Music Technology Advisory Committee Minutes
November 29, 2010
6:00 – 8:00 P.M.
Board Room, 1000 Building

Industry Members Present
Steve Turnidge, Donn Gunn, Tom Marriot, Dan Marcus, Michael Matesky, Matt Jorgenson, Allen Goldstein, Matt Fordham

College Members Present
Steve Malott, Bruce Spitz, Jim Elenteny, Barry Ehrlich, Cody Groom, Norma Goldstein, James Nixon

Student Present
Brian Cervino

Call to Order
The meeting was called to order at 6:20 by Steve Turnidge.

Introductions
Members introduced themselves to the group. Karen Demetre introduced herself last and told us of her background and extensive experience in higher education. She explained that the majority of the meeting was set-aside for the specific purpose of completing a required interview with the advisory board members as part of the five-year external program review process she was conducting as a hired consultant by the state of Washington.

Five year Program Review
Karen Demetre briefly explained the process of the Five Year Program Review. She will make a recommendation to the college after reviewing written responses to a Music Technology survey, Advisory Committee input, and a follow up meeting with the Music Technology faculty. Karen distributed a questionnaire to the group and elicited responses on various topics. The advisory board members each took a turn sharing their perspectives. The following summary reflect what was a brisk and detailed conversation by a variety of people seated around the table.

1 - Assessment of Student Learning
Karen explained the rationale for this question and reference pages 79 and 80 in the college catalogue. The difficulty of assessing students focusing on careers in the arts was discussed and Norma explained that it was an ongoing study and systems were evolving to better meet assessment objectives. Faculty members discussed techniques presently in use in classroom assessment. The difficulty of
tracking graduates who by nature pursue independent contractor status as employees presents an ongoing problem.

2 – Curriculum

- Several Industry members talked about the importance of integrating music theory with technology into the curriculum.
- Allen Goldstein encouraged the program to take another serious look at integrating multimedia into the program.
- Another suggestion was to look at sound for video games.
- Several talked about the ‘immersion’ that our students experience at Shoreline and how that was a “plus” in the student experience.
- It was stressed that we need to “Look into the future”, think globally, and put more classes online.
- Recommendations were made to pursue collaborative curriculum development with other technology areas around campus.

3 – Resources and Facilities

Karen was informed about the ‘history’ of the music building, how it was designed in the 1970’s as a traditional performance space and now has been “gerrymandered” into a music technology building that is almost totally inadequate for present day needs. The potential for expanding operations into rooms available on the lower floor of the facility were discussed and Karen urged the department to explore this option thoroughly. Safety and security of people and equipment within the building is a serious problem and has been so for well over a decade. It was uniformly agreed that something urgently needs to be done to improve the existing situation.

4 – Employment Prospects

It was discussed that most of our students are in this program for personal enrichment or with the intention of going into business independently. It is possible that the insistence of determining the success or failure of a program based almost entirely on employment statistics and program completion percentages may be doing a great disservice to the hundreds of students who have selected to participate in this program for personal enrichment purposes with no intention of pursuing a career in the music industry.

5 - Music Business Degree

After the conclusion of the five-year review research the new proposed Music Business degree was presented and new courses and objectives were outlined. The members of the advisory board were very enthusiastic about the added focus on basic business practices and agreed that the new degree and industry-focused objectives were an excellent addition to the existing program. The Advisory Committee gave unanimous permission for the Music Faculty to proceed and instigate the new music business degree as soon as possible.