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Developing Information Literacy Skills for Tomorrow's Music Industry Leaders

Keith Hatschek

University of the Pacific, khatschek@pacific.edu

Veronica A. Wells

University of the Pacific, vwells@pacific.edu

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Developing Information Literacy Skills for Music Industry Leaders

Presented by
Keith Hatschek & Veronica A. Wells
University of the Pacific
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“Information Literacy” Defined

- “... the ability to know when there is a need for information, to be able to identify, locate, evaluate, and effectively use that information for the issue or problem at hand.”
 - National Forum on Information Literacy
- “Isn’t everything on Google?!”
 - Not LexisNexis, SoundScan, BigChampagne, or comScore!
 - Leaders need to make *informed* decisions; this requires access to adequate and accurate information.

Employers Get It!

- “Employers said they recruited graduates for their online searching skills but...they [students] rarely used the traditional, low-tech research competencies that their employers...needed.”
 - Project Information Literacy (Head, et. al.)
- NACE 2013 Employer Survey data (208 firms)
 - “Ability to obtain and process information” = 4.43
 - “Ability to analyze quantitative data” = 4.30
- Our own program’s industry advisory board
 - “New hires need to know how to find, assess and use reliable information in a professional setting”

MMGT Degree SLOs at Pacific

- Students will demonstrate ability to:
 - Access, analyze, evaluate, synthesize and present information using a variety of methods including computer based media
 - Make informed judgments and solve problems using internal evidence or external criteria involving music industry topics

Scaffolding Student Skills

- MMGT 10: Freshman Seminar
 - Scavenger hunt, library orientation, asking for advice
- MMGT 11: Introduction to Music Business
 - Literature Brief Assignment: Analyze and interpret industry data to draw conclusions
- MMGT 111: Music Industry Analysis
 - Rock's Back Pages Assignment: Using and analyzing primary sources to develop an argument
 - Research paper

Scaffolding Student Skills - continued

- MMGT 196: Senior Seminar
 - Company Profiles Assignment: research employers
- MMGT 199: Exit Examination
 - Oral exam before a panel of experts requiring selection and interpretation of industry knowledge to demonstrate competency and fluency
- Additional study through curricular assignments in Pacific Seminar 2, Music History, and other MMGT assignments

Assignment Example 1: Literature Brief

- Source: *Billboard* magazine news article
- Students must select an appropriate news article that relates to course materials
- Student to interpret facts and evidence and recommend a course of action as if employed by music industry firm
- Rubric is used to grade this assignment



Assignment Example 2: Rock's Backpages Assignment

- Source: RBP's online database of primary source documents
- Students choose two articles on the same topic at least 30 years apart to compare how reporting has changed (or not) over that time period and draw conclusions as to why that may be the case.



Assignment Example 3: Research Project

- Sources: Varied--including scholarly, popular, and primary sources
- Students develop their own original thesis, explore relevant source materials, select supporting data, build case to support thesis, and present their findings
- Work products include: Annotated bibliography, outline, draft, final draft, public presentation
- Rubric is used to grade this assignment
- Collaboration between VAW and KH to measure effectiveness and adapt process as we learn

Outside Influences

- Industry requirements – industry pace of change requires these skills to be successful and to lead
- WASC – Information Literacy is one of the five Core Competency for graduating seniors

WASC

Next steps at Pacific...

- Continue to review outcomes and assignments and adjust approaches to enhance skill development; for example, using rubrics to develop more assessment projects within specific courses.
- There's a *lot* to that, since this skill is embedded into much of the curriculum throughout our degree
- Key Takeaway – Information Literacy is worthy of consideration in music industry studies; partnering with other faculty and library specialists will help to build a team with common mission on behalf of learning

Discussion

- Questions?
 - Keith Hatschek, khatschek@pacific.edu
 - Veronica A. Wells, vwells@pacific.edu
- Sample assignments available: <http://tinyurl.com/meiea2014>
 1. Grading rubric for first year Lit Brief assignment
 2. Rock's Back Pages assignment
 3. Syllabus excerpt from upper division research class
 4. Research project assignment and grading rubric
 5. Subject Guide for Music Industry Analysis course