a technical topic related to either audio engineering, live sound or music business marketing.

Program-Level	Assessment Measure(s) and Where Implemented in Curriculum	Targets- Level of Success Expected
<p>PLO #2 Compose a professional email response on a technical topic related to either audio engineering, live sound or music business marketing</p>	<p>Assignment in MUSC 2427 Audio Engineering II in which students are required to create a professionally written email demonstrating the student's level of knowledge (or identifying the relevant specialist) for a particular technical issue (troubleshooting, equipment purchases, etc.)</p>	<p>80% of students will score a 75% or better on the rubric for their professional email.</p>

Data:

Instructions to Students
<p>This question is to evaluate your communication skills. To do this, we have created a typical email where a client is asking for some troubleshooting advice. Your task is to write a response to help this person. Enter your response using the text entry. The person's question is below.</p>
Prompt:
<p>"Hello,</p> <p><i>Thanks again for helping me out last week troubleshooting my setup. I have one more issue that is keeping me from recording. I have the session created and record-enabled the tracks and even confirmed the inputs are set correctly to look at the interface. When I plug in my Shure SM57 I get a sound on the track and can even record vocals. But I wanted to use the AKG-414 condenser microphone you recommended and when I plug that in, I don't get a sound. I'm pretty sure the mic works but even with the level turned up, I don't get anything. I've attached a picture of the interface. Do you see anything wrong?</i></p> <p>Thanks again,</p> <p><i>Curious George"</i></p>

Responses :

<p>Hello Curious George,</p> <p>Don't worry, you are correct. The microphone sounds to be fine. Looking at the picture, It looks like the phantom power is off. Condensor mics require 48V phantom power to work. All you need to do is turn on the phantom power and it should work just fine. If you have any questions please feel free to reach out to me anytime. Glad I could help.</p>

Hey man! Glad you asked. It can be a bit confusing when switching to a different type of microphone. Your AKG-414 is a condenser mic, so it needs 48 volts of phantom power to work. Simply push the 48V button located on your interface and you'll get signal. Let me know if you have any more issues!

Hey Curious George! Thanks for reaching out and sorry you're having trouble. Usually the AKG-414, or just condenser microphones in general, require phantom power (external power) in order to function. Luckily it looks like your interface has that ability, all you gotta do is press that '48V' labeled button and it should turn on a light and start sending power to your microphone. Let me know if that helps of you had anymore questions!

This is a pretty common problem a lot of people have when trying to get audio from mics and has a pretty simple solution. You are using a Shure SM57 which is a dynamic microphone and an AKG-414 which is a condenser microphone. The reason why your Shure is working and not the AKG is because condenser microphones require something called phantom power to work properly. On your audiobox interface you can see a small button with the label "48V" above it. That is how you send phantom power from your interface to the microphone. Simply turn on that phantom power button and everything will be working just fine.

Hello!

No problem, anytime. Yes, your setup and everything is fine, but you want o make sure that you have phantom power on your audiobox enabled. You want to click the button that says 48v, and then you should get some sound.

Hello George,

As you mentioned, the AKG 414 microphone is a condenser microphone. This type of microphone requires phantom power to operate properly, as opposed to a dynamic microphone (such as your SM57), which does not. This can be enabled on your interface by pressing the "48V" button in the center. Please let me know if you need help with anything else!

Warm regards,

Hey Curious George,

The AKG-414 is actually a condenser microphone, meaning it requires external or "phantom" power. This is usually supplied by the mic pre amp/interface. Press the "48V" button on the front of your interface to turn on phantom power and the mic should be working! Let me know if you have any other issues,

Thanks,

Hey Curious George , its great to hear from you again.

The issue that I see is that a condenser microphone requires "phantom power" which is a switch or button on most audio interfaces. you'll usually see it with a label called 48V. Turn it on and you'll see audio start coming through. If you have anymore questions feel free to contact me, id be happy to help.

sincerely,

Hey George!

If you've already got the session working with the SM-57 then you're just one step away from the AKG-414 working as well! The AKG-414, being a "Condenser Microphone", picks up sound a little different than the SM-57, which is a "Dynamic Microphone", and because of that it'll need something called "Phantom Power". To power it up all you need to do is press that button with the label "48V", which will light up once activated and you'll be good to go!

A couple little things to note; only Condenser mics need phantom power, so make sure that the "48V" button is turned back off before plugging in a dynamic or ribbon mic to reduce the risk of damaging other equipment. Also, Condenser mics tend to come through a little hotter, so less pre-amplification should be needed.

Thank you so much for reaching out, if there's anything else I can do for you I'd be happy to help! Best of luck with your recording!

Hey George,

Of course I can help you with your setup. So because your SM57 works, that means that both that mic and interface are working just fine. The 414 does require phantom power though which can be easy to miss sometimes. Make sure that you have the phantom on when using the condenser mic. Also your master level volume is all the way at 0. Make sure all your knobs are at 12 o'clock that way you can adjust them later for sound check. Let me know if this works. As always it's a pleasure working with you and helping you. Don't hesitate to shoot a email if you need anything else.

Until Next Time,

Yes in order to use a condenser. microphone you need to give it phantom power or 48v. Simply lower the gain knob to zero, then click the 48v button when it turns red it is on. After that record enable the track and dial in the pre amp gain to your desired level.

Hello George,

Thanks for reaching out! The AKG 414 microphone is a condenser mic requiring phantom power (48V.) Once you plug in your microphone, push the 48V button, and it should work. Before unplugging, make sure you turn it off. Hope this helps!

Have a great day!

Sincerely,

Hi George,

No problem! I'm happy to help anytime.

The one thing missing here is the small button labeled 48V needs to be pressed to get a signal from the condenser microphone. This is because condenser mics require external voltage called phantom power in order to produce a signal. The SM57 is a dynamic microphone which doesn't require phantom power. This is why you currently aren't getting any signal.

Give that button a try and if you are still having any trouble let me know!

Thanks,

Hello again, George!

The C414 is a great choice in microphone, however is different than the SM57 as it requires 48 volts of power! This is typically referred to as "phantom power", as it is only usable or visible by certain types of microphones. Fortunately, your interface will be able to provide power.

The button labeled "48V" will send the power to the mic. When you press this, it will send a spike in voltage through the system, so make sure all the knobs (mic gain, speaker, and headphone) are turned all the way down to prevent equipment damage, or worse, hearing damage.

Once the power is switched on, go ahead and turn your headphones back up and gently ease the gain up. You should be able to hear signal now!

Let me know how this goes!

Best,

Hi Curious George!

I'm glad you reached out, I'm always happy to help. It seems that the issue you're having is that because the AKG-414 is a condenser microphone, it requires phantom power to be provided in order for it to produce a signal. To turn on phantom power on the interface you're using, you must press the button labeled "48V" which is located right in-between the knobs and the inputs. When you press it, it should light up, and that's how you'll know that phantom power is being provided to the microphone. Let me know if you have any more questions!

Best of luck,

Hello George,

I'm glad everything went smoothly last week. Unlike the SM57 the AKG-414 is a condenser microphone so it will need phantom power before it starts picking up any sound. To give it this power you will push that button with 48v above it in on your interface. However make sure that you don't turn it on until you have already plugged the mic in and that you turn it off before you unplug the mic or its cable. If you don't you could damage the microphone! The button should become blue when it is turned on.

Glad to be of Service,

Hello again, George,

Excellent choice picking up the 414 and your problem is a rather easy fix. What makes condenser microphones different from dynamic mics like the SM57 is that they require electricity to function. This is called "phantom power" which correlates to 48 volts. And the good news is that the AudioBox has a button just for this! Right above the second mic pre you'll see a button labeled "48V". Sound familiar? Just press that button after you have the microphone plugged in and it should work like magic. Happy playing!

Hello George,

The AKG-414 that I recommended is a condenser microphone, meaning it will need phantom power. 48V is enough for the AKG and most condensers you will run into. Luckily the Audio Box you have there has a phantom power switch on it. It's located to the upper right of the 2nd input on the front. When you press it, it should turn red and you'll know that phantom power is running through the input and you should get signal.

Hope this helped,

Dear Curious,

I am happy to help! The AKG 414 is a condenser microphone and therefore requires 48 Volt Phantom power. After you have connected your AKG 414 to the input on your AudioBox, press the small button which is labeled 48V. It will illuminate and you should see the meter active on your record enabled track. Once the microphone has been

powered, you can also set the polar pattern, dB Pad, and low cut settings by depressing those controls on the mic body. It is a good practice to only turn on the Phantom Power after a condenser mic is connected, otherwise, you could ruin your speakers with a loud 'pop'. Similarly, turn the Phantom Power off before disconnecting the microphone. Also, if you accidentally turn on the phantom power while a dynamic mic is connected (like your SM57), don't worry; the mic will only find the phantom power if it needs it. Please let me know if you need any more help!

Sincerely,

Hi Curious George,

Since the AKG-414 is a condenser microphone, it needs phantom power to work. Press the "48V" phantom power button on the front panel of your interface (the button will light up) to turn it on, and you'll be all set to record with the AKG.

Remember that phantom power is used with condenser mics, and not dynamic microphones. You do NOT need phantom power to use your SM57, as you already know.

Good luck with your recording!

Program Learning Outcome 3: Provide possible troubleshooting solutions based on a verbal or visual description of a signal flow problem with either a Live Sound Reinforcement or Recording Setup.

Program-Level	Assessment Measure(s) and Where Implemented in Curriculum	Targets- Level of Success Expected
<p>PLO #3 Provide appropriate troubleshooting solutions based on a verbal or visual description of a signal flow problem with a <u>Live Sound Setup</u>.</p>	<p>Single Topic Objective exam (multiple-choice and/or true/false) in MUSC 1405 Live Sound I with 20 questions about a technical diagram or written description of a live sound signal flow problem that requires students to provide possible/appropriate troubleshooting solutions for a live sound setup.</p>	<p>80% of students will score a 75% or better on the objective quiz.</p>

The Spring 2023 class focused on an in-class troubleshooting exercise with a prompt set-up for each student to diagnose and resolve as opposed to the multiple-choice test assessment. For the purpose of this assessment, the instructor placed an emphasis on analog consoles and signal flow (as opposed to digital consoles). The assessment data was gathered from the final project “hookup” exam with a success rate of over 90% of students successfully setting up an analog sound system and achieving the desired live sound outcomes such as creating a Front of House and Monitor mix. This success rate exceeded the target. The faculty consensus was that, while this was a more difficult Learning Outcome to document, it did provide the students with a better “real-world” scenario and therefore more closely reflected the nature of the Learning Outcome.



**Assessment Plan
for Workforce and FOS Programs**

Program/Track Name: Commercial Music AAS (Workforce)

Description of Program-Level Learning Outcomes

Please indicate the Program Learning Outcomes for the degree, degree track, or certificate below:

Program-Level Learning Outcomes	
Program Learning Outcome 1:	Create a small business plan proposal for either a recording studio, a live sound company or a music marketing business.
Program Learning Outcome 2:	Compose a professional response on a technical topic related to either audio engineering, live sound or music business marketing.
Program Learning Outcome 3:	Provide possible troubleshooting solutions based on a verbal or visual description of a signal flow problem with either a Live Sound Reinforcement or Recording Setup.
Program Learning Outcome 4:	Create a web-based portfolio.

Section I: Technical Courses

For **all technical courses** in the program, indicate in the table on the following page whether and/or how the course will support the program learning outcomes. You should include courses outside your discipline area and work collaboratively with those disciplines to determine whether and/or how those course(s) will support the program learning outcomes. **Please note** that it is understandable if courses from outside the discipline do not assess the program-level learning outcomes and serve only to introduce, practice and/or emphasize the program outcomes. It is also possible that technical courses outside of your discipline may not directly support the specific program-level learning outcomes you have identified.

How to complete the program map:

For each technical course in your program, please indicate whether any program-level learning outcome is introduced to students (I), practiced by students (P), emphasized for students (E), or formally assessed (A).

For example, if course WXYZ 1234 introduces students to one of the program outcomes, then enter "I" for that specific program outcome in the appropriate column. Please note that a course can be "I", "P", "E" and/or "A" in any program outcome. The labels in the following table apply SOLELY to the program level learning outcomes defined above. (It is NOT necessary for every course to address a program level learning outcome, and it is NOT necessary that Assessment or program level learning outcomes occur in every course.)

Program Map ▼

I=Introduced P=Practiced E=Emphasized A=Assessed

Program Courses	Program Learning Outcome 1	Program Learning Outcome 2	Program Learning Outcome 3	Program Learning Outcome 4
	Create a small business plan proposal for either a recording studio, a live sound company or a music marketing business.	Compose a professional response on a technical topic related to either audio engineering, live sound or music business marketing.	Provide possible troubleshooting solutions based on a verbal or visual description of a signal flow problem with either a Live Sound Reinforcement or Recording Setup.	Create a web-based portfolio.
MUSB 1305 Survey of the Music Business	I	I		I
MUSC 1323 Audio Electronics		P	P	P
MUSC 1327 Audio Engineering I	I-P-E	I-P		P
MUSC 1331 MIDI I			P	P
MUSB 1341 Concert Promotion and Venue Management	P	E		P
MUSC 1405 Live Sound I	P	P	I-P-E-A	P
MUSB 2301 Music Marketing	P	P		P
MUSB 2345 Live Music and Talent Management	E	E		P
MUSB 2350 Commercial Music Project (Capstone)	A	P	P	A
MUSC 2351 Audio for Video			P	E
MUSC 2403 Live Sound II	E		E	
MUSC 2427 Audio Engineering II ~	P	E-A	E	
MUSC 2447 Audio Engineering III ~	E		E	
MUSC 2448 Audio Engineering IV ~(Capstone)	E		E	
MUSC 2453 Live Sound III (Capstone)			P	
MUSC 2471 Audio Plugins			P	

Review existing assessment methods and current practices for collecting/gathering student data to identify direct (and possibly indirect methods of assessment). Remember that the data will need to be gathered, analyzed, and used to support the program's continuous improvement processes.

Note: Because courses from other disciplines already have assessment plans in place, they do not have to be included in this assessment plan. Nonetheless, proposers must work collaboratively with these other disciplines to stay current and up-to-date with the assessment plans in these courses.

Program-Level Learning Outcome	Assessment Measure(s) and Where Implemented in Curriculum	Targets- Level of Success Expected
<p>PLO #1 Create a small business plan for either a recording studio, a live sound company or a music marketing business.</p>	<p>Small Business Plan Assignment in MUSB 2350 Commercial Music Project (Capstone) in which students are required to:</p> <ul style="list-style-type: none"> (a) describe/assess the market to be served, (b) define the marketing efforts to be carried out (and associated costs) to make customers aware of the business, (c) develop a staffing plan, and (d) define the financial investment necessary to carry out the plan.” <p>These last elements can be taken from the required grading rubric so that it is clear students are being assessed on the business plan they have developed.)</p>	<p>80% of students will score a 75% or better on the rubric for their small business plan.</p>
<p>PLO #2 Compose a professional email response on a technical topic related to either audio engineering, live sound or music business marketing</p>	<p>Assignment in MUSC 2427 Audio Engineering II in which students are required to create a professionally written email demonstrating the student’s level of knowledge (or identifying the relevant specialist) for a particular technical issue (troubleshooting, equipment purchases, etc.)</p>	<p>80% of students will score a 75% or better on the rubric for their professional email.</p>
<p>PLO #3 Provide appropriate troubleshooting solutions based on a verbal or visual description of a signal flow problem with a <u>Live Sound Setup</u>.</p>	<p>Single Topic Objective exam (multiple-choice and/or true/false) in MUSC 1405 Live Sound I with 20 questions about a technical diagram or written description of a live sound signal flow problem that requires students to provide possible/appropriate troubleshooting solutions for a live sound setup.</p>	<p>80% of students will score a 75% or better on the objective quiz.</p>
<p>PLO #4 Create a web-based portfolio.</p>	<p>Project to create a website in MUSB 2350 Commercial Music Project (Capstone) on any hosting platform containing professional quality examples of student’s work, work experience and education to date to market the student’s skills and abilities to potential customers or employers.</p>	<p>80% of students will score a 75% or better on the rubric for their web-based portfolio.</p>