Commercial Music Advisory Committee Minutes

November 15, 2018

1. Introductions

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| **Member** | **Title** |
| Shireen Awad | Admin Asst. II, Curriculum, Chaffey College |
| Aaron Ewing | Student, Chaffey College |
| Pauline France | Employee Communications Manager, Fender Musical Instruments, Inc. |
| Garrett Kenehan | Faculty, Commercial Music, Chaffey College |
| Tony Merrill | Company Owner and Technician, Stephen Paul Audio, Inc. |
| Sheila Malone | Faculty, Technical Theatre, Chaffey College |
| Matt Morin | Director of Adult Education and High School Partnerships, Chaffey College |
| Irene Sanchez | Student, Chaffey College |
| John Tomlinson | Studio Owner, Digital Media Solutions and Faculty, Fullerton College |

1. Curriculum
2. A.S. Degree Requirements

Garrett introduced the curriculum of the current Associate’s degree in Commercial Music for the benefit of those who are unfamiliar. Garrett explained to the advisory committee that this degree is a local degree. The committee did not request any revisions to the local degree as they believe this degree will lead to employability as standing.

1. Recording Arts Technician Certificate (in progress)

John suggested that MUSIC 6 be removed from the certificate, because it may cause an unnecessary barrier to student completion of the certificate. Both John, Tony, and Matt stated that the removal of MUSIC 6 will not hurt employability and benefits the students. Matt also pointed out that the Labor Market Information Data also supports the removal of MUSIC 6. Sheila mentioned that there are some courses in THEATRE and Broadcasting (BRDCAST) that can be cross-listed in the certificate and/or added in as course options. John also suggested that Pro Tools Curriculum should be added in the certificate. Garrett mentioned that Pro Tools content is in MUSIC-18. All committee members believed COMSTD-8 was a much-needed course especially for employability. Pauline also suggested that there be internship experiences involved. The advisory committee will discuss this more at the next meeting in Spring 2019.

The committee brainstormed various ways to revamp the certificate that matched the LMI data and what Tony, John, and Pauline as employers vouched for in terms of job opportunities and employability. The committee also used a Guided Pathways framework to make sure the courses in the certificate provided the breadth and depth of knowledge needed in least number of units possible.  The committee agreed unanimously to the following modifications: removing MUSIC-6. The committee also discussed adding a noncredit Business course (BUS 600) that if focused heavily on customer service skills, resume building, conflict resolution in the workplace, and other soft skills requested by employers. This course is under development and the committee has agreed unanimously to move forward with the below draft with or without BUS 600.

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| **Core** |
| Music 5 (4) |
| Music 16 (3) |
| Music 17 (3) |
| Music 18 (3) |
| COMSTD 8 (3) |
| Business Acumen 600 class (under development – 0 units) |

Garrett asked for a motion to approve the Certificate of Recording Arts Technician as proposed in the chart with the possibility of BUS 600 added later. Sheila motioned and Matt seconded the motion.

Voting tally

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| Member | Certificate Approval |
| Shireen Awad | Aye |
| Aaron Ewing | Aye |
| Pauline France | Aye |
| Garrett Kenehan | Aye |
| Tony Merrill | Aye |
| Sheila Malone | Aye |
| Matt Morin | Aye |
| Irene Sanchez | Aye |
| John Tomlinson | Aye |

1. Future certificate and/or course offerings?

The committee also collaborated on the below certificate as a stackable option for advancement. The committee will discuss this at the Spring 2019 advisory meeting.

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| **Core** | **Electives (Pick 2)** |
| Music 6 (4) | Theatre 44 (3) |
| Music 15 (3) | Brdcast 55 (3) |
| Music 22 (3) or Music 21 (3) or Cinema 25 (3) or Cinema 26 (3) | Brdcast 67 (3) |
| Coop Ed (1-4) | Brdcast 70 (3) |
| Work Exp (1-4) | Cinema 80 (3) |

1. Avid Learning Partner interest

Garrett shared information about Chaffey becoming an Avid Learning Partner.  This program costs $1500 / year, but comes with 25 Pro Tools licenses constantly updated, and includes licensing exams for students.  Chaffey could offer the program under its current Music 18 course with no need to do a course modification.

The group unanimously supported the idea.

1. Unique Program Components

Sheila brought up the makerspace project collaboration between Chaffey and the city of Rancho Cucamonga.  Commercial Music may want to investigate how to leverage the space and resources to provide a working music center.  This would allow Commercial Music students to interact with other artists to work on projects together. The group also discussed possibly adding components of the software program Live within the program and/or connected with the makerspace project to expand the program.

1. Other comments

None