

**Cerritos College
Commercial Music Program
Advisory Board Minutes**

**Fall 2022 Meeting
October 20, 2022
7:00pm Zoom meeting**

Members Present:

Andrew Maz
Commercial Music Lead
Cerritos College

Sergio German
Digital Media Arts Instructor
Los Angeles Academy of Arts and Enterprise

Amilcar “PRO” Welton
Founder, CREATE.Digital Music

Robert Brown
Owner, DJ SMS

Steven Contreras
Founder, Oh That’s Filthy Entertainment

Mayra Cortez
Director, Sync
Concord Music Publishing

Lidia Lavenant
Student member

Topic:

New Certificate – Commercial Music Performance

Discussion:

The group discussed the creation of a Commercial Music Performance degree. This degree would combine applied music with commercial music technology courses. The instruments would focus on popular music and include drums, bass, guitar, keyboards, synthesizers, and voice. The idea would be to prepare students for a variety of job options ranging from being a performer in a band to being an instrument technician in a band.

Andrew explained that several CSUs, like Northridge and Cal Poly Pomona, require a performance component even though the degree is a music industry degree. This means that the student must have some ability on an instrument to participate in ensembles or other small groups. Andrew added that in the past two years two students have gone to Northridge and two others have gone to Cal Poly Pomona. He explained that Cal Poly Pomona is looking for qualified students. He also added that Arizona State University now has a commercial music program and is interested in students who can perform on an instrument and use music technology.

PRO That this is an excellent option for the program. This would also help get students into the building and start using the facilities. Sergio said that he wishes that a program like that existed when he was at Cerritos College. Robert shared the same sentiment.

Mayra suggested that the music theory component should be limited to just theory one and theory two. The idea is that most of these schools would enroll students in commercial theory and harmony, which is considerably different than traditional theory and harmony. Students would also require substantial ear training since most commercial programs require that.

Lidia shared her experience at Cal Poly Pomona with the group and said that her knowledge of both applied music and music technology aided her in her studies. She had enough experience and confidence to finish the bachelor's degree in two years instead of the typical three years. This experience allowed her to seamlessly transfer to Northridge and earn her Masters in music business.

The group discussed the process of promotion and recruitment and stressed once again that the high schools are the best source for young talent. Mayra felt that many students feel that there is only performance or education as an option for continued studies after high school. She felt that many students would be excited to have this option. Sergio said that students in his program would be interested in coming to Cerritos College if this degree was offered.

The group unanimously supports the creation of this degree. Andrew promised to work on a degree during the spring semester with the intent of offering it in Fall 2023.

The meeting concluded at 8pm.