**Commercial Music Advisory Committee Meeting**

Date: April 17, 2018

Time: 3:30pm-5:15pm

In Attendance: Dr. David Arbury (faculty/Commercial Music expert); Dr. Jonathan Patterson (faculty/Commercial Music expert); Dr. Tony Lupica (Chair); Eugene Lopez (student representative)

Not Present: Steven Alvarez (student representative); David Weitzman, Vice President of Business Development, Ole publishing, rights management and record label

Susan Dolan, Music Supervisor for Brands & Entertainment, DIG Music Supervision, SHINDIG Music and Sound

Douglas Montgomery, VP Category Management, Warner Brothers

Amber Navran, Singer/saxophonist/composer/educator, Moonchild

**Agenda:**

* **Goals for Commercial Music Program**: provide a program for transfer to four-year universities; promote innovation; creativity; mastery of Commercial Music techniques; and link ELAC CM with the Los Angeles Music Industry.
* Analyze certificates of achievement and the AA in Commercial Music Department, East LA College.
  + David suggests removing Music 242 and 271 from core of AA in CM. Music 242 may not be necessary for all CM students and Music 271 (Jazz Improvisation) may not be necessary for all CM majors.
* Program Assistant. A program assistant is a must to help facilitate the CM program, help expedite student’s projects, and monitor the CM computer lab.
* Will we offer real-world preparation? Yes. There will be overlap between CM/Pop Music/Classical/Jazz Musics.
* Students Entering CM: Often students are not ready to take our college-level courses. The entry-points and (Make it or break it!) work points for new students. Maybe we can offer introductory classes in music, basic ear-training, and notation? Maybe we can make changes to Music 321 and Music 101.
* New courses: Song Writing Workshop I & Pop Music Workshop. These courses have been written on ECD by Tony Lupica and will be presented to the Curriculum Committee soon. Eugene believes that these courses will add more interest to the program and opines that “It [The new Song Writing Workshop course] feels more accessible.” Regarding the Pop Music Workshop, Jonathan stipulates that: “At USC, the Pop Music Ensemble class is the main reason why most commercial music students are there. It allows students to perform for each other and work out their [CM] compositions.”
* Other Topics
  + We need to offer Sibelius at ELAC and taught by an Avid Certification Instructor. Sibelius is also an industry standard program used by musicians as well as Finale.
  + The committee suggested that we offer Applied Music Major in Song Writing in which students study with a composition teacher (one-on-one) and then perform their songs in the Pop Music Workshop and in the Song Writing Workshop.
  + The committee suggested that we offer Applied Music Major in Music Tech as this will help secure employment in the CM Industry and help entrepreneurs in developing their own business.
  + Develop a new Music 101 class that is more appropriate to Commercial Music and offers more special skills to beginning students. The purpose: to by-past Music 101 and go straight into Music 200.
  + The suggestion was made that our Music 321 include some pop music with chords and modern progressions. This will help motivate our new students, especially those who don’t have much interest in traditional piano repertoire.
  + ELAC should offer a Combo Class Workshop/Ensemble in order to work closely with coaches in CM music.
  + Offer Music 261 Electronic Music Workshop “Music Technology Workshop I” (sequencing, Logic, putting your songs on iTunes)
  + Offer Music 291 Music Production for Multimedia

Maybe we can offer Latin Band in the future as this will be of special interest to our community at ELAC.

* Conclusions:
* David will look at certificates: Notation & Music Technology; Jonathan will study degree and other certificates.

Meeting adjourns at 5:15 pm. Next meeting on Wednesday, May 2, 2018 at 3:30pm.