

Shoreline Community College
Music Tech Advisory
June 9, 2023

Industry members present:

Morgan Hodge
Joel Yarger
Catherine Joy
Don Gunn
Rachel Field

Shoreline

Matt Jorgensen
Jeff Kashiwa
Jisa Kang
Stephanie Sareeram
Mary Bonar

Review and approval of minutes – *quorum?*

Department updates

MUSCTC Program Outcomes – after edits received in March – committee reviewed for accreditation and approved

MUSIC Portfolio show! June 9 before meeting Very successful – links available for further review

Review of Student Portfolio Show

- <https://sites.google.com/view/shoreline-music-tech/home>

Internship coordinator is in process of being hired .

Discussion of internships for the workplace and availability of placements.

Jisa Kang – Mustc student entrepreneurial club – finishing up video and debut today!.

Campus Update

Continued work towards accreditation goals

Mostly recovered from Ransomware yet hardwired not complete

Industry Updates

Writer’s strike could roll into actor’s strike – mostly issues around AI and IP. May not see new content well into late fall or early year.

Look at dates for 2023-2024 – Last Friday of each quarter.

Program Outcomes below:

| Audio Engineering Production, AAAS | Not meeting 0-3 | Meeting 4-6 | Exceeding 7-9 |
|---|----------------------------|------------------------|--------------------------|
| Create audio recordings that demonstrate knowledge of audio production required to produce commercially viable audio recordings | | | |
| Create radio commercials that demonstrate skill in the production of narrative audio, radio commercials as well as educational and instructional industrial products | | | |
| Create and edit audio for existing video and film | | | |
| Produce a musical piece demonstrating knowledge of MIDI (Musical Instrument Digital Interface) technology and digital audio technology through quantization and editing | | | |
| Apply the basic principles of music theory in audio productions | | | |

| Electronic Music Production, AAAS | Not meeting 0-3 | Meeting 4-6 | Exceeding 7-9 |
|--|----------------------------|------------------------|--------------------------|
| Produce a musical portfolio showcasing use of sampled instruments, synthesizers, and MIDI sequencing | | | |
| Compose a musical piece that demonstrates knowledge of music theory | | | |
| Produce a musical portfolio that demonstrates basic principles of audio production, recording, and editing using a DAW (Digital Audio Workstation) | | | |

| Music Business, AAAS | Not meeting 0-3 | Meeting 4-6 | Exceeding 7-9 |
|--|----------------------------|------------------------|--------------------------|
| Develop a marketing strategy that demonstrates the principles of marketing and salesmanship for an independent record label. | | | |
| Explain the principles of music licensing, royalty collection, copyright registration and ownership | | | |
| Apply math skills and accounting principles to create a marketing strategy for music merchandising | | | |
| Apply the basic principles of music theory in audio productions | | | |