

**Career Education Advisory Board Minutes
College of the Canyons – Commercial Music
5/7/2019
William S. Hart Union High School District**

NAMES/ TITLES OF ADVISORY COMMITTEE MEMBERS	Name of Company, Business, College, High School and Title	Email Address	Telephone Number	ATTENDANCE Present or Absent
Chair				
Business Partners including Industry, Non-Profit and Community Based Organizations				
James Jeffrey	Jeffrey Music	jim@jimjeffreymusic.com		
Ed Masterson		edmasterson@sosentertainment.com		
Matt Thorne		matt@mtstudiosgroup.com		
Program Chair William MacPherson	Department Chair/Faculty / COC	William.macpherson@canyons.edu		
Dean				
4-year college discipline instructor(s)				
Student Representative(s)				
K12 discipline instructor(s)				
Discipline faculty				
Jon Amador	Faculty / COC	Jon.amador@canyons.edu		
Bernardo Feldman	Faculty / COC	Bernardo.feldman@canyons.edu		
Parent(s)				
Counselor(s)				
Staff				
Other guest(s)				
John Baffa	Cal Arts	jbaffa@calarts.edu		

Harriet Happel	Dean of Career Education / COC	Harriet.happel@canyons.edu		
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AGENDA

	Notes	ACTION
1. Welcome and Introductions (Director, Career and Technical Education) <ul style="list-style-type: none"> 1.1 Statement of Purpose 1.2 Review/Approval of Minutes <i>Motion to Approve the minutes of the last meeting by:</i> <i>Motion Seconded by:</i>	Meeting commenced: 6:13PM Welcome and Introductions: All	
2. Review of Course Sequence <ul style="list-style-type: none"> 2.1 Hart District 2.2 College of the Canyons 2.3 CSU and UC Articulation 		
3. Current Status of Program (Advisory Board Chair): <ul style="list-style-type: none"> 3.1 Numbers of students <ul style="list-style-type: none"> ▪ Special Population/Non Traditional Core Indicators (Perkins) ▪ Reading proficiencies (Hart District) 3.2 Student success – completers 3.3 Student success - employment 3.4 Labor Market Analysis <ul style="list-style-type: none"> ▪ Job Titles ▪ Median Living Wage ▪ Validated Need for Training 3.5 Industry Certification (if applicable) 3.6 Program Accomplishments 	<ul style="list-style-type: none"> - The purpose of the meeting is to get feedback from the Advisory committee as to whether or not Commercial Music is a program worthy of implementing at College of the Canyons. - The program adds up to 24.5 units. - Program Viability is looking for whether or not students need a program like this and if they would obtain the technical skills needed through the curriculum to become employable. It also looks to see if something is missing or needs to be added in. - Feedback from the committee is relied upon in terms of giving the probability that students would find entry level jobs with the certificate. 	
4. Industry <ul style="list-style-type: none"> 4.1 Review Required Skills for Competency: <ul style="list-style-type: none"> ▪ Do the program completers meet the current industry standard or industry need? ▪ What curriculum modifications would you suggest to meet skill gaps? ▪ Review of Assessment Procedures ▪ What equipment/ facility needs can you identify that would better prepare students to enter your field? 4.2 What employability skills do workers need in your field? <ul style="list-style-type: none"> ▪ Able to think critically, problem-solve 	<ul style="list-style-type: none"> - It was stated that job experience is missing from the program and can be obtained through internships within the community. - Seventy hours of Cooperative Work Experience is required at the end of the program. - It is too late to wait until the end of performance type curriculum to incorporate work experience. - Harriet Happel asked for feedback about work experience being included in the first semester. 	

- Able to find resources
- Effective interpersonal skills
- Communication skills - oral, written
- Adequate time management and organization - prioritization skills
- Personal qualities - professionalism
- Able to project manage
- Other?

4.3 What changes/ trends are occurring in the industry that will affect employer needs?

4.4 Work-Based Learning Opportunities

- Classroom visits by industry
- Informational Interviews
- Site visits/Field Trips
- Ride Alongs
- Project Based Learning
- Internships

4.5 Postsecondary Scholarship Creation

- Jon from Cal Arts states that their students are doing shows the first semester with a lot of team-based mentoring.
- Students at Cal Arts are learning to wrap cables the first few weeks of class. Jon Amador says that the little things are important.
- Bill MacPherson explains that certain courses should include a lot of work experience and are not intended to be lecture only classes.
- As part of the Music program, students need to learn to record music in order to learn from the mistakes they make.
- A suggestion was made that a class be taught on the basics of Assistant Engineering. This class should be taught at the end because students will understand equipment and know how to document things. It was stated that courses 155 and 156 could cover this skill set.
- The 155 class is Cal State and UC aligned and counts towards a four year degree. It is a standardized and statewide pathway Audio program.
- Jon teaches 155 and says that he can prepare the Music students for the second recording class. Down the line, when the courses are aligned in the schedule, there could be a Recording class 1 for Assistant Engineers and a Recording class 2 for Engineers.
- Studio etiquette and soft skills are important.
- There are a lot of Multimedia jobs working in Post Production. Students need to focus on self-recording, applications and other media such as doing voice over for T.V.
- Bernardo Feldman states that the college needs equipment such as real compressors, hardware and space.
- The analog side is important, especially in the beginning.
- From the recording side to the analog side, students are learning about eight machines.

- It is important to understand what digital does and what analog does in order to have a good education.
- Students need to have a diverse skill set. Students at Cal Arts are working all the time and can do both recording and live shows.
- As far as facilities and equipment are concerned for the 154 course, Jon suggests having a budget for a rolling cart system.
- Getting access to the small Black Box Theatre at the Performing Arts Center was suggested.
- Jon would like to see the 154 course in partnership with Bernardo's course.
- If students get access to the Black Box Theatre, they should study the SSL manual to learn about the console.
- A Critical Listening course was recommended so that students can learn to pay attention to certain things when listening to records.
- Courses can be re-written to include the recommendations from the board. To add additional courses would mean that others would have to be taken out.
- Ed Masterson stated that he would be excited to have COC students work for him. He suggests that the students be taught people soft skills. He believes a one semester course would prepare students for an entry level position. Bill informs Ed that critical listening, soft skills and etiquette can easily be written in the class.
- There are a lot of performances and shows on campus where students can get live sound experience.
- Training in trouble shooting would be beneficial.
- It was recommended that post production, recording, and sound design be integrated in the classes.
- The program has a Sound Design course which is MEA 255.
- Pro Tools experience and accreditation is important.

- The program has Pro Tools courses 101, 110, and 201. The 201 course is pretty advanced.
- Knowing cords and how to place notes is important for editing. It allows for more job opportunities.
- Having a class that teaches how to notate by hand and by Sibelius is valuable for the students who do not desire to be musicians.
- It was suggested to have a couple levels of Sibelius courses.
- Meta Majors will help students who do not know what they want to do.
- Jon suggests taking a look at the 137 course and possibly calling it Digital Music Fundamentals, which would teach the language of electronic music.
- Jon says that Midi would be an important add-on to a course.
- The courses offer Digital Badging as a way to show certification.
- A sampler of programs with Pro Tools, Melodyne and Izotope RX was suggested. Bill says that they could possibly be added to courses already written.
- Bill asks the members to send him an email with suggestions of what to add to the courses.
- Bill states that a Music Theory for Engineers course might be worth writing. Jon says that it could probably be pulled into the 137 course.
- It was suggested that students be required to watch tutorials.
- It was recommended that Midi and Melodyne be wrapped up in Pro Tools 201.
- Field trips would be a good way to spark an interest in students and get them immersed in the program.
- A music building was built next door to the Performing Arts Center with a plan to turn one of the rooms into a recording studio. There is also a tracking room.

- Building a dedicated studio for the program would be very expensive and take 5-8 years to implement.
- Bill would like the board to visit the room at the next meeting to get their thoughts on it.
- Plans to build a studio at the Canyon Country Campus have been pushed back.
- Bernardo and Bill met with the Chancellor and she stated that it would be easier for a room to be converted into a studio.
- It would make more sense to convert a room into a studio at the main campus.
- There was discussion about connecting rooms but space is a problem and it would take planning.
- Whether live or in a studio, students need the right equipment that meet industry standards.
- Bill asked the board to provide a wish list of equipment for the classes that can be included in the reports. A master list can be compiled.
- Good desks and Pro Tools are needed.
- John forwarded a quote for equipment to Bill.
- The college does not have partnerships with bigger companies. ATK was recommended as a connection to possibly partner with.
- Universal Audio will give all plug-ins for free.
- Richard has a good connection with UA. He asked that he be sent the course info and equipment list and plans on coming to the campus to discuss the program further.
- It was asked if Bill has considered having one main room with cubical rooms in it. Bill states that there is a computer room with max. Pro Tools, Rotation and Recording classes can be taught there.
- Bernardo stated that it would be great to be able to use the orchestra room for both big and small projects.
- Jon asked what the possibility is of outfitting a handful of the practice rooms. Bernardo says it can be done as there are plans to modernize the space.

	<ul style="list-style-type: none"> - It is better to go with vintage equipment as opposed to what is modern. - Toft makes new consoles based on old consoles. It was recommended to use Toft consoles in the program. - Audient products and a Control 24 were recommended for the program. 	
<p>5. Program plan for improvement</p> <p>5.1 Strengths of program</p> <p>5.2 Weaknesses of program</p> <p>5.3 Labor market information needed to justify new content/ courses</p> <p>5.4 Resources needed and the role of industry: (equipment/ mentoring / scholarships/ awards/ hosting field trips/ serve as a speaker at career events/ other)</p> <p>5.4 What other suggestions do you have for program improvement?</p>		
<p>Motion to Approve Course Curriculum and Continue Operation of the Program was made by:</p> <p>Motion Seconded By:</p> <p>All in favor: Yes</p> <p>All opposed:</p>		
<p>6. Other business</p> <p>6.1 Additional Items</p> <ul style="list-style-type: none"> ▪ Hiring <p>6.2 Next meeting time, place, date.</p>	<p>Meeting adjourned: 8:10PM</p>	