Humanities Combined Advisory Committee Meeting  
**VCT Advisory Committee**  
**Performance Arts/Digital Filmmaking Committee**  
**Music Technology Committee**

**December 11, 2006 – Fall 2006**  
Room 2059, Visual Arts Center  
Monday, 2:30-4:30 p.m.

• **VCT Advisory Committee** members present: Charla Reid, Brian Earl,  
  Faculty members: Chris Simons, Dick Davis, Jim Reddin, Bruce Amstutz, Chuck Schultz,  
  Christine Shafner, Mary Bonar

• **Digital Filmmaking Committee** members present: Danielle Burd, George Riddell, Mark Trimbell,  
  John Forsen,  
  Faculty Members: Chris Fisher, Tony Doupe, Jane Winslow

• **Music Technology Committee** members present: Tim Seaton, Jeff Brock, Julie Wiebusch, Roger  
  McCrea, Allen Goldstein  
  Faculty members: Bruce Spitz, Steve Malott, Matt Fordham, Cody Groom, Sue Ennis,  
  Cynthia Grace, Jeanette Alexander

Ex Officio: Norma Goldstein, Dean of Humanities  
Berta Lloyd, Dean of Professional Technical Education

At 2:35 p.m. Norma welcomed the three advisory committees and gave an overview of this special  
meeting—to hear from committee members about the business and entrepreneurship skills needed by our  
Humanities students in the work world. She further explained that the purpose of the meeting was to build  
a class curriculum based on the business of being a performing artist and then turned the meeting over to  
Bruce Spitz, Co-chair of Music Technology, to facilitate the rest of the afternoon.

Bruce explained that through a special grant, there is money for curriculum development in a different  
way, and that it could benefit all three degree programs. The grant’s purpose was to find course content  
to share for all three professional technical programs and they evolve around the commonalities in the  
workplace.

He then explained that in all external reviews of the degree programs, the same comments were made in  
regards for the need to teach our students entrepreneurial and business skills, to fit the need for  
independent contractors in the arts fields. This class would be relevant for all three programs, the  
sections would fill, and possibilities for online development may also occur. Bruce then explained that the  
exercise would allow for industry to help develop a course with content that would allow students to be  
better hired in that industry.

Digital Filmmaking instructor Jane Winslow introduced Performing Arts/ Digital Filmmaking certificate  
programs. She felt that the commonality of skill sets - copyright, business skills, production, (pre and  
post), ultimately students will need to know how to freelance. Jane explained that while on sabbatical last  
year, it allowed her to research other programs, and that all schools have similar issues. In a technical  
arts field there seems is the need to train students to get and sustain jobs/gigs. She feels that  
interconnection of groups (in the room) will help with cross pollination.

Bruce Spitz asked, “What do the students need to know?” He explained the Music degrees. In Audio  
Recording, the need to edit, record, and manipulate. In the Electronic Music program - or MIDI – they ask  
the question of whether it should it be merged with Audio Recording. They also have a third degree in  
Performing Arts and the fourth is for Music Business majors and felt that it is weak and not as well  
organized with a mix of music courses and business courses. It is also the least enrolled.

One committee member noted that on his participation in trade shows he regularly sees four times the
number of postings of music people looking for jobs than there are music jobs actually out there.

VCT professor Christine Shafner explained the concept of the Visual Arts Center as it encompasses fine arts curriculum upstairs and downstairs is where the technical Visual Communications Technology (VCT) program is taught. Graphic Design degree options is the largest group of students, then lesser amounts of students branch into other options such as multimedia, illustration, digital photography, image production, and web design. Most VCT students will freelance. She pointed out that the curriculum does not teach the business of art.

Jane Winslow explained further the 3 certificates. One is technical and has more technical lineage of digital filmmaking, directorial, and producing. The second is Directing/Writing for the Camera, while it has some technical points, it focuses on acting, writing, directing. The third certificates is Acting for the Camera and it is mostly focused on acting for the camera and stage, as well as directing, and the technical stage. She does feel the need for strong component of how to work the business. She asks, “How do you work as an actor?” No current class bridges all three programs and answers questions about contracts and working as an artist.

Bruce then asked the industry attendees how many are connected to Film program -4, VCT- 3, Music – 5. Bruce wonders will one class work for all three degree programs? The room broke into mixed groups from each program. Bruce preferred to keep the focus on students and how to make them more employable.

Group reports:
Group 1
Themes
- Project planning - Gant charts, research leveling, documenting your work for integration.
- Ability to keep schedule, and adjust scheduling.
- Team building, what do you need, time management, maintain multiple projects - multi task.
- Consider time spent on current projects vs . next project.
- Economical with resources,
- Legal issues, digital rights, contracts, taxes, retirement planning,
- Big picture thinking, royalties, who gets what, why
- Marketing, networking, building your name.

Group 2
Themes
- Personal skills - being timely, time management, how do you learn - important. personal traits - good and bad - know them, having initiative, find your skills and then teach skills out in the work place. (presentation)

- Communication skills - interpersonal skills, pass off projects, work with others, office etiquette, communicate clearly, Show active listening, hearing something - then get it done.

- Marketing - able to understand to network, where to find jobs, write a resume, cover letter.

- Business basics - budgeting, knowing how to ask other questions to plug into budgets, contracts, freelancing, know about taxes, 1099 forms, small business structure, small proprietorship.

- Getting the gig/job- then keeping the gig. Course structure should be marketed to be more like getting gigs. Package a course with a project. Make it practical not just textbook.

Group 3
- Professional conduct - time, team player, communication -verbal and written. Overall professional conduct.
• Job Search - networking, how, who, how do you find people, and then what does it look like, handling rejection.
• How to market self, know audience, know what they look for, challenges, and what they need.
• Understand what you do well, and limitations, be confident to ask questions. Entrepreneurial spirit, define job opportunities, ways to deliver skills in innovative fashion.
• Create an experience

• Business - Technical side with legal entities, budgeting, being able to put value on your time, contracts, resume, taxation, registration. 1099 forms.

• Bringing speakers in from groups, do mock interviews, mock pitch meeting, have former students, professionals, interns, create mentorship forum.

Group 4
Start with Decision tree-Do they want to be entrepreneurial or do spec work, or do they want job in a company. See the difference in those work situations, and understand.

• Marketing, networking and sales are critical
• Contracts, negotiations clients, team,
• Copyright and public domain
• Make ethical decisions - don't create lawsuit
• Producing and marketing artists
• Working/integrating with others.
• Create project to incorporate all three groups.

Bruce then discussed the curriculum and what it may look like
• Is it a sequence of classes?
• How many credits?
• Where would this class fit in sequence of learning. Is it overview or an entry level class? Where does it fit?
• How to fit in degrees?

An industry participant identified three ideas –
(1) That the concepts are not being taught at all,
(2) That each is being taught in all three areas repeated, and
(3) Concepts are taught by individual areas and need to be, based on those areas.
He suggested not making one class with all ideas; instead, in general, come up with a class to apply where all can benefit, and focus on that.

Associate faculty member in Music, Sue Ennis, explained her classes. In MusTc 104, Survey of Music Recording/Publishing Business she starts with a self assessment and basic fundamentals of music business and royalties. It is very traditional, all you need to know about the music industry. She has received feedback from students that it has helped students - all music oriented.

In MusTc 105 - Rights and Methods in Multimedia is taught by a lawyer and most feel it should be more than 2 credits - should be five. With more credits, the class could encompass more ideas/concepts.

One industry member made the statement that students should be taught in the manner of "What you need to know when you need to know it."

One faculty pointed out that the outcomes can be put in one class, but they can also be infused across several courses. Outcomes could be identified outcomes to put in all other courses.
It was also noted the group can give so much to students. Coming in the classroom is critical. One member added that having committees involved in assessment such as having students present to the advisory boards would also be advantageous to the students.

The meeting then broke into individual Advisory Groups.

**VCT Advisory Board Meeting Minutes**  
**Monday, December 11, 2006**

**In attendance:**  
Board Members: Brian Earl, Charla Reid  
SCC Faculty and Staff: Chris Shafner, Bruce Amstutz, Jim Reddin, Mary Bonar, Chuck Schultz, Dick Davis, Chris Simons

**VCT ADVISORY COMMITTEE BREAKOUT SESSION**  
Christine Shafner facilitated the meeting with a recap discussion on the large group topics, (all attending found this large-group meeting of a large spectrum of the art/technology industry enlightening and energizing).

With low attendance from industry, the agenda items were agreed upon by all to be addressed at our next meeting. The next two meeting dates for VCT Advisory will be Prep Day at the end of winter and spring quarter, as agreed upon by all present. Those dates are March 20 and June 18, 2007. Daniela Birch was not present so we could not ask her when the end of her "chairship" will be, (and whether the meeting dates will work for her schedule as well) but we put out a query for those attending to consider a chair, and when we got no nibbles, a co-chair. Charla and Brian were somewhat interested, if they could share the responsibilities or cover for each other on some occasions.

**MUSTC Advisory Board Meeting Minutes**  
**Monday, December 11, 2006**

**In attendance:**  
Board Members: Tim Seaton, Jeff Brock, Julie Wiebusch, Allen Goldstein, Roger McCrea  
SCC Faculty and Staff: Steve Malott, Cody Groom, Bruce Spitz, Matt Fordham, Sue Ennis, Cynthia Grace, Jeanette Alexander

Bruce Spitz facilitated the meeting and discussed the reality of the deteriorating financial condition of the college and its impact on our program. Bruce presented the question of mindful cuts to our program and the impacts.

Bruce presented that the program may be forced to make reductions in cost and made a couple of suggestions for the board to consider. The primary one dealt with the future of the “MIDI Production option” as it presently exists in the program. The committee discussed the question of whether this option still warrants an existence unto itself or whether the course content should be rolled up into the existing “Digital Audio option” as a unification effort.
While no group consensus was reached, it was apparent than many different members understood and agreed that such an effort could make the program more cohesive and less fragmented while also providing avenues for cost reduction in the overall scheme. Someone suggested the very real possibility of lessening the MIDI option down to a certificate or group of certificate options.

The other major development was to elect a chairperson for the Advisory Board this year. Julie Wiebusch volunteered to continue to act as chairperson through this year and the members unanimously supported her offer. The date and time for the next meeting was established.

**Digital Filmmaking/Performance Arts**  
*Advisory Board Meeting Minutes*  
Monday, December 11, 2006

**In attendance:**  
Board Members: Danielle Burd, George Riddell, Mark Trimbell, John Forsen  
Faculty Members: Chris Fisher, Tony Doupe, Jane Winslow

After the session involving all three Advisory Committees, the Digital Filmmaking/Performance Arts group met. We explained that the Drama/Cinema/Digital Filmmaking classes are currently listed under four programs (VCT, CMU, Drama, and Cinema) in the course catalogue. This prevents students from finding the program in any logical way so we are looking to change the name of the program and put it under one, combined program. The Committee was asked for suggestions for that name. All members agreed that it should include the term "video" in the program name. The other terms discussed were "media studies," Theater vs. Drama, Film vs. Cinema. The final suggestion that the committee came up with is to call the Program "Drama/Film or Cinema--choose one/video" if that can be coded correctly by the larger state community college system. The schedule would have a note under Film or Cinema and under Video directing students to the main list under Drama.

The committee members felt the prior discussion that day of the combined advisory committees was excellent. As business leaders they supported our attempt to add courses on accounting, ethics, copyright, and other business skills for our students.

The members asked that we email them with a proposal for our Advisory Meeting date for Winter/Spring.

George Riddell from Victory Studios was voted as the new Chair of the Committee.