



Shoreline Community College

16101 Greenwood Avenue North

Shoreline, WA 98133

MUSIC TECHNOLOGY ADVISORY BOARD MEETING

Minutes

Wednesday, March 13, 2013

6:00 PM to 9:00 PM – Board Room

I – Opening Procedures

A working meal was served at 6:00 PM and Steve Turnidge called the meeting to order at 6:10 PM. Those in attendance include James Elenteny, Owen Strain, Kathie Hunt, Dane Butcher, Roger McRea, Paul Goldberg, Merrian Sussman, Steve Malott, Jeff Kashiwa, Mark Rogers, Brandon Roberts, Dave Bristow, Fikru Diro and Bruce Spitz.

Minutes from the previous meeting were reviewed with Steve Malott moving to approve them as written and Jim Elenteny seconding the motion. Those in attendance unanimously approved them.

II – Presentation of Student Work

Jeff Kashiwa presented work from Eric Hulslander who is a student in his online Sequencing class. It was a fully electronic work created entirely in Logic software and was praised by Jeff for the detail of thought and documentation. Jim Elenteny presented a piece composed and created by former student Brian Cervino featuring traditional instrumentation. It featured Brian singing and playing guitar. Jim explained that this particular composition is part of a new film score. Brian's music has recently been featured on radio station (KEXP).

III – WMEA Conference Participation

Jim Elenteny, Dave Bristow, and Jeff Kashiwa recently attended the WMEA conference in Portland, Oregon. Shoreline College maintained a presence at a display booth where music was playing and a variety of materials were available regarding the music department as a whole. Paul Harshman, director of instrumental jazz at the college, delivered well-received presentations at the convention about jazz ensemble pedagogy.

Dave Bristow described details of the exhibit area as a somewhat eclectic tradeshow that seemed to be attended by a few students and teachers from high schools wondering where to send their students for advanced study. David questioned value vs. cost of the event saying he wasn't sure what we get from the booth exhibit beyond clarification of SCC activities. Dave suggested deciding much earlier what the function of the show is in relation to the overall objectives. Merrian Sussman suggested pushing the online portion of the program as something that students might be able to participate in immediately rather than wait for graduation. Focusing on what students can do NOW seems like a unique and valid strategy.

Roger McRea clarified the lecture classroom vs. booth function at the convention. He explained that a full year of advanced application and planning is required to gain access to the classroom lecture opportunities at the convention. This seemed to highlight the question of attendance at the event in the future if such advanced planning and organization is not feasible within the SCC long-range planning scenario. Dane Butcher suggested a totally virtual presentation with focus on pre-recorded activities that are repeatable and relatively simple to present when established. Jim Elenteny provided a youtube link where the video Jeff Kashiwa created for the event was available. Jim also pointed out the presence of the social links on the website where the virtual dissemination of information about SCC has begun.

IV – Sound Reinforcement Instruction in the Future

The potential for a sound reinforcement curriculum within the Music Technology Program was discussed. The group was unanimous in their support for the concept. Mark Roger’s clarified the intent of the potential classes when he asked if the course was intended to teach sound system design or operation. System design is beyond the scope of the initial curriculum content but has real potential in its evolution.

The potential success of such a sound reinforcement offering is made somewhat more difficult with the present need to use the main dining room as a teaching environment for such courses. The space needs aesthetic and minor acoustical treatment and the music department’s offer to provide all funds necessary along with a vendor bid has been met with indifference. Steve Malott suggested efforts be made to collaborate with different venues and companies to provide student access to a valid learning environment.

V – Shoreline Production Company

Jim Elenteny presented a concept for a production company type function operated within the music department. The plan would create publicity both for the department and students. It would enhance portfolios and provide incentive to produce quality work. Requests were made for Advisory Board involvement. It was suggested that SCC Foundation funding might be made available for support of the venture. Paul Goldberg suggested the possibility of an ‘opt out’ student fee in the model currently established at Evergreen College. Fikru Diro suggested funding for the production company might be available through the existing workforce training options on campus.

The group agreed to place the Shoreline Production Company development in the forefront of the next advisory board meeting.

Steve Mallot made a motion to adjourn the meeting and Roger McRea seconded the motion. The motion was unanimously approved.

Minutes respectively submitted by Bruce Spitz