



Music Technology Advisory Committee

Friday, February 26, 2021, 2:30 – 4 p.m.

Via Zoom

Minutes

Member Attendees: Steve Turnidge, Ars Divinea
Mike Matesky, Opus 4 Studios
Rick Chinn, Uneeda Audio
Nate Omdal, Seattle Musicians Union
Lionel Reinert, Summit Consultation & Custom Sales

Staff Attendees: Jeff Kashiwa, Faculty Program Coordinator
Jisa Kang, Program Support Supervisor
Lauren Hadley, Director of Employer Engagement
Nancy Dick, Executive Dean of Humanities

Welcome and Introductions – In the chair's absence, Steve Turnidge facilitated the meeting and welcomed the members in attendance for introductions.

Approval of the Minutes – There was not a quorum present at the meeting to approve the fall minutes.

Promotion and Enrollment of Electronic Music Production – Jeff Kashiwa presented enrollment trends across the state that are down, and that Music Technology is down more than the regional and national trends and, in some cases, creating a scenario where required classes do not have the enrollment numbers to run.

The committee discussed options for recruitment including:

- Finding web streams to promote the degree
- Reaching out to alumni
- Asking the program network of supporters to promote the program in their circles
- Vendor connections where we are teaching students on their products
- Taking advantage of remote instruction and the removal of geographic barriers
- Being prepared for the return of face-to-face classes
- Promote the "assets" of the building, Live stream activity in the building
- Bringing faculty on campus to teach from the consoles and equipment in the department
- Including streaming techniques into curriculum
- Adding Oculus VR goggles to instruction to increase context for participants
- Partnering with industry professional organizations such as PNWAAS
- Outreach to hockey facilities – 110 athletic events between the two new facilities, and the rest of the year with concert and events (arts) – Because of these facilities there will be more new **jobs** related to these events. Reach out to International Association of Theatrical and Stage Employees (IATSE). They cover everyone from sound techs, to set construction to wardrobe.

The committee asked for enrollment comparisons of what is happening at other colleges.

Updates from Industry – A discussion on industry trends occurred.

Nate share that the state via Washington State Arts Council on a plan for opening venues beginning with outdoor spaces. Some venues, such as the Paramount, plan a holiday production. Masking, distancing, and minimal crowds will be in place for another year. Crews will follow safety protocols for productions with audiences through live streaming. There is uncertainty in the arts community about how the dust will settle as we come out of the pandemic. Nate encouraged advocacy to elected officials on sharing the story of what the arts community is.

Steve is hearing that when touring returns, everyone will be touring and referred to what it will be as “the roaring twenties.”

Steve shared information about a colleague who is doing volumetric live-streaming performances that are then watched in VR by the participants. The pandemic has forced development and the industry has seen 10 years of digital advancement in the last year.

Mike commented that Zoom is to a musical platform it is for speech and group communication.

Input of Software – With the addition of Jisa Kang, Jeff report that she has been asked to do an inventory and asked the committee about their input of key software. The committee listed several platforms. For example:

- Suites
- Reaper
- Pro Tools
- Studio One
- Open Source

The important concept is to introduce and teach problem solving to create mastery.

Program Update – Jeff talked about the program adopting changes that were adopted during the pandemic that will stay in place once classes return to campus. More hybrid and online options support students who travel.

The next series of courses in audio production have changed the course project from movie sound to a recording project working in teams with audio movers.

Jeff is updating coursework because of new software updates. Audio production classes have been fill and being offered again spring quarter.

College Update – Nancy shared how the Marketing and Communications department will be working with programs on outreach. The Outreach office is beginning to work with advisory committees as ambassadors to share program and funding information.

Nancy welcomed Jisa as Program Support Supervisor. And gave an update on enrollment. Music is down 12% and that is consistent with college and state trends. The state has a new building on the list that will include the Music program. It is in line for design funding in the next biennium. The department did get funding to replace two tenure track positions in the music tech program to start in the fall.

Adjourn – The meeting adjourned at 4 p.m.