

2025-2026

Career Services Annual Report

MSU COLLEGE OF MUSIC RUNNING START OFFICE

ENTREPRENEURSHIP

51

Grants provided to students to start businesses, creative projects, or develop themselves as a business (8 RS Competition projects, 40 independent projects, 2 Growth Grants, 1 summer music ed project)

EXPERIENTIAL LEARNING

38

Arts Internships were provided & funded by the Running Start Office

100+

Gigline connections made for COM students, providing paid performance opportunities

4

Years partnering with Beal's 'Nurture Your Roots' Stations, ft. 9 student recordings

CAREER EDUCATION

91

Music students enrolled in career + entrepreneurship courses

MUS101: Foundations for Success in Music
MUS491: Finances, the Job Market, & Your Professional Preparation
MUS 491: The Music of Entrepreneurship
MUS865: Career Capstone in Music
MUS893: DIY Recording & Licensing
MUS 466/866: Internship in Music
MUS 496: Your Music Business

ARTIST + ALUMNI ENGAGEMENT

38

Guest artists and alums engaged with students in workshops

21%

of guest artists were alumni of the College

WORKSHOPS

21

Outside-of-class events

12

Faculty partners/areas cohosted events

& 21

In-class presentations

**162.5% increase in partnered workshops & presentations during class time led to increased attendance overall!*

977

Music student attendees at Running Start events
(474 unique music students served)

ADVISING

400

College of Music student meetings with CSN staff

421

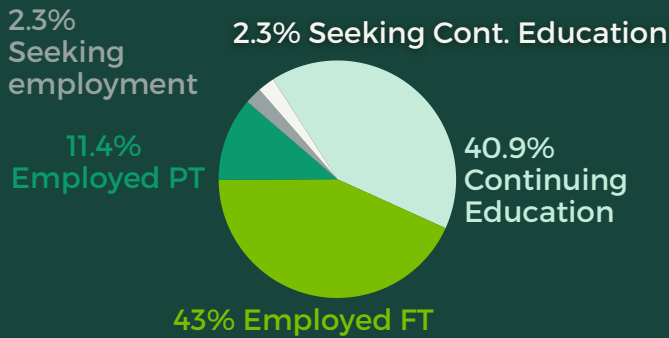
student appointments with Running Start staff
(93% with music students)

**25% increase from AY 24-25*

Career Outcomes, 2025 Music Graduates

UNDERGRADUATES

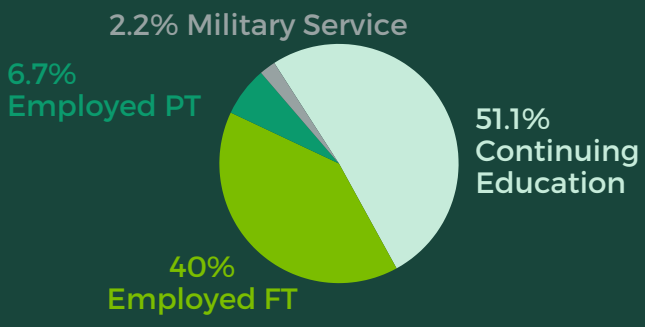
- 76% Knowledge Rate
- 95.3% Career Outcome Rate



70% of 2025 UG graduates said they “participated in at least one internship or co-op opportunity during their time at Michigan State University”. This represents a 55.6% increase over last years data!

MASTERS

- 86.5% Knowledge Rate
- 100% Career Outcome Rate



Starting Salary
Mean: \$54,600 Yearly
Median: \$67,000 Yearly

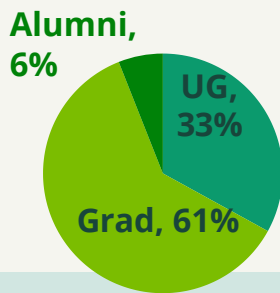
DEFINITIONS

Knowledge rate = Percentage of graduates for whom we have knowledge about their first-destination career outcomes.
Career outcome rate = Percentage of graduates Working Full/Part-Time, Service, Military, or Continuing Education

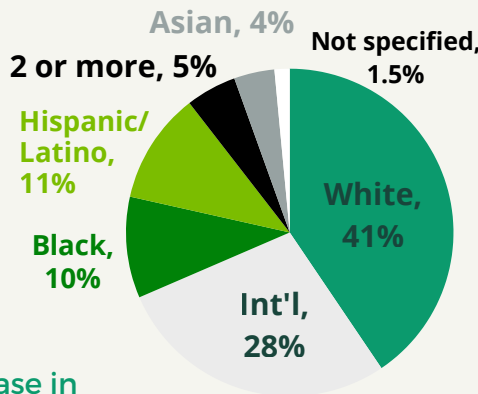
Career Advising Data

*392 music student appointments with Running Start staff

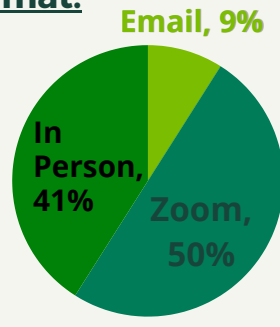
Student Demographics:



*74% increase in appointments with undergraduate students from AY 25-26



Appointment Format:



Advising Impact

- "I found [our appointment] incredibly helpful, and I've already started rethinking how to approach my CV, resumes, and overall direction based on our conversation." - DMA Performance
- "Thank you again for all your help with my internship endeavors; you have truly been such an awesome help." - Senior, Music Education
- "Thank you so much! ..you always provide great information and advice! It's very helpful and useful for me and [helps] me reduce stress!" - DMA Performance

College, Community, & University Collabs.

Community Engagement with Music Career Services: The Running Start Office provided 5 workshops highlighting ‘careers in the arts’ to external organizations and public schools in Michigan and the Greater Chicago Area, working with middle & high school aged students.

New On-Campus Workshop Partners - The MSU Tax Clinic: In collaboration with the MSU College of Law Tax Clinic, we hosted two ‘Taxes for Musicians’ workshops, specialized for music majors.

MSU College of Music Office of Student Affairs and Services (OSAS) Intern: The Running Start Office in partnership with OSAS funded and supervised a shared intern who assisted with events, marketing, and research. This intern additionally created a “Free Professional Headshot Service” with photo editing services, **which served approx. 42 students during the 25-26 academic year.**



Free Professional Headshot Service



CSN Contributions

- Staffed and facilitated over 14 hours of CSN career fairs and workshops targeted towards all majors during AY 25/26.
- Reshaped and restructured the liaison position and created a new MOU for our continued partnership with CSN.
- Provided 30 career advising appointments for non-music majors.

College Contributions

- Assumed management of the ‘MSU Music on the Road Concert Series’, working with three off-campus venues across the state to host 9, paid concerts during the 25/26 academic year.
- Led the review and consolidation of the Classical and Jazz Giglines, to be put into effect immediately. All paid student gig requests will come through one universal form and follow the same policies, procedures, and pay scales.

Marketing Success

- Creation of a Style Guide for all marketing efforts has provided a **unified look and feel.**
- Collaboration with the College of Music Communications Office to create high quality reels which **reached thousands** of accounts per post.
- **76%** of survey responders **said our marketing efforts** (through Bathroom Bulletins, socials, email, and printed materials) **are what got them to our events!**

In an effort to streamline our marketing efforts, we found that **100%** of survey responders said our marketing mostly-completely matched the content presented in the workshop!

Career Connected Spartans

ARTS INTERNSHIP PROGRAMS

4 INTERNSHIP PROGRAMS:

**AIAP, DALE, OPERA, &
SUMMER MICRO-INTERNSHIP**

WHO PARTICIPATED?

10 UGs | 16 Grads

Including a mix of jazz studies, music education, performance, and musicology majors

100%

of intern survey responders would recommend their host site to have another MSU student intern in the future.

Of the 12 intern survey responders, only 3 had held previous internships during their time at MSU.

When asked about the benefits of their internship, students remarked on the professional development opportunities included. One student remarked that...
“Interning here offers the chance to connect with fellow musicians and members of the DSO. **This has been invaluable for expanding my professional network and building a wealth of industry resources.**”

- DMA Performance

Internship Outcome Testimonials (anonymous):

“Arts administration looks like a wonderful career path for me and this internship only furthered my desire to learn and experience more.”

“I am reaffirmed in my beliefs that the music industry is heavily interconnected, and one must be skilled in a variety of pathways to have a full appreciation of the industry.”

“One of the biggest things I learned is how different a school looks when you're a teacher or manager versus when you're a student. Since I'm about to start my career, learning to shift my perspective is really important. At the same time, I think that keeping the student's point of view in mind while managing can actually make work more efficient and help you stay relatable to the students.”

100% of our external internship host sites were Michigan-based arts organizations!

PROGRAM FEEDBACK & STUDENT TESTIMONIALS

100%

of programming survey respondents who attended one of our EMAR events said the information presented was new to them!

“Opportunities like these are especially meaningful to me as it's my final semester here. Collaborating with a professional ensemble... is **helping me bridge the transition from student to a professional performing musician.**”

- DMA Performance

“[Working with Ryan & Tonya McKinny] has given me the tools to make decisions about how I want to view my future. Having opportunities like this while you're a student is really important because **this is the knowledge that people [typically] gain while they're already working in the industry.**”

- Senior, Music Performance

“Working with a group like Newfound Chamber Winds really shows me what's possible. **They all have such diverse careers, it's really cool to see the different avenues I could take with all of my skills [alongside my] playing.**” - DMA Performance

“I find myself telling people about all the professional development through Running Start and **people are always blown away to hear how much significant, tangible help is offered** to us. It's phenomenal.” - MM Performance

2025-2026 Snapshots

EMAR with Newfound Chamber Winds | Feb. '26



EMAR with American Modern Ensemble | Oct. '25



The Art of Jazz Festivals, with Detroit Jazz Fest President and Artistic Director Chris Collins | March '26



2026 Running Start Competition Live Pitch | Feb. '26



Coffee Chats with the Concert Artists Guild | Jan. '26

EMAR w/ Ryan McKinny | April '26



PROGRESS ON 25-26 GOALS

1

Continue to collaborate with the newly established CoM Office of Student Affairs and Services.

Complete and in progress for the 26/27 academic year. This year in partnership with OSAS, we hosted one intern, four Lobby Takeovers, one 'Taxes for Musicians' workshop featuring the MSU Tax Clinic, and three Focus Group sessions.

2

Pilot the newly aligned Gigline's, ensuring ease for clients and students.

Complete with more alignment coming August of 2026! This year, the Running Start Office took over the management of three MSU Music on the Road Concert Series. This fall, we will combine the Classical & Jazz student Giglines.

3

Create and host more opportunities for 2026 Running Start Competition applicants to work with major industry professionals on their projects.

Complete! We hosted three consultants with 14 available sessions. Our consultants were MSU Alumni who have started their own successful music businesses.

4

Continue to expand Arts Internship Award Program (AIAP) host sites.

Complete! This year we partnered with three new host sites: Stage One Performing Arts Center, the DSO's Civic Youth Ensemble, and DreamWorld Studios. During the 26-27 year, we will partner with at least two more new sites.

5

Increase the number of MSU alumni engagements during AY 25-26.

Complete and ongoing! This year we engaged 12 alumni through our guest artist visits and as judges and consultants for the 2026 Running Start Competition.

2026-27 GOALS

1

Launch the official Gigline Merger, combining the student jazz and classical Gigline into one service, under Running Start's management.

Implement a fully aligned Gigline service for all constituents, including a mentorship model and professional development workshop series for all students pursuing performance opportunities to ensure maximum experiential learning.

2

Identify and increase student engagement of music populations who are not currently utilizing career advising and/or career programming.

Research student populations who are lacking engagement with the Running Start Office and find better ways to reach and engage them.

3

Increase advising appointments provided by the Programs Coordinator and Career Peer interns, and expand into providing Interest Area advising appointments.

Encourage students to book appointments with newer members of the Running Start team. As the CSN liaison, the Programs Coordinator will also add interest area appointments, serving all majors interested in learning more about 'Art Communication & Entertainment'.

4

Continue to streamline survey tools to collect more data/feedback from students.

Continue to embed areas for feedback into preexisting requirements such as our internship evaluation forms and through short attendance surveys at events.

5

Host a New York City Career Trek, targeted for voice and jazz majors.

Plan and execute a 4-5 day trek, including an alumni engagement and visits to major arts organizations to encourage career exploration and industry networking.