



# COMMERCIAL MUSIC ADVISORY BOARD MINUTES

February 26, 2021 | 12:30 pm | Zoom

## 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

Ian Brekke  
Chris Carter  
Diana Cefalo  
Ken Cefalo  
Timothy Devine  
Philip Didlake  
Jim Douglas  
Mario Godoy  
Keith Hatscheck  
Elisse La Barre  
Leslie La Barre  
Will Magid  
Jenny Madrigal  
Susan Marcarella  
Dan Marschak  
Markus Pawlik  
Omri Shimron  
Brad Barth  
Cindy Browne-Rosefield  
Eric Schultz  
Katherine Westine

### Non-Voting:

Amy Mattern  
Elizabeth McWhorter  
Vicki Shipman

## 1. Welcome and Introductions

Dan Marschak called the meeting to order at 12:30 pm.

Present: Ian Brekke, Ken Cefalo, Jim Douglas, Dan Marschak, Amy Mattern, Liz McWhorter, Markus Pawlik, Cindy Rosefield, Omri Shimron, Lynda McManus, Lucas Schwyter, Chris Carter, Will Magid, Keith Hatschek, Vicki Shipman

*We have a new AB member! Welcome Will Magid*

## 2. Approval of Agenda

Ian motioned; Keith seconded. Motion carried unanimously.

## 3. Approval of Fall '19 [AY 19-20] Meeting Minutes

Ken motioned; Markus seconded. Motion carried unanimously.

## 4. Industry Update

### New Technology

### **Livestreaming**

- Mandolin, Lute, HowLive.TV, LoopedLive.com (Jim recommends); Jam Kazam (Cindy & Omri recommend); Jamulus (per Ken)

- You have to use the paid version to do it right (per Keith)!

-Students have needed to learn how to perform in their home-space (wall coverings, acoustics, etc). Even after the fact – Studio headphones, USB mic are a must! Sweetwater recommended (Per Vicki, this is an LPC preferred vendor).

- A student wrote a research paper on it, that gives the basic ideas of blockchain: <https://scholarlycommons.pacific.edu/backstage-pass/vol3/iss1/12/>

- Students learning how to self-record; have access to all their own instruments at home. Bright spots! (per Will)

### **Blockchain / NFTs** (per Will)

- Can create unique digital items – mainly visual, like prints
- Can make lots of \$ doing this, for music too! Think MP3s.
- NFTs (non-fundable tokens): Digital Assets being sold in a new way.
- Here's an example of a friend's music auction.

<https://niftygateway.com/collections/gramatikopen>

- Good podcast about NFTs and how it's creating a lot of value for artists:

[https://www.youtube.com/watch?v=2cBaol1\\_6ZM](https://www.youtube.com/watch?v=2cBaol1_6ZM)

# COMMERCIAL MUSIC ADVISORY BOARD MINUTES

February 26, 2021 | 12:30 pm | Zoom

Minutes taken by Elizabeth McWhorter

Omri:

- Needed to adjust syllabus, incl. Soundtrap, BandLab
- Ethernet cable connection, USB mic

Keith:

- Good video setup for vocalists & accompanists (separated by plastic-panel wall)
- 2-3 hr. setup, so only 1-2 / day

Lucas (Chabot):

- Using Mandolin + live sound concert hall.
- Uses Pro Tools. ASIO Pro Link software – can route audio within his computer / so everything goes to one place (Banana VoiceMeter on Apple; LoopBack). Dante is good too.
- Live sound. Ethernet to USB etc.
- Realtime audio, can livestream concert hall-to-classroom / time-synched
- Works at SJSU too.
  - > MDI livestream to Hammer Theater: <https://events.sjsu.edu/event/wanderers>

## Training Needs / Hiring Needs

Ken Cefalo:

- Band instrument repair instruction
  - > Knows someone at Cesar Chavez school who teaches this
  - > Doesn't know of any community colleges that offer it...

Chris Carter:

- Had struggled to find audio technicians for The Bankhead. Always looking for more help in that area.
- Note: Due to COVID, some of their crew have had to leave and find other jobs. Will be shorthanded in Fall '21. Want to work with crew members to be able to expand their skillset and get front-of-house experience, more of a FT position.

Jim:

- Says a lot of theaters couldn't afford to attract sound engineers / unionized.
  - > How about apprenticeship in line with this?
  - > Note: Maybe this will change post-pandemic!
  - > Per Keith, maybe a class at LPC that leads to a guaranteed apprenticeship at the Bankhead would be a gateway?
  - > Per Vicki, this could be an internship! Reviving WBL at LPC.

Consensus:

- Lots of folks have been leaving the field at this time.
- Room for students to fill in! Esp. want new audio talent.

Will:

- Thinks sound system experience is essential for musicians.
- He knows how to DJ & run sound system → \$\$\$

Jim:

- How to factory-reset a digital keyboard having an issue; short videos (on YouTube) – ongoing training.
- Always interested in getting more student interns.

# COMMERCIAL MUSIC ADVISORY BOARD MINUTES

February 26, 2021 | 12:30 pm | Zoom

Minutes taken by Elizabeth McWhorter

## 5. Faculty & Outreach Specialist Reports

### Faculty Reports

#### Dan's Report

- Shared Commercial Music GP Certs.
  - > Stackable...One student is graduating with 6 this year!
- How we've been coping with Covid-19
  - > Music Showcase coming up
  - > SplashTop use – teaching film scoring that way. Latency for Music Tech is an issue (per Ian).
  - > 2 ensembles this semester.
- Enrollment figures
  - > Music Tech is super full, 18 in Composition, etc.
  - > Hope for limited in-person meeting in April/May (events / recitals)
  - > A student won first prize in a composition contest! (Music Association of CA Community Colleges)
  - > The former music library is becoming a music studio. Hopefully 'breaking ground' soon!

#### Ian's Report

- Intro to music tech; intermediate music tech
- Sharing a doc to welcome our feedback
- Music tech, placement in jobs; connecting more students via internships
- Mac lab has Logic & Pro Tools, some students have access now
- Want to add 3 courses to expand program. Want maintenance/repair class too.
  - Working with limited resources. Tiered rollout.

---

#### Lucas:

- DAW? (intro to music tech)
- Ableton [electronic] – quick for students to pick up (like Logic – but Logic's only for Mac) – for music production & performance... then they move on to Pro Tools [audio recording].
- Connecting the dots – “One's a butter knife, the other's a steak knife.”

#### Will:

- DJ's from his iPad sometimes too!

#### Chris:

- Your ear helps you become successful; acoustic architecture is important. (Lucas: Yes! Properties of sound)

#### Fundamentals of Music Notation:

- What do AB members think, is Fundamentals of Music Notation relevant? (per Lynda)
- Ian thinks it's extremely relevant. They do a 3-week intro unit on this. Underutilized.
- Lynda says students today have a harder time reading music...something in the learning process missing. Screen time re-routing brain function?! This merits discussion.
- Cindy: Lynda brings up an interesting point. Cindy teaches a basic music class, and some students who have been making music w/ tech their whole lives are just now learning to read music...MUS 6 offering would likely fill up again!
- Ian: There are some musicianship builder requirements in there.

# COMMERCIAL MUSIC ADVISORY BOARD MINUTES

February 26, 2021 | 12:30 pm | Zoom

Minutes taken by Elizabeth McWhorter

Keith:

- One other thing to consider, is that so much music performance today goes out as a video performance.
- So maybe adding in how to interface pro-sounding audio into video streams should be addressed, even at a basic level.
- Also, maybe you can offer a few “electives” not required in the MT Program that the go-getters can opt to take? (Audio-Video streaming, etc. Need to know the basics of tools like Mandolin.)

Lucas:

- Working on the job is how you really learn to use the console. Highly recommends Pro Tools & Ableton, Q-Base too.

Ian:

- More than ever, everyone’s recording at home now. But he’s really into a DAW-focused class.

Ken:

- Finds that folks come in and don’t know what a DAW is, just know the name “Pro Tools” (akin to Kleenex).
- Per Lucas: Loves Pro Tools. Would be great if you could choose/use the DAW of your choice though.
- Ian agrees with Lucas. Due to COVID, all the curriculum had to be re-written to be non-DAW specific.

Keith:

- Maybe play a few tracks to show off the different DAW’s – point to hit records on less technology (“Here’s a Grammy-award-winning song recorded in Garage Band” etc.)

Dan:

- Possibly a WBL class as part of it, so they actually have to do it. Note: Curriculum changes take about 1 year.

Lynda:

- Let’s make sure to share down at the middle school level about prep for a music college program
- Music programs in K-12 schools?! - Mendenhall Middle School (per Liz) etc.

Vicki:

- We’ll have a Music Summer Camp this summer! (Liz helping to market it!)

Ian:

- Wants to show off our tech / responsible safety protocols so parents can see and be ok with their students participating

---

## Outreach Specialist Report

### *Music outreach activities since Fall ’19!*

- Spring ’20 CTE Program Spotlight Series – Music incl. a live alumni performance, student panel, etc.
- Socially-distanced Alumni trio concert at ArtWalk Light (Liz exhibited on behalf of the CTE arts programs)
- General CTE presentations (Tri-Valley College/Career Fair; Year to Career info sessions; Ed Summit etc.)

### *Upcoming/prospective Music outreach activities*

- Art Careers & College/Career awareness presentations coming up, presenting to students in the Tri-Valley and at the Alameda Co. Level & state level [to 4-H’ers, ROP / Tri-Valley Educational Collaborative folks, church groups, etc.]
- Alumni ensemble playing at the LPC Student Art Exhibit closing reception @ Cuda Ridge in early March
- ThankView video-email as a way to share out student greetings / content to help with enrollments

**6. Adjournment:** Dan Marschak adjourned the meeting at @ 2:00 pm.

**7. Next Meeting:** Early ’22?