

Application for Approval



A.A.S. Commercial Music Management Program

July 1989



TEXAS HIGHER EDUCATION COORDINATING BOARD

APPLICATION FOR APPROVAL OF
TECHNICAL AND VOCATIONAL PROGRAMS

(Submit Five Copies)

Austin Community College

Institution

FC-012015

FICE Code

8445

HEGIS Code

Northridge Campus

Campus

CIP Code

1. Proposed Program	Length Wks/Sems Quarters	Total Contact Hours	Total Credit Hours
a. Degree Title: <u>Associate of Applied Science Commercial Music Management</u>	<u>4 Sem</u>	<u>960</u>	<u>60</u>
Options, if any: _____	_____	_____	_____
Exit Points, if any: _____	_____	_____	_____
b. Certificate Title: _____	_____	_____	_____
Options, if any: _____	_____	_____	_____
Exit Points, if any: _____	_____	_____	_____
2. Proposed Implementation Date of Program: <u>January</u> , 19 <u>90</u>			
3. Date of Governing Board Approval: _____, 19 _____			

Authorized School Official (Name and Title) Signature Date Telephone

President or Chief Executive Officer (Name and Title) Signature Date Telephone

FOR THECB USE ONLY

() Approved () Approved with Provision () Disapproved

COMMERCIAL MUSIC MANAGEMENT PROGRAM DEVELOPMENT

A. Labor Market Demand

It is estimated that \$25-30 million dollars leaves the Austin music industry annually because of the lack of available and knowledgeable professional resources necessary for career development in the music industry. According to the Texas Department of Commerce Film/Music Office survey results dated August 30, 1988, educational programs designed to meet the various needs of the diverse music industry are critical to the long term development of the industry.

Several years ago, the College was approached by representatives of Austin's music industry to discuss the need for educational programs to serve professional, management and technical personnel in the industry. As a result of these discussions, the College agreed to develop a series of Continuing Education programs on a trial basis to determine community need and interest. To date, ten programs have been conducted and over 250 individuals have participated in the programs. The success of the continuing education program resulted in a music industry advisory group being formed to assess the potential for a college credit music industry program. The advisory group's first objective was to implement a survey of the music industry to determine the need and value of a degree program.

B. Employer Surveys

The Advisory Group designed a survey instrument which focused on three areas:

- Employer needs and resources
- Potential curriculum
- Amount of interest in enrollment

The Advisory Group also identified music industry related local employers to be surveyed as well as potential student groups which might be accessed.

583 surveys were mailed to Austin area music industry organizations, clubs, performers, accountants, managers, recording studios, trade associations, continuing education CMM program participants, and current ACC college music students. Most of the businesses are considered small businesses employing 1-4 workers full time.

ACC received 107 completed surveys, all considered usable responses. Area businesses see an opportunity for increased employment activity, with many projections of up to 200 percent growth over the next five years in their business work force. A great part of the data reflects an interest in upgrading present skills of the employees and continuing professional development in the music business. Findings were as follows:

87% would employ individuals who have taken courses in this program

65% would definitely give preference to an applicant who obtained a one-year certificate

67% would definitely give preference to an applicant who obtained an associate degree in commercial music

53% would definitely compensate a graduate with a higher salary

64% would definitely sponsor an internship or on-the-job training for students working towards a commercial music degree

24% would offer their facilities for instructional activity

52% would be interested in instructing a course

Most employers indicate that their current employees would be interested in pursuing course work in this program.

All respondents were from the Austin area; however, the Texas Department of Commerce survey reflects similar statistics throughout the state. A database file is available listing all respondents and their addresses.

Anticipated salary ranges for qualified graduates of a commercial music management program range from \$12,000-\$30,000 annually. Possible job opportunities are available in the listed areas with the Dictionary of Occupational Titles reference number.

Music Business Careers

Songwriter	131.067-034	Production Services	652.137-010
Composer	152.067-014	Manufacturer	279.157-010
Arranger	159.167-010	Audio/Video Engineer	149.061-010
Editor	132.037-010	Distributor	222.587-018
Copyist	152.267-010	Trade Publication	297.367-010
Director/Conductor	152.047-018	Music Journalist	100.367-026
Facility/Venue Operator	019.261-018	Publicist	530.384-010
Theatrical Producer/Director		Booking Agent	191.117-014
	503.685-046	Artist Manager	191.117-010
Film	976.684-014	Recording Artist	962.382-010
Video	194.362-010	Publisher/Professional Manager	530.384-010
Performer (Vocalist/Instrumentalist)		Song Plugger	165.157-010
	503.685-045	Copyright Administrator	249.267-010
Teacher (Studio, School, College)		Road Manager	191.117-038
	149.021-010	Driver	919.083-014
Therapist	076.221-010	Roadie	221.362-026
Artist/Graphic Designer	970.381-022	Guitar Technician	730.281-026
Merchandiser	205.367-054	Broadcaster	249.387-010
Broadcaster	249.387-010	Arts Administration	141.061-022
Advertising Agency	247.387-010		144.061-010
	230.687-010		

However, numerous employment opportunities not listed in the Dictionary exist.

Science and Technology
Recording Studio Owner

Rehearsal Facility Operator
Record Producer

C. Projected Student and Graduate Data

There is a large base of community support as evidenced by interest in the current continuing education program in commercial music industry. Over 250 students have attended thus far with waiting lists for many of these classes. Course surveys indicate a significant interest in longer and more comprehensive programs. Current ACC music students were also surveyed with many expressing keen interest in such a program. Of the responses from the 583 mailed, 77% indicated

a definite interest in enrolling in individual CMM classes, and 61% of the responses indicated a definite interest in pursuing a degree in commercial music.

As mentioned before, employers felt that most, if not all, of their current staff (as well as themselves) would benefit from these industry-specific courses. Given the size of the music industry that Austin is so famous for, there will certainly be a large potential student population from which to draw.

The projected enrollment for the first two years of program operation is as follows:

200 enrolled in individual classes
25 majors the first two years

Once the program is fully implemented, 25 annual graduates are anticipated.

D. Coordination with Other Work Force Training Sources

Coordination with various work force training sources have been integrated in the ad-hoc planning committee membership. These entities include representatives from the University of Texas at Austin, Department of Human Services, the Texas State Management Development Center, Office of the Governor, and Austin Chamber of Commerce. Several representatives from Austin Community College including Division Chair, Business; Division Chair, Humanities; Instructor, Music; Coordinator, Conferences and Public Programs; and Telecommunications Specialist served on the ad-hoc planning committee.

Other community colleges and universities offering direct support are South Plains Junior College, Alvin Community College, McLennon Community College, Cedar Valley Community College, Lebanon Valley College and San Francisco State University.

The City of Austin Music Commission is expected to formally announce support for this program at their July 11 meeting.

E. Advisory Council Membership and Meeting Minutes. (See Attachment)

F. Program Support Resources

Faculty for the Commercial Music Management Program will include existing ACC instructors and part time area specialists. Fifty-two percent of participant responses from the survey indicated an interest in instructing. In addition, instructors will be drawn from respondents to media campaign, continuing education faculty and Texas Department of Commerce resource lists. Qualifications for part time instructors required are education and work experience commensurate with the specific course taught. All part time employees will be employed by Austin Community College and be required to fulfill all policies and guidelines.

Current classroom and music rooms will be sufficient at this time. Courses not taught by current faculty will be taught on a part time basis within current operating budget. No initial capital outlay requests will be made at this time.

The private sector has been a viable supporter for this program and its implementation. A list of private entities contributing resources includes: Music Makers of Austin, Strait Music, Panda Productions, Austin Recording Studios, Lone Star Recording Studio, Marci Lynn Studios, Englander & Keese, Texas Commerce Bank, Franklin Federal Savings and Loans, Austin Music Industry Council, The Austin Chronicle, Concordia Lutheran College, Austin Songwriters Group, Mike Tolleson and Associates, and a myriad more individuals representing music business professionals.

Their efforts include participation on the ad-hoc planning committee; discount rates on studio recording time for the continuing education program; discount on recording tape; promotion, marketing and distribution of materials for the continuing education programs; assisting with survey efforts and endorsements of educational efforts for the music community.

Sixty-four percent of the responding participants would consider an internship or provide on-the-job training for students working towards this proposed degree.

G. External Agency Approval, Certification, and Accreditation

No external accrediting outside agency at this time.

EXECUTIVE SUMMARY

COMMERCIAL MUSIC INDUSTRY SURVEY

BACKGROUND

The mission of the **BUSINESS AND TECHNOLOGY CENTER** is to offer a comprehensive range of training programs and educational services to:

- . Assist **Employers** conduct employee training program
- . Support **Economic Development** initiatives
- . Promote **Small Business** development

Several years ago, the College was approached by representatives of Austin's music industry to discuss the need for educational programs to serve professional, management and technical personnel in the industry. As a result of these discussions, the College agreed to develop a series of Continuing Education programs on a trial basis to determine community need and interest. To date, ten programs have been conducted and over 250 individuals have participated in the programs. The success of the continuing education programs resulted in a music industry advisory group being formed to assess the potential for a college credit music industry program. The advisory group's first objective implement a survey to determine the need and value of degreed program.

Methodology

The Advisory Group designed a survey instrument which focused on three areas:

- Employer needs and resources
- Potential curriculum
- Amount of interest in enrollment

The Advisory Group also identified music industry related employers to be surveyed as well as potential student groups which might be accessed.

583 surveys were mailed to Austin area music industry organizations, clubs, performers, accountants, managers, recording studios, trade associations, continuing education CMI program participants and current ACC college music students.

FINDINGS

Following is a summary of the findings which resulted from the data collection.

- 110 surveys tallied
- 18% response as of June 30, 1989

The Employer Section

The majority of the responding businesses anticipate a slight-growth of new employees over the next five years.

Many of the responding businesses provided a variety of professional and supporting functions to musicians.

The majority of responses indicate that employees might be interested in pursuing coursework when implemented. Most employers would give preference to a CMI graduate and would compensate for the qualifications.

Most employers are willing to provide internships, facilities and instructional resources to the CMI Program.

3. Would you employ individuals who have taken courses in a CMI program?

87% Yes

4. Which of the skills listed below are you or your employees currently performing?

Promotion/Marketing/PR
Business Management
Artist Management
Clerical Duties
Booking and Night Club Management
Audio Technology and Production
Songwriting/Publishing
Concert Promotion
Commercial Music Performance
Record Industry
Music for TV & Film
Other*
Concert Production
Retail
Video Technology & Production
Legal Aspects

*See attached data document

5. Would you give preference to an applicant who has obtained a one-year certificate in the CMI program?

65% Yes

6% Maybe

5B. Would you give preference to an applicant who has graduated with a two-year degree in CMI?

67% Yes

4% Maybe

6. Would you pay more to an applicant with either of the two qualifications?

55% Yes

6% Maybe

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5B. Would you give preference to an applicant who has graduated with a two-year degree in CMI?

67% Yes

4% Maybe

6. Would you pay more to an applicant with either of the two qualifications?

55% Yes

6% Maybe

7. Would you consider sponsoring an internship to provide on-the-job training for students working toward a CMI degree?
65% Yes
See data document for possible areas
8. Do you have instructional facilities which could be used in instructional activity?
24% Yes
See data document for possible areas
9. Would you be interested in teaching?
54% Yes
See data document for possible areas

Individual Employee Section

The respondents appear anxious and enthusiastic about the possibility of a CMI program initiated at Austin Community College.

1. Are you currently employed in the CMI?
61% are now employed
Duties are listed on data document
2. Which of the following would be most beneficial to you?
(Ranked in order)
 - Legal Aspects
 - Promotion/Marketing P.R.
 - Artist Management
 - Other (See Data Document)
 - Business Management
 - Songwriting/Publishing
 - Booking & Club Management
 - Audio Technology & Production
 - Commercial Music Performance
 - Concert Promotion
 - Clerical Duties
 - Concert Production
 - Music for TV & Film
 - Record Industry
 - Video Production
 - Retail
3. Which is a more convenient time for you to attend class?
Over 73% Evening
4. Have you taken courses in a CMI program before?
46% Yes
Various locations
5. When a college credit degree program is initiated, would you be interested in enrolling in individual classes?
74% Yes

7. Would you consider sponsoring an internship to provide on-the-job training for students working toward a CMI degree?
65% Yes
See data document for possible areas
8. Do you have instructional facilities which could be used in instructional activity?
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Commercial Music Performance
Concert Promotion
Clerical Duties
Concert Production
Music for TV & Film
Record Industry
Video Production
Retail

3. Which is a more convenient time for you to attend class?
Over 73% Evening
4. Have you taken courses in a CMI program before?
46% Yes
Various locations
5. When a college credit degree program is initiated, would you be interested in enrolling in individual classes?
74% Yes

6. Would you be interested in pursuing a one-year certificate or an associate degree?
59% Yes

RECOMMENDATION

That Austin Community College offer a one-year, two-year Associate degree and a two-year transferrable degree in Commercial Music Industry.

Ad-Hoc Planning Committee
Commercial Music Management Program
Spring 1989

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MINUTES

COMMERCIAL MUSIC DEGREE PLANNING COMMITTEE

April 11, 1989

District Administrative Offices, Room 531, 10 a.m.
Austin Community College

Attending: Bert Marcom, Chair, Cynthia Reed, Charles Nafus, Lou Cisneros, David Jones, John Hood, Andy Murphy, Martin Theophilus, Chris Theophilus, Ernie Gammage, Mike Tolleson, Ted Miller, L.E. McCullough

This was the first formal meeting of the commercial music advisory committee.

PURPOSE

To organize a more formal planning unit, to recommend and initiate a 2 year music program, to discuss which broad areas of curriculum should be decided upon, and to start this program by January 1990. Focus is in doing business in the music industry.

OVERVIEW OF PRIOR ACTIVITIES

Martin Theophilus, Ernie Gammage, and Cynthia Reed traced development of the commercial music program idea from its beginning to the present state of offering several seminar-type continuing education courses. David Jones has been researching existing music programs in other colleges such as South Plains College at Levelland, and McLennan Community College in Waco--their curriculum, theory application, staffing, and opportunities for employment. The commercial music classes which are currently offered at ACC in continuing education are consistently filled and have a waiting list.

CHARGE FOR COMMITTEE

The program needs approval by the Coordinating Board. They will review employment demand (show job opportunities), student demand (enrollment hours & if economically feasible), resources (college facilities, specialized equipment) curriculum (multiple tracks, current possibilities), teaching resources (ability to hire instructors in Austin area). Need letters of support from people in Austin's music industry to express types of courses to be offered.

APPROPRIATE ORDER FOR APPROVAL

1. Planning committee and develop curriculum
2. Take to curriculum committee. Lou Cisneros and Charles Nafus will do appropriate forms for curriculum committee approval.
3. Needs to go to Cabinet, President, and Board of Trustees for approval prior to submission to Coordinating Board.

CURRICULUM POSSIBILITIES

Voc-Tech 2 yr. program with 60 (minimum) -- 72 (maximum) semester credit hours; 4 semesters - 15 credits each semester, minimum of 15 hours of general education, (Southern Association requirement) maximum of 30 hours general education. Transfer program -- voc-tech courses can't be transferred to most 4 year college intact. We need more information from other colleges on what they'll accept.

ACC will have high profile in trade magazines if program is approved. One goal could be to have national people teach a class.

TIMELINE:

- June 15 - curriculum materials to be turned in to Dr. Richard Armenta at the Rutherford campus (program would be at Northridge)
- July 1 ACC curriculum committee
- August 15 Academic Council & Cabinet
- September 1 Board of Trustees
- October 1 Coordinating Board

COMMITTEE ASSIGNMENTS

It was agreed that the group would meet as a committee of the whole with different chairs for each of the major committee activities. Major functions and the chairs for each are:

Curriculum - Martin Theophilus

Survey and Employment Needs - Ernie Gammage

Facilities and Equipment - Andy Murphy

Next meeting will be held Thursday, April 20, 3 - 5 pm, room 531
DAO

Submitted by: Ginny Klotzbach



Approved for Distribution
Elbert Marcom

April 15, 1989

TO: ACC - Commercial Music Degree Planning Committee

FROM: Martin Theophilus

SUBJECT: MEETING - April 20, 1989

The attached documents summarize the data gathered in preparation for the creation of this program.

COMMITTEES:

Curriculum - Chair, Martin Theophilus

Survey - Chair, Ernie Gammage

Facilities - Chair, Andy Murphy

(It was decided April 11, 1989, that all members would serve on all committees, with the Chairs being responsible for the completion of each area.)

The significant dates to create a degree program by January 1, 1990 are;

JUNE 1, 1989 - MATERIALS READY FOR REVIEW

JULY 1, 1989 - MATERIALS TO CURRICULUM COMMITTEE - Richard Armentu

AUGUST 15, 1989 - CURRICULUM COMMITTEE'S APPROVAL TO ACC CABINET AND
ACADEMIC COUNCIL

(Cabinet meets once a month & Council meets every other Thursday,)

SEPTEMBER 1, 1989 - APPROVAL FROM CABINET & COUNCIL TO ACC BOARD

(Board meets 1st Monday of every month)

OCTOBER 1, 1989 - ALL APPROVALS MUST BE COMPLETE

JANUARY 1, 1989 - COMMERCIAL MUSIC DEGREE IMPLEMENTATION

ISSUES:

1. 1989 Summer classes
2. 1989 Fall classes
3. Major requirements to meet ACC's expectations;
 - A. Employment Demand, = job opportunities
 - B. Student Demand
 - C. ACC Resources Required - how college will carry off program, (i.e., equipment needed, classroom space, instructors, curriculum development, cost \$\$.)
4. Where in ACC would program be housed? Business? Music? Other?
5. Identify the critical Music Industry Business courses required.
6. **General Education Courses** required that currently exist at ACC 60-72 hours total, 15 hours of general course work, Introduction to Business Management, etc.
7. Other areas of ACC that could tie into this program are; Business Administration, Music, Computer Science, Photographic Technology, Accounting, Art, Building Trades, Commercial Art, Communications, Electronic Technology, Journalism, Marketing, Performing Arts, Printing, Radio-Television-Film Technology and Technical Communications are all potential sources of student interest.
8. External Commercial Music Courses, Seminars
9. One Year Certificate Commercial Music Program
10. Transferable credits to 4 year institutions
11. Special support groups - 3M, etc.

COMMERCIAL MUSIC DEGREE

PLANNING COMMITTEE

MINUTES OF MAY 2, 1989 MEETING

3:00 P.M.

PRESENT	Ernie Gammage	Sandy Edwards
	Bud Harris	Bert Marcom
	Cynthia Reed	Martin Theophilus
	Chris Theophilus	John Hood
	Charles Nafus	Larry Miller
	Mike Tolleson	Ted Miller
	L. E. McCullough	Andy Murphy

PURPOSE Finalize Survey Plans

Reviewed previous college-initiated surveys. Bert Marcom provided information regarding coordinating board guidelines and expectations of survey instrument.

There was discussion regarding each question and suggestion proposed for inclusion in the survey. It was determined that the survey would be divided into two sections: employer/employee and student. It was agreed that the survey should remain front and back and a return addressed envelope would be included, stamped envelopes are 65 cents.

Mailing labels were brought to meeting identifying both potential employers and student sources as well as future potential facilities and instructors. Labels comprised of Austin Music Industry Council, Texas Music Association, Audio Engineering Society, venues, recording studios, music stores and past participants of continuing education classes. Surveys will also be placed at several major music stores and be distributed to ACC music-related courses. Suggestions were made that several groups, i.e., gospel groups, should also be included. It was determined that we should certainly continue to survey these groups, however, our timeline is extremely short.

Cynthia Reed will coordinate all survey efforts and report to next meeting with results.

Our next meeting is May 22, 1989 at 3:00 p.m. at the District Administrative Offices. Topics to be covered are survey analysis and program development.

Submitted by

Cynthia Reed

COMMERCIAL MUSIC DEGREE

PLANNING COMMITTEE

MINUTES OF MAY 22, 1989 MEETING

3:00 P.M.

PRESENT	Ted Miller	Cynthia Reed
	Mike Tolleson	Charles Nafus
	Martin Theophilus	Andy Murphy
	Ernie Gammage	John Hood
	Jim Kerkoff	Larry Miller
	David Jones	L. E. McCullough

PURPOSE To review, analyze and discuss survey results. To determine curriculum tract that would most respond to survey results.

The initial survey results were distributed: 84 responses tallied and responses extremely favorable (see attached). Discussion regarding results; it was determined that the business track was highly sought after and would be the easiest to facilitate. The certification process still under consideration, however, in the business area this may not be very employable.

Discussion began by determining the core curriculum needs as established by the Coordinating Board of Higher Education of Texas and the Southern Association of Colleges and Universities. Course ideas were generated in a brain storming session. While incorporating existing ACC curriculum, industry specific courses were added to ensure proper education (see attached).

David Jones continued to research state and national community colleges curriculum in the commercial music industry area. It was decided that a two-year transferrable degree would be initiated at a later date. Technical programs were also discussed, however, the main focus continues to be business.

The next meeting day set for June 8, 3:00 p.m. at District Administrative Offices. Topics will be further core curriculum development.

Submitted by

Cynthia Reed

COMMERCIAL MUSIC DEGREE

PLANNING COMMITTEE

MINUTES OF JUNE 8, 1989 MEETING

3:00 P.M.

PRESENT	Ernie Gammage	L. E. McCullough
	David Jones	Charles Nafus
	Martin Theophilus	Mike Tolleson
	Chris Theophilus	Larry Miller
	Peter Coquillard	Andy Murphy
	John Hood	Cynthia Reed

PURPOSE To complete program development ideas for 2 year, A.A.S. degree and begin assignments for specific course descriptions and objectives.

David Jones shared his plan for CMI curriculum and discussion followed (Attachment A). There was some question on the amount of music necessary to incur an associate degree in commercial music management. It was determined that a music fundamentals course was necessary and further music courses could be taken as electives.

Peter Coquillard, from Columbia College, shared his previous experience of program development and provided the committee ideas and suggestions. A list of composite curriculum courses was extracted from previously submitted material from Martin Theophilus (Attachment B). Philosophical ideas exchanged regarding required curriculum versus suggested curriculum. Basic core courses were developed and approved for implementation (Attachment C).

An updated tally of survey results was distributed--109 responses. Findings parallel first survey efforts.

Course description assignments were made according to individual committee members interest. Charles Nafus distributed forms for course initiation. Participants were to complete by the next meeting.

Next meeting will be June 22 at 3:00 p.m. at District Administrative Office. Topics to include semester curriculum design, time line deadlines, course description approvals, and finalizing any loose ends.

Submitted by

Cynthia Reed

COMMERCIAL MUSIC DEGREE

PLANNING COMMITTEE

MINUTES OF JUNE 22, 1989 MEETING

3:00 P.M.

PRESENT	David Jones	Chris Theophilus
	Ernie Gammage	Peter Coquillard
	Mike Tolleson	Jim Kerkoff
	Larry Miller	Andy Murphy
	Cynthia Reed	Bert Marcom
	Martin Theophilus	John Hood

GOAL To complete semester curriculum design, finalize deadlines, approve course descriptions, gain insight into the forms involved for approval.

Those committee members not present had called and enlisted their support thus far.

Members read their course descriptions. It was decided to keep them concise and to the point. Most will need to be written with behavioral objectives. Members will rewrite and submit to Cynthia Reed before next Thursday's meeting so they can be distributed centrally.

Bert Marcom updated the committee on time line constraints and forms and offered several suggestions on program development.

Several technical programs will be developed as CMM (Commercial Music Management) and be transferred to CMT (Commercial Music Technology) as soon as that program is developed.

Cynthia Reed will be preparing the proposal for curriculum review and will receive help from other members. (Due to typist by July 6).

Next meeting will be June 29, 10:00 a.m. at the District Administrative Office. We will finalize everything and begin determining qualifications and potential instructor resources.

Submitted by

Cynthia Reed

COMMERCIAL MUSIC DEGREE

PLANNING COMMITTEE

MINUTES OF JUNE 29, 1989 MEETING

10:00 A.M.

PRESENT	David Jones	Bud Harris
	Ernie Gammage	Lou Cisneros
	Mike Tolleson	Larry Miller
	Andy Murphy	L.E. McCullough
	Cynthia Reed	Bert Marcom
	John Hood	

PURPOSE To finalize course descriptions, course order, prerequisites, requirements. To determine which courses will be the first on line.

Proposed curriculum program development outline reviewed with several suggestions made:

1. To include many of the marketing courses as restricted electives to enhance strong business skills.
2. To ensure proper sequence, it was determined that there would be two levels of restricted electives exhibited by the ACC numbering system. The only prerequisite will be the Music Business System before Legal Aspects of the Entertainment Industry.
3. The addition of technical classes thereby creating some sort of technical concentration.

Course descriptions were reviewed, amended and approved by the committee.

Bert Marcom provided some further insight into course preparation, instructor selection, and leadership issues.

Our next meeting on July 6 at 2:00 P.M. will consist of reviewing the entire proposal for presentation to the curriculum committee.

Submitted by

Cynthia Reed

COMMERCIAL MUSIC MANAGEMENT
CURRICULUM DEVELOPMENT DOCUMENTATION

- A. Program Purpose and Objectives
- B. Proposed Curriculum Outline
- C. Course Descriptions

AUSTIN COMMUNITY COLLEGE

COMMERCIAL MUSIC MANAGEMENT PROGRAM

A. Program Purpose and Objectives

Statement of Philosophy

Austin Community College operates on the belief that open access to quality post-secondary educational experiences is vital in a rapidly changing democratic society. Therefore, the College exists to provide such educational opportunities to all the people of Austin. Hence, Austin Community College maintains an "open door" admissions policy, offers a comprehensive variety of post-secondary educational programs, and actively seeks to eliminate barriers in the educational process. Several of the legal purposes of the Austin Community College prescribed by the Texas Legislature in 1973 are:

1. Technical programs up to two years in length leading to associate degrees or certificates.
2. Vocational programs leading directly to employment in semi-skilled and skilled operations.

Austin Community College is a public institution of higher education that serves the capital area of Texas. The College maintains an open admissions policy and offers freshman and sophomore university-paralleled courses, occupational programs in a variety of areas, avocational and vocational continuing education courses, and adult education.

These charges are directly related to the purpose of the Commercial Music Management Program by providing educational opportunities that are sorely lacking in our service area.

Statement of Program Objectives

It is the intent of this program to provide formal instruction that increases the level of professional skills of the employers/employees of the area's music industry. Austin has the highest number of musicians per capita of any U.S. city (Billboard), yet the availability of professionally trained support personnel (such as managers, agents, promotions, etc.) is severely lacking.

Present personnel have either worked their way (over several years of "on-the-job" experience) into the business or have received training elsewhere. This on-the-job experience is often fragmented and provides limited exposure to critical aspects of the music business.

This program will provide the tools in areas of management, production (technical) and promotion, for a student to obtain "the big picture." It will allow the person to compete more effectively for better jobs and as a result raise the area's ability to retain critical industry services.

It is estimated that \$25-30 million leaves the Austin music industry annually because we do not have the professional resources.

In addition to forging yet another link strengthening the College's longstanding tradition of service to its host community, the proposed two-year Commercial Music Curriculum has been designed to achieve the following program objectives:

1. To aid participating students in developing an in-depth understanding of the entire commercial music industry.
2. To aid participating students in developing the necessary business and technical skills for securing employment in the commercial music industry.
3. To provide participating students with relevant on-the-job work experience leading to commercial music industry employment.
4. To provide participating students with the necessary instruction and training to facilitate a rapid entry into the commercial music industry work force.

With its concentrated yet comprehensive market-focused curriculum, the Commercial Music Management program will graduate a motivated, adaptable, highly-skilled professional work force ably equipped to bolster Austin's development into a major commercial music industry center. In so doing, the program will greatly augment the industry's capacity to contribute significantly to the city's future economic well-being.

A.A.S. in Commercial Music Management
Proposed Curriculum

FIRST YEAR

<u>First Semester</u>		<u>Lec.</u>	<u>Lab</u>	<u>Cont.</u>	<u>Credit</u>	
		<u>Hrs</u>	<u>Hrs</u>	<u>Hrs</u>	<u>Hrs</u>	
..	ENG 1613	English Composition	3	0	48	3
..	MUS 2013	Music Fundamentals	3	0	48	3
..	CSC 1003	Personal Computing	2	2	48	3
	CMM	Restricted Elective	3	0	48	3
	CMM	Music Business System	3	0	48	3
Total Hours			14	2	240	15

Second Semester

..	MTH 1643 <u>or</u>	Math for Business & Eco.	3	0	48	3
	MTH 1583	Technical Math				
..		Social Science (Choice)	3	0	48	3
	BMG 2053 <u>or</u>	How to Manage a Small	3	0	48	3
		Business				
	BMG 1073 <u>or</u>	Freelance Management				
	BMG 1023	Principles of Management				
	CMM	Legal Aspects of the	3	0	48	3
		Entertainment Industry				
	CCM	History of Popular Music	3	0	48	3
Total Hours			15	0	240	15

SECOND YEAR

First Semester

	TCM 1603 <u>or</u>	Intro. to Technical				
		Writing				
	OST 1033	Business Writing Skills	3	0	48	3
	ACC 1623	Principles of Accounting	3	0	48	3
	MKT 1013	Principles of Marketing	3	0	48	3
*		Restricted Elective	3	0	48	3
*		Restricted Elective	3	0	48	3
Total Hours			15	0	240	15

<u>Second Semester</u>	<u>Lec.</u>	<u>Lab</u>	<u>Cont.</u>	<u>Credit</u>
	<u>Hrs</u>	<u>Hrs</u>	<u>Hrs</u>	<u>Hrs</u>
* Restricted Elective	3	0	48	3
* Restricted Elective	3	0	48	3
* Restricted Elective	3	0	48	3
* Restricted Elective	3	0	48	3
Free Elective	3	0	48	3
Total Hours	15	0	240	15
Total Curriculum Proposed	59	2	960	60

- * Restricted electives to be chosen from list below. At least 4 of the 7 courses must have CMM prefixes
 .. Denotes general education core of 15 hours

Restricted Electives

CMM	Concert Promotion and Venue Management
CMM	Concert and Stage Production & Live Sound Reinforcement
CMM	Music Publishing
CMM	Talent Management
CMM	The Record Industry
CMM	Live Performance Presentation
CMM	Music Marketing and Merchandising
CMM	MIDI
CMM	Advanced Audio Production
CMM	Synthesis I
CMM	Synthesis II
MKT 1023	Salesmanship
MKT 2013	Advertising
MKT 2073	Public Relations
MKT 2023	Retailing
MKT 2043	Business Finance
RTF 1713	Television I
RTF 1723	Television II
RTF 1643	Radio and TV Announcing
RTF 2723	Audio Production
MUS 1753	Music Appreciation
MUS 1773	Jazz History
MUS 2033	Elementary Sight Reading & Ear Training
MUS 1602	Guitar Class
MUS 1702	Piano Class
MUS 2101	Major Voice Ensemble
MUS 2111	Instrumental Ensemble

NEW COURSES TO BE INCLUDED IN THE PROGRAM AND COURSE INVENTORY

Funding		Course Prefix	Course Number	Course Title	Hours			Credit
Tech Voc	Gen Acad				Lecture	Lab	Contact	
X		CMM		History of Popular Music	3	0	48	3
X		CMM		The Music Business System	3	0	48	3
X		CMM		Legal Aspects of Entertainment Ind.	3	0	48	3
X		CMM		Music Publishing	3	0	48	3
X		CMM		Talent Management	3	0	48	3
X		CMM		The Record Industry	3	0	48	3
X		CMM		Live Performance Presentation	3	0	48	3
X		CMM		Concert & Stage Production	3	0	48	3
X		CMM		Concert Promotion & Venue Management	3	0	48	3
X		CMM		Music Marketing and Merchandising	3	0	48	3

CURRENTLY APPROVED COURSES TO BE INCLUDED IN THE PROGRAM

Funding		Course Prefix	Course Number	Course Title	Hours			Credit
Tech Voc	Gen Acad				Lecture	Lab	Contact	
	X	ENG	1613	English Composition	3	0	48	3
	X	MTH	1643	Mathematics for Business & Economics	3	0	48	3
	X	CSC	1003	Personal Computing	2	2	48	3
	X	MUS	2013	Music Fundamentals	3	0	48	3
X		ACC	1623	Principles of Accounting	3	0	48	3
X		OST	1033	Business/Writing Skills	3	0	48	3
X		TCM	1603	Technical Writing	3	0	48	3
	X	MTH	1583	Technical Math	3	0	48	3
X		BMG	2053	Small Bus. Mgmt.	3	0	48	3
X		BMG	1023	Principles of Management	3	0	48	3
X		BMG	1073	Freelance Mgmt.	3	0	48	3
X		MKT	1013	Prin. of Marketing	3	0	48	3

**COURSE DESCRIPTIONS FOR
GENERAL EDUCATION APPROVED COURSES**

- ENG 1613** **ENGLISH COMPOSITION I (3-3-0)**. A study of the principles of composition with emphasis on language, the mechanics of writing, and the types of discourse.
- MUS 2013** **MUSIC FUNDAMENTALS (3-3-0)**. An introduction to the elements of music, including study of the staff, clefs, key signatures, scales, time signatures, notation, meter and rhythm, major and minor chords, song writing techniques, application of theory at the keyboard, and rhythmic, melodic, and harmonic ear training.
- CSC 1003** **PERSONAL COMPUTING (3-2-2)**. A hands-on course for the development of skills needed to use personal computer systems for business, home, and education. Includes a discussion of microcomputer history, hardware/software concepts and selection criteria, and social impact. May not be applied toward a CSC degree. Laboratory fee.
- MTH 1643** **MATHEMATICS FOR BUSINESS AND ECONOMICS (3-3-0)**. A course in finite mathematics for business students including sets, basic algebraic properties, linear equations and inequalities, functions and graphs, the exponential and logarithmic functions, the mathematics of finance, systems of linear equations and matrices, linear inequalities and linear programming, the simplex method, and an introduction to probability. Prerequisite: MTH 1423 or two years of high school algebra. Credit can be earned for only one of MTH 1643 or BUA 2103.
- MTH 1583** **TECHNICAL MATHEMATICS (3-3-0)**. A course intended for vocational/technical students which covers linear and quadratic equations, linear systems, matrices, circles, parabolas, basic concepts of plane and solid geometry, the trigonometry of right triangles, the law of sines and cosines, and the fundamentals of vectors. This course may not be used to replace college algebra, trigonometry, or precalculus. Prerequisite: MTH 1423 or its equivalent or two years of high school algebra.
- BMG 2053** **HOW TO MANAGE A SMALL BUSINESS (3-3-0)**. Emphasizes and revises in detail basic elements of locating, organizing, and operating a small business. Role of business in the economy; considerations and involvement in starting and operating a business; and internal and external factors affecting small business management activities. Both BMG 1073 & 2053 may not both be counted toward a degree or transfer.

- MG 1023 **PRINCIPLES OF MANAGEMENT (3-3-0)**. Management theories and analysis of basic management functions: planning, organizing, staffing, directing, and controlling for establishing and accomplishing business objectives. Case studies are utilized. Prerequisite: BMG 1013 recommended, but not required.
- MG 1073 **FREELANCE MANAGEMENT (3-3-0)**. Stresses freelance and employer business management responsibilities in retail trade activities. Emphasizes site selection, job content and application, operational requirements, office responsibilities, finance, sources of assistance, copyright laws, legal responsibilities and contracts, and business ethics. Includes human relations, government regulations, marketing techniques, and management controls. Both BMG 1073 & 2053 may not both be counted toward a degree or transfer.
- CM 1603 **INTRODUCTION TO TECHNICAL WRITING (3-3-0)**. Instruction in the writing of reports, letters, and other exercises applicable to a wide range of disciplines and careers. Emphasis on clarity, conciseness, and accuracy of expression. Preparation and presentation of oral reports will be covered. Formerly ENG 1633. Prerequisite: ENG 1613.
- BT 1033 **BUSINESS WRITING SKILLS (3-3-0)**. A review of the machines of writing, including grammar, punctuation, and spelling. Exercises reinforce the knowledge and use of these rules.
- CC 1623 **PRINCIPLES OF ACCOUNTING I (3-3-0)**. An introduction to communicating relevant accounting information to external parties. Examines transaction analysis; financial statement model analysis and preparation; asset and equity accounting in proprietorships, partnerships, and corporations.
- KT 1013 **PRINCIPLES OF MARKETING (3-3-0)**. A study of the activities involved in marketing designed to provide both conceptual and practical knowledge. Emphasis is placed on the marketing concept, the various marketing activities, and the important role marketing plays in our society.

**COURSES DESCRIPTIONS FOR
PROPOSED COMMERCIAL MUSIC MANAGEMENT PROGRAM**

SURVEY OF THE MUSIC BUSINESS SYSTEM

The student will examine the major components of the contemporary commercial music business. Topics include songwriting and publishing, broadcast media, the record industry, business affairs, booking agents, managers, live performance, and legal aspects of entertainment industry.

LEGAL ASPECTS OF THE ENTERTAINMENT INDUSTRY

The student will study the basics of copyright law and the various agreements used in the entertainment industry with special emphasis on contracts used by music publishers, record companies, talent managers, record producers, film and television producers, and booking agencies.

CONCERT PROMOTION AND VENUE MANAGEMENT

The student will learn the basics of concert promotion and venue management including considerations in purchasing a club, concert promotion and advertising, talent buying, city codes, insurance, Texas Alcoholic Beverage Commission regulation, ASCAP/BMI licenses, personnel management, concert production and administration.

HISTORY OF POPULAR MUSIC

To gain an understanding of industry trends and developments through historical analysis. Traces the evolution of the music industry with emphasis on the development of popular musical styles. Includes discussion of the impact of culture and technology on industry growth. Required of commercial music majors, but open to all students.

CONCERT AND STAGE PRODUCTION

The student will prepare for employment/internship with touring shows and with facilities that book concert tours and shows at the assistant producer or technician level. The technical equipment and personnel considerations involved in producing concerts and tours: show design, lighting, staging, special effects, shop contracts, unions, scheduling and transportation, liaison with local venues and promoters.

AUDIO PRODUCTION I

Students will demonstrate knowledge of audio recording equipment and competence in basic audio production skills. Topics include: sound and acoustic theory, audio electronic applications, microphone technique, audio recorders, speaker systems, mixing consoles, editing, audio recording systems and digital recording theory.

ADVANCED AUDIO PRODUCTION

A continuation of audio production theories and applications. Students will demonstrate competence in multi-track audio recording techniques and applications. Topics include: studio production, equipment operation and maintenance procedures, audio effects. Students will produce multi-track recordings mixed to final product.

LIVE PERFORMANCE PRESENTATION

Students will learn all elements of presentation of music to the public, including development of image and stagecraft, working with production elements, and effective presentation programming.

MIDI COURSE DESCRIPTION

The student will learn MIDI systems and applications. Included are: the history and evolution of MIDI, hardware requirements, computer numbering systems, channels and modes, the MIDI language, typical implementations, and MIDI applications in a studio, including hands-on experience.

MUSIC MARKETING AND MERCHANDISING

The student will study various methods of distribution, retailing and wholesaling. The basics of purchasing, inventory control, shipping and receiving, returns, pricing and cost analysis, merchandising, retail display, sales promotion, advertising, security and shrinkage, personnel management, and relationships between retailers and distributors are covered.

MUSIC PUBLISHING

The student will study the administrative and marketing aspects of music publishing including the application of current copyright law, developing songwriters, rights exploitation, and royalty collection.

SYNTHESIS I COURSE DESCRIPTION

This course provides the student with a basic understanding of sound synthesis including: sound considerations, electronic sound sources, basic signal processing, and voltage control and modulation. Students will also have hands-on experience with additive, subtractive, AM and FM synthesis types.

SYNTHESIS II COURSE DESCRIPTION

The student will build on skills acquired in SYNTHESIS I by further exploring electronic sound production. The course begins with more FM synthesis and continues with hybrid synthesis and digital sampling. Students will end the course with a project using their choice of synthesis techniques.

THE RECORD INDUSTRY

The student will study the history of the record industry and the organization of record companies, large and small. Course will include the study of record company functions such as A&R, promotion, marketing, business affairs, and administration and distribution.

TALENT MANAGEMENT

The student will learn about the role, scope and activities of the talent manager, including establishing the artist-manager relationship, planning the artist's career, and developing goals, strategies, and tactics.