



# COMMERCIAL MUSIC ADVISORY COMMITTEE AGENDA

March 10, 2023/1 pm Green Room

## LPC Mission Statement

Las Positas College is an inclusive learning-centered institution providing educational opportunities and support for completion of students' transfer, degree, basic skills, career-technical, and retraining goals.

## LPC Planning Priorities

- ❖ Establish regular and ongoing processes to implement best practices to meet ACCJC standards.
- ❖ Provide necessary institutional support for curriculum development and maintenance.
- ❖ Expand tutoring services to meet demand and support student success in Basic Skills, CTE, and Transfer courses.
- ❖ Coordinate available resources to address current and future professional development needs of faculty, classified professionals, and administrators in support of educational master plan goals.

## Music Advisory Board

### Members

Brad Barth  
Simon Bley  
Chris Carter  
Diana Cefalo  
Ken Cefalo  
Philip Didlake  
Jim Douglas  
Karl Haller  
Will Magid  
Dan Marschak  
Amy Mattern  
Linda McManus  
Connor Moen  
Susan Muscarella  
Markus Pawlik  
Omri Shimron  
Cindy Browne  
Elisse La Barre  
Jenny Madrigal  
Keith Hatscheck  
Eric Schultz  
Katherine Westin

### Members Present (non-voting):

Vicki Shipman  
Helena Cruz

## Meeting Agenda

### 1. Welcome and Introductions

Dan Marschak, Tom Reynolds, Cindy Browne, Karl Haller, Chris Carter, Ken Cefalo, Linda McManus, Omri Shimron, Philip Didlake, Chris Ansuini, Markus Pawlik, Helena Cruz

### 2. Approval of Prior Meeting Minutes

Motioned approved unanimously

### 3. Faculty Report

#### Staff Update

End of last year, Ian resigned. We tried an emergency FT replacement and failed, but hired 3 vocal PT and 1 music tech PT. We just found out that our regular FT replacement was approved! So please spread the word to any vocal/choir people. Would be ideal to also have Commercial music skills like music tech or business.

Long time piano tech is going to retire in May. We need to hire someone who can be on-call. Our budget is \$9K per year, and the 88 Keys Campaign is supposed to provide an endowment for this. 86% of goal met.

#### Enrollment Update

We have about 30 music majors. The first year it feels pretty normal since covid. We did have to cancel one class, and were offered fewer classes for next year. We basically are able to offer less GE.

Ensembles this semester have better numbers. Enough for 3 jazz combos, 3 choirs, big band, and instrumental chamber ensemble.

Last summer we offered Piano pedagogy classes Asynchronous online back to back MUS 25 and 27. There were 12 in each one. I believe this will result in more certificate completions. Each course was 5 weeks.

Music Business was offered asynch and there were 15.

- ✓ 17 in Scoring for Film in Fall. 16 in Intro to Music Tech
- ✓ 21 in Music Comp now – writing for Brass Quintet (world premieres on May 22)

# COMMERCIAL MUSIC ADVISORY COMMITTEE MEETING

March 10, 2023/1 pm Green Room

- ✓ 16 in Intro/Intermediate Music Tech (cross-listed... in future, we will try to separate)

## Upcoming Course Offerings

Summer: MUS 37

Fall: MUS 22A/22B

Fall and Spring: MUS 35 and MUS 36

Summer 2024: MUS 25/27

## Curriculum Planning

We would still like to create a collaborative certificate with the Chabot MURT program which would combine some of our classes like MUS 22A with their tech classes, but we're holding off until the new FT faculty is hired. We hope this person will have some commercial music background even though choir/vocal is the primary need.

## Upcoming Grants

- Perkins: Applying for exact same summer jazz camp funding
- Perkins: Mentor/Tutor for Recording Studio so that students can get more hands-on experience.

## Past Events

All-Steinway Gala was major success. We raised \$4275 from ticket sales and silent auction. Performances from across performing arts: Dance, musical theater, jazz, classical, demo of Spirio, faculty, students, video from Grammy winner Bill Charlap. Raised \$18,750 towards 88 Keys Campaign (86% of the goal) which will provide funding for piano maintenance and Steinway artists \*such as Markus\* to give masterclasses to our students.

Summer Jazz Camp last year had about 30 Middle and Highschool students and 8 LPC Faculty. 4 days, culminating in concert. Resulted in several students enrolling here.

## **4. Industry Update**

### New Technology

**Chris Carter** – Just updated his space with technology to allow for recording. If someone wants to use the Bankhead for recording, they can. Karl mentioned that we have that type of technology at the Mertes.

**Lynda** had a question for Karl on getting involved in Tech Theater. Karl shared his work experience.

# COMMERCIAL MUSIC ADVISORY COMMITTEE MEETING

March 10, 2023/1 pm Green Room

**Phil** - Technology finds that are helpful – finding applications on mobile devices like Koala. This will do what a hardware device does – you can start making beats immediately, and it's simple. Uses sound engineering terms and links to Ableton. Ableton came out with notes in competition – you can take a musical idea and use it on your phone. Some apps can do audio busts altogether and connect them to your DAW (digital audio work system) Zoom for sounds engineers – like Muse. It's free in the beta phase.

- Lots of drumming events and drum circles – Taylor Family Foundation, Autodesk, and Aruba. Dan – received a new Nord (keyboard) and mics, and Cindy's software is getting updated again.

**Chris** mentioned that St. Mary's has a deal with Yamaha for keyboards. Electronic keyboards are not counted towards the All Steinway School definition.

- Assistant listening devices – recommends blue tooth devices that are relatively inexpensive and it's not too hard to switch over.

**Dan** - Upgrading all the iMacs - Music Theory – current version is 2017.

**Chris** - Any plans for the amphitheater? Upgrading the theater? The answer is that they did a feasibility study, and the cost was approx. \$10M. We own a roof structure but were not allowed to put it up due to safety reasons by DSA. The plans for the amphitheater may be revisited further down the line, where they can roll this into a future building project. Maybe in the future. (roof structure, control base, and equipment is already approved for purchase.)

There is no venue like this theater in the Tri-Valley – good opportunity here.

Jackie Hill, the front-of-house manager, was granted a full-time position. For example, she is in charge of students using the Spirio | r.

**Dan** will apply for a transporter for the Spirio | r. Steinway will send out performance announcements, and we can hook this up to the main theater. Almost like a world-class concert – I would like to do this regularly.

Facility rental is one of the tabs on the LPC website – it goes through our administration. Note: Contact the music department if you want to do something collaborative. All rehearsal rooms can be rented.

## Training Needs/ Recommendations

What do you want our students to be able to do to hire them? What should we be teaching them:

- Concert lighting
- Piano technician/tuning - might be an opportunity for a CTE program
- Economics of the music business – LPC has a music business class. **Chris Carter** mentioned how we have many artists that need help with representation. Navigating that process is needed
- Press kit lab – mentioned by **Chris Ansuini**
- Music business marketing class \ legal issues class
- Social media presence – suggest providing all these ideas to Elise – the business teacher
- **Jenny** - Music therapy - such a need and opportunity for this type of work
- Predatory contract and scam protection class

# COMMERCIAL MUSIC ADVISORY COMMITTEE MEETING

*March 10, 2023/1 pm Green Room*

- Patreon

## Hiring Needs

Linda hired an instructor; Ken doesn't have rooms open, but Chris Ansuini has rooms open (Seeds of Music Academy in Pleasanton) Chris mentioned he could do a class on beginning teaching since the LPC pedagogy class is offered every other year.

- Chris needs people to do live sound
- Crew jobs at Bankhead
- The easiest way for Dan or Cindy to get the word out is through an email
- Marketing intern
- Student an opportunity to play music at a senior community. Phil offered a workshop on preparing for this environment.

**The meeting adjourned at 2:35 pm**

## **5. Next Regular Meeting (Date TBD)**