Music Technology Advisory Committee

Friday, November 13, 2020, 2:30 – 4 p.m.

Via Zoom

Minutes

Present
Industry
Michale Robinson (chair)
Rick Chinn
Andrea Wetherhed
Mike Matesky
Nate Omdal
Steve Turnidge

Shoreline CC
Jeff Kashiwa
Nancy Dick
Kevin Bressler
Steve Barsotti
Lauren Hadley
Mary Bonar (minutes)

237pm Welcome and Introductions led by Michale Robinson as new chair. Agreement made to record meeting by Zoom. No industry quorum – not enough to approve minutes.

College Update: Nancy Dick, Dean. College enrollment is down by 12 % and in line with national and state community colleges. Four year schools have not experienced the same decreases as students tend to be full time and not have the same challenges that CC students have.

Enrollment is roughly 25% down in MUS/MUSTC courses.

College is making budget cuts. MUSTC used to have 3 faculty positions and will now only have 1 with 2 pro-rata at 66%.

Nancy acknowledged the hard work done last year by faculty with degree changes, with hope of aiming efforts on student completion and better retention.

Program Updates

Jeff Kashiwa spoke to the curriculum revisions from 2019-2020. MUSTC Program retooled by reducing credits from 120, down to 90-91 credits. Rewriting courses MCO and redoing courses. Fall 2020 is the first year of new courses/degrees.

Dave Bristow created final Game Audio for game design with Unity and FMOD. Challenges with running new courses in weakened enrollment.

Curriculum online: Students access to lab computers on campus by using **Splashtop** remote technology. Students log in from off campus and use the software Protools on campus and route audio back to computers at home. Students create midi network at home, they trigger the sound at school and come back. Another layer of instruction for the faculty and students to learn.

Kevin Bressler shared that student work is successful; Many students have spent time and money on establishing technology at home. One question is how to plan in the future as students have a lot of technology at home and with Splashtop works, but students want systems at home.

Faculty brought up a summer course idea to introduce high school students by giving a taste of program. The curriculum would be fluid – instead of series and possibly break into two parts to start in any quarter. Adjust the delivery and offerings.

MUS/MUSTC (Zoom) Open house next week. Faculty will talk about classes and program – outreach to high schools. Communications and Marketing are marketing and sending flier.

College is doing many outreach virtually through online open houses. Anyone can attend.

Andrea W – *what is demographic of MUSTC student?*
College aged mostly, veterans, - a point was raised that adult education may bloom after COVID. Workforce recruits through worksource and funding is available for returning or unemployed.

Discussion – COVID Impact

Steve T - Zoom meetings have expanded and created worldwide client base.

Meetings and conferences are offered as VR – where you aren't geographically limited. Pivot point for AR education, price points are flattening to create access
Use Server farms with Protools – don't need hardware can work from iphone. Or use
Vocalmatic

Mike M - Recognizing a great number of unemployed musicians – he is opening up free recording times for them. He has also taken on limited interns with restrictions. What are other ways we can help the students and community? Streaming services, etc.

Andrea W - Could SCC help people with live performances? Support with livestream etc. Limitations are always around bandwidth.

Where do we see MUSTC going and how to address practices – how do we address our limitations now – what can be done now?
Is there funding for students? Maybe a subcommittee to create endowment or support students

AS we come back to campus f2f – it's important to not leave students behind – equity gaps.

Did SCC set up partnerships/infrastructure for students? What are incentives for students to share? Virtual hangouts? Community vs individual ?
        Live Forum for the Jazz and Vocal choirs – they meet once a week and has good attendance. Using **Soundtrap**. No software required.

VR vs zoom experience – VR is more in context vs zoom static experience. Learning can be different. Integrating VR is obviouson solution to being there, but accessibility is an issue.

This is an opportunity to create an environment to collaborate and be leading edge – build a campus model to create a meeting spot such as **AltspaceVR** as an example.
Facebook or linked in group – social networks and use of each.

Nate – *when do live gigs comeback?* – Musical theaters - rehearsals during spring – no audience. WSAC (Washington State Arts Commission) reopening plan has limitations for concerts. 2022/2023– next 18 months streaming crews only. No audiences. Recording and editing from home. Theater houses with touring looks like spring for closed rehearsal. Protocal to follow for arts plan - Karen Hanan - WA State Arts Council - karen.hanan@arts.wa.gov Kate Becker - King County Public Health - kate.becker@kingcounty.gov
Faculty

Steve B –in terms of instruction/curriculum – changes have occurred because of home set ups. Curriculum has to be relevant to reflect present situation. Situation has created Decentralization in teaching and to modularize offerings, so that students can specialize, focus on centralize a course offering vs physical place. Develop the skillset vs surroundings.
How to do the networking working remotely – Faculty are teaching the students the directions they want. Emphasize the process over the product. Don't promote the song but how the song was made. Showing employers the creative process as a marketing tool.

What are we going to take forward after the pandemic ?

Focus on ' job' management – create an understanding of current employment options - teach contract, earning income pros and cons– deductions for contract vs employees.

Discussion - Sound engineer for televised sports games – creating distinct crowd sounds. Crowd noise appropriate for each team by using faders!

Schedule Winter and Spring Meetings:
Dates: February 26 230-400, June 11 230-400

350pm adjourn