



Shoreline Community College

16101 Greenwood Avenue North
Shoreline, WA 98133

MUSIC TECHNOLOGY ADVISORY BOARD MEETING

Minutes

Wednesday, June 4th, 2014

6:00 PM – 8:00 PM

The Board Room in the 1000 Building

Opening Procedures

After members were seated and enjoying the lite snack provided, Steve Turnidge brought the meeting to order at 6:05 PM. Those in attendance at the meeting included Steve Turnidge, Dane Butcher, Steve Malott, Doug Reid, Bruce Spitz, Jim Elenteny, Owen Strain, David Bristow, Mark Rogers, Mike Matesky, Dan Fey, Jeff Kashiwa, Kathryn Luster, and Jim Hills.

Minutes from the previous meeting were distributed and read. Steve Malott moved that the minutes be approved, Jim Elenteny seconded the motion and approval was unanimous.

Steve Malott announced results of research indicating 3,290 students have gone through the Music Technology Program and 10% have degrees. Certificates were not counted. Steve Turnidge informed that Synthfest was considering involvement in the 'Decibel Festival' and may be held in late September. If not it will once again occur at Shoreline College in October. Steve Malott invited the group to observe the second year digital audio students capstone project of the film showing in the following week.

The Shoreline Production Company

After a brief introduction relating to the development of the planned Shoreline Production Company, Jim Hills informed the group that the film Office is continuing to move ahead. The television studio has now turned into the film office and the small black box stage is ready for school and community use. There is an agreement between the city and the college to create blended usage of the space. The city is moving toward a digital media campus on a site just south of the DOT site. The digital media campus project is moving ahead for development.

Various suggestions were introduced for continued development of the 'production company'. Dane Butcher suggested creation of a bilateral motivation reward system for involvement. Steve Turnidge suggested either money or functional college credit be available for student and faculty effort. Kathryn Luster reminded the group of her previous experience in developing a film/video department and offered her assistance in future planning.

Various members voiced their opinion that the recent developments in the film area should be a significant part of the Shoreline Production Company. Steve Malott pointed out the difficulty created by the fact that the sequence of classes is not aligned between programs. Mike Matesky stated his belief that new curriculum needs to be created that brings the people in both areas together. The curriculum should be structured around doing and creating content. Jim Hills voiced a reality check when he said it just doesn't work that way. He reminded us that a need occurs quickly and timelines are too short to be implemented into existing curriculum models. Dan Fey then questioned the 'existing curriculum models' and reminded us that instead of a problem it may be a missed opportunity. Dane questioned the viability of a media project designed to teach students and administrators the difference between workflow in the industry compared to the existing college curriculum. Mike Matesky's question regarding the legal advice needed for copyright and contract development for content brought up the reminder that we had been promised that inquiries would be made at the administrative level regarding the various legal ramifications regarding the development of the 'production company' and nothing had come of it. In actuality the project was at a stop without clarification of such legal matters.

Based upon the lack of movement in that area, the Music Technology advisory board created a motion insisting that the college follow up on previous commitment to seek legal council regarding legal property regarding potential collaboration with outside entities in relationship to the proposed production company. Steve Turnidge further recommended that language be drafted to that effect and brought to the next meeting for group signatures. Dane Butcher seconded the motion and all agreed.

Baccalaureate Degree in Music/Music Technology

Continued discussion regarding development of the proposed Baccalaureate Degree in Music Technology unveiled immediate frustration amongst the faculty regarding an apparent lack of interest in the college at the administrative level. Steve pointed out that Shoreline College was not represented at the BAS meeting while other colleges in the area were clearly moving into that arena. He believes we may have "missed the boat" entirely. He recommended the Advisory board should consider making a motion for a college-wide director of BAS degree development. He expressed his opinion that somebody needs to be paid or receive release time to be in charge. Jeff Kashiwa added to the unrest by pointing out that a detailed survey had been created within our department with the intention of gathering needed data from former students. He reminded us that upon discovery that the survey needed to be 'vetted' by appropriate campus overseers it was sent to Jim Hills and Bayta the Data tech for approval. Frustration has continued to mount in the months that have passed without any additional feedback on the matter. Once again, our efforts seem to have stalled.

Based upon these frustrations regarding the development of a Baccalaureate Degree in Music Technology Steve Turnidge recommended drafting a motion regarding the

college's pursuit of a BAS degree in applied music technology and the support needed to put it in motion. Dane Butcher seconded the recommendation and consent within the group was unanimous. It was agreed such motion would be drafted and brought before the group for signatures at the next meeting.

Online Course Development and Marketing

The group discussed constraints in online courses offerings when operating in the confines of the quarter or semester system. Bruce, Jim, Steve, and Doug brought the group up to speed on the college's investigations regarding flexibility in offering online courses within the quarter system and promised to keep them up to speed on future developments as they occur. It was generally recommended by the advisory board members that the college continue to explore multiple start dates for N1 courses.

Presentation of Student Work

During the final minutes of meeting various faculty members played brief examples of student work and the group expressed interest and appreciation for their efforts.

Bothe Jim and Owen motioned to bring the meeting to a close and in fact they both seconded the motions. The decision was unanimous.