

Rio Hondo College
Music and Integrated Technology Program

Advisory Board Meeting Minutes - January 5, 2023, at 7:00 PM via Zoom

Remote Attendees: Dr. George Wheeler, Rychard Cooper, Justin Scheid, Chris Laxamana, Adam Gubman, Jose Luis Molina, Dr. Dave Kopplin, Jennifer Amaya, Claire Bernardin, Maria Andrade-Hernandez

I. Advisory Board Introductions

After introductions, George Wheeler introduced the program to the members and then reviewed the following responsibilities of the Advisory Board.

II. Responsibilities of the Board (Guidelines)

- A. Providing up-to-date information related to emerging trends, current and future employment needs, and future directions for the subject area.
- B. Identifying the need for and/or developing new career technical programs, as well as reviewing existing programs for changes to meet the needs of the workplace.
- C. Exploring program quality indicators, including standards for graduates, to ensure successful employment in the CTE area.
- D. Recommending changes in facilities, equipment, materials, and staffing needs for effective up-to-date, and relevant instruction for the program.
- E. Advising the college of appropriate employment opportunities, including gender-equity information for recruiting men and women into non-traditional occupational training programs.
- F. Providing mentoring and job shadowing experience.
- G. Discussing opportunities for work-based learning sites.

III. Building Renovation and New Lab/Classroom Location

George Wheeler announced to the board about the building renovations for the Wray/Music Building, which is anticipated to be completed by 2025. The new location of the Electronic Music Lab/Classroom is in the Learning Resource Center in room LR-129. This is a much bigger room and is well-suited for the function of the program. Upon completion of the building renovation, the Recording Studio will be housed in the Campus Inn.

IV. Equipment - Hardware and Software

George Wheeler shared the new equipment to the board.

Electronic Music Lab/Classroom: 25 Macintosh Computer Stations, 25 Akai MPK249 MIDI controllers, 25 PreSonus AudioBox USB 96 audio interfaces, 13 Ableton Push 2 Controllers, 13 Pioneer DJ Controllers, Music Production Software (Logic Pro, Ableton Live, Pro Tools Ultimate, Sibelius, Finale, Max 8, and a growing collection of production plug-ins), A growing collection of synthesizers, and Large format Moog and Buchla modular synthesis.

Recording Studio and Live Sound: wide assortment of microphones (AKG, Sennheiser, Neuman, Telefunken, Shure, Rode, etc...), AVID S6 digital recording controller console, DigiCo S21, Quantum 225, and Quantum 338 Live Sound Consoles, JBL and Meyer Sound professional live sound system with line arrays, three sets of sound monitors, headphone amplifiers for musicians, and a wide assortment of cables, mic stands, and connectors.

Jose Molina mentioned that there is a strong need to hire an instructional assistant to help manage the lab and all the equipment.

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V. AVID Learning Partner Curriculum

George Wheeler described how Rio Hondo College is an AVID Learning Partner (ALP) which allows us to train and administer Pro Tools certificates. These courses and certificates were created to decouple the PT Certificates from the Recording Classes, which will allow the Recording Classes to focus on recording theory and hands-on instruction. After a conversation he introduced the following curriculum.

MUST classes/certificates/degrees

1. Motion to create the following MUST courses:
 - a. MUST 100 - Pro Tools Fundamentals I
 - b. MUST 110 - Pro Tools Fundamentals II
 - c. MUST 130 - Pro Tools for Game Audio
 - d. MUST 201 - Pro Tools Production I
 - e. MUST 210M - Pro Tools Music Production II
 - f. MUST 210P - Pro Tools Audio Post-Production II

Motion passed unanimously

2. Motion to create the following new MUST certificates.
 - a. Avid Certified User: Pro Tools
 - MUST 100 - Pro Tools Fundamentals I
 - MUST 110 - Pro Tools Fundamentals II
 - b. Avid Certified User: Pro Tools for Game Audio
 - MUST 100 - Pro Tools Fundamentals I
 - MUST 130 - Pro Tools for Game Audio
 - c. Avid Certified Operator: Pro Tools Music Production
 - MUST 201 - Pro Tools Production I
 - MUST 210M - Pro Tools Music Production II
 - d. Avid Certified Operator: Pro Tools Audio Post-Production
 - MUST 201 - Pro Tools Production I
 - MUST 210P - Pro Tools Audio Post-Production II

Motion passed unanimously

3. Completions

There have been over a dozen students who have successfully completed the PT 101 certificate and there are currently 8 students who are taking the PT 110 certificate.

VI. Bachelors Degree and Curriculum

George Wheeler introduced the Bachelors Degree Curriculum to the Board. The conversation explored the skills that will help students get jobs in the Music Industry. Adam Gubman thought it was a very forward-thinking approach to music making and instruction. Rychard Cooper admitted that many students with potential cannot get into CSULB, but would be perfect for this program. Claire Bernardin mentions that electronic music making is the primary approach to productions in the modern recording industry

MUST classes/certificates/degrees

1. Motion to create the following MUST Bachelors Degree

Motion passed unanimously

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Program's Catalog Description:

The Bachelor of Science Degree in Electronic Digital Instrument (EDI) Performance and Production of Electronic Popular Music acknowledges that the computer, user-configured software, and performance controllers (EDI) are the instruments of the 21st century. This degree is designed for students interested in pursuing a career in the performance and production of electronic popular music with an instrumental focus of EDI including turntable controllers, push controllers and other gesture controllers. Students will receive training, collaboration opportunities, and live and recording studio performance experience on computer controller instruments in solo performance, small groups, and large ensembles.

Rationale:

This program is created to respond to the demand of our local students interested in pursuing a bachelor's degree in popular music as a career but with no interest nor musical background in learning a traditional music instrument. CSU music programs require an audition with a traditional instrument, which obstructs the career pursuits of the aforementioned students. We believe that a traditional instrument is not mandatory for the successful pursuit of a performance/production career in today's popular music industry.

A.S. Degree Program Learning Outcomes (PLO):

- Students will be able to demonstrate an understanding of how the music business functions, and the role of professionals in the industry.
- Students will be able to demonstrate a basic understanding and practical knowledge of music technology in the areas of music production, studio recording, and live sound reinforcement.
- Students will be able to demonstrate a basic understanding of the creative processes for songwriting and electronic music production.
- Students will be able to demonstrate a first-year undergraduate level competency in music theory and musicianship through four-part chorale writing, analysis, audiation, and dictation of diatonic music examples.
- Students will be able to demonstrate an understanding of the cultural, socio-economic, political, and technical implications of contemporary music history.

B.S Degree Program Learning Outcomes (PLO)

- Students will be able to perform in solo and ensemble settings, taking on melodic, harmonic, rhythmic, and textural roles as well as arranging, mixing, remixing, and real-time compositional musical roles using all parts of one's Electronic Digital Instrument performance system.
- Students will be able to design and configure a versatile, responsive, and musically expressive electronic performance system.
- Students will be able to code audio software applications.
- Students will be able to design original synthesizer sounds using a variety of sound synthesis techniques including subtractive, additive, FM, sampling, granular, and others.
- Students will be able to compose and produce original electronic music compositions.
- Students will learn entrepreneurial skills in order to produce, record, copyright, publish, and perform their original electronic popular music, as well as build a social media presence, brand awareness, and marketing and business skills.

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Program Requirements:

Lower Division Requirements

General Education (30 units)

Students will be required to complete one of the following general education options:

- California State University General Education Breadth pattern
- Intersegmental General Education Transfer Curriculum pattern

A.S. Degree in Music and Integrated Technology (30 units)

Students will be required to complete the following music and integrated technology courses or equivalent:

Required courses:

Music Core (15)

MUST 101 Intro to Music Technology (3)

MUST 105 Intro to Music Business (3)

MUS 103 Theory I (3)

MUS 104 Theory II (3)

MUS 106 Musicianship I (1)

MUS 107 Musicianship II (1)

MUS 145 Piano I (1)

Music Technology Core (12)

MUST 115 Songwriting and Arranging I (3)

MUST 121 Electronic Music I (3)

MUST 141 Recording Studio I (3)

MUST 145 Live Sound Reinforcement (3)

Choose one from the following courses

Contemporary Music History (3)

MUST 151 History of Electronic Music

Upper Division Requirements

General Education (6 units):

Students must select 6 units from the courses below:

HIST 325 - History of Technology (3)

ENGL 325 - Technical Writing (3)

PHIL 325 - Applied and Professional Ethics (3)

SOC 325 - Analysis of Social Change (3)

PHYSICS 325 - Physics for the Musician (3) (Sound: Physics and Perception)

MUST 351 - History of Electronic and Computer Music (3)

Upper Division Major Courses (48 units):

Electronic Digital Instrument (EDI) Performance (12 units)

MUST 300A - EDI Performance Techniques I- Chords and Melodies (3) Push Controller scales, chords, arpeggios, and melodies, Improvisation, Ableton/Max, Melodies Voice proficiency and pitch and time correction software

MUST 300B - EDI Performance Techniques II- Rhythm (3)

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Drum Machine, Improvisation, electronic pulses, beat boxing and vocal percussion

MUST 400A - EDI Performance Techniques III- Samples and Loops (3)

Loops, Turntables, mashups, DJ sets, Sound Objects and development

MUST 400B - EDI Performance Techniques IV- Mapping gesture (3)

Live for Max, Max/MSP, mapping Human Expression and Gestures

EDI Performance Ensembles must be taken four times (8 units)

MUST 361 - Crossroads EDI Collective (2) Grid-based performance

MUST 365 - EDI Experimental Orchestra (2) Off the grid-based performance

Theory/Musicianship Courses (5 units)

MUST 301 - Contemporary Electronic and Computer Music Theory (3) modern approaches

MUST 305 - Critical Listening for the Electronic Musician I (2)

Music Business (6 units)

MUST 370A - DIY Music Business Seminar - Indie Label (3) (publishing, licencing, contracts, management, touring)

MUST 370B - DIY Music Business Seminar - Marketing (3) (social media presence, brand awareness, website design)

Production and Composition - (12 units)

MUST 116 - Songwriting and Arranging II (3)

MUST 441 - Advanced Production Techniques (3)

MUST 421- Seminar of Selected Topics - Arranging for Samples and Sound Libraries (3)

MUST 422- Seminar of Selected Topics - Interactive Composition (3)

Senior Projects (2 units)

MUST 490 - Senior Project I - Performance Portfolio (1)

MUST 492 - Senior Project II - Student Recital (1)

VII. Curriculum Music and Media for Film/TV/Video Games

Adam Gubman led the conversation about updating our course and certificate offerings that focused on Video Game Composition and Game Audio. It was agreed that there should be a focus on Dolby Atmos Surround Sound and Integrated Adaptive Media.

VIII. Marketing

George Wheeler informed the group about the marketing campaign with Pacific Sky to bring awareness to the program as well as improve enrollment. George shared the first video draft with the group. The conversation focused on the need for authentic and student run marketing through TikTok. They thought Pacific Sky could do more to showcase our Rio Hondo Students and our outstanding equipment and facilities.

IX. Adjournment

Meeting ended at 8:45 pm