

Commercial Music Advisory Board Fall 2017 Meeting

Advisory Board Minutes
October 11, 2017
07:00pm – 08:00pm
Cerritos College Campus

Members Present:

Barry Rudolph
Instructor at Musician's Institute, Hollywood, CA

Amilcar "PRO" Welton
CEO CREATE.Management Firm

Benjamin Maas
President Fifth Circle Audio

Patrick Killianey
Network Applications Engineer
Yamaha Professional Audio Division

Marcel Mauceri
Technical Sales Specialist | NUAGE
Steinberg | Yamaha

Javad Butah
Brand Manager/SouthWest Ableton Inc.

Agenda:

1. Emerging technologies and student training
2. Additional courses needed
3. Importance of industry certification

Discussion:

1. Emerging technologies and student training

Ben stressed the importance that program teach students current and new technologies in their courses. Understanding digital consoles is essential in live sound production as well as digital audio routing. Javad added that several of Ableton user have informed him that the work they do with artists goes beyond producing sounds. These users must assist artists with their computer systems and be able to handle computer issues in stressful situations. Ben added that the primary quality he looks in new hires is their ability to problem solve. Patrick and Marcel stated that Yamaha has made a full commitment to the Dante audio networking platform and that many other companies are doing so as well. They both feel that Dante Certification will be essential for students seeing employment. Barry mentioned that students need to have a deep understanding of computer systems. These days studios want engineers that can fix and maintain computers as well as use them. Amilcar added that several of the artists he represents are looking for assistants that can not only use the software but can also service the computers and recording technology.

2. Additional courses needed

At the very least, the committee suggested a course that focuses on audio technologies such as computer maintenance and troubleshooting. They also suggested adding audio networking to the curriculum. Students do not need to be networking engineers, but they need to understand the basics of wiring a network and how switches work. While Dante is the fastest growing audio networking platform, Patrick suggested that students be made aware of other protocols such as AVB. They all are the same fundamentally, but it is important to understand the differences. Patrick offered a series of YouTube videos that cover the essentials of audio networking that he produced to the program. Ben stressed again that troubleshooting is critical. He said that students should be put in scenarios where nothing works and they have a time limit to fix the problem. Barry suggested that the students take computer courses that focus on hardware and operating systems if they exist on campus. Patrick added that many computer courses offered by IT programs focus on enterprise systems and networks and might be too advanced for what students need for entry-level audio technician positions.

3. Importance of industry certification

Marcel stated that industry certification is important but it depends on the certification. While many programs focus on offering Avid Pro Tools certification, it is not enough for employment, according to Ben. Barry added that the Avid Certified Systems Engineer might be more useful since that it is a technical certification and shows that students can service Pro Tools systems and hardware. Marcel said that the Certified Technology Specialist (CTS) certification offered by Avixa (formerly InfoComm) is recognized by companies such as Crestron, Extron, AMX, and other A/V companies. Patrick added that the Dante Certification is free and can be completed online. He recommended that the school encourage students to earn at least the Level 1

certification. Barry suggested that any new courses created include Dante so that students can successfully earn the certificate. Marcel pointed out that Yamaha recognizes the CTS and Dante certifications when considering candidates.

In closing the committee supports adding computer system and audio networking to the existing programs at the College. The committee cautioned against using traditional courses since they are not focused on the specific needs of audio production.