

PURDUE BANDS & ORCHESTRAS UNIT UPDATE

2024



History

Organized in 1886, a year before Purdue's football team was formed

- 1907 – First band to break military ranks to create a formation of any kind, the Block "P."
- 1919 – First band to carry the colors of all the Big Ten schools.
- 1919 – First band to become annual performer at Indianapolis Motor Speedway.
- 1920 – First band to play opposing school's fight song.
- 1921 – First band to create an oversized bass drum.
- 1935 – First band to perform a halftime show with lights on their instruments and uniforms.
- 1954 – First band to create nationwide recognition for its featured twirlers.
- 1963 – First college band to have members invited to perform at Radio City Music Hall.
- 1969 – First marching band alumnus to walk on the moon, Neil Armstrong.
- 1995 – First university without a music school to win the Sudler Trophy.
- 2008 – First college marching band invited by Ministry of Culture to perform in China.
- 2010 – First Big Ten band to march in the Macy's Thanksgiving Day Parade.



Who We Are



- An academic department with a rich 138+ year history of instrumental music
- A department which provides course-bearing opportunities for students at Purdue who wish to continue their participation in instrumental music performance
- A nationally and internationally recognized department which provides unsurpassed “non school of music” opportunities for students from virtually every discipline on campus
- A celebrated and dedicated faculty and staff known for artistic, educational, and professional excellence
- An innovative cultural leader for Purdue University, the community, and the state of Indiana
- The “Heartbeat of the University,” with iconic traditions including the World’s Largest Drum and the Golden Girl

Who We Are



Mission

“To develop lifelong participants of music through extraordinary performances, innovative learning experiences, and valuable leadership opportunities in an environment where the uniqueness of all members is celebrated.”

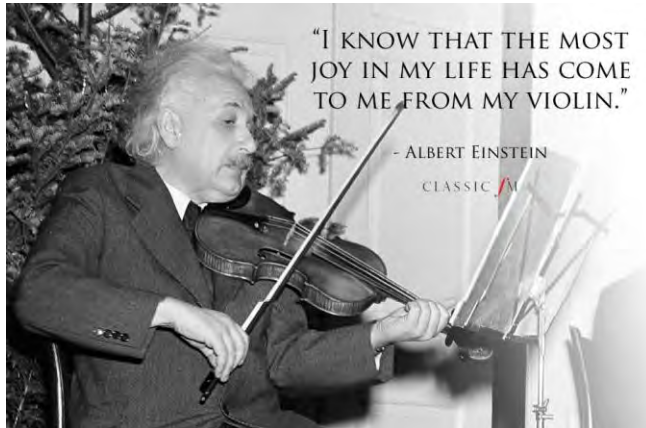
Faculty and Staff

- 10 faculty members
- 5 administrative staff
- 3 auxiliary coaches
- 3 applied music instructors



Student Success/Impact

- Overall departmental GPA 3.44
- 83% STEM Majors
- 61% Engineering Majors
- 11.71% Underrepresented Minority (Up 5% since 2019)



Transformative Education Impact

RETENTION

- Our largest percentage of students are classified as Senior. This speaks to the incredible retention in the department. In Fall 2023, 344 students chose to continue to participate in our musical ensembles through their senior year.

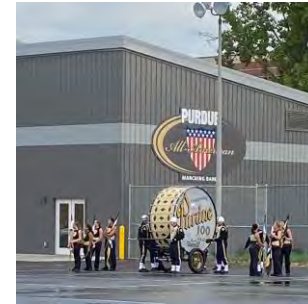


SWOT

Strengths



Marc and Sharon Hagle Hall



**Bob and Trudy Hull "All-American"
Marching Band Complex**

- Quality of education provided by our teaching staff
- Engagement of students
- Quality of life for students
- Hagle Hall and the Hull "All-American" Marching Band Complex
- Alumni base – a financial resource and networking resource for our graduates. Powerful force
- A spot for every student. We find a spot – even in the concert program – for every student. Students who don't make marching band (limited spaces) is offered a spot somewhere else.
- No cost facilities-Armory, Lambert and T-Rec

Weaknesses

- Lack of dedicated performance space. Increased costs to use the Elliott Hall of Music and PMU forcing PBO to use other off campus performance spaces.
- Purdue business model of “nickel and dime” expenses passed on to units. Lack of appropriate building care for Hagle Hall.
- Lack of sufficient student instrument locker space, even after the construction of Hagle Hall.
- Scheduling University events-evening exams.
- Coordination with Student Advisors. Lack of cohesion from advisors to bands. Numerous advisors tell students they don’t have time to do band or orchestra. Advisors are given a document every semester to assist in scheduling and this goes unchecked.
- Purdue’s philosophy about the arts is a huge problem.

SWOT

Opportunities



- Growing the financial footprint from alumni and friends to eliminate financial barriers for students (endowment)
- Department growth--keeping in mind this is becoming more and more difficult to manage.
- Purdue's commitment to the arts including the construction of a Performing Arts Hall with ample parking and reduced performance costs for university departments
- More cross-curricular collaborations
- Continue to promote Purdue Bands and Orchestras as a department available to ALL students-- not competing with music majors
- Exploration of non-traditional course offerings which attract students who have not had the typical band/orchestra experience but who want to participate in music

Threats

- Academic scheduling
 - Class conflicts with band and orchestra classes. With the growth of Purdue University, this has increased dramatically.
 - Class conflicts drive PBO to have to push rehearsals into less desirable times. Some band and orchestra classes meet from 8...until 9:50pm.
- Night Exams. Exams should be held during class times. Derails evening activities and classes for band and orchestra students.
- Paying bills in a timely fashion-the restructuring of the business operation at Purdue has made it difficult to pay invoices in a timely fashion. Faculty and staff are now doing work the business office used to do.
- Belt tightening at Purdue has created an environment where many departments are very understaffed. Salaries are not as competitive with similar jobs outside the academe.

Competitive Overview



Competitive Overview

- Because of the truly unique characteristics of Purdue Bands & Orchestras, it is impossible to compare ourselves to other institutions. We are internally challenged to continue to improve upon the wonderful statistics that our students and faculty achieve without fail.

SWOT – One Page

Strengths

- Quality of instrumental music education
- Engagement of students and alumni
- Facilities

Weaknesses

- Lack of dedicated performance space
- Purdue charging Purdue for space, meetings, events
- Alumni resistant to change

Opportunities

- Development—funds needed for scholarship and travel funds
- Fundraising for performance/concert hall
- Cross-curricular collaboration

Threats

- Schedule conflicts (University evening classes and exams)
- Evening exams occupy space needed for band activities and performances
- Growth of staff/new ensembles hampered by lack of funds



Department Accomplishments



- Purdue Jazz Band-Outstanding Ensemble Elmhurst University Jazz Festival
- Purdue Twirling—National Champions
- Wind Ensemble performed at Western International Band Clinic 2023 in Seattle
- Philharmonic Orchestra performed at College Orchestra Directors Association in Nashville



Department Accomplishments

- **Professor Matthew Conaway** was commissioned to write the fanfare performed by all 40 competing bands at Indiana State School Music Association State Marching Band Finals, celebrating the 50th anniversary of that event, released six marching band publications and one concert band publication through the Hal Leonard Corporation, presented two sessions at the College Band Directors National Association (CBDNA) Athletic Band Symposium and Conducted the Indiana State 4-H Band.
- **Manager of Recruitment and Student Success, Caitlin Cotten** presented at Purdue's Steps to Leaps Symposium and was awarded a Purdue Student Life recognition for Excellence in Program Creation for designing a program for students who are cut from the Purdue "All-American" Marching Band to transition and retain them in another ensemble within the department.
- **Professor Jay Gephart** was the recipient of the Al and Gladys Legacy Award from the National Band Association, conducted the Purdue Wind Ensemble at the Western International Band Clinic and serves as Music Director at the Indiana Wind Symphony and the Kokomo Park Band.

Department Accomplishments

- **Assistant Director of Operations and Director of Auxiliaries, Morgan Loetz**, presented at the College Band Directors National Association Athletic Band Symposium in Missoula, Montana. The session was titled, 70 Years of Pageantry- Building Tradition in your Auxiliary Groups, along with Professor Matt Conaway and coached Purdue Twirling to two national championship titles.
- **Newly hired Professor Bethany Robinson, Director of Jazz Studies**, was Lead Teacher at Carnegie Hall Summer Music Educator Workshops, a faculty member at the Butler University Summer Jazz Camp and served a Residencies in Perth and Melbourne, Australia, where she worked with five schools and served as Chief Adjudicator at, Victorian Schools' Jazz Festival and Guest Artist (Bass), at Victorian Schools' Jazz Festival Finale Concert (Melbourne).
- **Professor Chris Wild** was a faculty member at The Walden School's "Young Musicians Program" (Summer 2023, New Hampshire), was appointed Artistic Director & Conductor of the Wabash Valley Youth Symphony (Beginning Fall 2023, Indiana), was guest artist (cellist) at Rose Hulman Institute of Technology (Indiana), guest artist (cellist) with Ensemble Dal Niente at Constellation Chicago (Illinois) and guest artist (cellist) for the Chicago Symphony Orchestra's "MusicNow" series at Symphony Center (Illinois)

Accomplishments Last Year

2023-2024 Highlights

- Professor Mo Trout retired.
- Senior Administrative Assistant, Janet Baker retired.
- Professor Bethany Robinson joined faculty
- Professor Jay Gephart announced the fall 2024 season would be his last as Director of the AAMB



Accomplishments Last Year

- The “All-American” Marching Band participated in the Bands of America Super Regional in Indianapolis as the exhibition band and at halftime of an Indianapolis Colts game.



- The AAMB continued their long-standing tradition of performing at the Indianapolis 500 and returned to the speedway for a Purdue solar eclipse event.

Accomplishments Last Year

- Purdue Bands & Orchestras hosted an alumni concert band reunion, as well as celebrated 50 years of non-twirling women in the AAMB during Homecoming weekend.



- Boiler Brass followed the men's basketball team all the way to the Final Four in Phoenix.

Divisional Goal Updates

- Successfully transitioned students who are not selected for the “All-American” Marching Band to an indoor ensemble. The department retained (95%) of these students. This represents the opportunity for these students to find community on the Purdue campus.
- Engineering/Purdue Bands & Orchestras Learning Community-Each week ties to the 5 Steps to Leaps pillars.
- Increased engagement with numerous sectors of the community. (youth and senior citizens)



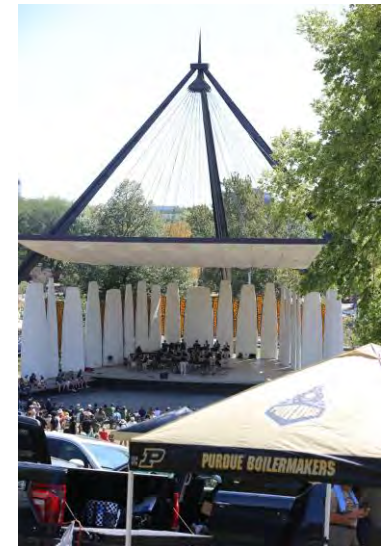
Divisional Goal Updates

- Underrepresented minorities enrollment increased from 10.1% to 11.7%.
- Focus continued on efforts to ensure all members of the department feel inclusivity regardless of race, gender, or sexual orientation.



Goals Moving Forward

- Continue managing department growth
- Implement a plan for the upkeep and renovation of the Slayter Center for the Performing Arts
- Add additional teaching faculty to support the orchestra and concert band program
- Additional funding for scholarships



Final Thoughts



THANK YOU

