ADVISORY COMMITTEE MEETING

PROGRAM: MUSIC TECHNOLOGY PROGRAM   DATE: 03/17/10
PLACE: PUB BUILDING ROOM 9201        TIME: 6 – 9:00 PM

Pizza and salad were served.

INDUSTRY MEMBERS PRESENT
Julie Wiebusch, Steve Turnidge, Dan Moore, Paul Goldberg, Kathryn Luster, and Charles Van Winkle.

COLLEGE PRESENT
David Cunningham, Matt Fordham, Norma Goldstein, Cody Groom, Steve Malott, Bruce Spitz

I. Introductions and Board membership
Board Introductions
The meeting was then called to order by Steve Turnidge, and seconded by Dan Moore. Attendees introduced themselves around the table. Norma Goldstein commented about the president’s statement about Digital Interactive Media and said she was encouraged about our newest College Board Member Phillip Barrett, who is Chief Technology Officer (CTO) from Real Networks.

Advisory Board members introduced themselves: Julie Wiebusch, Greenbusch Group; Charles Van Winkle, Adobe Systems. Charles needs a new table tent. Steve Malott, audio engineering faculty; Bruce Spitz, teaches theory and performance, including sound reinforcement components; Dan Moore, Microsoft, in the cloud computing business development section; Steve Turnidge, Ars Divina Mastering Studio, chair of the Pacific NW AES committee, President of Burning Sky records, and co-owner Synthworks Modular Synthesizers. Steve Turnidge taught at SCC from 2002-2003 and is an SCC Alumni. Others at the meeting introduced themselves as Matt Fordham, music recording faculty; Cody Groom, program support, former student and associate faculty in digital audio; and Paul Goldberg, owner of Pure Audio in Seattle.

Sisterhoods
Norma Goldstein stated that music technology has traditionally been a male dominated group; however, we now have the Shoreline Audio Sisterhood and Sisterhood of Women in the Film Industry, two student club organizations that represent women in these industries. Both of these programs have been grant-supported and are ongoing Shoreline student clubs; examples of a new brochure, funded by grants, were passed to the meeting attendees.

Advisory Membership and Role
Norma Goldstein began by discussing the role and constituency of the Advisory Board members. It was suggested that current members of the Advisory Board who are not able to attend meetings due to time commitments be contacted about continued membership. David Cunningham explained the role of the college and its programs and importance of having students connect with industry, including labor unions. He stated that transfer students are
guided primarily by the academic institutions we serve, but advisory boards are the mechanism
the college uses to asses and maintain an updated perspective on industry requirements for
Professional Technical students. He also mentioned that the primary role of organized unions is
to keep non-union organizations at a working wage for their employees. He thanked the
members of the board for the time and energy and perspectives they bring to our programs.
David Cunningham stated that Board members’ time is highly valued by the college and its
students.

Bruce Spitz asked how to better fill in the Advisory Board.

- Norma Goldstein suggested a board self-assessment to help us realize areas of the
  industry from which we may need coverage, i.e. a gap analysis. Dan Moore seconded that
  thought, suggesting we identify parts of the industry where industry is not represented.
- David Cunningham recommended a focus group with industry leaders about core
  competencies, and re-aligning our assumptions about what we offer our students that is
  relevant to the businesses our students will work for. Norma Goldstein stated we are up
  for a five-year external review and we could use a DACUM (Develop A Curriculum).
  David Cunningham says a less formal evaluation would work because we already have
  an established program.
- Dan Moore expressed students may not receive a clearly prescribed pathway for jobs
  based primarily on job skills; students must learn how to apply skills they receive
  entrepreneurially to be successful. Paul Goldberg said there is no clear pathway now,
  except that people need learn to learn.
- Steve Turnidge said social networking is likely now just as important to student success
  in industry as other (technical) skills. According to David Cunningham, students and
  programs still need to keep a close touch on where people are making the money, and
  that we need to show students how to stay in touch with that, too. He said the way to
  expand the Advisory Board would be to bring in additional industry representatives,
  dialog about the shifting labor market, and involve them in an in-depth process that
  leaves the new people interested in working on the board.

**Action Item:** Send a message out to people who may be interested, and create a skills analysis of
areas of expertise and figure out a gap analysis of what people new need.

Creativity is embedded in coursework, according to Norma Goldstein; there is no linear path.
Dan Moore would like to see students get better information on how to get work. Students need
basic business management and business networking skills. Charles Van Winkle summed it up
as a small business skills class. Steve Turnidge calls it aligning your avocation and your
vocation.

**II. National Science Foundation Grant Application**

Steve Malott spoke about the three-tier NSF grant proposal for an advanced Technology Center
in Audio Engineering at SCC (ATC). Norma Goldstein reported the preliminary application is
due in April, with the final grant application submitted in the fall.

- Steve Turnidge suggested giving scheduling software to studios as "secretary" software.
Paul Goldberg suggested talking with emeritus members (former leaders) of AES, NARAS, etc.

Norma Goldstein mentioned that "letters of support" may be requested of committee members for the grant application.

Steve Malott added that "in-kind" contributions would be good too, along with the letters. In kind means offering internships, equipment, expertise, hiring our students, etc.

Steve Malott asked if we should "pursue the plan", the committee responded positively.

David Cunningham asked, "What will be on the ground" in 5 years related to the concept. Steve answered, "It is about the program," not a building; the program is designed to better use existing studios, both on and off the campuses of participating Audio Engineering schools.

Paul Goldberg and Daniel Moore pointed out that "mid market" studio business is gone. Bruce Spitz mentioned "Dead Aunt Thelma's" co-op studio in Portland, OR.

III. New Course Proposal MUSTC 140
Bruce Spitz described Music Tech 140, a new course on Sibelius notation software online. Discussion ensued about why Sibelius versus Finale, which has an easier point of entry and the value of the skill of notation using software. Bruce Spitz handed out a master course outline (MCO) for the course; there was discussion of the master course outline and the course outcomes. The Advisory Board unanimously approved the new class. Kathryn Luster asked what the differences are between Sibelius and Ableton Live; Live is more a recording and performance tool. Norma Goldstein suggested listing as "Music" as opposed to "MusTc" to make the course more accessible to students statewide and so would be more easily transferable.

IV. Campus MCO Format Update
Matt Fordham described the process of entering the new data into the new MCO Intranet application. The process provides an opportunity to make some changes, and that leads to the process of updating the programming planning sheets.

Kathryn Luster from “I Am Sound” arrived and introduced herself to the group. She described her company’s services for voice-over and it’s evolution to audio for video and that it is now morphing into company called “I Am Sound and Video”.

V. Program Planning Sheets.
Bruce Spitz Faculty described the planning sheets, beginning with the Digital Audio Engineering planning sheet, front and back, with a suggestion about what classes to take in which quarters. All of our planning sheets need to replace Computer Applications CIS 105, for the math requirement with a new class, “The Acoustics of Music” (Music 106). The college has removed the PE requirement, freeing two credits from the General Education requirements.

The planning sheets will include the following changes:

- Deleting CIS 105 and adding in its place, for quantitative reasoning (QR), Music 106, which is a five-credit class.
- Additionally, planning sheets with all of the current four-credit “Pop and Commercial Theory” classes will be updated to reflect them as five-credit classes.
• Finally, a new fully online class, Music Tech 140, “Getting Online With Sibelius Notation Software”, a three-credit class, will be added. The result of these changes is a net gain to all of the planning sheets of four credits. All of these changes will be implemented for the Performance, Merchandising, MIDI and the Digital Audio planning sheets.

Amount of Music Theory in the Degree Pathways
Norma posed a question regarding what if anything could be deleted from the planning sheets to get the A.A.A.S. degrees lower in the total number of credits. Discussion then ensued regarding the Digital Audio Engineering (DAE) program and its emphasis on the amount of music theory: should there be that much or can it be reduced? Would it benefit students if we re-balance the theory? Should we reduce the amount of music theory and substitute other more technology-based classes?

• Adding to the curriculum electronics as well as other additional applied arts would be beneficial for students, stated Kathryn Luster and Dan Moore.
• Steve Malott offered that other classes in computer and video game sound design third-party applications would be helpful, and Paul Goldberg stated he would hire students who had that additional training.
• Steve Malott explained that changing the planning sheets has a ripple-effect on faculty, staff and infrastructure; Paul Goldberg and other Board members stated they did not take the ripple-effect into account, but they were trying to provide even more access to success for students.
• Kathryn Luster stated she thought of our program as more of a “four-year program, squeezed into two years” and mentioned that Lake Washington Technical College has successfully created a four-year degree option in Graphic Design. Several members agreed that a three or four year applied baccalaureate degree program makes sense so that the program could “fill out” all of its potential options and could provide the in-depth kind of training that students really need to get jobs and become truly entrepreneurial.

Recommendations:
1. The Advisory Committee strongly recommends taking our two-year programs (AA) to a four-year applied program (baccalaureate) format.
2. The board also recommends a rotating special topics program that fulfils the needs of a changing industry.

Steve Malott, the secretary who took the previous meeting’s minutes learned that he had misspelled the name “Wiebusch” in the previous meeting’s minutes and he will make the appropriate changes and resubmit the revised minutes at the next Advisory Board meeting, slated for Spring quarter, 2010.

Norma recommended a motion to adjourn. Dan seconds the motion. Meeting adjourned at 9:04 PM.

Respectfully submitted by Steve Malott.