

St Petersburg College
Music Industry & Recording Arts (MIRA)
Friday, April 30, 2010, 10:00am
Humanities Building – Room #117, St Petersburg College/Gibbs Campus

Jeanne Reynolds, Amy Brush, Susan Demers, David Manson, Tom Block, Damon Dougherty, Jeff Donovick, Mark Matthews, Dr. Jonathan Steele, Belinda Womack, Nancy Smith, Gregg LeCompte, Melissa Harris, Dave Greenberg, Richard Van Voorst, Gary Graham, Dr. Vernon Taranto.

I. Topic – Introductions/Welcome

Discussion/Recommendations – Member and guest introductions

Action – Welcome message from Dr Steele and Mark Matthews

- a) Committee introductions
- b) Approval of November 2009 minutes – moved by Mark Matthews, 2nd by Belinda Womack, all agreed.
- c) SPC and SPC/Gibbs updates – AS updates to include Digital Arts Media/Seminole Campus, Photography/Clearwater Campus, and MIRA/SP Gibbs Campus. Overview of interaction with different campuses. Dr Steele shared visiting UCF trip BA of Photography program, discussed articulations with other schools, and visiting Florida UM on 6/11th. Dr Steele asked for any suggestions to new programs and will continue working with local schools for MIRA.
- d) Applied & Fine Arts updates & Announcements – Nancy Smith announced current fine arts events.
- e) SACS approval update - Received SACS approved letter in 3/2010 – we are SACS approved.
- f) Industry update (roundtable) – Industry opportunity: Susan Demers with theatre program & Nancy with the CoMotion dance concert. Other opportunities to include Damon Dougherty at the Palladium; he advised that business is still good and overall attendance very good. Belinda Womack shared a scenario that a large church lost sound and wanted to know about apprenticeship program to utilize and accommodate services of sound and product. Belinda requested a presentation of the SPC internship/apprenticeship program from Damon to share at a major church conference (to include Methodist, Gen Baptist, Church of God, and more). Damon will get together with Dr Steele and produce presentation to offer apprenticeships. Discussion of the recording and studio booking and the need for more space and time. We are looking for apprenticeship income. Mark suggested we can do that when BA and serve better at 63 credits. Rich Van Voorst added certain aspect of training in worship leaders, emerging units and not having technical programs, it would be beneficial to have a short program, lots of opportunity with repertoire and include this in programs for worship music. Mark advised the contemporary worship and MIRA program can reach out to lots of churches and be beneficial. Belinda advised that synagogues as well and churches need help with tech side. Mark will outreach to the community and investigate. Jeff shared the extreme phenomenon opportunities for a graduate (entrepreneur) opening up a small studio, he heard of others that spent a large amount of monies on demo's, and that there is a community need- Tom Block shared updates at American Stage, "Hair" in the park (R rated) and going well at Downtown and the past 5 shows had great attendance. Tom stated that people want entertainment. American Stage tickets can be purchased at the box office and/or online at www.americanstage.org. Dr Steele reported that attendance is up at SPC.

Action – Discussed and understood

II. Topic – Program Updates and Announcements

- a) MIRA program enrollment statistics overview – up at 171 for spring MIRA majors, up at 150 for summer session, 64 questionnaires since January, Nancy reported we are at 64%. Susan asked for the current capacity. Mark advised seeing students/parents excitement, very impressed, classes and potential opportunities, with the need for product. Mark advised that the capacity, consistently searching, building, and looking for skilled people with the interest in teaching. Dr. Steele and Nancy currently working on infrastructure, facility, administration and help. We are working with less administration, 12 new adjuncts, 50 new courses, we register each student into classes, have an increase enrollment to include 150 MIRA students and 45 Music majors, increase of classes. Mark explains that we do have valid product, we need space and help.
- b) Progress report on Bachelor's degree in Music Technology – Mark very strong about the BA degree, adding Dave Greenberg with the background of ADR and mixing, we are giving more in department business programs. Committee asked to send ideas (example: Susan theatre program to offer in between programs that could incorporate theatre productions. Mark meeting with Pinellas County Schools to custom design opportunities and to get into exposure.
- c) First Graduate to walk on May 9th - Melissa Harris our new and first MIRA graduate, employed in the field, next steps is to continue with the BA program, work in studio with demos, excited for the future.
- d) New instructors – Dave Greenberg has 27 years working in recording studios and several years of mastering, mixing, along with 8 years St. Petersburg mastering and mixing.
- e) Curriculum Adjustments – Mark consistently trying to make things that are artists and great educators and get them in here to do seminars and short courses for our students. Mark advised that we need a better way to get student awareness and ideas to create a forum weekly. Example: Susan shared they need to see the real thing with i-tunes weekly post live (start LIVE) and offer speakers with publicity. Belinda Womack to share with other students and other people who have 40 years experience without degrees. Belinda would like this to go forward. Dr. Steele can pay out of fund 25 (student budget) and explained that we need to be open to the public, we have a fund for this, we need structure (legally – Susan said it is okay). Dr. Manson makes it to public with guest and get out to the community in better attendance on a good time and consistency. Susan reported there is a way to credential people who doesn't have a degree, but very tricky. Dr. Steele explained that if we didn't have SACS we can be wide open, teachers seminar and need structure. Mark working on getting Belinda aboard. Dave suggested NARVIS Florida chapter meetings in Florida and if MIRA is the host we can have a panel discussion and this would draw people and bring them to the academy and community as well. Dave to report and check on. Remain on Agenda.
- f) Facilities expansion:
 - i. Move the MIRA Music Lab to HS120 – Lab up and running.
 - ii. New classrooms in HS114 and HS116 for fall – get more space and rooms, we need more rooms, space and studio.
 - iii. Progress on proposed infrastructure upgrades to The Palladium – 2010 upgrade with Protools, rigs/monitors, full wave split, satellite, and more, for approval and pending. Mark enforced that this is big in MIRA. Damon can go further with internships, and have artists, making contact in businesses with up-to-date equipment.
 - iv. Integration of the Music Center into classroom rotation – Susan Rider multi-purpose real estate and Mark thinks that increasing the quality of equipment to

music center will assist with fulfilling the purpose. We need high quality at the Music Center as well.

- v. Re-establishing a Percussion studio - Mark looking at percussion studio & coming up with a plan, utilizing room, and space to teach. Belinda advised to move on this; if we have the budget and interest to do it. Dr Manson request move practice studio, practice ensemble room, and options to tie into the 4 year programs. Belinda advised to utilize and apply. Dr. Steele explained that the committee response with recommendations is very important. Committee to recommend and advise on approval. Dr. Steele suggested space usage.

III. New Continuing Business

- a) Establishment of an audition/jury requirement for performance major – Mark needs to come up and try to create a system for students with structure to grow together (levels). MIRA faculty working on levels to be effective. Auditions will be implemented in fall-
- b) Professional development offerings working with local arts organizations and Pinellas County Schools – Susan advised that Pinellas Arts Committee will do what they need to do, and non-credit enhanced credit part.
- c) Establishment of a student chapter of AES (Audio Engineering Society) – AES and discussing with Davie Gill of Student Activities. Remain on agenda.
- d) Coordinating communication with Pinellas County Schools to facilitate program promotion – Mark and Jeanne meeting to discuss using the training system. Dr. Manson advised this could change everything and we can have the best students (e.g. PCCA, Tarpon Springs Leadership Academy – the strongest music program, etc.) Amy mentioned the articulation agreement and Dr. Steele discussed the performing arts verses technology schools. Belinda shared her experience in teaching at elementary students in technology to include sound and lighting, it is remarkable to experience. We have the need in MIRA and at maximum capacity, we need space to teach, and gear to teach on these topics with strategies to move forward. Mark explained we have personalized instructions, but we can use more classrooms.

IV. Open Discussion

- a) Program needs – Support staff is a need. Belinda explained that we need this and support help is a huge issue. We need to make sure that we have the support staff in place. Belinda discussed that this is a strong recommendation from the committee – we need administrative support. Mark shared the importance to populate with people of experience in the field, find a way to get these people, and have residency and have artists come in. Including elevating MIRA program and look towards “value” in experience and degrees. Mark discussed the infrastructure with ~~firstly~~, support staff, facilities, faculty, and Belinda agrees with the need to fix staff support.
- b) Suggestions for Curriculum change - Nancy updated the committee with 171 total students, several not returning due to full classes, and the sequences of classes offered. Jeff reported that one of our students that travels internationally has shared that we are one of the best programs; we already have the best students signing contracts, and the name “MIRA” is out there. We will have more students to serve. Belinda explained the academic excellence. Steele visited UCF/Daytona photography programs which included 2 buildings, the proprietary program at Daytona Beach started and they are growing, and inherited buildings while continuing to grow. We have the “emerging industry” and Dr. Steele believe that we can sell this.

- c) Strategies and Tasks – Dr. Manson advised that we can re-explore more spaces around the campuses, Downtown and other campuses, and work on website images with bio's, video clips and contents with photos. Dr. Steele shared that Inna can work with the WITS to update website by the summer. Dr. Steele want to change things now and keep asking for MIRA to coordinate through Mark and send information to Inna, and website will be updated.

V. Summary of Discussion and Recommended Action

Nomination of new members are due by 5/3/2010, please submit to Nancy (via email).

VI. Setting of Next Meeting Date and Location

Next meeting August 2010 after 2pm is preferred, Mark will confirm on date and advise.

VII. Closure

- a) Meeting closed.