



**Shoreline Community College**

16101 Greenwood Avenue North

Shoreline, WA 98133

## **MUSIC TECHNOLOGY ADVISORY BOARD MEETING**

### **Minutes**

Wednesday, Dec. 4<sup>th</sup>, 2013

6:00 to 8:00 PM – Room 815

The meeting was brought to order by Steve Turnidge and began with each member of the group introducing itself while carefully abiding by the request to keep the introductions brief to allow as much time as possible for other agenda items. Those in attendance included Matt Jorgensen, Katheryn Luster, Roger MCrema, Michael Matesky, Marian Sussman, Kathy Hunt, Fikru Diro, James Elenteny, Steve Malott, Owen Strain, Jeff Kashiwa, and Bruce Spitz.

The minutes were reviewed. Roger MCrema moved to accept them as written. Steve Malott seconded the motion and all approved.

Jim Elenteny brought the group up to speed on activities focused on the development of the budding Shoreline College Production Company. Such activities include the successful singer/songwriter night at The Bounty and plans for similar outreach on the horizon. Jeff Kashiwa invited the group to Jazz Alley to hear SCC student Brandee Medeiros perform with his group. Jim and Owen explained how a variety of Podcasts were now available and included interviews with faculty members and other department related content. Steve said he would re-connect with a former colleague from KEXP radio to discuss the potential broadcast options for the production company. Roger suggested researching the potential for a connection to a television broadcast possibility with regular deadlines for production as both a learning experience for students and a marketing tool for the department.

The discussion turned toward the question of operating the production company as a distribution service for student work. Steve Malott mentioned that London Bridge Studio was in the process of attempting to create a procedure where they record 52 new songs in 52 weeks as a music distribution plan and our recording facilities could consider an organized marketing strategy in the future. Bruce mentioned the potential for a fund generation stream based on sales and marketing success that might be directed back to the program under contracts modeling various recording labels. Kathie Hunt voiced her concern about copyright issues and the complexity of designing contracts for such an expansion. She pointed out that the production company might think about becoming a level-2 student group comparable to the Ebbitide and Spindrift to establish financial support from the student body. She said she would engage Stuart Tripple in conversation to attempt to hook us up with the correct folk regarding the various legal issues. Matt Jorgensen closed this agenda item by voicing his support of the production company concept and stated that at least 70% of his business contacts have evolved by word of mouth regarding him and his studio. He believes it is an extremely important aspect of student learning and the production company provides an excellent way for them to hone essential marketing skills.

Fikru led a discussion bringing the group up to speed about potential development of the Shoreline College Film Office and the connections for planning with the City of Shoreline. Apparently there is development toward a five-year plan involving off campus sites like the former Department of Transportation building merging the city and the college into a type of partnership built around enticing the film industry to the Shoreline area. Bruce mentioned that the music technology program is mentioned in associated documents suggesting our mutual involvement was agreed upon and underway. Fikru expressed his belief that meetings will take place soon that explain the 'film connection' more thoroughly and provide more detail regarding the music technology department involvement. Steve Malott recommended that we might consider a combined advisory board meeting with the film folk so we were more in the loop with discussions on such topics. Kathie said she would speak to Tony Doupe about the possibility of such a meeting in the future.

Discussions turned away from the production company and toward the proposal for the development of a Baccalaureate Degree in Music/Music Technology. Steve Malott described a meeting with technology faculty and John Backes outlining John's strongly stated support for the development of a four-year technology degree in Music/Music Technology. Jim Elenteny and Jeff Kashiwa described the meeting both attended about the development of Baccalaureate degrees in the state of Washington and outlined the basic steps required to make such a degree application. Jeff said much of the focus was on the job market requirements and was confident our program could meet the state requirements in that area. Jim presented his draft for a four-year degree focus in music technology and performance as a potential idea and demonstration of how such a degree might look. Merian Sussman voiced her enthusiastic support for the idea of the Baccalaureate Degree in Music Technology and stated several examples documenting the demand and need for such a degree being available in the state of Washington. Katheryn Luster also spoke supportively of the idea and thought it mirrored the needs in the industry. Roger MCreas suggested the degree might be focused for a very specific group such as developing an education pathway for those interested in how to teach music technology to others. A survey tool will be developed and directed toward former students querying their involvement in the industry and level of interest in a Baccalaureate Degree in music technology as part of the data gathering required to comply with state requirements for such degree implementation.

Steve Malott made a motion that the meeting be adjourned and Jim Elenteny seconded the motion. It was determined that the next meeting time would be determined later in the year.

Minutes respectfully submitted by Bruce Spitz