BUSINESS PLAN

for

OurMus.Net
(a.k.a. Music Scholars Network)

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Prepared by:
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Date: 2013-02-11 (revised)

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EXECUTIVE SUMMARY

The internet provides many things for free, but there is much potential for a focused service that allows the public (e.g., enthusiasts), registered users (e.g., students), and members (e.g., scholars) to explore, connect, and/or contribute to ideas about music history and culture. People numbering in the tens of millions take Massive Open Online Courses (MOOCs, which are university-developed and free), but music-related courses make up only a tiny fraction of what is offered. Also, music remains absent from Khan Academy (http://khanacademy.org), which is a successful, foundation-supported, educational website that has delivered 240 million lessons about such things as science, math, economics, and history. To develop OurMus.Net (http://ourmus.net), Durrell Bowman (Ph.D. in Musicology, UCLA, 2003 and Certificate in Computer Applications Development, Conestoga College, 2010) used a digital humanities web development framework. The collaborative community includes public vs. account access, various types of content (study materials, embedded pieces, writing, etc.), social networking, individual note-taking, tags, collections, and item-specific discussions. Revenues will initially be generated through targeted advertising, donations, and optional services (tutorials and feedback).

When he was a Ph.D. student also completing his dissertation, Dr. Bowman spent four years developing and teaching nine different courses (several in multiple sections) at a number of universities in various parts of North America. He then spent five years developing thirteen additional courses (several also in multiple sections) in yet more parts of North America. He has also written published book chapters and journal articles (unpaid, for professional development purposes), co-edited a book, presented dozens of conference papers and invited talks (going thousands of dollars into debt), and sometimes worked part-time writing program notes or reference entries, as a music festival librarian, and/or as a professional choral singer. In 2009-10, Dr. Bowman then studied software development, including a very successful co-op work term that combined musicology and information technology.

Dr. Bowman wishes to continue combining his backgrounds in music academia and information technology in order to help the public, graduate students, recent Ph.D.s, non-permanent (adjunct/sessional) course instructors, and others contribute to our knowledge of music history and culture in new and considerably more efficient, "Wikinomics" (collaborative) ways than have previously been possible. That is the purpose and mission of OurMus.Net.

BUSINESS DESCRIPTION & ASSUMPTIONS

OurMus.Net (**http://ourmus.net**) is a free, collaborative community website about music history and culture. It combines public access, user accounts, and contributing memberships.

Anyone Can	Also, Account Users	Plus, Members of OurMus.Net
• **Explore** Public Items • Share Things with Others • Read Discussions	• **Connect** Items as Topics • Take Individual Notes • Assign Their Own Tags	• **Contribute** & Discuss Content • Request Items be Public • Can Get Tutorials & Feedback

OurMus.Net's content, capabilities, and functions will continually evolve, based on the activities and wishes of its users and members. The network should prove particularly useful for music graduate students, recent Ph.D.s, and non-permanent (adjunct/sessional) course instructors. However, it is also made to be reasonably accessible for music enthusiasts in the general public.

The site is free, but it includes **Targeted Advertising—through Google AdSense**. Discretely-placed, page-integrated ads are seen by anyone in the public and also by account users and contributing members who are not logged in. However, several links are provided for anyone to see some ads. AdSense targets its ads based on page content and user location, so click-throughs happen at an average rate of 33 cents—which is much higher than for non-targeted ads on other systems. Some users might have an ad-blocker installed for their browser, but they could still easily disable such blocking for OurMus.Net. By placing hidden, music-related keywords on all ad-containing pages, by excluding certain ad categories (e.g., dating and real-estate sites), and by blocking individual ads (e.g., technology service providers), the site can make AdSense find music-related ads about two-thirds of the time. (Certain ads are "too big to block.") Relevant ads include ones for:
- lessons for various instruments (cello, bass guitar) and singing
- training programs about recording studio technology
- a program for early childhood music
- ads for concert tickets (rock, pop, jazz, classical, etc.) and online radio station apps
- music retailers (pianos, clarinets, music folders, sheet music, CDs, software, supplies, posters, etc.)
- musicians, bands, and DJs (for weddings and corporate/special events)
- agencies providing film music composers, film music licensing, and drum loops
- a musician's blog about chamber music

The site's footer provides a button for users to make **Donations—through PayPal**. Anyone can donate (even if they don't have a PayPal account). **Premium Services—by Minimum Donation** are also provided. For a minimum donation of $30, a Member of OurMus.Net can receive a 40-minute personal **Site-Use Tutorial** by telephone. It explains how to add and edit content, participate in discussions, and so on. A Member can also get **Written-Work Feedback** by making a minimum donation of $15 per 300-word page (5 cents per word). Feedback would be useful before requesting that the item be made public on OurMus.Net and/or in advance of submitting the item elsewhere.

The Ads, Donations, and Premium Services are for fundraising. Ideas for future revenue (as the site grows) include: Communitech, Creative Enterprise Initiative, Khan Academy, educational foundations, Google, and angel investors.

BUSINESS ORGANIZATION

Music Scholars Network (operating as OurMus.Net) is a sole proprietorship of Durrell Bowman, Ph.D. in Musicology (UCLA) and Certificate in Computer Applications Development (Conestoga College). His Ontario Master Business Licence Business Registration Number is 221044191 (2012-10-11 to 2017-10-10).

BUSINESS MANAGEMENT

In addition to creating and developing OurMus.Net's website, Durrell Bowman serves as its maintainer, moderator, and administrator. Member accounts are processed by Dr. Bowman, with donations and minimum donations for Premium Services done via a link provided on the website's footer and using a PayPal business account. A monthly transfer of net sales is done to a low-cost Business account at the Mennonite Savings and Credit Union (MSCU), and that account is also used for OurMus.Net's business expenses for travel, marketing, technology, and so on. Google AdSense revenues (in increments of at least $100) are deposited into the same account. Re-investment into the business is done via an Optimum Savings account, also at MSCU. OurMus.Net is powered by the content management framework Omeka (free), hosted by Bluehost ($12 per month, including backups and domain registration), and secured by SiteLock (a free, basic account included by Bluehost). The website's URL is http://ourmus.net, the business's email address is admin@ourmus.net, and the phone number is 519-722-5425. A tax accountant will be hired for the 2014 tax season, because the initial OurMus.Net donations, fees for Premium Services, and ad revenues will not occur before March of 2013.

MARKETING & OPERATIONAL PLAN

Secondary Market Research

One place to begin building OurMus.Net is with musicologists and ethnomusicologists, because they are the ones who teach music history and culture to most university-level music students—including majors and non-majors. The number of active music scholars can be estimated by memberships in academic societies. The information below was derived from society websites, email exchanges with society administrators, and from the American Musicological Society's 2007 demographic survey. The total number of relevant scholars is probably about 4,000, because there is considerable overlap among these and other societies internationally.

- American Musicological Society (AMS, http://ams-net.org): 3300-3600 individuals
- Society for Ethnomusicology (SEM, http://ethnomusicology.org): 1800
- International Association for the Study of Popular Music (IASPM, http://iaspm.net): 1000

On October 10, 2012, an AMS email discussion list distributed Dr. Bowman's Music Scholars Web Survey, along with an explanation of what it was for. On October 13, he also sent a link to the survey (with explanation) to a list of 139 email contacts, as well as to others on Facebook. Of the 29 survey respondents, 69% indicated that academic music societies are not sufficiently efficient. Faculty members made up 46% (half of those in permanent positions, but almost half employed only as part-time adjuncts), and 29% were graduate students (half of those employed as TAs or RAs). Of the respondents, 38% said they would not pay anything for such a website, but 62% said they would be willing to pay something for it (averaging $22 per annum).

Primary Market Research

- OurMus.Net is now focused on music history and culture, in addition to being a quite new kind of idea. So, current and recent Ph.D. students in relevant areas are certainly among its most important "low hanging fruit." In January and February 2013, Dr. Bowman thus re-visited the websites of 200 university graduate music departments, focused just on musicology and ethnomusicology, and included non-permanent instructors, Ph.D. students, recent Ph.D.s, and postdoctoral fellows in his search criteria. That resulted in a list of about 900 people, whom he contacted by email distribution lists—and connected with some on Facebook, Twitter, and LinkedIn—by the end of February 2013.

- In November and December 2012, by researching the same 200 departments, Dr. Bowman derived a list of nearly 400 non-permanent, adjunct/sessional music instructors. He included not only musicologists and ethnomusicologists, but also music theorists, composers, and music educators. A suggestion was made to connect with such people on Facebook, Twitter, and so on. However, (1) such people are too overworked and underpaid to spend much time on general-purpose, social-networking sites, (2) links to possible, relevant accounts are not provided on university info pages, (3) some search cases resulted in hundreds of individuals of the same name, and (4) Dr. Bowman already had almost everyone's email address.

- On October 10, 2012, Dr. Bowman met with Glen Carruthers, Dean of Music at Wilfrid Laurier University. Carruthers was quite interested in the fact that MuSNet (the site's earlier name) was member-contributed and musically wide-ranging. In addition, he had ideas about marketing the idea to members of the Canadian University Music Society and adding MuSNet resources as references within Wikipedia articles. Dr. Bowman plans to interview additional scholars at music departments in southern Ontario and nearby US states (though perhaps initially by phone or email), as he knows many such scholars personally.

- In late May and early June of 2012, Dr. Bowman attended selected sessions at meetings of the Canadian Society for Digital Humanities (SDH) and the Canadian University Music Society (CUMS) at the Congress of the Humanities and Social Sciences (this year held at WLU). He spoke to 10-15 SDH people in some detail (e.g., at poster sessions, coffee breaks, social events, etc.). Everyone was interested in what he is trying to do in "digital public music history and culture," and several people provided him with the names of additional people to contact. The main, resultant change in switching from MDN mark II to MuSNet was to make the new version member-contributed and collaborative.

- In March and April of 2012, Dr. Bowman presented papers about his earlier plan for an instructional-video-oriented Music Discussion Network (MDN) "mark II" at a pair of conferences of the AMS, near Princeton, New Jersey and in upstate New York. He received positive, constructive feedback, including a discussion period moderated by Carruthers. However, it remained unclear if MDN could be successfully monetized.

- In May of 2011, Dr. Bowman presented an academic paper (about music in *The Simpsons*) at the annual Music and the Moving Image conference at New York University (New York, NY). During the three-day conference, he informally introduced about 15-20 colleagues to the mark I (member-contributed, pieces-of-music-oriented) version of MDN. He received very positive feedback, so music scholars working on film, television, and video-game music seem quite keen on the idea of such a website. In addition, nearly everyone indicated that he or she would be willing to pay something for such an innovative, creative, and productive website. (MuSNet/OurMus.Net extends the ideas of MDN mark I and II.)

Competitive Analysis

There is no direct competition for OurMus.Net. Music academic societies (including the American Musicological Society), Academia.edu, Wikipedia, OpenCulture, Facebook, and YouTube provide things that only slightly overlap with what OurMus.Net offers. The AMS, etc. each cost about $75 per year, including occasional journals and newsletters, plus annual directories. However, publishing through academic peer review takes a long time, and presenting at conferences can be very costly. Such societies cater to the perhaps 20% of Ph.D.s who end up in permanent academic positions, their email discussion lists usually involve just those same people, their websites do not allow their members to contribute content directly, and they are taking far too long to figure out how to become more public.

The remainder of the services considered here are free. Academia.edu is more profile-oriented than data-/content-driven and covers all areas of academia (i.e., it is arguably too broad). Wikipedia is still plagued by issues of uneven writing quality, a frequent lack of objectivity, and inadequate referencing. OpenCulture provides some music content, but it is mostly written by one person. A few music scholars post things on Facebook, but the comments and feedback they receive typically involve family members and old friends—not colleagues. YouTube makes vast amounts of music available, but 99% of it is random, poorly organized, and not contextualized.

Market Profile (of Academics in Music History & Culture)

- Ph.D. Students, Non-Permanent Instructors, Non-Academic Jobs, Unemployed, etc. – 81%
- Middle-Class, Highly-Educated, 23-39 years old (averaging 31), Gender Parity, 67% White
- Used to Travel/Networking/Computers (Conference Papers, Invited Talks, Adjunct Teaching, etc.)

Research Conclusions

Many people—including the public—would like to be able to find relevant information about music, share items that interest them, organize content, take individual notes, and assign tags. Some people would also want to be able to contribute items, discuss them (including those posted by others), receive feedback, and so on. The site's free content includes study materials, embedded pieces, and writing, and every posted, public item can be found in various ways. The majority of music scholars (62% of respondents) would be willing to pay something for services provided by a collaborative community website. Many music scholars want this kind of hub, but everything about it should also be available to those members of the public who want it as well.

Location

OurMus.Net's office: 104 Peppler Street, Waterloo, ON, N2J 3C8. Website: http://ourmus.net.

Market Based Pricing

There is no model for what OurMus.Net does, and most of what it provides is free. Some revenue will come from Google AdSense ad "click-throughs" and some from Donations (via PayPal). Other revenue will come from Premium Services of $30 for a 40-minute Site-Use Tutorial (phone call) and $15 per 300-word page of Written-Work Feedback. OurMus.Net's advantages—efficient, quick, multi-faceted, useful feedback, etc.—will "spill over" into its members' work, such as instructors preparing courses, students completing coursework, and people preparing articles for conferences and publication.

Promotional Strategy

Dr. Bowman will promote OurMus.Net via invitations to targeted email lists (adjunct/sessional instructors, Ph.D. students, recent Ph.D.s, and postdoctoral fellows), messages to relevant social media groups and individuals (especially those with many followers), in-person presentations, emails and phone calls to colleagues within his "first degree" professional network, and his participation in conferences. Relevant account pages also exist on Facebook and Twitter, and likes, follows, and links work to them from OurMus.Net (in the site's header), in addition to links being provided to OurMus.Net from those Facebook and Twitter pages.

Sales Process

1. Explain who and what OurMus.Net is for. Clarify that it is free, but targeted ads appear for users who are not logged in, donations are encouraged, and Premium Services (Site-Use Tutorial and/or Writing Feedback) are available for a specified minimum donation.
2. Get prospective members to explore the site and encourage them to use the "Register" function to open a free Account with their user name, real name, and valid email address. The system automatically sends an email with a link to activate the account and establish a password.
3. Send a message with a welcome and thanks, and re-visit how to use the site as an Account User (take notes, add tags, connect items as topics, don't see ads, and so on).
4. Follow-up by email, etc. to make sure the person finds the site useful as an Account User (and whether or not they still choose to see ads). Ask if they would be interested in becoming a Member (to be able to contribute to the site by adding and editing items, participating in discussions, and so on.) Encourage the person to mention the site to others.
5. When someone becomes a Member, ask if they might be interested in Premium Services.
6. Update new member's account type from Account User to Member ("Contributor").
7. Send a message with a welcome and thanks, and re-visit how to use the site as a Member. If relevant, ask them again about whether they might be interested in Premium Services.
8. If relevant, establish time-frame for Premium Services (e.g., schedule a day and time for a Site-Use Tutorial phone-call and/or commit to a turnaround time for Writing Feedback).
9. Follow-up by email, etc. to make sure the person still finds the site useful as a Member.
10. Follow-up to encourage Member to tell friends, students, and colleagues about OurMus.Net.

FINANCIAL PLAN

Sales Forecast

189 units from March 2013 to Feb. 2014, with $2498 as opening cash reserve on 2014-03-01

Costing

Unit of Sale	Materials	Labour	Overhead	Total Cost
$50	0	0	$2.06	$2.06

Pricing

Profit Margin % = [(Selling Price minus Cost Price) divided by Cost Price] times 100

Unit of Sale	Cost Price	Selling Price	Profit Margin %
$50	$2.06	$50	2327%

Start-Up Costs

Business Registration and Name Search: $68 (Service Ontario)
Hosting/Domain balance for year to Sept. 2013: $58.37 (Bluehost)
Additional Domain Names—mymus.net and ourmus.net: $24.66 (Bluehost)
50% of high-speed internet set-up: $73.45 (Teksavvy)
Refilled Samsung Toner Cartridge and Refilled Lexmark Ink Cartridge: $75.70 (Pro Ink)
Business Card Paper, Printer Paper, Notepads, and Paper Clips: $30.11 (Wal-Mart and Staples)

Total: $330.29 ($253 covered by Ontario Works)

Operating Costs

Travel ($28 inter-city once per month, plus $22 in GRT bus tickets): $50 per month
Rent (20% of $410 room): $82 per month
Utilities (50% of phone and internet): $28 per month
Salary/Draw: $0 until Aug. 2013, then $750 per month from Sept. 2013 to Feb. 2014
Insurance: determined not to be applicable at this time
Marketing (business cards, printer ink, etc.): $12 per month
Professional Fees: average of $2 in bank fees per month; no tax accountant until spring 2014
Loan Payments: $0
Everything Else:
    Hosting and Domain(s): $0 until Aug. 2013, then $144 per year (= $12 per month) from Sept. 2013

Total: $174 per month until Aug., $924 in Sept./Oct., and $936 per month starting in Nov. 2013
                                        (+ tax accountant in 2014)

Financing

Not Applicable

Income & Expense Statement (as part-time venture, builds to 37-64 hours/mo.)

	Total Revenue	Total Expenses	Total Profit
Year 1 (2013-14)	**$9,450** (189 units) builds to 21 units per month	**$7,025** OW until Aug. 2013, then incl. $750 draw; no tax accountant	**$2,425**
Year 2 (2014-15)	**$15,300** (306 units) builds to 27 units per month	**$13,272** incl. $900 draw per month (rent small apartment); $240 for tax acc't ($20/mo.)	**$2,028**
Year 3 (2015-16)	**$18,900** (378 units) builds to 36 units per month	**$17,472** incl. $1250 draw per month (15-yr. mortgage on modest apt.); $240 for tax acc't ($20/mo.)	**$1,428**

Cash Flow Statement (March 2013 to February 2014)

OurMus.Net (http://ourmus.net), as part-time venture
12 Month Cash Flow Projection – February 11, 2013
From: March 2013 to February 2014

	Unit Costs	Start-up	Mar. 3	Apr. 6	May 9	Jun. 12	Jul. 15	Aug. 18	Sep. 21	Oct. 21	Nov. 21	Dec. 21	Jan. 21	Feb. 21	TOTAL 189
Units Sold Per Month			3	6	9	12	15	18	21	21	21	21	21	21	189
1. BEGINNING CASH RESERVE			73	43	156	414	815	1360	2049	2132	2215	2285	2356	2427	2498
CASH IN (Cash Sources)															
2. Owner's Investment: $150 plus OW start-up amount of $253		403													
3. Loans (microloan, family, friends, other?)		0													
4. Sales: $45 per avg. donation (incl. Premium Services) + $5 Ad Revenue	50		150	300	450	600	750	900	1050	1050	1050	1050	1050	1050	9450
5. Shipping	0		0	0	0	0	0	0	0	0	0	0	0	0	0
6. Handling	0		0	0	0	0	0	0	0	0	0	0	0	0	0
7. TOTAL CASH IN (2 through 6)	50	403	150	300	450	600	750	900	1050	1050	1050	1050	1050	1050	9450
CASH OUT (Cash Uses)															
VARIABLE COSTS															
8. Materials	0		0	0	0	0	0	0	0	0	0	0	0	0	0
9. Packaging	0		0	0	0	0	0	0	0	0	0	0	0	0	0
10. Transportation	0		0	0	0	0	0	0	0	0	0	0	0	0	0
11. Labor	0		0	0	0	0	0	0	0	0	0	0	0	0	0
12. Payroll Taxes	0		0	0	0	0	0	0	0	0	0	0	0	0	0
13. Other Variable Costs: PayPal transaction ($45 at 3.5% + $0.3)	2.06		6.18	12.4	18.54	24.72	30.9	37.08	43.26	43.26	43.26	43.26	43.26	43.26	389.3
14. Other Variable Costs	0		0	0	0	0	0	0	0	0	0	0	0	0	0
15. TOTAL VARIABLE COSTS (8 through 14)	2.06		6.18	12	18.5	24.7	30.9	37.1	43.3	43.3	43.3	43.3	43.3	43.3	389
Gross Profit (per Unit)	47.94														
OVERHEAD COSTS															
16. Travel (intercity 1X per mo: $28 + 10 GRT tickets: $22/mo.)	50		50	50	50	50	50	50	50	50	50	50	50	50	600
17. Rent (20% of $410 room)	82		82	82	82	82	82	82	82	82	82	82	82	82	984
18. Utilities (50% of phone/internet: $28)	28		28	28	28	28	28	28	28	28	28	28	28	28	336
19. Salary/Draw: OW $692 to Aug. 2013, $750 draw from Sept. 2013	750		0	0	0	0	0	0	750	750	750	750	750	750	4500
20. Insurance: determined not to be applicable at this time	0		0	0	0	0	0	0	0	0	0	0	0	0	0
21. Marketing (office supplies: paper for bus. cards & docs, ink, etc.)	12		12	12	12	12	12	12	12	12	12	12	12	12	144
22. Professional Fees (bank: avg. $2 per mo. - MSCU; tax acc't 2014 -)	2		2	2	2	2	2	2	2	2	2	2	2	2	24
23. Loan Payments: none	0		0	0	0	0	0	0	0	0	0	0	0	0	0
Everything Else:															
24. Hosting/Domains ($83 initially, $58 by OW), $12 per mo. from 2013-09	12								12	12	12	12	12	12	48
25. Start-up Costs (reg. $68, supplies $106, 50% bsi set-up: $73), $195 OW	0	300							0	0	0	0	0	0	0
26. TOTAL OVERHEAD COSTS (add 16-25)	936		174	174	174	174	174	174	924	924	936	936	936	936	6636
27. TOTAL CASH OUT (monthly costs, 15+26)			180.18	186	192.5	198.7	204.9	211.1	967.3	967.3	979.3	979.3	979.3	979.3	7025
28. GAIN/LOSS (monthly, 7-27)			-30.18	114	257.5	401.3	545.1	688.9	82.74	82.74	70.74	70.74	70.74	70.74	2425
29. ENDING CASH RESERVE		73	42.8	156	414	815	1360	2049	2132	2215	2285	2356	2427	2498	
Break-Even Point (#Units)	19.5														

APPENDIXES

A. Marketing Materials

Email Message to Relevant Course Instructors, Graduate Students, Recent Ph.D.s, and so on:

Welcome to OurMus.Net

– a **Collaborative** Community Website for **Music History & Culture**.

It's **Free** and enables anyone to **Explore**, **Connect**, and/or **Contribute** to ideas about music. OurMus.Net is like combining selected aspects of Facebook, LinkedIn, YouTube, Wikipedia, Blogging, Discussion Forums, and Online Learning Materials.

Please Join Us, and **Invite Others** (Friends, Colleagues, Advisors, Teachers, Students, etc.)!

The website welcomes Donations, and users who are not logged in might see some relevant Ads.

In addition, OurMus.Net offers two **Premium Services** by minimum donation:
- Site-Use Tutorials
- Written-Work Feedback

OurMus.Net, Email OurMus.Net

Durrell Bowman (Ph.D.), Email DB

Business Card:

The following examples were for the pre-revised, membership-fee proposal ("MuSNet").

1. Announcement on Facebook (12 October 2012)

I'm developing a member-contributed community website, called the Music Scholars Network (MuSNet).
If you're a "music scholar" (whatever you think that means!), I'd be grateful if you'd spend a couple of minutes filling out the Music Scholars Web Survey at http://www.surveymonkey.com/s/VYRFHQD. It's anonymous and takes only about 5-10 minutes to fill out. The website itself is at http://music-scholars.net. Thanks!

2. Announcement to Academic Colleagues (22 October 2012)

I'm developing an interdisciplinary, member-contributed, community website to enable music scholars to post, tag, find, share, and discuss various relevant items. It's called the Music Scholars Network: MuSNet, http://music-scholars.net. MuSNet's Collection types include Conferences & Other Events, Calls for Papers & Works, Job Postings, Teaching Materials (such as instructional videos and slide sets), Research Activities (via a document viewer, with an adjacent feedback area), and General Discussions (Forums).

MuSNet will be running a trial phase in November and December, and I'm hoping you might have some time to explore it and give me some feedback. If you would like to be a trial-phase member, please (1) register on the site for a MyMuSNet account (you'll receive an automated email with a link to activate the account and set your password) and (2) send me an email to request a trial membership. I will upgrade your account to Contributor status ASAP, and you'll then be able to participate in Item discussions, as well as access the Member Zone in order to add content yourself.

Thanks!

B. Market Research Data – re pre-revised, membership-fee proposal ("MuSNet")

Music Scholars Web Survey: http://www.surveymonkey.com/s/VYRFHQD

Response Summary: 29 respondents, 2012 mid-Oct. to mid-Nov., 4 example questions (of 6)

Question 1: In the context of professional networking and social media, are the conferences, journals, and websites of music academic societies always sufficiently efficient for you and your work?

No: 69%
Yes: 31%

Question 2: Which of these describes your current situation?

Full-Time Faculty Member (including tenured or tenure-track)	20.7%
Part-Time Post-Secondary Instructor (adjunct/sessional)	20.7%
Full-Time Post-Secondary Instructor (adjunct/sessional)	5.1%
Graduate a.k.a. Postgraduate Student (not a TA or RA)	15.5%
Other (please specify)	15.5%
Graduate Student with Teaching and/or Research Assistantship	13.8%
Unemployed	6.9%
Full-Time Work (not in academia)	3.4%
Undergraduate Student	0%
Part-Time Work (not in academia)	0%
Retired	0%

Question 5: Which of the following functions of a professional, member-contributed, interdisciplinary, community website for music scholars would you likely use (post and/or discuss)?

Events (Conferences, Concerts, etc.)	89.7%
Calls (for Papers, Works, etc.)	86.2%
Teaching Materials (Yours or Someone Else's)	82.8%
Job Postings	79.3%
Research (Yours or Someone Else's)	75.9%
General Discussions	65.5%
Interviews (with Composers, Critics, etc.)	51.7%
Pieces of Music (Recordings, Videos, Scores)	44.8%
Longer Media (from Film, TV, etc.)	41.4%
Other	6.9%

Question 6: A Ph.D. colleague of yours is developing a professional, member-contributed, interdisciplinary, community website for music scholars. That person will maintain, moderate, and administer the network as a full- or part-time job and is committed to helping you make your own best use of it. You can also have a one-month free trial. How much would you be willing to pay annually to be able to use and contribute to such a network?

$0	37.9%
$10 (annually)	24.1%
$20 (annually)	20.7%
$30 (annually)	6.9%
$40 (annually)	3.4%
$50 (annually)	6.9%
$60 (annually)	0.0%

C. Owner's Profile – Durrell Bowman

I. Ph.D. in Musicology – University of California, Los Angeles (UCLA), 2003 – <u>CV</u>
- o Presented Dozens of Conference Papers and Invited Talks (1997-2012) – <u>Research</u>
- o Published Book Chapters, Journal Articles, Reference Entries, Programme Notes, etc.
- o Co-edited and Contributed Three Chapters to *<u>Rush and Philosophy</u>* (2011)
- o Taught 31 Sections of 22 University <u>Courses</u> at Seven Institutions (1999-2008)
- o <u>Permanent Change</u>: Rush, Musicians' Rock, and the Progressive Post-Counterculture

1. "Durrell Bowman has emerged as one of the most significant young scholars in North American popular music, especially in the fields of progressive rock and music for film, and with particular reference to Canadian musicians. His research presentations are always engaging and accessible, and his use of technology is adroit and integral to his lecturing technique."

   -Andrew Dell'Antonio, Associate Professor, Musicology, U. of Texas at Austin, May 21, 2010

2. "Your presentations at American Musicological Society chapter meetings (and your general demeanor) are so polished and accomplished that I simply assumed that you already had a faculty position. If someone as intelligent, charismatic and accomplished as you are has trouble getting a job, then we really are in serious trouble."

   -Stephen Meyer, Associate Professor of Music History & Cultures, Syracuse U.; February 5, 2009

II. Certificate in Computer Applications Development – Conestoga College, 2010 – <u>Resume</u>
- o GPA: 3.97 – <u>Student Achievement Report</u>
- o C#, XHTML/CSS, SQL, Systems Analysis & Design, Javascript/PHP, ASP.NET
- o Two awards for team system project: Media Manager for Kingstar (C#, SQL Server, etc.)
- o Summer 2010 work term (12 weeks at Bowdoin College in Brunswick, Maine):
  (1) American Musicological Society (AMS)
  – redeveloped *<u>Doctoral Dissertations in Musicology</u>* (PHP, MySQL, etc.)
  (2) Bowdoin International Music Festival (BIMF)
  – wrote & prepared media-enhanced, <u>Web-Based Program Notes</u> (XHTML, CSS, etc.)

1. "Durrell worked for the American Musicological Society as a summer intern for three months. He accomplished the goals we set, and did so in a timely way. He worked hard, was personable and friendly, learned quickly, and thought analytically and carefully about the best ways to do the job."

   -Robert Judd, Executive Director of the AMS; Brunswick, Maine; September 6, 2010

2. "To perform as well in information technology as Durrell has, you must be well organized, a master of detail, and adept at problem solving. He worked in a group of three to create an outstanding design for a complex business computer system. He also asks really good questions. A position that combines music and information technology seems tailor-made for Durrell."

   -John McKay, Instructor in Object-Oriented Systems Design, Conestoga College; March 21, 2010

III. Portfolio of Digital Public Music History & Culture

- o <u>OurMus.Net</u>, built with Omeka (digital humanities web development framework)
- o Music Discussion Network (MDN mark II), built with Drupal (web development framework)
- o <u>Instructional Videos for Music History & Culture</u>, on a dedicated YouTube channel
- o <u>Website</u> (professional/personal) – <u>LinkedIn Profile</u> (professional networking)
- o <u>Blog</u> – The Musings of Durrell Bowman about Digital Public Music History & Culture, etc.

D. Financial Statement

Dr. Bowman is contributing the following computer equipment to the business:

- ASUS sub-notebook computer, worth $225 (used, new in January 2011)
- ASUS 24" LCD monitor: worth $120 (used, new in June 2009)
- Samsung laser printer: worth $35 (used, new in spring 2012)
- Lexmark ink jet printer: worth $25 (used, new ca 2011)
- backup drive (500 GB): worth $40 (used, new ca 2008)
- backup drive (160 GB): worth $25 (used, new ca 2006)
- Bose powered speakers: worth $30 (used, new in 2007)

Total: $500