Berklee 2015

2005 to 2015
leading institute of contemporary music
2005 to 2008
student experience at the center
2008 to 2012
inspiring the creation of new musical ideas
2012 to 2015

....................
Berklee 2015

Coordinating Committee
Karen Bell
Mitch Benoff
Rebecca Blacker
Don Gorder
Herman Hampton
Stefani Langol
Anne Leone
Apostolos Paraskevas
Brenda Pike
Steven Riggs

Josh Singletary
Jim Smith
Rich Vigdor
Steve Wilkes

Steering Committee
Carl Beatty
Janelle Browning
Chris Connors
Jeanine Cowen
Tom Riley
Top Fifty
Roger Brown Video

Town meeting
Delegate meetings
Department meetings
Email to:
Students, faculty
staff, alumni
Parents

What one or two things should Berklee focus on in the next few years to achieve our vision?

1200 suggestions
57 initiatives
1600 survey responses
Students

1. Make Berklee more affordable for students and their families through increased financial aid, student employment, and payment options.

633 respondents
Students

2. Dramatically expand scholarship and grant support to enroll students in all majors.
Students

“Berklee is an amazing institution for the art of music, but the cost of living, as well as the cost of attendance it very high.”

“There is nothing worse than stressing over not being able to go to school because your parents don't make millions.”
Students

“Why accept a student if you can't give them a scholarship? It's just stupid and unfair.”

“I have met far too many talented, deserving, and frustrated students who do not have the financial means to continue their education”
Students

3. Expand access to Berklee facilities after class hours for rehearsal, study, and community activities.
Students

“There needs to be many more of them. Every time I have gone to practice the last couple weeks, there has been a line.”

“Studying theory is great, but the best way to get better in music is by playing with a band, and honestly it's hard to do that more than once or twice a week here. This is unacceptable for a music college famous for its quality in education.”
Students

“Jam session - which equals to "Social networking" for musician, is happening more often in the situation of sudden than scheduling 2 days before and waiting until getting the room”

“It is a great experience for students to connect with one another, to learn on our own, with no teacher, how to play music and improvise and have fun. It is so hard to jam with people because there is never a place to!”
Students

4. Improve services for commuters: T-pass subsidy, less expensive parking, bike subsidy, locker space, carpooling directory, convenient places to relax on campus.
Students

“Community spaces are very important. Especially for students who commute, there aren't very many places to simply hang out and be in the mix, without being in someone's way”
Students

5. Provide the Berklee community with discounts on musical instruments, equipment, and insurance.
Students

6. Create partnerships with industries for which we prepare our students in order to identify career paths and employment options.
Students

“Students now are part of a generation that will be judged more on their experiences by employers than by how many degrees they can stack up.”

“Develop a program where students collaborate with professionals in their field, where students get to 'test' their career choice before diving into their major”
Students

“Berklee is renowned for the connections its students make here, but there are still many areas in which Berklee could improve as far as giving its students a head start in the music industry, and really giving them a big push forward”
Students

7. Use college resources efficiently and sustainably.
Students

8. Create more and better-designed and -equipped classrooms, teaching spaces, ensemble rooms, and practice rooms.
Students

9. Improve our abilities to deliver the services our students deserve, and to effectively realize current or future strategies.....
Students

10. Increase career support, music business topics, and guidance offered to students at every level of the curriculum.
Students

“It would really be helpful as a student to have a dedicated advisor for every student, I struggled for 3 years at Berklee before the Counseling and Advising center even noticed.”
Students

“Advisors are a must. The faculty has no idea how intimidating getting help through this school can be.”

“I think overall organization between academic advisors/peer advisors and students could be improved.”
Parents

5. Assign a faculty advisor to every student.

49 respondents
Parents

6. Establish specific goals for student enrollment and then align financial aid, scholarships, housing, and recruitment efforts to attain them.
Parents

“HELP THE MIDDLE CLASS STUDENTS, not just the very needy. Want retention?? Spread your financial aid around more to assist students of merit in all demographics, not just international and/or needy students.”
Parents

7. Expand the college online social environment (Berkleemusicnetwork.com) as a job board and career development resource.
Parents

“I want to see a strategy in place to allow students to succeed once they graduate from Berklee and move into the business environment.”
Alumni

1. Make Berklee more affordable for students and their families through increased financial aid, student employment, and payment options.

611 respondents
Alumni

2. Dramatically expand scholarship and grant support to enroll students in all majors.
Alumni

“It seems like we raise tuition so we can award more scholarships. We should stop doing this. It rewards the most apparently "talented" students who apply, but they are not always the ones who thrive and grow the most here.”
Alumni

3. Create partnerships with industries for which we prepare our students in order to identify career paths and employment options.
Alumni

“Helping alumni find work outside of just playing (industry jobs, paid internships, etc). Selfish, I know--but integral to many graduates.”
Alumni

“I think Berklee needs to provide more way for alumni to get job placement. I graduated Berklee in 2008 and would have like to have had a way to be put in a job.”
Alumni

4. Dramatically expand scholarship and grant support to enroll students in all majors.
Alumni

5. Assign a faculty advisor to every student.
Alumni

“Setting up incoming students with a mandatory one-on-one counselor or faculty advisor gives the students a chance to build a bond”
Alumni

“I feel that not enough students at Berklee take advantage of the mentor relationship that can be established with their teachers while at Berklee. The one-on-one learning and nurturing of an apprenticeship is missing from Berklee.”
Alumni

6. Establish specific goals for student enrollment and then align financial aid, scholarships, housing, and recruitment efforts to attain them.
Alumni

7. Expand the college online social environment (Berkleemusicnetwork.com) as a job board and career development resource...
Alumni

8. Develop a career development office for alumni.
Alumni

“Berklee should be doing everything to help alumni find work in the music industry.”
Alumni

9. Improve the alumni network to increase involvement, support, and connection to the college.
Alumni

10. Concentrate financial aid to most deserving needy students.
Alumni

“Try to recruit more legendary superstars of the 60's, 70's, etc. Elton John - President; Jimmy Page - Guitar Dept.; Marilyn McCoo - Voice Dept., etc”
President
Elton John

Guitar Chair
Jimmy Page

Voice Chair
Marilyn McCoo
Faculty

1. Improve services for commuters: T-pass subsidy, less expensive parking, bike subsidy, locker space, carpooling directory, convenient places to relax on campus.

159 respondents
Faculty

2. Dramatically expand scholarship and grant support to enroll students in all majors.
Faculty

3. Create more and better-designed and -equipped classrooms, teaching spaces, ensemble rooms, and practice rooms.
Faculty

4. Complete the construction of the 16 story tower at 160 Massachusetts Avenue on time and on budget
Faculty

5. Use college resources efficiently and sustainably.
Faculty

6. Concentrate financial aid to most deserving needy students.
Faculty

7. Expand the health care and wellness services offered to the Berklee community.
Faculty

8. Decrease faculty loads and increase time for non-class faculty-student interaction.
Faculty

9. Improve and increase benefits and resources for staff, such as professional development opportunities, education subsidies, PTO revisions, and more.
Faculty

10. Create partnerships with industries for which we prepare our students in order to identify career paths and employment options.
Staff

1. Complete the construction of the 16 story tower at 160 Massachusetts Avenue on time and on budget.

220 respondents
Staff

“I know the 16 story building will add a lot, but I'm pretty sure it still won't be enough.”

n=220
Staff

2. Improve and increase benefits and resources for staff, such as professional development opportunities, commuter benefits, education subsidies, PTO revisions, and more.
Staff

“A happy staff means a harder working staff. The staff works hard and cares for this school and it is time that that is recognized.”
3. Make Berklee more affordable for students and their families through increased financial aid, student employment, and payment options.
Staff

4. Improve services for commuters: T-pass subsidy, less expensive parking, bike subsidy, locker space, carpooling directory, convenient places to relax on campus.
Staff

“Bring back benefits for staff such as PTO cash out, and introduce options that make it beneficial to continue working at Berklee. Take care of your staff, and they will take care of you.”
Staff

5. Establish specific goals for student enrollment and then align financial aid, scholarships, housing, and recruitment efforts to attain them.
Staff

6. Improve our abilities to deliver the services our students deserve, and to effectively realize current or future strategies.....
Staff

7. Use college resources efficiently and sustainably.
Staff

8. Increase the effectiveness of on-campus communications.

.....only group to include
Staff

9. Fast track completion of all universal access improvements (ADA) so that all campus facilities are accessible to all.

.....only group to include
Staff

“150 building does not meet ADA standards.”
Staff

10. Create partnerships with industries for which we prepare our students in order to identify career paths and employment options.
Management

Chairs, Directors, and Council share 6 priorities, demonstrating a shared sense of priority.

87 respondents
Management

Make Berklee more affordable for students and their families through increased financial aid, student employment, and payment options.
Management

Complete the construction of the 16 story tower at 160 Massachusetts Avenue on time and on budget.
Management

Establish specific goals for student enrollment and then align financial aid, scholarships, housing, and recruitment efforts to attain them.
Management

Create more and better-designed and equipped classrooms, teaching spaces, ensemble rooms, and practice rooms.
Management

Develop a capital campaign ($75–$100 million) to support strategic initiatives.
Management

Focus on completion of major initiatives now underway in lieu of pursuing other aggressive new strategies at this time.
Management

“We should have a moratorium on new initiatives for the next three years.”
“We need to catch up to ourselves. There's so much going on already and everyone and everything is stretched very thin. I believe we need to finish what we've already started.”
Chairs

- Use college resources efficiently and sustainably.
- Provide writing students with more and higher-quality opportunities to hear their writing performed.
- Monitor and evaluate effectiveness of new courses and other changes implemented from CRI.

17 respondents
Directors

- Improve our abilities to deliver the services our students deserve, and to effectively realize current or future strategies......
- Improve and increase benefits and resources for staff
- Develop a comprehensive student retention strategy.

47 respondents
Council

- Concentrate financial aid to most deserving needy students.
- Increase availability of online courses for on-campus students
- Develop a comprehensive student retention strategy.

23 respondents