



Commercial Music Advisory Committee Agenda/Minutes

Wednesday, September 20th, 2017
 PA 114
 Time – (8:00pm-9:30pm)

Type of Meeting: Commercial Music Advisory Committee

Note Taker: Gary Heaton-Smith

Please Review/Bring: Agenda, MUSC Catalog Listing, Marching Arts Certificate Outline (provided)

Committee Members:

- Nathan (Nate) Dillon, Performing Arts Department Chair/Commercial Music Faculty
- Gary Heaton-Smith, Commercial Music Coordinator/Music Faculty
- Jeffrey Bretz, Commercial Music Faculty, Musician
- Michael McCully, Commercial Music Faculty
- Peggy Martindale, Assistant Technical Director LPAC
- Erika Newman, Palmdale Playhouse Technician
- Travis Squier, Live Sound Engineer
- Mel Booker, Mel Booker Music
- Paula Ramirez, Hendricks Music/AVC Student
- Evan Mardirossian, AVC Audio Engineer and Freelance Engineer
- Clifford Leighton, AVC Technical Director
- Jim Reddish, Rosemond High School Band Director

Items	Person	Action
I. Approval of Previous Minutes of (Date).	All	Approved
II. Old Business	<i>Nate Dillon</i>	<p><u>Issues Discussed:</u></p> <p>Outreach: Nate spoke about his involvement with College Week. Enrollment has improved because flyers were handed out. Every 3rd Thursday, a different commercial music group will play somewhere on campus. This was arranged with Dr. Jill Zimmerman. Michael spoke about how being involved on campus allows students not in the music program to be involved in the ensembles. Nate spoke about how adding live music adds to the culture of the campus. Michael spoke about the inclusion of publishing and distribution in the Music Industry (Gary Gregg) class. Spoke about contacting high schools about outreach, but it's difficult to do because the commercial music faculty are adjuncts and there is no additional funding.</p> <p>Fulltime Faculty Position: Has not happened. Questions about differences between MUS and MUSC were addressed.</p> <p>New level of Live Sound: We need a new level of live sound to be able to teach both analog and digital live sound. Michael recommended making it part of the Level 2 Certificate. Travis spoke about how the use of a textbook in digital live sound reinforcement is impossible because by the time the book is published, the technology has changed. Travis</p>

		<p>identified that analog live sound reinforcement cannot be eliminated. Cliff mentioned allowing some of the classes come to the PAT to use their equipment. Paula recommended allowing Test Flight and Beginning Rock Band come to rehearse at the PAT.</p> <p>Facility and Equipment needs: APL is no longer available for the Studio Production Class. Nate mentioned that we are getting newer computers, better keyboards, updating our software, and getting lab access. It was mentioned that these major changes take time and interdepartmental collaboration. Cliff asked if there is discussion about moving these labs to the new building. Nate said that it is last to be worked on the Facilities Master Plan. Michael mentioned the touring recording rig.</p> <p>Classes on contract protection: We should speak to Gary Gregg about how detailed we go into this in Music Industry course.</p> <p>Actions Taken: N/A</p> <p>Follow Up Items: N/A</p>
<p>III. Commercial Music AA</p>	<p>Nate Dillon</p>	<p>Issues Discussed: <i>Michael: Is there a need? Nate: By adding a few extra courses, students can receive an AA. Michael brought up that it might not be as simple as it seems. Paula mentioned the large amounts of GE required for the AA. Michael brought up it might affect the funding the MUSC Certificate Program. If the AA stays local, no changes to the equivalency requirement for instructors will be made. Evan brought up the value of the AA. Nate asked who would be picked between an AA and Certificate employable graduate; Cliff and Evan said "AA." Peggy and Paula mentioned the GE distraction. Evan said the additional general skills adopted in the AA program is essential to being employable. Evan mentioned the importance of advising/counseling. Mel mentioned that employability is about "hustle and grind" and the AA may be independent from that. Bottom line: the person who knows what they are doing is going to get hired. Travis said that many students don't know what they want to do when they first start college; in this case, the AA would be beneficial. Discussion of Perkins Funding and the AA; it was clarified that it should not impact Perkins Funding. Erika said that she would hire an AA student because of the diverse skill set. Nate mentioned adding a few requirements for the AA program including Applied Music (2 semesters). Michael mentioned adding a Business Law course requirement. Cliff mentioned adding an Entertainment Law course to the campus. Paula mentioned the limitations of the Applied Faculty for MUSC students. Gary clarified that the addition of MUSC Applied Music would likely mean additional staffing.</i></p> <p>Action Taken:</p>

		<p>AA approved unanimously (12/12)</p> <p>Follow Up Items: Nate is creating AA.</p>
IV. Marching Arts Certificate	Gary Heaton-Smith	<p>Issues Discussed: Gary introduced the Marching Arts Certificate. Jim mentioned his experience with the Marching Marauders and the challenges faced. Jim and Evan both spoke about how important a marching outlet is for the community.</p> <p>Action Taken: Marching Arts Certificate and AA approved unanimously (12/12)</p> <p>Follow Up Items: Gary is creating the program and AA</p>
V. Perkins Fund Request	Nate Dillon	<p>Issues Discussed: Michael explains Perkins Funding to committee. Nate mentioned the Perkins Funding would be to begin the Marching Arts Technician Certificate/AA and expand the MUSC Certificate/AA.</p> <p>Action Taken: Apply for Perkins Fund: approved unanimously (12/12)</p> <p>Follow Up Items: Gary will apply for Perkins Funds to begin the Marching Arts Technician Certificate/AA and expand the MUSC Certificate/AA.</p>
Other Recommendations	Nate Dillon	<p>Issues Discussed: Jim mentioned asking AVC Foundation, ASO, and Student Equity for funding. Mel recommended a "call list" for MUSC students (development of online system). Peggy mentioned that some students are apathetic and we need to find a way to get them fired up. Mention of a specialty advisor/counselor. Cliff mentioned getting some digital interfaces (Yamaha LS9-32). Cliff would like Live Sound Reinforcement students to work in the PAT (Paula mentioned developing an internship). Cliff mentioned building a work study program for Live Sound Reinforcement.</p> <p>Action Taken: N/A</p> <p>Follow Up Items: N/A</p>
NEXT MEETING DATE: (Date)		N/A