



COMMERCIAL MUSIC ADVISORY COMMITTEE MEETING

August 29, 2017/4pm/B4000/Green Room

Meeting Minutes

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.

Meeting Name

Members Present (voting):

Ken Cefalo
Jim Douglas
Diana Cefalo
Dan Marschak
Omri Shimron
Brad Davis
Cindy Browne-Rosefield
Leslie La Barre

Members Present (non-voting):

Vicki Shipman

Members Absent:

Timothy Devine
Philip Didlake
Jenny Madrigal
Amir Law
Ian Brekke

Meeting Guests:

None

1. Welcome and Introductions

2. Approval of Prior Meeting Minutes

Not Applicable; First Meeting

3. Quick Facts

Vicki Shipman, CTE Project Manager, shared out a document outlining roles and responsibilities of CTE Advisory Boards.

4. Industry Update

New Technology

Advisory members shared out new technologies including: ProTools, Logic, and Ableton Live. Recommended the program to avoid basic programs like Garage Band as it will not be useful for students.

Discussion: Dan announced that Ian will be teaching two levels because students are at different levels so starting with Logic and eventually to ProTools (per Brad, industry standard, and Logic is customizable). Jim recommends ProTrak. Brad shares that the industry moving to SAAS (a benefit is that you can work live via the cloud then work simultaneously with anyone in the world).

Equipment – Regarding Keyboards, Jim recommends Yamaha Montage as the latest and greatest (the new motif). Brad indicates prior was ES7 however if purchasing new keyboards, definitely go with Yamaha series, he recommended for the microphones, for live shows, 57s' and 58's the best.

Jim shared out for employability, skill sets that are important are people skills and soft skills are most important; and, can they can get along with others.

Ken shared a story about students from Expressions in Oakland – you can give a simple task and not know the basics; part of the issue is that Expressions cut out the live programming which proved to eventually be a detriment to their college. Students need to have a "Foundation". Brad said in old days Expression provided every aspect; best education is to have a place for people to come in to program their own productions, mini studios for musicians.

Vicki mentioned to the Advisory a Strong Workforce Program regional project where Las Positas College is developing a Strategic Plan for a MakerSpace. Possibly the plan could include a studio for local musicians. Jim agreed and confirmed that Expressions actually had just that but not anymore. Cindy

COMMERCIAL MUSIC ADVISORY COMMITTEE MEETING

August 29, 2017/4pm/B4000/Green Room

recommended branching out to partners for studio space. On campus opportunities, possibly collaborate with theater and music to open up to the community while developing opportunities for the entrepreneurs.

Training Needs

See above.

Hiring Needs

Ken indicates that there is always a need for piano teachers; to find good ones, it's very difficult; he has 460 students coming through the store for piano and strings; they start with piano then can branch into other instruments because of the knowledge gain through learning piano. Cindy recommends that we do a survey to learn the demand for piano teachers.

Ken shared that two of the Tracy High Schools have piano programs. In Tracy, teachers deal with different cultures, a potential cultural awareness class may be helpful. Vicki recommended that LPC follow up with Tracy High Schools for potential articulation of classes.

Faculty Report

Program Update – See Handout re Music AA

Music Technology will be retitled Music Technology Fundamentals; Brad asked about the order of the Music Technology classes that Basic Music should be before Piano.

New Curriculum Presentation – Page 5 Commercial Music: Music Business Certificate of Achievement (21 units); List classes; includes piano because that's how music works; classes from the BUSN and MKTG class; Elisse will be teaching MUS 37, she is pleased to have an advisory board to be able to interact, she will be including industry leaders with MUS 37 for guest speaking, field trips, internships, etc.

Strong Workforce Program Application - Focusing on Music Business; grant to provide faculty and students to attend MACCC conference in San Francisco; 25 site licenses for ProTools and Finale; Microphones; Experts in the music business to develop workshops; Funding to have a videographer do a promotional video; and, funding for piano tuning and maintenance.

Recommendations from the Advisory Board

Motion: Move forward with local and state approval of new curriculum to include 1) Commercial Music: Music Business; 2) Commercial Music: Music Technology Fundamentals; 3) Commercial Music: Teaching Beginning Piano; and, 4) Commercial Music: Teaching Intermediate Piano.

MSC: Omri Shimron/Brad Davis

Approved: Unanimously

**COMMERCIAL MUSIC ADVISORY
COMMITTEE MEETING**

August 29, 2017/4pm/B4000/Green Room

Motion: Submit Strong Workforce Application as developed by faculty.

MSC: Ken Cefalo/Jim Douglass

Approved: Unanimously

Motion: To effectively determine labor market demand for piano teachers, LPC will survey local industry.

MSC: Ken Cefalo/Brad Davis

Approved: Unanimously

Other recommendations however not voted upon: Piano Maintenance (Repair & Tuning) as a future curriculum; and development of a summer camp.

Next Regular Meeting (Date)

TBD – Early February

Adjournment 5:23pm by Vicki Shipman, CTE Project Manager