ADVISORY COMMITTEE MEETING

PROGRAM: MUSIC TECHNOLOGY PROGRAM
PLACE: MUSIC BUILDING ROOM 820
DATE: 06/10/10
TIME: 6 - 9 PM

INDUSTRY MEMBERS PRESENT
Steve Turnidge, Julie Weibusch, Roger McRea, Kathryn Anne Luster

COLLEGE PRESENT
Steve Malott, Matt Fordham, Bruce Spitz, Norma Goldstein, Jeff Kashiwa

STUDENTS PRESENT
Steven Leigh Jones, Gregory Hagstrom, Jr. Andrew Marris, Justin Wilmore

Call to Order
The meeting was called to order at 6:20 call to order by Steve Turnidge, seconded by Matt Fordham.

INTRODUCTIONS
Steve Malott introduced new Associate Faculty Member and Advisory Board member Jeff Kashiwa. Further introductions were made around the room, including the students present.

Presentation of Student Work
Students played parts of their work from spring quarter, representing classes they took with Bruce, Matt and Steve. Steve set up and Steven Jones demonstrated the work done on the film Alien. Bruce set up the song written by Greg and performed by his girlfriend. Bruce acknowledge that the student projects inform him about what students need to know/understand, and he is excited about his opportunity to continuously change and adapt to current musical trends while maintaining classical, pop, and commercial music theory, composition and changing. Matt set up Justin and Andrew’s song production and played it. Positive comments were taken from students.

Jeff Kashiwa and Steve Malott expressed an interest in changing the curriculum to cover Apple Logic rather than Digital Performer. The topic was not subjected to a vote.

Electronic/MIDI Instructor Change
Bruce asked Jeff Kashiwa to be on the Advisory Board, and since then Jeff Kashiwa has elected to take the Associate Faculty position previously held by Rai Peterson as electronic/MIDI music instructor. Jeff will also take on the responsibility for Director of Funkngroove.

Matt Fordham Resignation
Matt explained his resignation from the college to do interactive and web design, based upon financial influences and his family situation.
Norma explained that we need a full time replacement for the program and we need evidence that there is a demand for the program to continue at this level of funding. The music technology classes generate about 106 FTE’s worth of revenue (approximately one-half a million dollars). Additionally, there is information about the number of students in the program, which totals more than 700 students. Finally, 85% of those completing the degree get jobs. Norma said these are encouraging statistics, and support the need for a full-time faculty replacement for Matt Fordham.

Norma explained her strategy for filling the position: we will be seeking a full-time one-year temporary position, which will be treated as the first year of tenure. So we will need to treat the evaluation process as thought this is a tenure-track position.

The group made changes to the draft temporary position posting and asked for our input ASAP. Norma has asked this action to be competed by June 14th/15th.

NSF Grant
Steve discussed his work on the Advanced Technology Education center grant submitted to the National Science Foundation. He explained that this was a preliminary submission and that the final submission will not be due until sometime in October 2010. The grant is for three components: expanded student lab space using existing professional production studios located in the communities surrounding the schools in the five-state area including Washington, Oregon, Idaho, Alaska and Hawaii; a skills-standards assessment and testing program which places students in the appropriate lab at the appropriate time in their education; and, an on-line component used to track available lab space for students to use.

MCO Update
Matt described the Master Course Outline (MCO) process and what has happened to get them online for accreditation purposes. Most all of the Music Technology class MCO’s have been submitted to the online system and are in the process of being approved.

Electronic MIDI instructor change
Bruce discussed Jeff Kashiwa’s background and credentials regarding his position as Associate Faculty, electronic/MIDI music classes. Jeff has been an instrumentalist with the Rippingtons, a smooth jazz group active since the early 1990’s.

Music Business Option Brainstorming
Bruce Spitz talked about Barry Ehrlich and their conversation about the music business option. They want to build a model in conjunction with the business department that truly represents SCC’s commitment to music business, and not a connection with the business department that is not completely aligned with the music technology program.

Bruce described the three two-credit classes in the music tech program, their teachers and their pro’s and con’s.

Steve and Kathryn discussed how we might integrate the information and students into existing programs, (Funkngroove, Opera, etc.).
Street-teaming and social networking are important and provide a broader scope, according to Steve Turnidge. These should be included in the Music Merchandising/Music Business degree option, as well as a component of all the degree options.

Roger and Julie suggested that students use an economy and billing and accounting procedure that represents the real world, but uses SCC dollars and forces students to start and maintain business and accounting records as a part of the curriculum in each class.

Bruce Spitz adjourned the meeting at 9 pm.

Respectfully submitted by Steve Malott