Music Technology Advisory Board
Friday, May 9th, 2008
11:30 AM – 1:15 PM

Members Attending:
Paul Goldberg, Lionel Reinhart, Steve Turnridge, Julie Weibusch, Matt Fordham,
Bruce Spitz, Cody Groom, Barry Ehrich, Roger McRae, Barry Ehrlich

Meeting commenced 11:55 a.m.

A. Electronic/MIDI Production Option
B. Short Term Certificates
C. Music Theory Survey
D. Pre-requisite Models for Curricular

I. Progress Update since 4/18/08 Meeting

A. Electronic/MIDI Production Option
There has been momentum and progress in naming the program Electronic/MIDI Production Option and clear pathways designated. We now have a first year process.

B. Short Term Certificates
The Music dept. is in the process of drafting short-term certificates. Matt Fordham will draft one for his first year, it will not be 45 credits, Steve Malott will bundle his. Students will be able to test into the class.

Students assume if they got the degree they would get certificates of completion. So that students don’t just stop at the certificate stage, advising is a big part of this. It serves the community and fills a need.
We would not use the word “degree” on the certificate.
Berta Lloyd spoke about her program and that they use a diagram model for students to view their progress.

Courses can be used towards electives.

C. Music Theory Survey
A Survey form created would be specific as to how much theory a students needs. The survey would be created after talking to midi and audio- engineering contacts.
Steve Turnidge talked about using MIXX magazine, Craig Anderson does personal news, Electronic Musician to gather data. The survey draft will be created, and set up a special e-mail address or a form on line, to make a
response form (maybe use VCT student) to do this. The Music Tech committee members could then send it to their mailing list. Survey Monkey forwards the request to their mailing list.

D. Pre-requisite Models for Curricular Change
Can we build a year of prerequisites?
We need to have bundle of classes as introductory music classes.
The question arose: What about students who don’t read very well. In that case, English 101 would be a prereq.
Whatever music classes would be needed for the program to start in the fall, would be prerequisites leading to the fall entry. Matt’s concern is that by the time they get to him, there would be a 50% drop in students who wouldn’t want to go through the hoops. We can still design new classes in the beginning and we might end up with better retention.

Steve Turnridge and Bob Moses have volunteered to be the point person for the survey. Jeanette suggested Survey Monkey.

E. Program Mission Statements
Mission statements from students were distributed. The students wrote a whole lot of slogans. The dilemma is the audio vs. music. Steve T. read his mission statement with the idea that we are teaching the students about music (teaching them how to fish) and then to make or create a career in music or the music industry.

II. SCC Record Label Creation

A. Valencia Community College Model
Raul was running the record label at Valencia college. That was 5 years ago. Bruce got excited about making a label at SCC college. What would be the goal of the label?

B. Scope vs. Intent
Can it make some money? And can we make money using state equipment? It was maybe 2 years ago, when Bruce approached John Backes and Lee Lambert. The consensus was that the Administration could support such an endeavor.
Following the Dental Program model on campus. Using students and equipment to serve the community and give opportunities to the students to learn.
Discussion: How much money would we need?
How do we determine the scope?
The one in Valencia is looking for the next top pop star. It runs as a label with an A&R rep, graphics, audio engineering, and one of the main artists is the President of the College. Globally famous people. Shoreline CC would need to open up to address more than just SCC students.
The model of Berklee School of Music is that they hire professional producers, and musicians.
Meta data is important, promotion, publicity. The funding issue was on the table. Other concerns: Matt had concerns about the time line. Do we find an artist, then record, then have the release? If you make compilation artists of covers, then you get the flood of the TRIBUTE bands.

How much money do we need? We need to bring this idea to a specialist to make this happen. Someone to figure out the contract. We need a turnkey.

Is there a need to co-partner with other community colleges. We can reach out to others in the area, even approach the Foundation who will fund things that return value to the college, or the students. It encourages recruitment if it ties into enrollment. The transfer students can have an impact on a four-year bachelor of arts. Music program and the upside down degree.

SCC students can raise the quality of Evergreen College experience.

A Record Label:
What are the components? We need to apply the business model. Do we produce the golden artist? Venue performance locations Then you need an Advertisement for a consultant. RFP through Perkins, Workforce.

A club would be of interest to students. Running a record label along the lines of the Ebbtide. Students would be in a course.

You would need industry professionals to increase exposure and awareness. The way to do is that would to interface with local labels, have someone play on it and state: “Performs courtesy of “________”. Lionel Reinert used greatest hits five tracks from other labels, in the use of the tracks there was more exposure for him.

More ideas: Students could write for the The Ebbtide or it could be made into a course, promotional marketing: . You be the person to be the promotional side, of this side of things. Funkngroove they could get on a cruise ship. Steve Turnridge CD is a “My Space” success story. Target audience, Use DTF “disappearing task force”
The Question arose:
Do we as an advisory board want to continue to put energy into this?

Create committee a label owner, music distributor., 2 faculty, some students, admin, folks, to get the answer over the next 3- 6 month period. Maybe the community local resource, Sue Ennis, NARAS, Steve Turnridge know folks of local groups who may be willing to be involved for this endeavor.

**ACTION ITEM**

Create a committee and create goal
We have a motion and vote to create a steering taskforce for opportunities of a record label for SCC.

**ACTION ITEM**

Move that we have short-term certificates along the way towards getting a degree.

Other topics for consideration
The weekend seminar/webinars could help students
Leveraging with other colleges who have guest speakers
Internships and mentorships so students can have a direct experience

C. Funding and Support
   1. Small business accelerator projects
   2. SCC Foundation
   3. Administration
   4. Partnerships/Philanthropy

**III. Other Topics for Consideration ( not addressed)**

A. Weekend Seminars/Webinars
B. Internships/Mentorships
C. Student Portfolios
D. Development of Student Entry Diagnostic

**MEETING ADJOURNED: 4:30PM**