

**Cerritos College
Commercial Music Program
Advisory Board Minutes**

**Fall 2021 Meeting
November 18, 2021
7:00pm Zoom meeting**

Members Present:

Andrew Maz
Commercial Music Lead
Cerritos College

Sergio German
Digital Media Arts Instructor
Los Angeles Academy of Arts and Enterprise

Amilcar “PRO” Welton
Founder, CREATE.Digital Music

Robert Brown
Owner, VYBE Productions

Steven Contreras
Founder, Oh That’s Filthy Entertainment

Mayra Cortez
Director, Sync
Concord Music Publishing

Lidia Lavenant
Student member

Topic:

New Certificate – Computer Music Performance

Discussion:

Andrew proposed a new Certificate for the program that centers around Ableton Live. To make the certificate more than just learning to use the software, Andrew has designed the certificate to include business skills. The certificate would train students to operate Ableton Live as a solo performer, but also as a performer and technician in a band.

Robert Brown stated that the DJ industry is shifting and DJs must now know how to operate with band and provide backing tracks. They must know how to configure tracks provided by the band and be savvy enough to configure their own computer systems and connect to a PA system.

Mayra added that several of the bands she has worked with now have someone running backing tracks. She said that these systems are often complicated because they must build a duplicate system in case the first one fails during a live performance. These users must be musical and technical.

PRO suggested that it would be wise to add live sound skills in case these students would need to double up on duties. It would also be helpful to them to understand how their systems must connect to a venue's system. He recommended that since the program already has a live sound course, it should be added to the certificate.

Steven suggested that the Music Entrepreneurship course be included in the sequence. He felt that students are going to have to search for and create opportunities for employment with these skills. He felt that there are many bands who do not realize that they would benefit from having someone running their backing tracks. Students need to know how to market and present themselves and professionals with services that can benefit others.

Sergio suggested that certificate be designed so that it could be completed in one year if possible. Andrew said that the two proposed Ableton courses could be offered in the summer along with the live sound class. He added that summer might be good since the courses would be more intense since the classes meet several days a week.

The group felt that the new certificate could bring new energy to the program since Ableton Live is extremely popular with younger students and this could attract those students to the program. Robert added that students interested in urban music might also be attracted to the program.

Mayra asked if there was Ableton certification available. Andrew explained that Ableton is very selective about certification and only certifies instructors. However, his relationship with Ableton might allow the program to have one of their certified instructors teach the class or at least advise on the curriculum and assignments and projects.

PRO asked about dedicated hardware for student use. He was concerned about low-income students and their access to equipment. Andrew stated he requested Perkins funding to purchase 10 Ableton controllers for the new lab and well as 25 licenses of version 11 of Ableton Live. He added that Ableton now offers a 90-day full-functioning demo of their software and that Ableton can extend the demo to 120 days for students if necessary.

The group recommended that Andrew continue working on the certificate and send it to curriculum to be added to the program.

The meeting ended at 8:30pm.