**Music Department**

**Perkins Meeting Minutes**

Fine, Performing, and Communication Arts Division, Fresno City College

Thursday, May 17, 2018 online

**Committee Members Present:**

Larry Honda, Nye Morton, Eric Sherbon, Kevin Cooper, Mike Dana, Chris Brady, Amber Balakian

**Perkins Presentation, Discussion and Approval:**

* A new Music Industry Entrepreneurship Certificate of Achievement was discussed, and questions were asked, in which members answered via an online survey. Below are the findings which showed the need for the certificate in the industry.

**Questions and Findings:**

**What are some of the pressing needs apparent in the Central Valley music industry?**

* We need students who have solid skills in live sound and recording studio engineering, as well as solid performance, business, and entrepreneurial skills. In support of all that, it is necessary to have access to facilities and equipment designed to handle ensembles of all sizes, indoors or out.
* There is a need for sound engineers for recording and sound reinforcement. Also a need for producers, agents, promotion, advertising, artist management.
* With only two exceptions I'm aware of, the commercial music "industry" in Fresno is a bunch of one man shops. Obviously all the owners are entrepreneurs. At this point, that's pretty much the only path to employment in commercial music. On the technical side, the student needs to become proficient with all the tools of the studio and/or sound reinforcement, in as many different environments as possible. This can be done with classwork, workshops, field trips, internships, etc.
* Strange as it may seem, knowledge of music is often not as important, but it may help keep a client. Another item not always obvious is knowledge of correct English usage (thinking now of advertising clients). Proficiency in other languages can also be useful. One thing NEVER to forget: this is a SERVICE INDUSTRY. The better one can work with others, the easier the gig will be.

**What skills do music students need in order to successfully transition into the workforce?**

* Skills in performance, music reading, music business, music technologies, communication skills, writing skills, music composition.

What are skills that you see as lacking in recent music graduates?

* Knowledge of the music business and how to manage a music career. How to obtain and/or create jobs.

What are some of the needs (resources, talent, etc.) in your organization?

* Increased opportunities for students to work in live sound and recording session environments. Increased visibility of the program. Access to guest speakers, workshops, hands-on training sessions.
* Needs include up-to-date recording facilities and equipment. Curriculum additions would be increased levels of recording engineering and also a song-writing course.

**In what respect is entrepreneurship an important factor for music students looking to create jobs in the community?**

* Very important (3 responses)

**Do you see this new certificate as a benefit for students, and the creation of new jobs?**

* Yes (3 responses)

**Do you have any suggestions of ways to increase the visibility of this new certificate?**

* This certificate should be promoted by instructors of all music courses leading to the commercial music degree.
* Perhaps we could feature an event or concert with participating students and a guest artist or two. It might be innovative to have the ticket for the venue include an internet link where a bonus mixed and engineered recording (either live or studio?) by the participants could be downloaded.

*Faculty thanked all of the members for attending and helping to shape our programs so that they can remain relevant to the needs of music and organizations in our city. Our goal is to contribute to the success of our students by giving them the skills to contribute to the success in the industry.*