Music Technology Advisory Board Minutes

Friday, December 4, 2015
3:00 PM – 5:00 PM
The Board Room 1010M, 1000 Building

Advisory Board Chair, Steve Turnidge, called the meeting to order. Attendees introduced themselves. In attendance were Ed Phippen of Phippen Consulting, Jim Elenteny, Dan Marcus, Michael Matesky, Meriam Sussman, Mark Rogers, Dane Butcher, Geoff Stanfield, Ed Brookes, and Ron Jones.

Steve Turnidge announced that immediately following the review of the previous meeting's minutes, the meeting would be turned over to Ed Phippen, who, as part of a semi-annual review of the Music Technology Program, wished to identify and discuss the strengths and areas needing improvement of the program. The group reviewed the minutes from the previous meeting. Dan Marcus made a motion to approve the minutes as written and Jim Elenteny seconded the motion. The group approved the minutes without reservation.

Ed asked the group, which consisted of industry leaders, to discuss what they saw as being trends in the industry. Members of the group agreed that a number of areas, including audio for gaming and audio for multimedia and virtual reality were areas that were on a growth trend in the audio industry. They all suggested that the school develop courses and perhaps even degrees to develop these skills in students.

Ed then asked the group what they thought would be critical skills which they would seek in a newly hired employee. Ron Jones suggested that he'd like to see more graduates who were able to be flexible and collaborative in their skill sets. He thought that, often, new hires are too specialized in their skill sets and would like to see them have a "tool kit" which afforded them the opportunity to learn and adapt more readily. The other members of the board agreed. Geoff Stanfield suggested that he'd like to see new hires with a stronger historical perspective of the audio industry. The board members all agreed that the technical skills of students and new hires has globally increased by leaps and bounds, thanks to accessibility and availability of software and tutorials via the internet, in addition to educational training.

Ed asked the group to review the program outcomes for the Music Technology degrees. The members all agreed that they thought the program level outcomes seemed appropriate.

The final topic of discussion was "program strengths and areas needing improvement". It was suggested that the faculty were one of the major strengths of the program. Board members also agreed that the diversity and the scope of the material being taught made Shoreline's programs stand out in the state of Washington and the Northwest. Areas needing improvement were suggested, with the most notable

being a new building or expansion of the physical space in which the Music Technology courses were offered. Physical limitations of the space lead to scheduling and accessibility restrictions. The board thought that more availability might mean the possibility of offering night courses, which might better serve specific student populations.

Ed Phippen moved to adjourn the meeting. Steve Turndige seconded the motion.