

**COMMERCIAL MUSIC  
ADVISORY BOARD MEETING  
November 5, 2001  
MINUTES**

Members Present:

Marty Sweidel, Chair  
Michael Crawford, Dean of Fine Arts  
Keith Rust  
Andy Duckworth  
Casey McClure  
Chris Morgan  
Hal Fitzgerald  
Kathy Morgan  
Chip Tredo  
Kent Maxim  
David Maun, AES Chapter President  
Russ Burger  
Pam Kopus

Marty Sweidel opened the meeting; everyone introduced themselves and tell a little about their background. The previous meeting's minutes were discussed and approved. (The minutes had been circulated and corrections made via e-mail.)

Marty reminded group of upcoming Music Industry Conference. Andy, Casey and Chris shared some of the topics by guest lecturers, bands, and demonstrations, classes that are open to the public. More information is available on the web site, [www.quadcmusic.org](http://www.quadcmusic.org).

Review of Commercial Music Degree and Certificate:

Dr. Sweidel reminded the group of the Music Business certificate that was approved by the Advisory Board last year. The certificate was not implemented by the Music department for lack of demand, variety of courses for the certificate. The business end of the industry is currently covered very well in the three active business courses in the program.

Dr. Sweidel shared an e-mail he received from Brian Allison, Program Coordinator for Music, requesting that Commercial Music Theory and Commercial Ear Training be closed and that Music Theory and Ear Training be used exclusively (students had an option of taking the Academic transfer series or the voc-tech series). Dr. Allison's reasons included not enough demand to run two separate series, and duplication between transfer and voc-tech. After discussion, this change was approved.

Dr. Sweidel led a brainstorming session, discussing such topics as Electronic Music certificate, changing title from Audio Engineering to Recording Engineering, and Keith Hays wish list for the department. Course content for courses was discussed to ensure that there was not duplication. Dr. Morgan and Dr. McClure said that there may be some overlay of content, as some students may choose to take different courses as electives, so there is a general overview, but that content itself is not duplicated. Dr. Sweidel suggested that the College faculty and administration prioritize the wish list and bring that list to the next meeting.

Marketing the Commercial Music program was also discussed. There was a general consensus that the College or Music department is not doing enough to market the program, although all of the Audio Engineering classes are full every semester with a waiting list. We need to get the students to buy into our degree program—stress making the student marketable for a career, not just their next gig.

Studio equipment was discussed; that students are not getting the lab time needed. It was suggested that maybe students could be charged an additional fee to rent a professional studio for two days, to do a real project on a professional level and be totally submersed so that the students could see exactly what it takes to produce (the time spent—eating/sleeping at the studio). The question was raised about demo studios as opposed to a state-of-the-art studio—would this be more practical and affordable for a college.

All of this will be raised at the Spring meeting, with more information on hand, and answers to questions raised.

Hal Fitzgerald did not feel that protocols were being taught here, that the students needed to be taught how to present themselves, and their demo tapes. This should be covered in the capstone class.

We do have a space crunch in the recording studio. Many of the courses are hands-on and studio time is limited.

Dr. Sweidel opened the floor for discussion of a chair for the advisory board, length of term. The Board voted to have two-year terms and Dr. Sweidel was voted by acclamation to continue as the chair for the next two year.

The meeting was adjourned.