



Shoreline Community College

16101 Greenwood Avenue North

Shoreline, WA 98133

Music Tech Advisory Board Meeting

Thursday, Dec. 1, 2011

1000 Bldg, Board Room

Minutes

Steve Turnidge called the meeting to order promptly at 6:00 PM. Introductions were made around the table and Steve suggested we have 'blank' table tents at the next meeting. Membership information forms were updated. The following individuals were in attendance at the meeting:

Steve Turnidge, Susan Sims, Steve Malott, David Bristow, Dane Butcher, Jeff Kashiwa, Mike Matesky, Mark Rogers, Dan Creim, Norma Goldstein, David Cunningham, Marian Sussman, Barry Ehrlich, Bruce Spitz, Chris Pack, Matt Jorgensen, Michale Robinson, Robert Lang, Jim Elenteny

Steve Malott delivered an overview of the new configuration of equipment in room 820. Steve Malott posed a question regarding how it may be possible to configure more 'hands-on' studio time for students. Steve Turnidge provided an update on the 'Synthfest' event recently held in the music building. Norma Goldstein queried the group for suggestions for expanding the membership of the board. The Audio Engineering Society was suggested as a great place to start. It was suggested that the 'goals' of membership be more clearly defined.

Norma Goldstein explained her desire to create a baccalaureate degree offering within the music technology program. Various members requested details on exactly what such an undertaking involves. What exactly is missing from the existing curriculum? Where do we need to go? What is gained? Is anything lost? Steve Turnidge made a formal request of the group to vote on the recommendation for continued evaluation of the possibility of developing a baccalaureate option. Michael Matesky abstained based upon lack of information. The rest of the assembly approved the possibility of moving forward with the research. The following members agreed to create a sub-committee on the topic when the college decides to more aggressively pursue this interest: Mark Rogers, Dane Butcher, Michael Matesky, Susan Simms, Matt Jorgensen, Michale Robinson.

Possible promotional strategies for the music technology program were discussed. Bruce Spitz suggested that outreach to high schools is probably best done through counseling offices. Various members pointed out that organizations such as the Vera School, School of Rock, and M.E.N.C., might provide opportunities for expanded awareness of the program. Steve Malott offered his opinion that the program is ideally suited for 'at-risk' students. He suggested social media and YouTube video promotion would also be effective. Norma Goldstein clarified that there is no restriction for promotion outside of our 'district' if invitations for presentations are solicited. Michale Robinson suggested a 'Pop Rally' format as has been done effectively in other locations. Jeff Kashiwa pointed out that he has been very successful making public presentation with the 'Electronic Wind Instrument' that is one of his

specialties. Jeff Kashiwa, Chris Pack, Robert Lang, and Susan Sims agreed to participate in a sub-committee to pursue potential program outreach endeavors.

The college's broad reaching virtualization initiative was discussed in relation to the music technology program. The music technology program has been targeted as a potential fully online degree offering as part of the initiative. Steve Malott and David Bristow shared their perspective on sound design and questioned the validity of a program without specific face-to-face hands-on instruction. Exactly what industry the virtualization initiative should embrace was questioned. Robert Lang asked if there was balance in the digital and analog offerings considering the advances in noise reduction vs. cost analysis. Others questioned how to answer questions in a timely manner in a virtual learning environment. Steve Turnidge voiced his frustration at the overall quality of many Skype presentations he has observed. Marian Sussman voiced her interest in this topic and suggested she would assist in the virtualization research if necessary.

Steve Turnidge brought the vote to adjourn promptly at 8:00 PM. A few members agreed to continue discussions in informal small groups.

Bruce Spitz