

# SHORELINE COMMUNITY COLLEGE

## ADVISORY COMMITTEE MEETING

ADVISORY COMMITTEE: Music Technology		
MEETING DATE: 3/8/2024	TIME: 4-5:30p	LOCATION: 815 and zoom
NAME OF CHAIRPERSON: Don Gunn		
NAME OF RECORDER/SECRETARY: M. Bonar		
<p>AGENDA:</p> <p><b>Greetings and Introductions</b> (Don Gunn)</p> <ul style="list-style-type: none"><li>• Approve Minutes from October 19 meeting</li></ul> <p><b>Department Update</b> (Jeff Kashiwa and Matt Jorgensen)</p> <ul style="list-style-type: none"><li>• Music Tech students collaborating with Drama dept on The Crucible</li><li>• Video Game Audio Expo: Friday, March 15 @ Noon (room 858)</li><li>• Music Ensemble performances: Friday, March 15 @ Noon (room 818)</li><li>• Synth Expo: Monday, March 18 @ 3:30pm</li></ul> <p><b>Update on Certificates / Degrees</b> (Jeff Kashiwa and Matt Jorgensen)</p> <ul style="list-style-type: none"><li>• See page 2 for descriptions</li><li>• Discussion with committee members</li></ul> <p><b>Campus Update</b> (Nancy Dick)</p> <p><b>Discussion: Women In Technology Day @ Shoreline CC</b> (Committee)</p> <p><b>Industry Updates</b> (Committee)</p> <p><b>Portfolio Show / Next Meeting:</b> Friday, June 7</p> <p><b>Wrap-Up</b></p>		
<p>MEMBERS PRESENT: Don Gunn, Joel Yarger, Catherine Joy, Dave Dysart, Morgan Hodge</p> <p>SCC FACULTY/STAFF PRESENT: Matt Jorgensen, Jeff Kashiwa, Jisa Kang, Nancy Dick,</p>		

- 1. TOPIC: Review/Accept Minutes of Previous Meeting**  
**Minutes approved from October 2023 without modifications – Approved!**

## **2. TOPIC:**

### **Department Update** (Jeff Kashiwa and Matt Jorgensen)

As a result of program review, examples of integrating workplace situations with instruction.

1. MUSTC 272 – worked with Drama Production Crucible and created compositions and music elements.
2. Required live recording for multitrack class and working with clients, client and student based in studio.
3. Live recording, chamber and concert band, ensemble and live performance for Jazz.

**ACTION NEEDED:** Continued partnering on campus.

## **3. TOPIC: Update on Certificates / Degrees** (Jeff Kashiwa and Matt Jorgensen)

- Review of Foundation of Electronic Music – short term certificate, 15 credits. Certificate is a gateway into Electronic music production degree. No longer offer some classes, and coursework migrated to other classes, and one class not required. Adding synthesizer and sampling class.  
Discussion: Muse core v. Sibelius notation software (analog pencil and paper still important!) moved to other courses. Sibelius still important with Avid.  
Acoustics of Music – covers waveforms, acoustics, reverb, etc. essence of frequency, sound.
- Program Learning outcomes – need to move forward as part of accreditation process-They were rewritten in Spring 2023, and reviewed, discussed and approved with committee. Matt would like to make small change reflected in 'music business' instead of independent record label – more appropriate and accessible.

### **ACTION NEEDED:**

Discussion, comments, and questions – approved changes to certificates and outcomes.

**SEE below for details to course and outcome changes.**

## **4. TOPIC: Campus Update** (Nancy Dick)

Campus enrollments up – 6% winter - mustc enrollments up 30% due to offering winter starts to continue to make progress on their coursework.

Accreditation - campus has required some work around outcomes. Site visit April 18-19. All of campus has made changes to reflect their work in regard to student equity, recruitment, budget, curriculum revisions.

## **5. TOPIC: Proposal of 'Women In Technology Day @ Shoreline CC'** – as a part to

increase recruitment of women and unrepresented minorities

What should it look like, who should come, what should be presented??

Rachel Field (advisory member) may be interested in presenting, Women's Audio Mission, etc., younger, women producer would be good, Tori Lense, life story vs hands on demo, mixer, information, recruitment?

**ACTION NEEDED:** Please send your names of contacts, presenters, ideas to Matt/Jeff.

**6. TOPIC: Industry Updates** (Committee)

A couple of students are full time in live sound and live sound is good market for our graduates.

Good time in industry now, a little slow down post covid but still busy. Even with big acts on the road, tours, studios are still in house and busy.

**Trends:**

LA - Strikes were tough on industry – studios are holding off on new content/projects. Ifse negotiations just started. Still a little slow. April or May may be closer to normal.

Apple TV Warner Bros is producing and spending money on music, tax credits are in play for scoring.

Game Industry – brutal layoffs in some studios not always in the news - losing funding, But Studio 343 has greenlit several projects. Participating local and female artists. Regrouping may occur and help. Case by Case.

Support for layoffs in other studios, AI voice production is happening – voices transitioning languages with recordings.

AI studio – industry over hired during covid, last for 2-3 years, cost of production has gone up, can't afford to be in production for 7 years. The COST of labor and willing to invest has hit publishers.

Mixing – busy, doing okay.

Adjourned 505pm.

**NEXT MEETING DATE: Portfolio Show / Next Meeting: Friday, June 7 1-3 pm**  
**TIME: 4pm LOCATION: 820**

**AGENDA ITEMS FOR NEXT MEETING**

1. Student Portfolio Show with advisory members!

## Updating the Foundations of Electronic Music Certificate

### Current Program requirements:

MUSTC 151 – Intro to Music Technology  
MUSTC 152 – MIDI Sequencing 1  
MUSTC 153 – MIDI Sequencing 2  
MUSTC 163 – MIDI Drum Programming  
MUSTC 106 – Acoustics of Music  
MUSC 139 – Music Notation Software

### Proposed New Program Requirements

MUSTC 151 – Intro to Music Technology  
MUSTC 152 – MIDI Sequencing 1  
MUSTC 153 – MIDI Sequencing 2  
MUSTC 163 – MIDI Drum Programming  
MUSTC 154 – Synthesizers: Modular & FM  
MUSTC 155 – Synthesizers: Sampling

### What is being removed:

MUSC 139 – Music Notation Software (We no longer offer this course)  
MUSTC 106 – Acoustics of Music (While important, not a proper alignment for this discipline compared to other courses that are missing)

### What is being added:

MUSTC 154 – Synthesizers: Modular & FM  
MUSTC 155 – Synthesizers: Sampling

*These courses are both included in our Electronic Music Production degree and are a natural fit for this certificate. Material covered in these courses are essential for music created on computers.*

### Change of total credits:

Currently the certificate is 15 credits, it will become 14 credits.

### Marketing of this Certificate, offered both as Online and Hybrid

Enrollment in Music Technology is increasing and this Certificate has the opportunity to be a gateway into our program. Additionally, this certificate can be offered 100% online reaching a larger student population.

## PROGRAM LEARNING OUTCOMES

### Audio Engineering

#### Proposed New Outcomes

- Create audio recordings that demonstrate knowledge of audio production required to produce commercially viable audio recordings.
- Create radio commercials that demonstrate skill in the production of narrative audio, radio commercials as well as educational and instructional industrial products.
- Create and edit audio for existing video and film.
- Produce a musical piece demonstrating knowledge of MIDI (Musical Instrument Digital Interface) technology and digital audio technology through quantization and editing.
- Apply the basic principles of music theory in audio productions.

### Electronic Music Production

#### Proposed New Outcomes

- Produce a musical portfolio showcasing use of sampled instruments, synthesizers, and MIDI sequencing.

- Compose a musical piece that demonstrates knowledge of music theory.
- Produce a musical portfolio that demonstrates basic principles of audio production, recording, and editing using a DAW (Digital Audio Workstation).

## **Music Business**

### **Proposed New Outcomes:**

- Develop a marketing strategy that demonstrates the principles of marketing and salesmanship for an independent record label a music business.
- Explain the principles of music licensing, royalty collection, copyright registration and ownership.
- Apply math skills and accounting principles to create a marketing strategy for music merchandising.
- Apply the basic principles of music theory in audio productions.