Music Technology Advisory Board Meeting
Minutes

Wednesday, May 30, 2012
6:00 PM – 8:00 PM
Board Room (Building 1000)

Chairperson Steve Turnidge called the meeting to order promptly at 6 PM. Those in attendance at the meeting included Mark Rogers, Michael Matesky, Dave Bristow, Jim Elenteny, Jeff Kashiwa, Roger McCrae, Dan Marcus, Matt Nelson, Steve Mallott, Matt Fordham, Kathryn Luster, Marianne Susman, Bruce Spitz, Susan Sims, Dane Butcher, and Norma Goldstein.

Various examples of student work were presented including sound design, basic two-track demo development into full musical productions and song creations from pre-existing lyrics. These demonstrations were hampered a bit by the limited media available in the room for effective presentation.

Bruce Spitz presented the proposal for a new fully online certificate program called "Foundations of Electronic Music". The proposal is in line with the college-wide push for 100% online program and certificate development. The proposed certificate course content is derived entirely from existing music technology classes that have bundled into a cohesive offering of information in the field of electronic music. A 'Quality Matters' process that is designed to enhance the overall offering for students will evaluate the included classes. In the future it is possible that several such proposed certificate paths could be combined into a larger certificate bundle that ultimately lead to a fully online degree offering for music technology students.

David Bristow provided an overview of two new proposed courses in for inclusion in the Electronic Music/MIDI program. Written rationalization and Master Course outlines were provided for MUSTC 154 – Synthesizers: Modular, FM, Physical Modeling and MUSTC 155 – Synthesizers: Sampling, Wavetable, Granular.

Dave Bristow explained how these classes are reorganizations and modifications of previous classes that are no longer being taught. Since both courses provide a similar basic skills overview in the first couple of weeks it allows students to take the class of their choice based on their need or interest rather than demanding they be taken sequentially. David described the FMod component of the courses and the connection to game audio applications in the music industry. Norma Goldtein requested that David pursue open source textbooks as part of the course resources. She also pointed out that the VCT program has developed game design and art creation programs that could offer a partnership configuration to these new courses. A question arose regarding the specific details of the cost of these courses to the institution and the suggestion was made that a written analysis of such be created. Steve

Turnidge made a motion to approve the new courses as presented. There was unanimous approval from the group with Mike Matesky abstaining with a request for more information regarding the overall financial impact of the offerings.

Steve Malott and Bruce Spitz described their involvement in a 'Digital Arts and Media Symposium'. It was an all day event that took place on campus in an attempt to more closely align various campus programs with the needs of industry. The general consensus derived from the symposium was the recommendation that we create an actual product based company that demands product creation on solidly established timelines with collaborative efforts across disciplines. Student feedback from a fall quarter experiment in a production type class was very positive. A drawback on this effort was the amount of time it consumed, the lack of specific rewards for products delivered, and the fact that the credits earned did not directly relate to any specific degree requirements. Bruce proposed that the advisory board discuss ideas for the creation of a true industry based project for students. He requested that such a project allows for reviews of progress by the board and a reward mechanism for deliverables. Perhaps certain required classes could be waived based upon successful completion of projects. Perhaps the faculty should act as a first step filter in the search for talented students to participate. Perhaps reward mechanisms for success could involve employment or paid and unpaid internships.

Norma Goldstein suggested the possibility of using interdisciplinary course configurations that would allow instructors to be paid for such activity. Matt Fordham clarified that such 'capstone-style' projects would not need to be specifically geared to the music technology program. He suggested that there are probably plenty of needs by community clients and on-campus enhancements to meet the demands of real world experience for students. Kathryn Luster stated that the project should align with enhancing the students demo reel and related it to an experience she encountered at Wenatchee Community College.

The music faculty present accepted the challenge to bring a production company style project or projects to the table for discussion at the next advisory board meeting. It may take into consideration a suggestion from years ago to create a type of 'record-label' configuration but designed to broaden student options into more recent technological arenas. When a clearer direction is established several members of the committee agreed to participate in sub-committee work to pound out the intimate details of such proposals.

Before closing the meeting Steve Turnidge asked about the status of the potential of developing a baccalaureate degree option in music technology. The group agreed to keep the idea on the agenda for future conversation.

The meeting adjourned at 8:15 PM.

(minutes respectfully submitted by Bruce Spitz)