

MUSIC & COMMUNITY

MUSIC & SCHOLARSHIP

MUSIC & PERFORMANCE

MUSIC

MUSIC & IMPACT

MUSIC & TRADITION

MUSIC & INCLUSION

MUSIC & TEACHING

MUSIC & INNOVATION

YOU

MUSIC & ACCESSIBILITY

MUSIC & LEARNING

MUSIC & COLLABORATION

MUSIC & MEANING

MUSIC & LEADERSHIP

MUSIC & EXCELLENCE



TEXAS TECH UNIVERSITY
J.T. & Margaret Talkington College of Visual & Performing Arts
School of Music

2022-2027 STRATEGIC PLAN



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PLAN INTRODUCTION

The School of Music (SoM) is one of three vibrant schools within the J.T. & Margaret Talkington College of Visual & Performing Arts at Texas Tech University. The SoM is dedicated to creating a space for students, faculty, staff, alumni, and community partners to genuinely inspire others through their passions and art. This plan has been developed from the ideas, collaborations, and strategic goals of the collective School of Music. It reflects the feedback received to position the School of Music as a leading music program across Texas, the United States, and the world.

COVID-19 STATEMENT

The School of Music acknowledges the hardships and challenges related to the COVID-19 pandemic. We have witnessed the resilience of our community through ongoing scholarly and creative endeavors as well as powerful demonstrations of service. We also acknowledge that a return to perceived normalcy will take time. The SoM has created a strategic plan that allows us to learn from the lessons of the pandemic and positions the School of Music to continue to serve our constituencies through artistic, educational, and scholarly progress.



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MISSION STATEMENT

OUR TEXAS TECH UNIVERSITY SCHOOL OF MUSIC INSPIRES MUSICIANS AND SCHOLARS TO COLLABORATE ACROSS MUSIC EDUCATION, PERFORMANCE, AND ACADEMICS TO ADVANCE THE ARTS AND THE LIVES OF STUDENTS, STAFF, FACULTY, AND THE PEOPLE THEY SERVE. WE VALUE MUSIC'S ROLE IN CONNECTING DIVERSE COMMUNITIES TO BUILD A MORE INCLUSIVE SOCIETY.

VISION STATEMENT

TO CREATE AND NOURISH AN INCLUSIVE, INNOVATIVE, AND INTENTIONAL COMMUNITY THAT ENGAGES MUSIC ACROSS THE INTERSECTIONS OF RESEARCH, PERFORMANCE, EDUCATION, AND INDUSTRY.



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MUSIC & INCLUSIVITY

RECOGNIZE EXPERIENCES.

We recruit and retain a diverse student body through 1) identifying student excellence in underrepresented communities as well as through traditional means of recognition (i.e., All-State), 2) supporting academic financial costs through the award of talent-based and need-based music scholarships 3) providing individualized support toward college success for first-generation college students, and 4) building performance programming which includes music that naturally bridges identities and genres. We also value and recognize the ongoing relationships, contributions, and achievements of our alumni.

REPRESENTATION MATTERS.

We are sensitive to 1) the representation of guest artists (performers, pedagogues, and scholars) on our campus, 2) the representation of composers and genres included in School of Music audition requirements, concert programming, and classroom curricula, and 3) the representation of students, faculty, staff, and alumni across marketing and media.

CREATE MOMENTS OF ADVANCEMENT.

We create opportunities in all areas of our community to grow through shared cultural, educational, and professional experiences. We are committed to identifying and dismantling systemic barriers for underrepresented communities in recruiting, retention, hiring, and promotion.

PRACTICE SHARED GOVERNANCE, TRANSPARENCY, AND SERVICE.

Individuals in leadership positions listen to and collaborate with relevant constituencies to guide decision-making. We recognize that not all decisions can or need to be shared decisions. When time-sensitive or information-sensitive decisions limit the ability to solicit feedback, leaders take time to create transparency by sharing the reasoning behind their choices. All members of the community are encouraged to cultivate and demonstrate leadership through service.



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MUSIC & INNOVATION



TRY SOMETHING NEW.

We encourage faculty, students, and staff to 1) bravely pursue new initiatives, 2) engage with new and relevant course content or professional training, and 3) embrace contemporary technologies in and out of the classroom. We recognize that innovation involves risk and that failure is a natural part of progress.

REACH ACROSS BOUNDARIES.

We encourage faculty, students, and staff to 1) seek, establish, or support interdisciplinary initiatives, 2) work with the Administrative Team to build academic and community partnerships locally, regionally, nationally, and internationally, and 3) participate in or support engaged scholarship.



PROVIDE WHAT THE WORLD NEEDS.

All are encouraged to discern and support areas of musical need, including but not limited to the accessibility of musical instruments and training, online learning platforms for rural and underserved areas, and relevant new degrees and certificate programs to broaden and deepen the contributions of our graduates.





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MUSIC & INTENTIONALITY

CONSIDER OUR INTENT AND IMPACT.

Faculty, staff, and students consider where and how their strengths maximize the opportunity for meaningful impact. We consider how individual and group initiatives affect our School of Music, including course schedules, facilities, student availability, and financial resources, as well as regional, national, and international visibility. We recognize that clear communication with students, faculty, staff, alumni, and administration will enhance success. Furthermore, we understand the potential impact of words and actions on others, regardless of intent. Therefore, we choose to consider our words and actions thoughtfully in the service of others.

SHARE OUR VOICES.

Faculty and students share expertise through a variety of activities including teaching, performing, publication, presentation, and outreach and engagement. Faculty, students, staff, and administrators engage in mentoring programs for themselves and others. We recognize that being present to listen and respond to each others' voices supports personal and professional growth and strengthens our community.

TELL OUR STORIES.

We celebrate our accomplishments and contributions through effective marketing and publicity. We recognize that the narratives that precede and follow accomplishments are impactful beyond the accomplishments themselves, strengthen our TTU identity, and bring heightened visibility and recognition to our School.





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VALUES

WE VALUE MUSIC & COMMUNITY

BE COLLABORATIVE.

The School of Music values its place as a community of educators, performers, scholars, administrators, staff, and students, who, through the pursuit of excellence in all educational, creative, scholarly, administrative, and support endeavors, respect each individual contribution while acknowledging the synergy and interdependency of the whole.

BE RESPONSIVE.

The School of Music values its place as a community that is responsive to student needs and interests including curriculum development, academic rigor, performance and teaching experiences, wellbeing, and preparation for an evolving professional landscape, in ways that honor tradition (within the music profession and the university culture) while pursuing relevant innovation.

BE PRINCIPLED.

The School of Music values its place as a community committed to fairness, integrity, kindness, accountability, transparency, and trust in all communications, engagements, and interactions with others including dedication to the cultivation, practice, and promotion of diversity, equity, inclusion, and accessibility as well as academic freedom and shared governance.



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