

Draft Resolution in Support of Austin Community College Music Management Program

W HEREAS 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

W HEREAS according to the Texas Department 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

W HEREAS Austin Community 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

W HEREAS the College agreed to develop a series of Continuing Education programs through the Business and Technology Center on a trial basis to determine community need and interest

W HEREAS, to date, ten programs have been conducted and over 250 individuals have participated in the programs

W HEREAS 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

W HEREAS Austin Community College operates on the belief that open access to quality post-secondary educational experiences is vital in a rapidly changing democratic society, the College exists to provide such educational opportunities to all people of Austin.

THEREFORE, to forge yet another link strengthening the College's long-standing 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.

THEREFORE, 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.

BE IT RESOLVED the Austin Music Commission recognizes the efforts of ACC to add and enhance the opportunity of individuals seeking to become music industry professionals and endorses the implementation of the Commercial Music Management program.

Date: July 11, 1989

Signed: _____

Nancy Coplin, Chair
Austin Music Commission