Background

**Organization:**
University of the Pacific Conservatory of Music

**Evaluation Question:**
Does an education at Pacific help music alumni in the field?

**Goal of the Project:**
Validate success in the field as a reflection of the education received.
Methodology

A survey was mailed to:

• **1777 COM Alumni** (target population)

• **424 responses** counted (24%)
  a. 74% completed online (Survey Monkey)
  b. 26% returned via U.S. Mail.
Data Analysis

20 open and closed-ended questions

- **Qualitative answers** were downloaded into excel spreadsheets for a more detailed analysis of recurring themes.

- Column charts, bar graphs, pie charts and a line graph were created to analyze quantitative answers.
When did you attend the Conservatory?
(all participants)

- 17% 28% 18% 26% 23% 23% 18% 25%

n = 424
Comparison:
Total no. of COM Alumni vs. Survey Response Rate

= total no. of COM Alumni
= survey response rate
What year did you leave Pacific?  
(2000-2012 participants)

= total no. of COM Alumni  
= no. of surveys returned and counted

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What type of music degree did you complete?

n = 410 / 451 degrees  (includes double majors)

- BM / MM - Music Education: 148
- BM / MM - Performance: 115
- BM / MA - Music Therapy: 60
- BA / BM - Music Management: 38
- BA / MA - Music: 38
- BM / MM - Theory/Composition: 23
- BM - Music History: 11
- Music Minor: 2
- BA - Jazz Studies: 0
- I did not complete a degree: 16
What was your primary instrument?
(all participants)

- Woodwinds: 109
- Voice: 104
- Piano: 78
- Brass/Percussion: 66
- Strings: 48
- Organ: 11
- Other: 6
Course suggestions for music majors
(partial listing)

- Audition Preparation
- Classroom Management
- Entrepreneurship
- Film Scoring
- Foreign languages
- Instrument Repair
- Internships
- Jazz Improvisation
- Marching Band Techniques
- Music Business
- Music Careers
- Music Technology
- New Music
- Pedagogy
- Recording Techniques
- World Music

Non-music subjects
- Finance
- Fundraising
- Public Speaking
- Writing skills
Did you continue your education after leaving the Conservatory?

**All Participants**
- **YES**: 74%
- **NO**: 26%
  
  n = 421

**2000-2012 Participants**
- **NO**: 35%
- **YES**: 65%
  
  n = 107
Did you continue your education in Music after Pacific?

2000-2012 Participants

n = 69

- 67% Music
- 33% Other
Continued education after Pacific in a music-related field
(select schools - 2000-2012 Participants)

| American University | University of Arizona, |
| Arizona State University | University of California, Irvine |
| Boston University | University of California, Los Angeles |
| California State University, Fresno | University of Colorado |
| California State University, Long Beach | University of Kentucky |
| California State University, Sacramento | University of Maryland |
| Colorado State University | University of Miami |
| George Washington University | University of North Carolina, Greensboro |
| Indiana University | University of North Texas |
| Longy School of Music of Bard College | University of Oregon |
| Mannes College of Music | University of South Florida |
| Mills College | University of Southern California |
| New England Conservatory | University of Tennessee |
| New York University | University of the Pacific |
| Peabody Conservatory | University of Toronto (Canada) |
| Royal Northern College of Music (England) | Washington State University |
| Sam Houston State University | Westminster Choir College of Rider University |
| Santa Clara University | Yale University |
Current employment status (2012) (music & non-music related fields)

**All Participants**
- 23% retired
- 19% working part-time
- 51% working full-time
- 4% not working by choice
- 3% unemployed

**2000-2012 Participants**
- 7% not working by choice
- 22% working part-time
- 68% working full-time
- 3% unemployed

n = 417
n = 104
Is your current profession related to music? (full-time and part-time)

All Participants
(n = 293)

- Yes: 60%
- No: 35%
- 5% ?

2000-2012 Participants
(n = 89)

- Yes: 72%
- No: 27%
- 1% ?

All Participants
(n = 293)

- Yes: 60%
- No: 35%
- 5% ?

2000-2012 Participants
(n = 89)

- Yes: 72%
- No: 27%
- 1% ?
Full & Part-time
Employment Related to Music
(partial list from All Participants)

- Accompanist
- Arts Administrator
- Choir Director
- Church Organist
- Conductor
- Composer / Arranger
- Freelance Musician
- Minister of Music
- Music Coordinator
- Musical Director
- Music Librarian
- Music Publisher
- Music Producer

- Music Teacher
- Music Therapist
- Opera Singer
- Orchestral Musician
- Personnel Manager
- Sales Manager
- Sound Engineer
- Theater Musician
- Touring Musician
- University Professor
- University Administrator
- Vocalist
Full & Part-time
Employment Outside of Music
(partial listing from All Participants)

• Attorney
• Corporate Trainer
• Chief Technology Officer
• Doctor
• Human Resources Director
• Marriage and Family Therapist
• Nonprofit Manager

• Pastor
• Real Estate Broker
• Sales Manager
• Small business Owner
• Social Worker
• Software Engineer
• State Worker
• Teacher
Are you satisfied with your current profession?

All Participants
(music and non-music related fields)

- Very Satisfied: 33%
- Satisfied: 53%
- Neither: 5%
- Dissatisfied: 4%
- Very Dissatisfied: 5%

n = 311
Have you ever held a position in a music-related field after leaving Pacific? (full or part-time)

**All Participants**
- 86%
- 14%

**Recent Alumni**
- 86%
- 14%

Total Participants: n = 407

Recent Alumni: n = 102
Any music-related activities in your personal (non-work) time?

All Participants
n = 398

- 84%
- 16%
Music-related activities
during personal (non-work) time
(select list from all participants)

- Performing in community ensembles
  (bands, choirs, orchestras, musical theater, jazz ensembles, and chamber groups)
- Giving and taking private music lessons
- Practicing (individual)
- Improvising (jam sessions)
- Singing, directing, accompanying (church activities)
- Composing/arranging
- Listening to music (concerts, radio, personal collections)
- Teaching/coaching groups
- Writing music reviews/books
- Assisting my children in music-related activities
Would you recommend the Conservatory to prospective students?

All Participants
n = 400

96% Yes
4% No

2000-2012 Participants
n = 102

97% Yes
3% No
Why Recommend the Conservatory of Music? (partial listing from All Participants)

- Quality liberal arts education
- Small class sizes / personal attention
- Faculty
- Supportive, nurturing environment
- Opportunities to perform
- Beautiful campus
Why Recommend the Conservatory of Music?
“Quotes from Alumni”

• “It's an incredible experience to immerse yourself in music. Most of us won't get that chance later in life, but having those years of living, breathing and learning music was invaluable. The discipline needed to complete a music degree translates to any field. The in depth knowledge of music gives incredible meaning to life in general.”

• “I feel the Conservatory is one of the best on the West Coast and although it was extremely difficult for me, the things I learned at UOP are still with me today and help me to excel in my current career.”
What advice would you give in preparation for a career in music?

• Be realistic / Have a backup plan
• Create your own opportunities
• Diversify / Keep your options open
• Follow your passion
• Keep up with technology trends
• Learn the business side of music
• Listen to your professors
• Network
• Practice / Learn all musical styles
• Take advantage of opportunities and internships
Conclusion

Based on the outcomes measured, a majority of Alumni validated the Pacific educational experience as relevant to the training needed to be successful in the field.
Special thanks:

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