Student Learning Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

SLO 5: Learn the basics of New Orleans culture, its leadership, and the city

During Mayfield’s “New Orleans as Discourse” class, each student should learn the basics of New Orleans culture, its leadership, and the city in general.

Related Measures

M 5: Evaluations
Evaluation of class guests, enrollment numbers, class grade average, and quality of class blogs (specifically “What this class means to me”)

Source of Evidence: Academic direct measure of learning - other

Target:
Compare quality of class blogs and class grade average to prior semester for improvement; NOJI Director to evaluate quality of class guests and overall class blogs/interactions at the end of each semester

Finding (Fall 2014) - Target: Partially Met
During the Fall 2014 semester, the average grade was a “B”; 38% of students received an “A” grade. However, thus far the quality of the blogs for the Spring 2015 session have been outstanding. Every student is doing their homework on time and writing thoughtful, responsive blogs. A higher class “A” average is expected.

Related Action Plans (by Established cycle, then alpha):

Survey for class enhancement
NOJI’s Director has noted a noticeable increase in motivation among the students and class participation. A survey is being developed for Spring 2015’s students to provide input about specific ways to increase registration interest and retention, the quality of the class, and interaction with the special guests. The survey will allow the students to rate important elements of the class on a scale from 1 to 5, as well as provide written input for consideration. In addition to the survey, Spring midterm grades will be compared to those of Fall 2014, to determine if assignments should be edited, extra credit should be offered, or other class adjustments should be made to increase student motivation and participation.

Established in Cycle: Fall 2014
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Evaluations | Outcome/Objective: Learn the basics of New Orleans culture, its leadership, and the city

Responsible Person/Group: NOJI Program Director

SLO 6: Learn to compose and premiere new Jazz music

During Mayfield’s Jazz Composition Independent Study, each student should learn to compose and premiere new Jazz music before the end of each semester.

Related Measures

M 6: Evaluations
Evaluation of students’ end-of-semester grades, quality of premiere performance, attendance at premiere performance (relative to the number of students in the class)

Source of Evidence: Academic direct measure of learning - other

Target:
Compare individual grades and class grade average; compare attendance at premiere performances (divided by number of participating students) and premiere quality (to be evaluated by NOJI Director)

Finding (Fall 2014) - Target: Met
The fall 2014 semester included four students, all of whom received an “A” final grade. The NOJI Director and the New Orleans Jazz Orchestra’s Music Curator noted a noticeable improvement in the quality of the compositions created, as well as in the premiere event.

Related Action Plans (by Established cycle, then alpha):

Scoring Guide & Participant Survey
Moving forward in the Spring 2015 semester, we will create a score template for the NOJI Director, NOJO Music Curator, and a guest musician judge to use to formally document the success of the new music and the premiere event that the students coordinate. We will also create a guest survey for attendees of the premiere events, while documenting the number of guests at the events. The goal is that there is a 10% increase in the number of attendees each semester moving forward (relative to the number of students), and that all students receive no less than a “4” on the scoring guide (on a scale from 1 to 5).

Established in Cycle: Fall 2014
Implementation Status: Planned
Priority: High
**Relationships (Measure | Outcome/Objective):**

**Measure:** Evaluations | **Outcome/Objective:** Learn to compose and premiere new Jazz music

**Responsible Person/Group:** NOJI Program Director

---

**SLO 7:** Develop a better understanding of his/her instrument and competently perform

During each term of the Irvin Mayfield School of Music Saturday and Summer programs, each student should develop a better understanding of his/her instrument and be able to confidently and competently perform at a recital for friends and family.

**Related Measures**

**M 7:** Evaluations of performances

Overall evaluation of recital and individual student performances by NOJI Director and individual instructors

Source of Evidence: Academic direct measure of learning - other

**Target:**

Compare individual student assessments throughout each term, as well as a general evaluation post-recital with NOJI's Director and instructors

**Finding (Fall 2014) - Target: Met**

Both the NOJI director and Saturday Program Director agree that there is a noticeable difference in the quality of students' performances and music/instrument knowledge each semester. However, to ensure that this objective is met, several changes have been implemented in the operations of the Saturday program since Spring 2014. Each student's progress is being tracked and noted in their online profiles (new as of Spring 2015) to formally identify improvements and necessary program edits.

**Related Action Plans (by Established cycle, then alpha):**

**Tools to track student progress**

Improvements implemented during Fall 2014/Spring 2015: (1) Theory test distributed at beginning of session and at end; (2) Higher-quality criteria for audition process, as described below; (3) Development of curriculum materials and theory classes; (4) Session objectives identified at start of session and adhered to; (5) Limit number of students in each class to accommodate better learning; (6) Day restructured to mimic a college music education course; and (7) Online registration for more accurate enrollment numbers and student information. Student criteria includes: ability to play major scales, at least one octave (beginner – first 6 scales, and advanced - all 12); play Jazz melody; and ability to "sight read" music. Advanced students should be able to: play all mixolydian and dorian with arpeggios to the 9; improvise over a blues form (two choruses); and perform proficient ear training test.

**Established in Cycle:** Fall 2014
**Implementation Status:** Planned
**Priority:** High

---

**Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans**

---

**O/O 1: Increase in Saturday Music School enrollment**

Increase in Saturday Music School enrollment (students ages 8-17)

**Related Measures**

**M 1:** Enrollment numbers for the program

Enrollment numbers for the program

Source of Evidence: Activity volume

**Target:**

Minimum of 10% increase per semester

**Finding (Fall 2014) - Target: Met**

The number of students in NOJI's Saturday program increased to 178 in Fall 2014, and now 203 in Spring 2015 – a more rapid growth than intended. Currently we are beyond the UNO PAC's capacity of available music classrooms; as a short-term solution, we have arranged for additional classroom space in the UNO Education Building. However, the distance between the two buildings is not ideal for such young students. Although we have increased the number of teachers as much as possible in our current budget cycle (current teaching staff: 1 director, 1 coordinator, 6 instructors and 6 assistant instructors), there is also internal concern about how to provide the best possible learning experience for each student within these larger classes and with limited facilities.

**Related Action Plans (by Established cycle, then alpha):**

**Parent, Teacher & Student Surveys**

To ensure that we are providing a high quality educational experience for our students, surveys were conducted at the Fall 2014 final recital with teachers, parents and students. Based on the survey findings, the Spring 2015 semester is being closely monitored by NOJD and NOJI leaders to determine an ideal number of total students, as well as total students per class. Follow-up surveys will be conducted prior to the end of this semester, and a decision will be made about whether to limit enrollment in Fall 2015. The summer program's enrollment capacity is currently limited to 110 students.

**Established in Cycle:** Fall 2014
**Implementation Status:** Planned
**Priority:** High

---
Measure: Enrollment numbers for the program | Outcome/Objective: Increase in Saturday Music School enrollment

Responsible Person/Group: NOJI Program Director

O/O 2: Increase enrollment in Irvin Mayfield's "New Orleans as Discourse" class

Increase enrollment in Irvin Mayfield's "New Orleans as Discourse" class

Related Measures

M 2: Enrollment numbers for the class
Enrollment numbers for the class
Source of Evidence: Activity volume

Target: 15% increase per semester

Finding (Fall 2014) - Target: Partially Met
Fall 2014 enrollment was 19 students. Currently 15 students are enrolled in this class for Spring 2015.

Related Action Plans (by Established cycle, then alpha):

Changes in the Promotion of the Class

As there was a decrease in the number of students for the Spring 2015 semester, we will implement a few actions: (1) A survey is being created to collect suggestions and thoughts from current students at the end of this semester -- how to attract more students, how to increase student motivation during the classes and in relation to class assignments, and suggestions for other class guests and content. (2) As we did to attract students at the beginning of the Spring 2015 semester, NOJI will invest some money into social media advertising, to attract a more diverse and larger group of students to enroll in the class. (3) NOJI and NOJO representatives will continue to invest time on campus and with campus initiatives (FYE, Driftwood, etc.) to enhance campus knowledge of NOJI and all of its programming, including the "New Orleans as Discourse" class.

Established in Cycle: Fall 2014
Implementation Status: Planned
Priority: Medium

Relationships (Measure | Outcome/Objective):

Measure: Enrollment numbers for the class | Outcome/Objective: Increase enrollment in Irvin Mayfield's "New Orleans as Discourse" class

O/O 3: Grow NOJI's high school Jazz band festival

Now that the festival is established (started April 2014), the new goal will be to grow the festival to include 10 high school Jazz bands (inaugural festival included 8 bands). Due to the size of UNO's Performing Arts Center, we cannot increase the festival beyond 10 total bands currently.

Related Measures

M 3: Development and evaluation of event
Development and evaluation of event
Source of Evidence: Administrative measure - other

Target: Development of the festival, as well as general evaluation of the participating schools. Festival to be hosted within the 13-14 time frame.

Finding (Fall 2014) - Target: Partially Met
For the upcoming Essentially Ellington festival on February 28th, 2015, enrollment includes 6 bands from 5 schools in 3 states.

Related Action Plans (by Established cycle, then alpha):

Band Director Survey to improve enrollment

In an attempt to grow the festival, an earlier date in the spring was chosen for the 2015 festival -- February 28th. The 2014 festival had experienced registration challenges based on the chosen April date because hotel rooms in the area were too expensive for some schools to participate. The hope was that a February date would be less expensive for schools, which would increase participation. Although hotel room options for that weekend are indeed less expensive, a few interested schools had other conflicts with the date earlier in the semester. We are currently creating a survey for the six bands that are participating in the 2015 festival (and other bands who expressed interest in participating but were not able to), to improve the program operationally, as well as determine 2016 date options that are more convenient for the bands.

Established in Cycle: Fall 2014
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Development and evaluation of event | Outcome/Objective: Grow NOJI's high school Jazz band festival

Responsible Person/Group: NOJI Program Director

O/O 4: Increase exposure for NOJI Masters Series commissions and performances

Increase exposure for NOJI Masters Series commissions and performances

Related Measures

M 4: Evaluation of performances, attendance, marketing and community recognition
Evaluation of performances, attendance, marketing and community recognition. Analysis biannually after Masters Series performances have concluded.

Source of Evidence: Administrative measure - other
Finding (Fall 2014) - Target: Met

The Fall 2014 Masters Series commissions were Jazz Tributes to the Grateful Dead, Led Zeppelin and Nirvana. Irvin Mayfield and the New Orleans Jazz Orchestra premiered the new music during a sold-out show at House of Blues New Orleans. In fact, this show (725 guests) was the first performance that NOJO has sold out at House of Blues. The theme was well-received by local press and received several editorial features about the premiere - and NOJI's tradition of Masters Series - in the two months prior to the concert on 11/13/14.

Related Action Plans (by Established cycle, then alpha):

Collaboration with the New Orleans Jazz Market & community organizations to increase attendance/interest

In order to garner more interest in and participation for NOJI Masters Series, the Spring 2015 performances will involve NOJO's new building - the Peoples Health New Orleans Jazz Market - and renowned local restaurants. The Jazz Market will open in Spring 2015 as a performing arts venue and Jazz community center in Central City New Orleans; it will feature music education experiences for all ages, a New Orleans Jazz Archive, tributes to current and past Jazz Masters, and performances by Irvin Mayfield, NOJO and other renowned musicians. Currently the Market is receiving local, national and international editorial attention, which will assist in the promotion of the Masters Series concept. Each commission will be written in tribute to a locally renowned restaurant, which will allow for additional performance venues, as well as interest from a different section of the hospitality community. Surveys will be distributed at each performance for the audience to rate the following on a scale from 1 to 5: setting, music, atmosphere, day/time, promotion and overall experience.

Established in Cycle: Fall 2014
Implementation Status: Planned
Priority: Medium

Details of Action Plans for This Cycle (by Established cycle, then alpha)

Enhance student assessment forms and create surveys for additional student, parent and instructor input

Moving forward, NOJI will enhance the format of the student weekly assessment forms to allow us to more closely and scientifically report individual student progress, and -- thus -- group progress as a whole.

Established in Cycle: 2013-14
Implementation Status: In-Progress
Priority: High

Implementation Description: NOJI will more intensely research student assessment forms for similar programs, to ensure that we are documenting and assessing student and program process at the highest possible level. We will also create comprehensive forms (beginning fall 2014) to allow for more comprehensive student, instructor and parent input.

Responsible Person/Group: NOJI Director Stephanie Mayne
Additional Resources: No additional resources are needed.

Implementation Notes:

2/4/2015 To ensure that we are providing a high quality educational experience for our students, surveys were conducted at the Fall 2014 final recital with teachers, parents and students. Based on the survey findings summarized below, the Spring 2015 semester is currently being closely monitored by NOJO and NOJI leaders to determine an ideal number of total students, as well as total students per class. Follow-up surveys will be conducted prior to the end of this semester, and a decision will be made about whether to limit enrollment in Fall 2015. The summer program's enrollment capacity is currently limited to 110 students. Fall 2014 survey data INSTRUCTOR FEEDBACK --Average Number of Students in Classroom: 26.75 -- Average Number of Students I feel Comfortable Teaching: 19 -- "The number of students I feel comfortable teaching is 30 with an assistant. As the class is for beginning through advanced, the students cannot all be in the same class and learn effectively." -- "I would add more classroom space. Use technology instruction materials and include more instructional days." -- "More master classes and short performances every 3rd Saturday." -- "Master classes geared toward improving instructional practice and certification for teachers." PARENT FEEDBACK --Average Number of Children in the Program per parent: 1.3 children --Average Number of Years for Child Participation: 2.12 years --Almost all respondents qualify for free/reduced lunch. --75% of respondents would be willing to support the program financially - approximately $20-$100. -- "This program has allowed my daughter an opportunity of a lifetime without fees that would prevent her from doing so." -- "It is an excellent opportunity for kids to learn and advance in their desired choice of instruments. It builds their confidence and inspires them to think about future musical dreams." -- "All of the kids who come weekly can't perform at the recital." -- "The end of the year concert is a little too long." STUDENT FEEDBACK: --Most common answer to "favorite part of the program" -- "Doing a recital." -- "Hanging out with friends." -- "My favorite thing is that I can play things other than school music." -- "The amount of help." -- "The practice and exercise." -- Most common answer to "least favorite part of the program" -- "Older kids having to fill out practice sheets." -- "The time is too long. It takes up my whole Saturday." -- "It's too short." -- "There is not enough focus on an individual instrument." -- "Not getting solos." -- "Going to class helped me to (most common answer) --Be more creative -- Yes --Feel better about myself -- Yes --Do things I didn't think I could do before -- Yes --Participate more in school -- Not Really --Work better with my classmates -- Not Really

Expand goal to increase attendance at premieres and improve overall creation/performace

The overall criterion was achieved: new music was composed and premiered in both the fall and spring. Improvement in the attendance at the premiere event was achieved, but improvement in the quality of new music created was not. Moving forward, we will re-strategize how each student should be mentored through the composition process to improve the overall creation and performance.

Established in Cycle: 2013-14
Implementation Status: In-Progress
Increased Enrollment & Overall Class Motivation

We have strategized with our partner, Jazz at Lincoln Center, to host an earlier promotion of the festival within our region. We are also moving the festival to earlier in the semester to better accommodate the needs of bands in our region.

Grow festival to include 10 high school Jazz bands

NOJI will continue to leverage Masters Series as a professional development opportunity for the professors, as well as a recruiting and promotional tool for the university. In the fall, NOJO plans to incorporate the Masters Series commissions into the NOJO big band’s only fall performance in the city at a major (800+) venue. A communications strategy to bolster community interest is in its planning stages. The arrangements will also be featured during NOJO’s fall and spring tours across the country. In addition, NOJI will incorporate Irvin Mayfield’s composition students, as well as other Jazz Studies composition students, into the commission and review process for Masters Series.

Increase venue capacity for Masters Series performance(s) and enhance the communications plan

2/4/2015 The Fall 2014 Masters Series commissions were Jazz Tributes to the Grateful Dead, Led Zeppelin and Nirvana. Irvin Mayfield and the New Orleans Jazz Orchestra premiered the new music during a sold-out show at House of Blues New Orleans. In fact, this show (700 guests) was the first performance that NOJO has sold out at House of Blues. The theme was well-received by local press and received several editorial features about the premiere - and NOJI’s tradition of Masters Series - in the two months prior to the concert on 11/13/14.

Increased Enrollment & Overall Class Motivation

The class is still experiencing challenges with enrollment numbers. However, NOJI’s Director has noted a noticeable increase in motivation among the students and class participation. A survey is being developed for Spring 2015’s students to provide input about specific ways to increase registration interest.
Social Media and Campus Outreach with Continued Evaluation
We will continue to evaluate biannually and to develop new strategies to increase enrollment. One of the strategies we are working on now is a social media plan to not only promote the class before it begins but also during the class to reach future potential students.

Established in Cycle: 2013-14
Implementation Status: In-Progress
Priority: Medium
Implementation Description: Through social media and other strategic campus outreach, we will be able to attract new university students and university club/press support.
Responsible Person/Group: NOJI Program Director Stephanie Mayne
Additional Resources: No additional resources are needed.
Implementation Notes:
2/4/2015 Although we are still developing a thorough social media strategy, we did experience success with investing small sums of money in social media ads to recruit students for the Irvin Mayfield School of Music Saturday Program, as well as the “New Orleans as Discourse” class. NOJI has also invested more time into campus events and meetings with other UNO departments and initiatives, which has proven successful in garnering support from other individuals and entities.

Band Director Survey to improve enrollment
In an attempt to grow the festival, an earlier date in the spring was chosen for the 2015 festival -- February 28th. The 2014 festival had experienced registration challenges based on the chosen April date because hotel rooms in the area were too expensive for some schools to participate. The hope was that a February date would be less expensive for schools, which would increase participation. Although hotel room options for that weekend are indeed less expensive, a few interested schools had other conflicts with the date earlier in the semester. We are currently creating a survey for the six bands that are participating in the 2015 festival (and other bands who expressed interest in participating but were not able to), to improve the program operationally, as well as determine 2016 date options that are more convenient for the bands.

Established in Cycle: Fall 2014
Implementation Status: Planned
Priority: High
Relationships (Measure | Outcome/Objective):
Measure: Development and evaluation of event | Outcome/Objective: Grow NOJI’s high school Jazz band festival

Responsible Person/Group: NOJI Program Director

Changes in the Promotion of the Class
As there was a decrease in the number of students for the Spring 2015 semester, we will implement a few actions: (1) A survey is being created to collect suggestions and thoughts from current students at the end of this semester -- how to attract more students, how to increase student motivation during the classes and in relation to class assignments, and suggestions for other class guests and content. (2) As we did to attract students at the beginning of the Spring 2015 semester, NOJI will invest some money into social media advertising, to attract a more diverse and larger group of students to enroll in the class. (3) NOJI and NOJO representatives will continue to invest time on campus and with campus initiatives (FYE, Driftwood, etc.) to enhance campus knowledge of NOJI and all of its programming, including the “New Orleans as Discourse” class.

Established in Cycle: Fall 2014
Implementation Status: Planned
Priority: Medium
Relationships (Measure | Outcome/Objective):
Measure: Enrollment numbers for the class | Outcome/Objective: Increase enrollment in Irvin Mayfield’s “New Orleans as Discourse” class

Collaboration with the New Orleans Jazz Market & community organizations to increase attendance/interest
In order to garner more interest in and participation for NOJI Masters Series, the Spring 2015 performances will involve NOJO’s new building - the Peoples Health New Orleans Jazz Market - and renowned local restaurants. The Jazz Market will open in Spring 2015 as a performing arts venue and Jazz community center in Central City New Orleans; it will feature music education experiences for all ages, a New Orleans Jazz Archive, tributes to current and past Jazz Masters, and performances by Irvin Mayfield, NOJO and other renowned musicians. Currently the Market is receiving local, national and international editorial attention, which will assist in the promotion of the Masters Series concept. Each commission will be written in tribute to a locally renowned restaurant, which will allow for additional performance venues, as well as interest from a different section of the hospitality community. Surveys will be distributed at each performance for the audience to rate the following on a scale from 1 to 5: setting, music, atmosphere, day/time, promotion and overall experience.

Established in Cycle: Fall 2014
Implementation Status: Planned
Priority: Medium
Relationships (Measure | Outcome/Objective):
Measure: Evaluation of performances, attendance, marketing and community recognition | Outcome/Objective: Increase exposure for NOJI Masters Series commissions and performances

Parent, Teacher & Student Surveys
To ensure that we are providing a high quality educational experience for our students, surveys were conducted at the Fall 2014 final recital with teachers, parents and students. Based on the survey findings, the Spring 2015 semester is being closely monitored by NOJO and NOJI leaders to determine an ideal number of total students, as well as total students per class. Follow-up surveys will be conducted prior to the end of this semester, and a decision will be made about whether to limit enrollment in Fall 2015. The summer program’s enrollment capacity is currently limited to 110 students.

Established in Cycle: Fall 2014
Implementation Status: Planned
Priority: High
Scoring Guide & Participant Survey
Moving forward in the Spring 2015 semester, we will create a score template for the NOJI Director, NOJO Music Curator, and a guest musician judge to use to formally document the success of the new music and the premiere event that the students coordinate. We will also create a guest survey for attendees of the premiere events, while documenting the number of guests at the events. The goal is that there is a 10% increase in the number of attendees each semester moving forward (relative to the number of students), and that all students receive no less than a "4" on the scoring guide (on a scale from 1 to 5).

Survey for class enhancement
NOJI's Director has noted a noticeable increase in motivation among the students and class participation. A survey is being developed for Spring 2015's students to provide input about specific ways to increase registration interest and retention, the quality of the class, and interaction with the special guests. The survey will allow the students to rate important elements of the class on a scale from 1 to 5, as well as provide written input for consideration. In addition to the survey, Spring midterm grades will be compared to those of Fall 2014, to determine if assignments should be edited, extra credit should be offered, or other class adjustments should be made to increase student motivation and participation.

Tools to track student progress
Improvements implemented during Fall 2014/Spring 2015: (1) Theory test distributed at beginning of session and at end; (2) Higher-quality criteria for audition process, as described below; (3) Development of curriculum materials and theory classes; (4) Session objectives identified at start of session and adhered to; (5) Limit number of students in each class to accommodate better learning; (6) Day restructured to mimic a college music education course; and (7) Online registration for more accurate enrollment numbers and student information. Student criteria includes: ability to play major scales, at least one octave (beginner – first 6 scales, and advanced - all 12); play Jazz melody; and ability to "sight read" music. Advanced students should be able to: play all mixolydian and dorian with arpeggios to the 9; improvise over a blues form (two choruses); and perform proficient ear training test.