

THE OXY CAMPAIGN

FOR GOOD

THE MUSIC DEPARTMENT
Preparing future leaders for the
creative economy

Our Purpose: To affirm Occidental College as a premiere institution for preparing students to pursue lives of artistic expression and leadership throughout the creative economy and beyond.

Through The Oxy Campaign For Good, we seek investments to position Oxy's Music Department as not only one of the best music programs at a liberal arts college, but one of the best in the country. Through your partnership, we will enhance programmatic flexibility and technical capacity for our faculty and students, create essential new performance and teaching and learning spaces and fully leverage Oxy's location in Los Angeles.

ROOTED IN HISTORY, REIMAGINED FOR THE FUTURE

With a proud history dating to 1888, the Music Department features a curriculum that encompasses a breadth of musical genres and styles. Today, the music department honors Oxy's performing arts tradition **by reimagining a vital, dynamic, and top-drawer program for the 21st century**, one that builds on its illustrious past and speaks to Occidental being the only liberal arts college in Los Angeles. We have expanded our offerings to include courses in music production, film scoring, songwriting, music business, and audio engineering—all taught with intellectual, critical, and creative rigor.

THE LIBERAL ARTS ADVANTAGE

Oxy's music program embraces theory, history, and performance to composition, popular music, instrumental activities, and production—giving students the fundamentals they need to pursue music professionally or to succeed in innumerable fields. Oxy provides its music students with a personalized, interdisciplinary liberal arts education, all within the context of a diverse and talented student body—an education that instills critical thinking skills and foundational knowledge across a wide range of disciplines.

Oxy's approach is distinct from large universities with graduate programs, where undergraduates receive limited faculty attention, and music conservatories that specialize in deep practice training and applied skills. **Occidental's approach sets our graduates apart and ahead, preparing them for success in today's increasingly complex world.**

ACCESS TO LOS ANGELES

As the only liberal arts college in L.A., Oxy is poised to provide an industry-caliber, multi-dimensional, and collaborative music program for undergraduates like no other institution can. Oxy students have access to world-class musicians, including instructors who play with the L.A. Philharmonic and are top studio musicians. As the music industry shifts from New York to L.A., including leading record labels like Sony, Universal and Warner Music, Oxy music students will have increasing opportunities for networking and internships.

OXY'S AWARD-WINNING MUSIC FACULTY

Experts in all fields of music, Oxy faculty members and instructors have chosen to be a part of the Occidental music community because of the vision and aspirations of our program.

ADAM SCHOENBERG

ASSOCIATE PROFESSOR OF MUSIC

- A key architect of the production program, Adam oversees Oxy's composition program, film scoring program.
- Emmy award-winning and Grammy® Award-nominated, Adam has twice been named one of the top 10 most performed living composers by orchestras in the United States.

CHRIS KIM

CHOI FAMILY DIRECTOR OF INSTRUMENTAL MUSIC AND CONDUCTOR OF THE OCCIDENTAL SYMPHONY ORCHESTRA

- Chris joined Oxy after a 16-year tenure with Cornell University where he built a nationally-recognized orchestra program, and garnered five ASCAP awards for innovative programming.
- He has appeared with orchestras in the United States and abroad, including ensembles such as the Louisiana Philharmonic Orchestra, Delta Festival Ballet, Symphoria, and the Divertimento Ensemble of Milan, Italy.

DESIREE LA VERTU

DIRECTOR OF CHORAL AND VOCAL ACTIVITIES

- Conducts the renowned 115-year-old Oxy Glee Club and College Chorus and teaches voice classes, choral conducting, and voice lessons.
- Her students have sung in professional touring companies of Rent and Hamilton and at Austin Opera, Frankfurt Opera, Seattle Opera, Opera Theatre of St. Louis, Opéra National de Bordeaux, and the Opera Philadelphia.



COLLABORATIONS ACROSS DISCIPLINES

The College is also exploring ways to enhance synergies between the Music, Media Arts & Culture (MAC), and Computer Science departments. These programs share many students, and faculty cross-teach courses in each other's departments. For instance, in Music/MAC 258: Introduction to Film Scoring, taught by Associate Professor of Music Adam Schoenberg, students investigate the aesthetic relationship between film and music and are required to score short films made by media production majors.

There is great potential for further collaboration between these programs, including multimedia installation/performance; media scoring; computational, interactive, and emergent media; sound studies and audio culture; and digital art and activism. We also seek to engage with industry partners in LA, to provide additional, hands-on experience for our students, and to build mutually beneficial relationships with leading creative organizations.

THE OXY CAMPAIGN FOR GOOD: HOW YOUR PHILANTHROPY CAN HELP

Because of the generosity of Oxy leaders, we recently opened the **Choi Family Music Production Center**, which houses a recording studio, control room, and music production/film scoring computer lab. The department is now poised to take the program to the next level, burnishing a national reputation that has garnered the praise of Billboard magazine in the past two years. **To fully realize our ambitions, we continue to seek partners who share our vision and will help us make it a reality.** These partners will understand that a great music program needs great instruments, impressive practice and performing spaces, top-of-the-line technology and equipment, and, most of all, stellar faculty and passionate students.

In order to sustain our program's recent expansion into areas like songwriting, music production and business, while affirming our devotion to our distinct liberal arts ethos through music theory, history and performance, we need to strengthen our capacities. Along with our ongoing efforts to build endowed support for Music

in the form of professorships, we must fortify the department by securing more foundational resources to support the people, programs and places during this current expansion phase, which will help position us for larger, visionary investments in the future.

Therefore, as part of The Oxy Campaign For Good, we seek these immediate investments:

- **Department Chairship (\$500,000 endowment):** An endowed department chair will provide crucial funding to support the department's rotating leadership, which typically changes every three years. Specifically, the fund will include a stipend for their scholarly work and provide discretionary funding for music's most urgent needs and emerging opportunities.
- **Director of the Choi Family Music Production Center (\$500,000 spend-down fund):** This critical program management role would serve as an audio engineer and instructor in music technology including certification courses in industry standard audio-production software.
- **Endowed Music Lesson Funds (\$100,000 per fund):** Taught by renowned local professionals, applied music lessons at the College provide students with valuable opportunities to learn through one-on-one instruction. These first-rate lessons require an additional fee separate from regular tuition; funding is critical to eliminating financial barriers to participation.
- **Percussion studio (\$500,000) and additional practice rooms (\$100,000 per room) (Thorne and Booth):** Occidental has relatively few music practice rooms compared to our peer institutions. Further, the acoustics in existing rooms need to be improved. A state-of-the-art percussion studio and quality practice rooms will transform the teaching and learning experience for our instrumentalists and vocalists.
- **Reclaiming the orchestra pit in Thorne Hall (\$750,000):** Created in 1989 during a renovation of Thorne Hall, the stage's orchestra pit was closed up in the late 1990s. To support our reimagined Instrumental Program, we seek to reopen and restore this central performance space.
- **Herrick Memorial Chapel and Interfaith Center upgrade (acoustics, lighting, lift) (\$150,000):** Completed in 1964, Occidental's Herrick Memorial Chapel and Interfaith Center is in need of enhancements to its acoustics and lighting to improve its functionality as a key music venue on campus.

To learn more about how to support this high priority within The Oxy Campaign For Good, please [visit **campaign.oxy.edu/Music**](https://www.oxy.edu/campaign/Music). Our gift officers can discuss ways to impact the Music department today and the future.