

## MIRA Advisory Committee Meeting Minutes

September 16, 2016

Members Present: Dave Greenberg, Pat Hernly, Rosaria Pipetone, Nancy Smith, Steve Kornell (chair), Steve Swenson, Phil Benito

Members Absent: Jeanne Reynolds, Chris Powers, Tom Block, Steve Cherubino, Jesse Vance, Dan Byers, John Stephan

### **Outreach and Recruitment**

Rosaria Pipetone:

Speaker series: Marketing is helping promote speaker series, paid to come to campus and teach students about industry related topics. Started with MIRA, Music publishing, Intro to podcasting – Craig Cobb WMNF. How to monetize music Streaming Oct. 6<sup>th</sup> 1230-2:00, Setting Social Media Goals – Ray Roa, GMF Opening up to high school students for speaker series, Lakewood, Baypoint (Jamie Hughes) Starting to video tape, will be on MIRA YouTube channel

6 Campus (Tarpon, Clearwater, Seminole, Downtown, St Pete) are in partnership with GMF an instrument drive. Marketing has flyer, Rosaria to send flyer to Steve Kornell. SPC Music students will be interacting with schools who are to receive instruments. Second Thursday of Oct. for City Council to promote instrument drive. Incentive is 2 day 1 person pass. Ticket to MIRA showcase, first 40 at every campus will receive MIRA swag bag, Steve Kornell to donate 2 CD's for bag. Will be sent to the Peach Jar.

Opportunity for AP songwriting in high school? Steve to talk to Michael, Jamie Hughes.

Action Item: Rosario to survey topics for upcoming semester for speaker series. Will request after Thanksgiving.

Pat Hernly

Partnership with Hard Rock Café, 3<sup>rd</sup> Year for MIRA students to be brand ambassadors, FMEA May – Crossover festival, first of its kind in the state (Rock, popular music),

To host all county music festival, if we can provide large auditorium room. Steve Kornell: Azalia Center ? May be possibility to host event

Steve Swenson: Day Field Trip to HSN in Audio design area, meet with creative departments, start next semester (February) early before summer HSN intern schedule. Jenn Cotter – Letter for Bachelors degree, 20 min to speak with students. 9 studios on campus, digital, MIRA, photography

Saturday, Sept. 24h Gospel Music Festival held at SPC Gibbs, Kevin Parrott

### **Bachelors program proposal**

Djuan Fox and Vp of inst. Effectiveness Jesse: Submitted proposal in Feb 2015. Feedback, more detail in workforce demand. Rosaria has been working to combat the career aspect of needs for bachelor degree. "SNAP" program with University of Indiana. They insisted that the bachelor degree with in narrow frame in Pinellas county. SPC countered and broadened the scope. SPC President sent letter to St. of Florida. SPC is now pulling job data from Tampa Bay and Orlando. Had follow up call with State of Florida, and they agreed to allow SPC to expand search. Career shift/burning glass, received letters of support from HSN, burning glass, and job searches. 10-99, fulltime employment, part time, compared to regionally accredited programs. There is a gap between 600-800 career opportunity. Will be resubmitting proposal by the end of September with substantial data backing job opportunities.

### **Curriculum Updates:**

Financial Aid has been stream lining how they conduct business. Federal/State is cracking down on what students can take. Production subplan, required to take 2 Mix Labs, space is limited to 12 seats. Students can now subspecialize to other options after mix 1. Options: post production, audio engineering,

Performance Subplan – have not been taking critical listening courses. Currently changing 3-1 credit courses elective with 3 credit Critical Listening Course. Critical listening course will now be part of all subplans.

Music courses that currently only for general ed; Music Appreciation. Looking to add to general education requirement for MIRA curriculum it does not currently satisfy enhanced world view. Looking to add enhanced world view status to Music Appreciation course.

Pat to provide Steve Kornell (advisory board) with curriculum updates.