SHORELINE COMMUNITY COLLEGE  
ADVISORY COMMITTEE MEETING  

PROGRAM: MUSIC TECHNOLOGY PROGRAM                  DATE: 2/3/05  
PLACE: BOARD ROOM                                      TIME: 11:00 AM – 1:00 PM  

INDUSTRY MEMBERS PRESENT  
Allen Goldstein, Jonathan Kingham, Hummie Mann, Roger McRea, Don Mock, Tim Seaton, Steve Turnidge and Julie Wiebusch  

SCC COLLEGE STAFF PRESENT  
Barry Ehrlich, Matt Fordham, Norma Goldstein, Berta Lloyd, Steve Malott, Marci Melvin, and Bruce Spitz  
Student Representative: Jeff Brooks  
Guest: Bob Shields, Business Department  

Meeting was convened at 3:40 PM by Julie Wiebusch, Chair. Introductions were made round the table. Norma Goldstein passed the Committee roster and asked everyone to update their personal information as needed.  

MINUTES  
Steve Malott moved for approval of Minutes for the Committee’s September 23, 2004 meeting. Don Mock seconded the motion. Minutes approved unanimously without amendment.  

ENTERTAINNET REPORT  
Bruce Spitz reviewed activities at the Transatlantic Technology Alliance (TA3) Conference in Seattle in January 2005. Steve Malott, Norma Goldstein, and Matt Fordham attended and hosted members of EntertainNet, a sub-group of the TA3. The focus of this conference was globalizing education and cooperative education across boundaries.  

Bruce has begun to work with EntertainNet members on a songwriting collaboration project. The song will be performed and produced by both SCC and the University of North Carolina schools and then mixed by many different schools from South Africa, Wales, and Germany. At the outset, everyone will probably use MP3s to share the product via email. To finish the project, they eventually will need to route a hard drive via Federal Express.  

Allen Goldstein recommended tapping into a free file server in Rhode Island called Subversion to share music project files. The price is right. Allen volunteered to check into this option. He said the O’Reilly guidebook is best for the Subversion manual. Steve Turnidge will check with DigiPerformer as well for assistance they might be able to offer.  

ACTION ITEMS:  
• Bruce Spitz will send you all the website address for EntertainNet  
• Norma Goldstein said that the group is considering study tours and also developing skill standards. The group is attempting to define what the entertainment industry actually is. What kinds of jobs and products does the industry generate? Does it include the video gaming or gambling industries? Norma requests that you send her your thoughts on this question.  
• Steve Turnidge will check with DigiPerformer as well for assistance they might be able to offer.  
• Allen Goldstein will check the Subversion option.
CURRICULUM CHANGES
Bruce Spitz led discussion of proposed curriculum changes for next year. These changes will be presented to the Humanities Planning Council for review during Winter Quarter 2005. The following handouts were distributed to Committee members:

1) Course descriptions for 3 new classes: MUSIC 211 Craft of Songwriting; MUSTC 103 Pop & Commercial Theory; MUSIC128 Class Piano for MUSTC 103 Students.

2) Digital Audio/Engineering packet:
   - current 2004-2005 AAAS planning sheets;
   - list of proposed changes to course numbers and required courses;
   - summary of revised course requirements for the Digital Audio/Engineering study option incorporating all proposed changes

3) MIDI Production packet:
   - current 2004-2005 AAAS planning sheets;
   - list of proposed changes to course numbers and required courses;
   - summary of revised course requirements for the MIDI Production study option incorporating all proposed changes.

Craft of Songwriting
Responding to students’ demands for a second quarter of songwriting study with Sue Ennis, we would like to offer MUSIC 211 Craft of Songwriting as a follow-up to MUSIC 207 Craft of Songwriting. For these 2 courses to be numbered sequentially, the course number for Music 207 would change to MUSIC 210. Bruce noted that the Music Department will offer a second-quarter of songwriting study next quarter as a special projects class. This course is optional and satisfies Humanities credit requirements.

MUSTC 103 Commercial & Pop Theory
Bruce would like to offer a first-year, third quarter theory class oriented more specifically to the needs of Music Technology students that would replace the traditional theory curriculum they now study in MUSIC 103. Bruce explained that Music Tech students taking his Pop & Commercial Theory classes need more time to focus on ear training and chord harmony – skills they’re likely to use in the recording field. MUSTC 103 Commercial & Pop Theory would be offered next Spring Quarter 2006 following prerequisites MUSIC Theory 101 and 102. It would be a 3 credit class; not a 4 credit class. Students would be required to take MUSIC 128 Class Piano concurrently, also a new class. Course content would focus on learning chord structures, but delete study of modes or classical fingering positions not important in a recording studio environment.

Tim Seaton asked Bruce to define “commercial music”. For Bruce, commercial music means music that sells a lot – not from the classical or jazz genre.

RENUMBERING
Bruce would also like to re-number the Music Technology courses to clearly indicate which courses are designed for first-year vs. second-year study. All except MUSTC 100, 104, and 105 have 200 level numbers. This is confusing for both students and other academic institutions. Norma Goldstein emphasized that the need to re-number these courses is
increasingly important for transfer purposes with the prospect of community colleges in Washington state offering 4-year baccalaureate degrees in the near future.

**HOURS for the AAAS Degree**
Bruce told the Committee that the combined proposed changes would require more credit hours to earn the AAAS degrees – 5 more hours for Digital Audio/Engineering option (now 103 hrs) and 2 or 4 more hours for MIDI Production option (now 108 hrs). Students will be receiving 5 credits for each second-year theory class instead of 4 credits, which more accurately reflects the 5 hours of class time per week we now require.

**ACTION ITEM:**
- **BRUCE will check the quarterly schedule on back side of MIDI option hand-out. Credit hours total 110 – not 112.**

Berta Lloyd informed the Committee that Washington state law limits the number of credit hours you can require to earn an AAAS to 120 hours. The Committee asked Berta Lloyd to describe the approval process. She explained that first this Advisory Committee must vote to approve the course titles and content changes. Then new or revised MCO’s (Master Course Outlines) must be prepared and presented to the Humanities Planning Council for review. The final stop is presentation of MCO’s to the Campus Curriculum Committee for approval. Once the new course numbers become official, the old course numbers cease to exist.

**Another Theory Class for MUSTC 215, 216, 217**
General discussion included questions about the need to add another Music Tech theory class in front of the MUSTC 215/216/217 series, the effect of the proposed changes on homework load and the increased cost to earn these AAAS degrees. Bruce stated that homework load is less in the first year when courses are easier and heavier in the second year when courses are harder. Faculty have had preliminary discussions about combining the Digital Audio & MIDI options, but no plans have crystallized yet. Steve Malott commented that some students spread out the coursework and take an additional year to complete requirements. The increased tuition cost for 5 credit hours would vary for students, depending upon their status as fulltime or part-time students. For full-time students, probably less than $100. Currently, part-time students pay about a $68 per credit hour.

**Motion to Approve New Classes**
Chair Wiebusch moved that the Committee approve the addition of three new classes titled Music 211 Craft of Songwriting (2 credits), MUSTC 103 Pop & Commercial Music Theory I, and MUSIC 128 Class Piano for MUSTC 103 Students. Allen Goldstein moved approval of the motion; Steve Turnidge seconded. Motion passed unanimously.

**Motion to approve renumbering**
Chair Wiebusch moved that the Committee approve the re-numbering of Music Technology courses as outlined in the hand out. Roger McRea moved approval of the motion; Tim Seaton seconded the motion. Motion passed unanimously.

**Motion to Restructure Requirements for Audio Engineering Option**
Chair Wiebusch moved that the Committee approve the restructuring of requirements for the Digital Audio/Engineering Option as outlined in the handouts. Steve Turnidge approved the motion; Don Mock seconded the motion. Motion passed unanimously.

Motion to Restructure Requirements for MIDI Option
Chair Wiebusch moved that the Committee approve the restructuring of requirements for the MIDI Production option as outlined in the handouts. Roger McRea moved approval of the motion; Allen Goldstein seconded the motion. Motion passed unanimously.

Allen Goldstein felt that the 12% increase in credit hours for the MIDI Production option was significant, but also understood that the increase from 4 to 5 hours credit for MUSTC 215/216/217 did not include additional student time for these courses. So the increase in credit hour requirements does not translate to same amount of increased workload for students. Barry Ehrlich commented that the sequencing classes teach students skills they will need in the job market, and that we want them to be prepared.

REVISING MERCHANDISING OPTION
Bruce Spitz stated that the Music Technology Merchandising option is not well designed. Currently, students are required to take marketing, law, and salesmanship courses now offered by the Business Department along with music theory and ensemble/private lesson performance electives. But it needs a stronger business focus. Norma Goldstein stated that not many students take this course of study. In response to the Committee’s request to the Business Department for assistance, Bob Shields from the Business faculty attended this meeting and noted the many suggestions for business skills that are needed to run a music business.

Tim Seaton wanted a clear statement of the objective for this option. Is it to prepare students to run their own business, or to help run one? Roger McRea wanted to know if we would need to add credit hours if we add new courses. Several members commented that students should be taught about business basics: marketing, entrepreneurship, recordkeeping requirements for taxes, general accounting like invoicing, calculating gross vs. net profit, what documentation you need to get a loan, and how to price a product and how to make a profit. Students are required to take marketing, law, and salesmanship courses now offered by the Business Department along with ensemble/private lesson performance electives.

BUSINESS SKILLS FOR STUDENTS
Jonathan Kingham found a North Seattle business class that taught him how to develop a 3-year business plan invaluable. It was all he needed to get a bank loan. Bruce Spitz reported that a Virtual Enterprise demo he saw at the TA3/EntertainNet conference looked like an excellent way to teach this. Students can take their plan with them after class to start their own business. Berta Lloyd told the Committee that the entrepreneurship course at SCC includes a Virtual Enterprise component.

- Working with Bob Shields and Carla Hogan, Norma and Bruce will look into incorporating VE with the Business Department.

Barry Ehrlich felt that the Music Department needs to expose students to a variety of music vocation possibilities. Many enter SCC with the narrow perspective of a singer/songwriter who wants to record their music. What about tour management or concert promotion? Jeff Brooks told the Committee that many students end up working in retail for day jobs at first, then evolve to other industry jobs as opportunities arise. Steve Turnidge felt students should know how to
write service contracts, and that learning to network was very important to be successful. Hummie Mann stated that copyright and intellectual property laws have unique applications in the music industry, and laws in Europe are different than laws in the United States.

LUNCH
The Committee interrupted discussion briefly at 12:20pm for lunch. Discussion resumed at 12:35pm.

NEW MUSIC BUILDING
Norma Goldstein reported that the urgent need for a new Music building was heard clearly at the All-Campus meeting January 21, 2005. The new Campus Master Plan should include a new facility. The projected timeline for completion is 2009 IF funding is approved in 2007. Norma will be touring with faculty the newly built Arts Centers at Skagit and other colleges instate and out of state.

Chair Julie Wiebusch knows the SCC construction contract manager who works for the state of Washington, which will help us understand what is required to obtain approval. The State Legislature has not been supportive of new college arts facilities because they don’t believe that there are many music-related jobs in our state. Julie asked Norma to set up a meeting with the person from the college who handles the college’s master plan.

DEFINE MUSTC AS CAREER
Norma wants to promote our project as a multi-purpose music/drama/VCT facility. We’ll need to document that Music/Music Technology is an industry, not just a hobby. She stated it will be important to define music technology, to research student’s earning potential and occupational incomes, and the cost of equipping the building. Securing donated seed money to send along with our application would greatly enhance its likelihood of success. Allen Goldstein knows some industry groups we might approach, and recommended that SCC be able to tell a potential donor how their support can benefit their company. A donation can really be an investment in a company’s future.

Steve Malott asked the Administration to clarify what relationships between private funding and state-funded activities are permissible. Chair Julie Wiebusch stated that the music tech industry generates a lot of money for the state’s economy, and recommended using 4-year pilot projects in the digital audio field to document it. Bruce Spitz thought that we might be able to use a headliner name like Dave Matthews as a catalyst for the project.

EXTERNAL REVIEW
Norma announced that Pete Saflund would be the facilitator for our three-year External Review. Perkins grant funding requires this review. He will be on campus April 15 from 1:00 – 4:00pm to conduct interviews, tours, and telephone calls. He may call Committee members as well.

CLOSING COMMENTS
Steve Malott thanked the Committee for the numerous ways its members support the Music Technology program, and announced that Mackie had given us a significant discount on surround sound speakers for Room 818.

OTHER ACTION ITEMS and FUTURE TOPICS
Bruce quickly reviewed other items remaining on this meeting’s agenda.

- The Music Department website needs to be spruced up.
- Jeff Brooks asked about status of the *Sibelius* software purchase. Bruce Spitz reported that was moving close to the top of the SCC Campus Equipment list. Steve Turnidge knows the owner of *Sibelius* and was willing to contact them on our behalf.
- **AES CHAPTER** Allen Goldstein asked for a report on attempts to activate a student chapter of the local Audio Engineering Society (AES). Steve Malott replied that we need a volunteer advisor and higher level of student interest. Norma asked for a follow-up be done on establishing a chapter.
- Members were asked to contact Bruce if they would be willing to have a student job shadow at their place of business.
- Suggestions were made to begin Advisory Committee meetings with student presentations.

**NEXT MEETING ARRANGEMENTS**
The next meeting will be held April 28, 2005 at 11:00am – 1:00pm in the Board Room. A light lunch will be served.

Steve Turnidge moved that the meeting be adjourned at 1:15 pm. John Kingham and Steve Malott seconded the motion; motion passed without objection.

Respectfully submitted by

**Marci Melvin**
Music Secretary