

Music Business, Performance and Technology Advisory Board Meeting

Friday, July 25, 2014, 12pm-2pm

In Attendance:

Geoffrey Schulman
Tim Dittmar
Joshua Zarbo
Pete Johnson
Russell Scanlon
Mark Erickson
Bettina Dahl
Kurtis Machler
Jeff Pincus
Roanna Gillespie

Agenda:

New website: www.austincc.edu/mbpt

Highland Mall Campus Update - Geoffrey

- Old Macy's site - creative collaboration
- Discussion for private funding for performance space
- Bond Election-November 2014 - this is the first since 2003
- Opening this semester JC Penney worlds largest Math Lab 600 computers, general education math history, government English

Macy's - Creative Media Hub, local theater has black box theater. MBPT, Music, VISCOM, Game Design, Web Design, Art, Photography, RTF, Theatre, Dance, etc.

Discussion regarding offering collaborative media degree.

Performance Gallery - large theater with art galleries around it. Bond or private funding.

November 24, 2014 - Bond election. Website with info about bond election.

MBPT MAJOR Degree Plan Change - Geoffrey: We need a vote.

Legislators determined that an Associate's Degree at any Community College cannot exceed 60 hours. The min. degree is also 60 hours. Workforce and arts have 1-5 credit hour classes. Not easy to get it to equal 60. CAN BE 60-62. Still 15 General Ed hours in an AAS.

MBPT planning on coming up with several to Enhance Skills Certificates. Caveat... May not qualify for financial aid.

Enhanced Skills Certificate:

Intended to provide skills beyond career entry as identified by business and industry.

MBPT AAS...**DROPPING:**

***Some of these may reappear in Enhanced Certificates.**

1. ENGL 1301 English Comp 1 - Tech and Bus Writing is much more useful for this degree.
2. ARTC 1402 or IMED 1416 Digital Imaging and Web Design
3. ACNT 1303 Intro to Accounting
4. BUSG 2309 Small Business Management See #2 below

ADDING:

1. Language, Philosophy, and Culture or Creative Arts. Music Fundamentals no longer satisfies the core curriculum requirement.
2. Restricted Elective - Performance - Applied/Ensemble (Choose from List).
Vote on Restricted Elective/ Applied Performance:
**Vote is Unanimous: 3-4 credit hours from select group of classes.*

KEEPING:

MUSI 1301 Music Fundamentals - Legislators changed so does not count to satisfy humanities core requirement.

MUSB 1301 Survey of the Music Business

MUSC 1327 Audio Engineering 1

MATH 1324 or 1332 Math for Bus and Eco or College Mathematics

Social and Behavioral Science

MUSB 2355 Legal Aspects of the Ent Industry - very important class

MUSC 1303 History of Popular Music - "To know where we are going you have to know where we have been".

ENGL 2311 Technical and Business Writing

ETWR 1471 Social Media Tools 1 - This has been very successful, helping students get jobs.

Oral Communication elective

5 (Now 6) Restricted Electives - MBPT sections plus a few others

MUSB 2386 - Internship

Capstone Classes...

MUSB 1491 or MUSB 1391 Special Topics or
MUSB 2450 Commercial Music Project - Most kids take Commercial Music Project. Project oriented class - conceive, design and execute project that is relevant to their career. Works really well. Portfolio builder.

***Vote is unanimous to change degree plan.**

MUSC 2271 Audio and Sound Design for Theatre (Workshop) - Tim

Overview of sound for theatre and sound design. Topics include theatre operations, mics, signal flow, mixing, sound effects, cues, script analysis and sound design. Taught by MBPT graduate Joel Mercado-See, who works at Zach Scott and Long Center. He said that there are so many jobs and nobody is being trained. Several kids who took the class have already found jobs. It's 2 credit hours to test it out. Next summer will be or 3 or 4 credit hours and will include events as well as theatre. Very successful.

LIVE Shows - Tim

Promote MBPT ensemble program. Performances in local venues as opposed to ACC Campus. For example, The Parish. Live sound class will run sound.

Pete set up a sound cloud page for Live show at Red 7 Wed. Nov. 9th or Thurs. Nov. 10th. Bands can submit songs and at least one member needs to be ACC student.

Student Orientation - Tim

Open house at campus August 23rd 10-2. Tours of midi lab, studios etc. can speak with individual instructors.

Faculty - Geoffrey

Stable. Not looking for anyone right now.

Facilities - Pete

Need new and bigger smart classroom. 15 computers accessible while taking class.

Studio & Live Sound Update - Kurtis & Pete

Some consoles got new power supply.
Digital console for Live Sound Class
Microphones for Audio for Theatre class.

Digital consoles are the standard.
Our Live Sound students are employed everywhere.
Updated Waterloo rig for live recordings.
Using the studio for lab - not time efficient or ideal. 6 portable lap tops set up on mobile stations.

Professional Workshops - Geoffrey

Last semester we did a very successful Hip Hop workshop.

Pete: Ableton Workshop

Jeff: Acousticians - people who build studios

Mastering Workshop

Not enough on business side - should do more of those.

Community Outreach - Geoffrey, Roanna, Bettina

Planning Women in Music Biz panel with Austin Music Foundation. Would like to schedule it for November so Bettina can promote it at ACL High School tours.

Committee Leadership - Unanimous Vote for Bettina to continue

Open Discussion