Audio Technology
Advisory Committee Agenda
April 11, 2017
2:00-4:00 pm
Arts Division Dean's Office

Committee Membership

Name	Role	In Attendance
Justin Asher	Director of Audio Production, Squawk 1200	Yes
John Gordon	Product Marketing Specialist, Extron Electronics,, Member AES, CAS, SMPTE	Yes
Sable Cantus	Professional musician, Podcaster, Technical trainer, Member AES	Yes
Joe Barrera	President, Bar Scoring Productions	No
Chris Rodriguez	Manager, Technical Services Engineering, Mt SAC	Yes
Josh Friedman	Owner, Composer, Film Maker, Photographer, One Zero Digital Media	No
River Rodriguez	Computer Science and Music student, Mt SAC	Yes
Bobby Bates	Business Professor, Mt SAC	No
Sue Long	Division Dean	Yes
Mark Lowentrout	Division Associate Dean	Yes
Tiffany Kuo	Music Department Chair, Mt SAC	Yes
Ana Turcios	Counselor for Music, Mt SAC	No
Josh Colindres	President, SONA Music Club, Mt SAC	No
Nathan Tharp	Music Professor, Mt SAC, Committee Chair	Yes

Meeting Outline, Minutes, and Action Items

Item	Discussion	Outcome/Action Needed
Welcome and introduction	All attendees introduced themselves and shared about their experience and roles. Nate introduced the purpose and RATIONALE for the program and the basic plan. The program would provides students with skills necessary for employment in audio-related positions in a variety of industries, including music, film, TV, radio, animation, gaming, theater, events, motion graphics, industrial installations, and integrated systems. The audio production and post-production industry is a quickly growing field. The Centers of Excellence Labor Market Supply and Demand Table from Fall 2016 projects an undersupply of graduates in audio technology related occupations. In Los Angeles and Orange County, there are anticipated to be 1634 annual openings in audio-related fields and only 58 graduates per year being produced. In addition, this program is supported and being funded by $544,000 from the Chancellor's Office Strong Workforce initiative. The plan is posted at: https://goo.gl/IAZ0XQ	None
Committee chair	Nate explained how the purpose of the committee was to ensure that our CTE programs meet the needs of the workplace. The college seeks assistance from the committee in identifying the skills and knowledge our students need to obtain, evaluating program effectiveness, providing workplace opportunities, understanding emerging trends in the industry, modifying the program as industry needs change, recommending resources, and marketing the program.	None
Approval of minutes	Approval in process	None
Advisory-driven program improvements to date	Curriculum modifications: Since this was the first meeting of the committee, there were no previous advisory-driven modifications.	None
Donations and contributions	Nate shared that there was ~$500,000 ($546,200 in actuality) in funds from the chancellor's office via the Strong Workforce initiative. These funds will provide for equipment, facilities improvements, and initial staffing to get the program launched.	The first round of year 1 equipment to be purchased.
Advisory input		

Topic	Recommendation(s)	Actions
Duration of program: There was lengthy discussion regarding concern that we may be attempting to move students through the	That students be given as much hand-on experience as possible.	We will include labs in all skills-building courses. We will offer a work-based learning elective.

	program too quickly and they wouldn't get enough hands-on experience. It was countered that our program can only be a certain amount of units and time and that the push from the state is to shorten the time to completion.		
	Live sound: There was specific concern around live sound production and how students can get experience.	That we make use of existing resources and activities on campus, such as radio, film, sports, theater, etc.	We will incorporate strategies for teaching live audio into our facilities, equipment, and pedagogy plans and collaborate with other department and programs on campus.
	Program scope: the bulk of the discussion was about how much can be covered in an certificate of program. Do we cover just fundamentals or specialize in live audio, engineering, recording, manufacturing? If students are learning everything, they may not get enough specific skills for one particular area. It was shared that the goal of the program is to provide students a background that can apply to many fields. We all agreed there was a fundamental set of skills that was needed regardless of specific area of focus.	That we offer core courses that cover the fundamentals and electives that cover more specialised skills.	We will incorporate fundamental skills into core courses and more specialized skills into electives.
	Student interest: It was shared that students want to explore different topics in the beginning and then specialize later.	That we offer fundamental courses in the beginning and more specialized courses as electives later in the the program.	We will offer fundamental courses in the beginning and more specialized courses later in the the program.
	Emerging trends and technologies: It was brought up that there are topics that we haven't even thought of, such those relating to virtual reality, podcasting, YouTube, live streaming, etc.. Also, there are developments in psychoacoustics leveraging brain scanning technology. It was believed that new media	None	We will revisit this topics in future meetings.

production would become important		
Business of audio: Business knowledge was seen as critical by members. Specific topics believed to be important included contract law, professional conduct, taxes, marketing, professional networking, emerging business processes, equipment purchases, budgeting, and copyright.	That we include a business class as a core part of the program.	We will include a business course in the program core.
Production: There was consensus that a production course should be considered core. It was believed that students will not just want to do textbook and technical learning. Also, that projects could be used to expose students to different areas of specialization such as games, theater, radio, animation, or other.	That we include a production class as a core part of the program.	We will include a production course in the program core.
Recording: There was agreement that after acoustics and electronics, recording would be the next crucial technical skill.	That we include a recording class as a core part of the program.	We will include a recording course in the program core.
Mixing: Mixing as a stand-alone course was not considered fundamental by the group. It was see as too specialized. However, it was emphasized that mixing basics such as leveling, routing, and processing should incorporated into other fundamental courses.	That basic mixing concepts should be included in fundamental courses and a course specializing in mixing should be an elective.	We will incorporate basic mixing concepts into fundamental courses and offer a course focusing on mixing as an elective.
Industrial applications: It was believed that systems design and manufacturing skills were beyond the scope of the program.	That we not attempt to produce graduates for immediate work in the electronics field.	We will focus on the fundamental skills identified by the group and provide elective options for students who may want to move into industrial applications.
Additional topics: It was believed that history of audio and safety, and basic system design be considered.	None	We will incorporate the history of audio, safety, and very basic system design into our offerings.

	Core courses: We reviewed the draft curriculum outline and identified courses that could cover fundamental skills. There was general consensus that breaking audio topics into acoustic, electric, digital, and psychoacoustic domains made sense.	That courses covering introductory technology, acoustics, business, recording, engineering, and producing courses be considered core and that acoustic, electric, digital, and psychoacoustic topics be covered.	We will create a core set of courses that cover these areas and topics.
	Electives: We reviewed the draft curriculum outline and identified courses that could cover more specialized skills for specific areas.	That mixing, work-based learning, electronics, and R-TV courses be considered electives.	We will establish a set of electives that allow students to specialize in a specific area of audio
	Program approval: Chris moved that we proceed with developing the program using the outline presented at the meeting. Also, that we provide a Level I certificate for fundamental skills and a Level II certificate with more specialized skills. Sable seconded. The motion passed unanimously.	That we proceed with developing the program using the basic outline shared in the meeting and incorporate a Level I and Level II certificate.	We will move forward with the basic proposed structure and incorporate the recommendations from the committee as appropriate.

Alumni input	No current alumni	
Work experience opportunities:	None to report on at this time.	
Externship opportunities:	None to report on at this time.	
Employer presence at Mt SAC	None to report on at this time.	
Program success data	None to report on at this time. First graduates anticipates in Spring 2020. For the future:	

	2019-20	2020-21

	Certificates *ARGOS report SHR0009*			
	Degrees *ARGOS report SHR0009*			

Summary of current and projected employment outlook	The Centers of Excellence Labor Market Supply and Demand Table from Fall 2016 projects an undersupply of graduates in audio technology-related occupations. This report included all regional colleges and related occupational codes and can be found at: http://coeccc.net/Supply-and-Demand.aspx.	

2-year requisite review
(½ of courses must be reviewed each year. Due May 15)

First courses are anticipated to be due for review Spring 2020.

Course	Current pre/co reqs and advisories	OK?	Advisory recommendations
MUSA 100: Intro to Audio Technology	Advisory: Eligibility for ENGL 1A	Y	None
MUSA 110: Acoustics for Audio Production	Advisory: Eligibility for ENGL 1A	Y	None
MUSA 120: Audio Production	Advisory: Eligibility for ENGL 1A	Y	None
MUSA 150: Business of Audio Production	Advisory: Eligibility for ENGL 1A	Y	None
MUSA 160: Audio Recording	Prereqs: MUSA 100: Intro to Audio Technology & MUSA 110: Acoustics for Audio Production	Y	That acoustics and electronics be pre-reqs
MUSA 200: Live Sound Engineering	Prereqs: MUSA 100: Intro to Audio Technology & MUSA 110: Acoustics for Audio Production	Y	None
MUSA 210: Multitrack Engineering	MUSA 160: Audio Recording	Y	None

	MUSA 220: Audio for Visual Media	Prereqs: MUSA 100: Intro to Audio Technology & MUSA 120: Audio Producing	Y	None
	MUSA 230: Songwriting	MUS 111: Music Theory	Y	None
	MUSA 250: Live Sound Producing	MUSA 200: Live Sound Engineering & MUSA 120: Audio Producing	Y	None
	MUSA 260: Multitrack Producing	MUSA 210: Multitrack Engineering & MUSA 120: Audio Producing	Y	None
	MUSA 270: Advanced Mixing	MUSA 210: Multitrack Engineering	Y	None
	MUSA 299: Work-based Learning	Permission of instructor	Y	None

4-year curriculum review (Due May 15)	First curriculum review anticipated to be due Spring 2022.

Course	4-year review?	Modification?	Advisory recommendations
MUSA 100: Intro to Audio Technology	N	N	Recommended as a core course for a Level I certificate
MUSA 110: Acoustics for Audio Production	N	N	Recommended as a core course for a Level I certificate
MUSA 120: Audio Producing	N	N	Recommended as a core course for a Level I certificate
MUSA 150: Business of Audio Production	N	N	Recommended as a core course for a Level I certificate
MUSA 160: Audio Recording	N	N	Recommended as a core course for a Level I certificate
MUSA 200: Live Sound Engineering	N	N	Recommended as an advanced or elective course

	MUSA 210: Multitrack Engineering	N	N	Recommended as an advanced or elective course
	MUSA 220: Audio for Visual Media	N	N	Recommended as an advanced or elective course
	MUSA 230: Songwriting	N	N	None
	MUSA 250: Live Sound Producing	N	N	Recommended as an advanced or elective course
	MUSA 260: Multitrack Producing	N	N	Recommended as an advanced or elective course
	MUSA 270: Advanced Mixing	N	N	Recommended as an elective
	MUSA 299: Work-based Learning	N	N	Recommended as an elective
Documentation of program needs	There are significant needs for the following ● Equipment: audio recording, production, and performance equipment ● Facilities: recording studio, edit rooms, and performance venue ● Staffing: program development lead, technicians, and instructors Currently these needs will be met via Strong Workforce funds. These needs and funds will be reassessed during the 2017-18 academic year.			Tally of advisory vote in support of Perkins request: None at this time
Tour of facilities	To be performed at future meetings.			
Future meetings	We plan to have our next meeting during Spring 2018 semester			