

**Commercial Music
Advisory Committee Minutes
Mar 15, 2021
7:30-9:00pm**

Committee Membership

Name	Industry Role	Current Voting Member?	In Attendance
John Gordon	Product Marketing Specialist, Extron Electronics, Member AES, CAS, SMPTE	Y	Y
Dan Burdett	Business Owner, Systems Integration, FOH/Mon/Studio Engineer	Y	Y
John Tomlinson	Owner Digital Media Solutions, Post Video & Audio, Mixing/Mastering Engineer, Instructor	Y	Y
Lana Negrete	Owner Santa Monica Music Center & Culver City Music / Founder Outreach Through the Arts	Y	Y
Brian Seagrave	Former Chairman, AES, Los Angeles	Y	N
Chris Jimenez	VAPA/CTE /EdTech Mentor, Industry Arts Academy Workman High School	Y	N
Matthew Kallen	Chief Engineer - Smart Post Sound, Member AES/NARAS	Y	Y
Sable Cantus	Professional musician, Podcaster, Technical trainer, Member AES	N	Y
Joe Barrera	President, Bar Scoring Productions	N	Y
Peter Gend	Associate Dean, Arts, Mt SAC	N	Y
Doc Goldstein	Former Vice President of Post Production Engineering, Sound Services, NBCUniversal	N	Y
Dana Parker	Music Producer and studio owner D. R. Parker Productions, Member AES	N	N
Chris Rodriguez	Manager, Technical Services Engineering, Mt SAC	N	N
Joe Melody	President, Smart Post Sound	N	Y

Hapa Perdue	Owner, Hapa World	N	Y
DJ Alverson	Music Department Faculty, Mt SAC	N	Y
Mark Lowentrout	Mt SAC Arts Division Dean	N	Y
Tiffany Kuo	Music Department Faculty, Mt SAC	N	Y
Nathan Tharp	Music Professor, Mt SAC, Committee Chair	N	Y
Julio Avila	Lab Technician, Audio Arts	N	Y
Phil Mantione	Music Professor, Mt SAC	N	Y
Max Foreman	Music Professor, Mt SAC	N	N
Viviana McBroom	Student Assistant, Audio Arts	N	Y
Justa Hoang	Student Assistant- Audio Arts, CHASS Student. Music Performance Major, UC Riverside	N	Y

Meeting Outline, Minutes, and Action Items

Item	Discussion	Outcome/Action Needed
Welcome and introduction	Attendee introduction Purpose of committee: <ul style="list-style-type: none"> ● Identify specific skills, knowledge and student attitudes that should be included in the program ● Assist the College and department in evaluating the effectiveness of the program and the preparedness of the graduates ● Assist the program in providing work experience, internships, and employment opportunities ● Provide up-to-date information related to emerging business and industry trends ● Assist in the modification and revitalization of existing programs as the needs of industry change ● Recommend changes in facilities, equipment, materials, and staffing ● Assist in marketing the program and recruiting students 	None
Approval of minutes	No previous minutes	n/a
Committee chair report	SWP funding for Commercial Music program approved. <ul style="list-style-type: none"> ● \$21,000 curriculum development and program launch efforts ● \$115,000 for equipment and technology ● \$5,000 for professional development Curriculum will draw from Audio Arts, Music, and new courses. <ul style="list-style-type: none"> ● Part Audio Arts ● Part Music 	
Advisory-driven program improvements to	None yet- this was the first meeting.	
Advisory input		

	Recommendation(s)	Actions			
	Develop a Commercial Music program using Audio Arts, Music, and new courses.				
	Create a specific music theory class geared towards commercial music; elements of music -> commercial music				
	Develop remixing skills				
	Students should learn to create sample packs, synthesis, beats				
	Cover Commercial Music marketing/entrepreneurship skills				
	Develop Futuristic, Electronic, DJ, Acoustic specific ensembles				
	Focus on and distinguish performance, DJing, and controllerism				
Donations and contributions	Richard Shepard has donated a Tama drumset and percussion rack.				
Alumni input	No current alumni				
Work experience opportunities:	None to report on at this time.				
Externship opportunities:	None to report on at this time.				
Employer presence at Mt SAC	None to report on at this time.				
Program success data	None to report on at this time. First graduates anticipated in Spring 2024. For the future: <table border="1" data-bbox="382 1432 1289 1500" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;"></td> <td style="width: 33%; text-align: center;">2019-20</td> <td style="width: 33%; text-align: center;">2020-21</td> </tr> </table>			2019-20	2020-21
	2019-20	2020-21			

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Summary of current and projected employment outlook	The Centers of Excellence Labor Market Supply and Demand Table from Fall 2016 projects an undersupply of graduates in audio technology-related occupations. This report included all regional colleges and related occupational codes and can be found at: http://coecc.net/Supply-and-Demand.aspx .										
2-year requisite review (½ of courses must be reviewed each year. Due May 15)	First courses are anticipated to be due for review Spring 2022.										
4-year curriculum review (Due May 15)	First curriculum review anticipated to be due Spring 2025.										
Documentation of program needs	<p>There are needs for the following</p> <ul style="list-style-type: none"> • Staffing: Program coordinator needed for recruitment, articulation, student success, and placement; student tutors needed for student success • Equipment: additional equipment needed and access to equipment for students needs to be better • Facilities: location for lab technician and equipment checkout and equipment storage needs to be found • Student success: we need to do a better job of assessing outcomes throughout the program, providing online educational resources • Student placement: we need to establish in internships and 										

	job placement opportunities	
Tour of facilities	Spring 2022	
Future meetings	Spring 2022	