

Services & Activities Fee Annual Program Review

Program Name: Marching Band
Program Manager: Dr. T. André Feagin
Fiscal Year: FY22

1. In what ways does your program support CWU students? Please be specific, yet concise.

The Wildcat Marching Band performs at home football games and other special events focused on CWU student engagement. Events include (but not limited to) orientation fairs, convocations, pep rallies (all which focus on student engagement throughout the CWU community)

2. What are your specific program goals or learning/operational objectives? How are you assessing the effectiveness of your program in achieving those targets?

- Provide a safe space for students wanting to continue performing music in the athletic setting
 - I. Assessed through defining and refining a student leadership team focused on creating a positive culture for diversity, inclusion, equity, and belonging. Survey students annually to inquire about culture while implementing strategies for success
- To engage non-music majors throughout the university to participate in the performing arts
 - I. Recruit from other departments throughout the university community. Assessed through analyzing data to determine statistic of participating members to evaluate where specific areas of growth can occur.

3. What is the overall purpose of your program and what service(s) does your program provide?
 - a. Are there overlaps or intersections with other university programs who have a similar purpose or service?

The Marching Band serves as a spirit leader and musical ambassador for both the CWU athletic and university community. In this capacity, we provide in-game and halftime entertainment for students and fans and spirit support for our performing student athletes. Our organization works closely with several university partners to include CWU Athletics, CWU Orientation and Transition Programs, and CWU Campus Activities to promote student participation in university life.

4. How does your program align with the purpose of S&A funding? *“Supporting cocurricular and extracurricular activities and programs participated in by students in the furtherance of their education.”*

Participating in marching band is beyond playing a musical instrument. Students have the opportunity to interact with a variety of students with unique intersections that make our ensembles one of the most diverse on campus. We feel that it is the hallmark of a great

education experience to participate in environments where a collection of backgrounds and experiences are valued. The leadership (both leading and following) examples used on a daily basis allow students to take acquired skill into many different areas of their academic and non-academic lives.

5. How does your program support CWU's mission and goals? (<https://www.cwu.edu/mission/>)

The marching band prides itself on being a service organization. Although individual performance is a motivating factor, our goal is to promote citizenship through servant leadership. In addition, the ensemble allows students to engage in creative expression that is consistently focused on public interest in the form of entertainment.

6. Please provide detailed information regarding who utilizes your program? (*Students, faculty, staff, community? Specific demographic information? Class standing, gender, ethnicity, transfer, campus location, etc.*)

Students, faculty, staff, and the community all utilize the services of the marching band. Through participation in events where the organization is present, our stakeholders are the community in which we serve. In FY22 (following a year of inactivity due to covid-19, 50% of the ensemble was from the Freshman/Sophomore class while 50% was from the Junior/Senior class. The marching band has a five-year goal to have 65%-70% of the marching band from outside of the music major classification further increasing our campus outreach.

7. How many unique CWU students utilize your program or services?
- How do you gather these metrics?
 - If you do not, what is preventing you from getting that data and how are you determining usage by CWU students?

It is estimated that 5,000 unique students utilize the services throughout a tradition year. This is an average of at least 800 students attending home games (x 5 games, 4000 students) with an addition 1000 students utilizing services through participation in university events through orientation and transfer, CWU activities and other events throughout the university community. These are only estimates. Specific ticket information has not been gathered through athletics for a more detailed account.

8. Are there any current vacant positions in your program?

Yes, there are two vacant positions in our program that were cut during FY22 due to budget.

9. Given the budget reductions taking place and continuing for the remainder of the funding cycle, please tell us what specific impacts those reductions have had on your program compared to what was originally planned and including in your initial base funding request.

The marching band is collection of three things: winds, percussion, and color guard. This past season, the budget was cut eliminating specialized instruction in the percussion and color guard areas. As a results, students and director had to come up with creative ideas to fill this gap. As a result, the overall product diminished as well as decrease in enthusiasm and participation in these section due to lack of specific quality instruction (a common aspect of the program for the last 5-7 years in this specific area.

10. Are there any circumstances or challenges that are currently impacting your ability to use your base funding allocation this year?

Yes, as of FY23 we are no longer able to use funds for outside services/employees that specifically impact student learning and overall production. These are in the areas of drill design, percussion teaching/arranging, and color guard teaching and choreography.

11. What growth or increases would you like to see in your program in the future?

We would like to see the marching band increase and maintain a consistent size reflective of 1.5-2% of the overall student population at any given time.