

9/27/18

Commercial Music Advisory Committee

Anthony Fesmire

FT Prof Music

Steve Kelly

Broadcast Radio Consultant

Juan Espino

Razor Jay – Performing Artist

Jason Powell

Palm Springs High School Music Teacher

Scott Smith

Adjunct Music Instructor, COD

Mark Lodovico

Manager and Booking Agent, Vicky's of Santa Fe

Dr. Fesmire introduced the basics of the current programs. AA-T, Digital Music Certificate, and Musical Theater Certificate. He described the proposed curriculum: The faculty are proposing a basic certificate that stacks with a more advanced certificate. A student completing an advanced certificate can decide to complete a general education track and then have an AA. He walked the group through the basic certificate and what skills/outcomes go along with it.

He then described the advanced certificate. He also pointed out the description of the current classes.

The group asked about whether the marketing class or the entrepreneurship class should be in the basic certificate. Juan Espino, who is a performer, thought that the entrepreneurship class should be in the basic certificate. The other members agreed.

Steve Kelly pointed out that social media is an important part of both the entrepreneurship and marketing classes.

Juan wondered if the theory classes are absolutely essential to a work skills program. Dr. Fesmire explained that the courses culminate in compositional projects that currently focus on traditional styles but with future classes will give students the option of applying what they have learned in the classes toward contemporary music. Juan agreed that a contemporary capstone project would be a great option for performers. Steve mention the importance of traditional styles in video game composition.

Jason asked about the visual aspect and wondered about whether lighting boards and that skill set would be necessary for this type of job.

Jason asked for more information about work experience.

Steve said that students need to learn how to not only record themselves but other artists.

Jason said the transition between high schools and COD's proposed program is seamless and fabulous.

The summary of the group's advice was to swap the entrepreneurship class with the marketing class.