

ANTELOPE VALLEY COMMUNITY COLLEGE DISTRICT
Lancaster, California
MINUTES OF THE COMMERCIAL MUSIC DEPARTMENT ADVISORY COMMITTEE
MEETING
September 8, 2011

I. OPENING & INTRODUCTION

Call to Order – The meeting of the Commercial Music Department in Visual and Performing Arts was held on Thursday, September 8, 2011, at Antelope Valley College, 3041 West Avenue K, Lancaster, California. Michael McCully, Commercial Music Coordinator, called the meeting to order at 2:20 p.m. in Room APL 111.

Handouts – Copies of the Commercial Music Department curriculum from the Antelope Valley College course catalog, program agenda, and prior minutes from our 2010.

Introductions – All attendees and visitors introduced themselves along with their occupations.

Tour – Tour of new Theatre Arts building and lab improvements in APL 111

Committee members:

Dean Newton Chelette - Dean of Visual and Performing Arts (absent)

Lee Matalon - faculty instructor

Jon LaCroix - faculty instructor

Gary Gregg – faculty instructor (absent)

Michael McCully - Commercial Music Coordinator

Bobby Burns Jr. - musician with Earth, Wind & Fire (via Skype)

Rick Keller – freelance musician

Jay Gore - musician/songwriter/producer

Sunny Hilden - musician/singer/songwriter/producer

Purpose of Advisory Committee – The purpose of the Commercial Music Advisory Committee is to strategize how the Commercial Music Department can be further improved to assist students, prepare students for the music industry, review and make recommendations regarding program curriculum, and identify relevant and current specific skills in the industry. Meetings will be held once a year.

II. DISCUSSION ITEMS

Curriculum – Michael McCully announced that the Commercial Music Department is designed to prepare students to perform, to write and record music, sound engineering, to develop an appreciation of various contemporary music styles, and to understand the latest developments in

the changing music industry. Students can obtain two certificates in Commercial Music, Level I General Certificate and a Level II Performance Certificate. A review of the number certificates issued over the last year was discussed. Issued certificates have increased 200% over the last 2 years. Also discussed was the need for a full-time faculty instructor in the department. Currently, the Commercial Music staff is comprised of adjunct instructors only.

Lee Matalon's suggested that students should be aware of all that Commercial Music has to offer. Commercial Music Coordinator Michael McCully explained that one reason for the increase in certificates issued over the past two years was class visitations and counseling sessions with interested students.

Jay Gore agreed that taking all classes within the department would be musically beneficial to the student. The example used was Bob Carlson's Live Sound Reinforcement class MUSC 143 and the importance of the sound engineer being aware of the demands of the artist and the artist being aware of the demands of the sound engineer. Jay explained the importance of cross training.

Jon LaCroix expressed the importance of using the new theatre as a possible training area for students as sound engineers and establishing a relationship with future employers, such as Sound Image, for apprenticeship positions.

Equipment & Facility Needs – Michael McCully shared with the committee the improvements in APL 111 Music Production Lab with funds secured from Perkins funding. The committee was impressed and felt that it was up to current industry standards for music production.

Michael McCully also shared with the committee his communicating with all faculty instructors over the past year to make sure they have the equipment needed to instruct their class efficiently.

Industry Trends – All committee members proposed the question where is the music industry headed in the next few years.

Jay Gore stated the understanding of technology is important for survival in the music business.

Rick Keller stated students to be more creative in finding new ways to market themselves.

Jay Gore, Sunny Hilden, Jon LaCroix, and Bobby Burns expressed the need to understand completely the legal rights of music publishing and the importance of having this taught in the curriculum.

Student Needs – Sunny Hilden suggested incorporating music notation and composition programs into the curriculum for aspiring composers and songwriters such as Finale.

Michael McCully indicated his desire to have more guest speakers in the classroom to motivate students.

III. **SUMMARY OF RECOMMENDATIONS**

Recommendations – Bobby Burns recommended reciprocity between other commercial music programs and Antelope Valley College in order to get more funding for the Commercial Music.

Sunny Hilden shared Michael McCully's suggestion of guest lecturers to benefit students and offered to visit the songwriting class. Bobby Burns, Jay Gore, and Rick Keller also offered to guest lecture.

IV. **ADJOURNMENT**

The meeting was adjourned at 4:30 p.m. with all committee members agreeing to be apart of the next meeting.