

**Bakersfield College
CTE Program Endorsement
Commercial Music**

Appropriateness to Mission

Statement of Program Goals and Objectives

The Commercial Music Certificate of Achievement (CA) supports the commitment of Bakersfield College to be a “comprehensive college.” Its mission is to provide multi-cultural learning and performance opportunities necessary for the aesthetic, intellectual, emotional, and cultural well-being of the college and its community by offering a comprehensive certificate program fulfilling needs for commercial music training for the technologically-minded, 21st-Century student. The program is being developed concurrently with the proposition and implementation of commercial music courses for C-ID approval. The courses developed for Bakersfield College are in line with the descriptors and were shaped according to the standards submitted for approval. Thus, the certificate will provide students with up-to-date training in commercial music built on soon-to-be standardized curriculum for the state of California.

The Commercial Music CA will support the college mission by providing “opportunities for students from diverse economic, cultural, and educational backgrounds to attain degrees..., workplace skills, and preparation for transfer,” underscored by the Music program mission statement’s reference to multi-cultural learning and to better serve economically disadvantaged students. The aims to develop a “rigorous and supportive learning environment [that] fosters students’ abilities to think critically, communicate effectively, and demonstrate competencies and skills.” By training students on the latest technology and providing insight into the rapidly changing state of the music industry, students will “engage productively in their communities and the world.”

Finally, the Commercial Music CA will reflect the Music Program’s support of the vision of Bakersfield College by contributing “to the intellectual, cultural, and economic vitality of the community it serves.” In order to do so, the certificate will draw on diverse histories of music production practices in order to provide students with a wide array of cultural perspectives on commercial music. Additionally, the curriculum will reflect a rigorous engagement with technological components of commercial music production in order for students to develop the skills necessary for economic vitality in a competitive market.

Catalog Description

The Commercial Music Certificate of Achievement provides experience and exposure to key components of commercial music, allowing students to combine their passions for technology and music. Students will gain basic knowledge in technologies crucial to the modern recording studio, including use of popular digital audio workstations such as Logic and Pro Tools. Exposure to sound synthesis will provide perspective on the infrastructure of today’s music software. Experience with audio hardware and software, along with courses in music business and commercial music composition will provide skills necessary to pursue a career in audio engineering, production, performance, composition, promotion, publishing, and many other options.

Program student learning outcomes:

1. The student will be able to identify and make use of pertinent components of audio recording systems, digital audio workstations, and other musical technologies affiliated with commercial music applications.
2. The student will demonstrate knowledge and application of key concepts in music business. Concepts include digital marketing, contracts, publishing, royalties, and booking.

3. The student will be able to identify and make use of relationships between audio hardware and software. Concepts include consoles, software synthesis, analog synthesis, microphone and microphone technique, signal processing, mixing, and mastering.

4. The student will demonstrate knowledge and familiarity with commercial music composition. Concepts include composing within genres and styles relevant to commercial music, creating production music and jingles, creating composition reel.

Objectives:

1. To provide a local program to prepare students for entry-level positions in graphic design related fields.

2. To introduce students to industry standard software, hardware, and techniques, principles and methods.

3. To provide a course sequence that develops student skills

Program Requirements

Certificate of Achievement: Commercial Music

Requirements	Dept. Name/#	Name	Units	Sequence
Required Core (18 units)	MUSC B30	Intro to Music Technology	3	Yr 1 Fall
	MUSC B31	Commercial Music Composition	3	Yr 1 Fall
	MUSC B32	Sound Design and Synthesis	3	Yr 1 Spring
	MUSC B33	Live Sound	3	Yr 2 Fall
	MUSC B34	Recording Techniques I	3	Yr 1 Spring
	MUSC B36	Music Business	3	Yr 2 Fall

Proposed Course Sequence:

Semester 1: MUSC B30 and MUSC B31

Semester 2: MUSC B32 and MUSC B34

Semester 3: MUSC B33 and MUSC B36

Total Units Required for Certificate

18 Units

Background and Rationale

This program is not provided in any institutions within the KCCD service area. The closest programs are in the Los Angeles area and are outside of commuting distance. The program is being built concurrently with proposed curriculum through C-ID. The students at Bakersfield College who are currently enrolled in the AA-T in Music, along with students enrolled in the Music Technology Lab has expressed desire to Bakersfield College CTE Program Endorsement

gain skills in live sound production and other realms relating music technology. The program also supports the core mission of Career and Technical Education by providing comprehensive training that will produce competent live sound engineers, commercial music composers, sound designers, and other technical trades within audiovisual multimedia fields.

Curriculum Standards

Display of Proposed Sequence

See Program Requirements section above

Transfer Applicability (if applicable)

Is this Program transferable and if so, who will it be transferable to?

Need for Program

Enrollment and Completer Projections

1. Who offers and from what area?
2. How will you recruit for Program

While many commercial music programs exist in community colleges in Los Angeles and the Bay Area, there are no programs of this type at colleges within the KCCD service area (commutable distance). This fact supports the creation and implementation of such a program to serve the needs of students in the greater region.

In order to generate a program that is in line with CCC standards and specifically geared toward the goals of KCCD, contact has been made with faculty members at California Community Colleges. Andrew Maz at Cerritos College has recently redesigned the commercial music program at Cerritos College and was also responsible for drafting descriptors currently in line for approval through C-ID. I was able to view and comment on these descriptors as they head for approval. This process allows the Commercial Music CA to be fully up to date with standards set forth for approval. In addition, I have made contact with faculty members in commercial music at Orange Coast College (Dana Wheton), Cypress College (Joe Gallo), and other institutions at high school and higher-ed levels in order to determine the scope of commercial offerings made at the present time.

This communication has shaped the vision of the Commercial Music CA at Bakersfield College. For instance, by offering Commercial Music Composition instead of Songwriting, students will gain training and insight not only into song forms and styles within commercial music, but also composition and production techniques common within commercial multimedia contexts. This offering broadens the scope of future career opportunity for students to engage with digital media platforms such as iOS as well as music for advertising, film, and other commercial applications.

3. How many completers once up and running, justify how you got to this number.
4. Approximately how many students will be enrolled in the course/Program

Place of Program in Curriculum/Similar Programs

The college will not need to replace any existing program. With the development and implementation of the Commercial Music CTE, the AA-T in Music at Bakersfield College could eventually offer a commercial music focus.

Similar Programs at Other Colleges in Service Area

1. Are there any similar Programs in our service area?

No similar programs in service area.

Labor Market Information and Analysis

Geography: California

Includes: All California Counties

<u>SOC Code</u>	<u>Occupation Title</u> <u>(Linked to "Occupation Profile")</u>	<u>2012</u> <u>Employment</u>	<u>Annual</u> <u>Job Openings (1)</u>
<u>251121</u>	<u>Art, Drama, and Music Teachers, Postsecondary</u>	<u>12,300</u>	<u>390</u>
<u>274011</u>	<u>Audio and Video Equipment Technicians</u>	<u>10,900</u>	<u>360</u>
<u>272041</u>	<u>Music Directors and Composers</u>	<u>5,000</u>	<u>150</u>
<u>274014</u>	<u>Sound Engineering Technicians</u>	<u>4,400</u>	<u>100</u>
	<u>Total</u>	<u>32,600</u>	<u>1,000</u>

Geography: Kern County

Includes: Kern County

<u>SOC Code</u>	<u>Occupation Title</u> <u>(Linked to "Occupation Profile")</u>	<u>2012</u> <u>Employment</u>	<u>Annual</u> <u>Job Openings (1)</u>
<u>251121</u>	<u>Art, Drama, and Music Teachers, Postsecondary</u>	<u>60</u>	<u>1</u>
<u>274011</u>	<u>Audio and Video Equipment Technicians</u>	<u>90</u>	<u>4</u>
<u>272041</u>	<u>Music Directors and Composers</u>	<u>110</u>	<u>4</u>
	<u>Total</u>	<u>260</u>	<u>9</u>

Employer Survey

The Department has shared the plans for this certificate with the Commercial Music Advisory Committee, who are representatives of local employment sites such as Pacific West Sound, Valley Bible Church, and Buck Owens Crystal Palace. They have expressed approval for this certificate. Survey Monkey results below:



+ Create Survey

Upgrade to get meaningful results: View all your responses and get powerful analysis. View Pricing ->

Bakersfield College Commercial M...

CURRENT VIEW

+ FILTER + COMPARE + SHOW

No rules applied

Rules allow you to FILTER, COMPARE and SHOW results to see trends and patterns. Learn more >

SAVED VIEWS (1)

Original View (No rules applied)

+ Save as...

EXPORTS

SHARED DATA

No shared data

Sharing allows you to share your survey results with others. You can share all data, a saved view, or a single question summary. Learn more >

Share All

RESPONDENTS: 3 of 3

Export All Share All

Question Summaries Data Trends Individual Responses

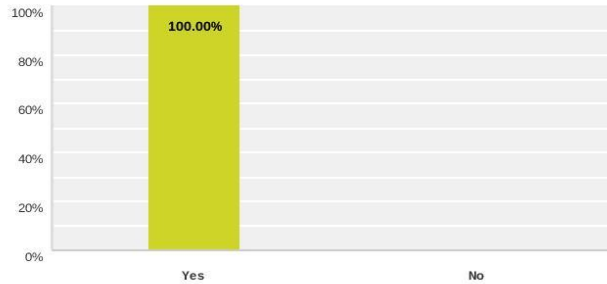
PAGE 1

Q1

Customize Export

Does your organization support the development of a Commercial Music Certificate of Achievement at Bakersfield College?

Answered: 2 Skipped: 1



Answer Choices	Responses	Count
Yes (1)	100.00%	2
No (2)	0.00%	0
Total		2

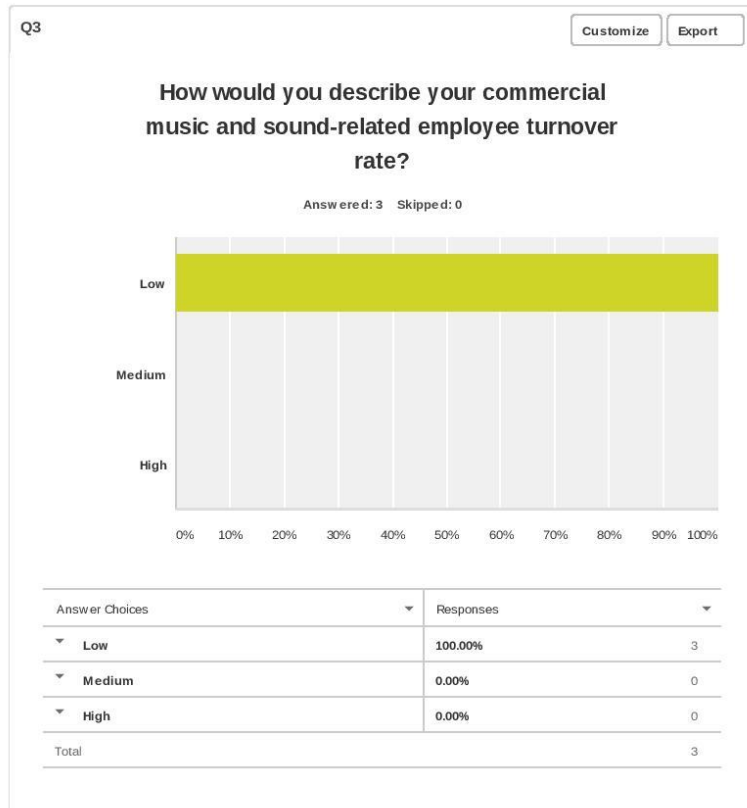
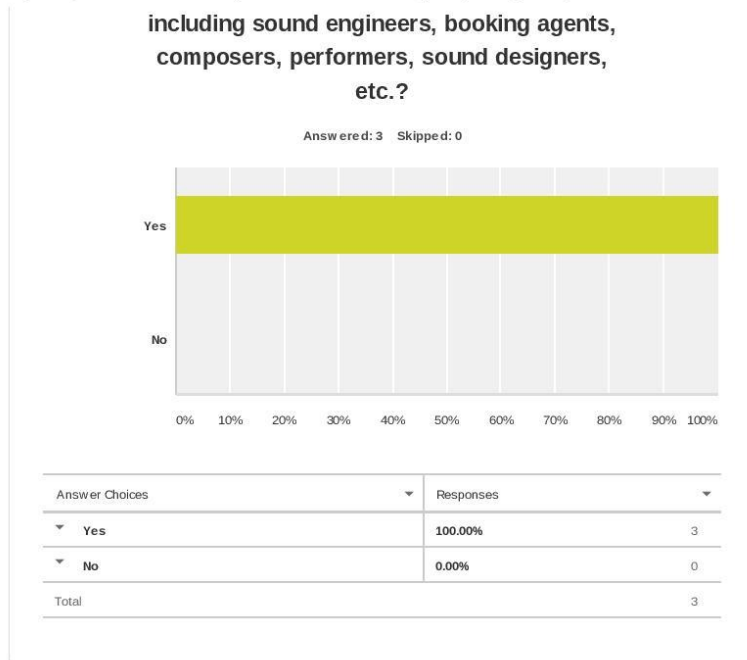
Basic Statistics

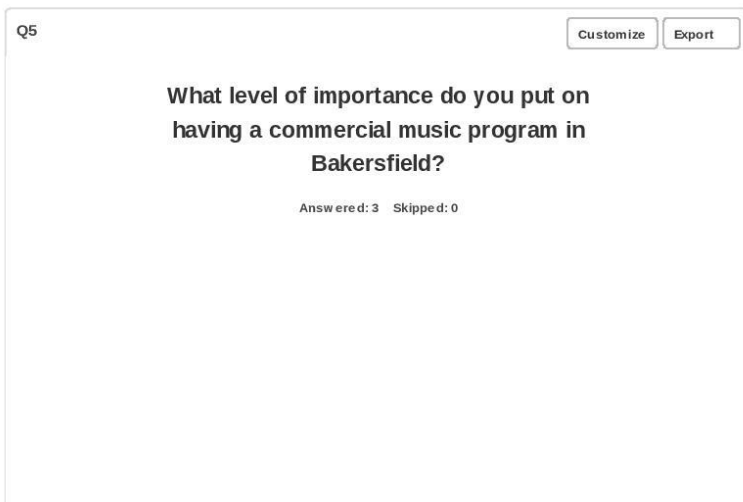
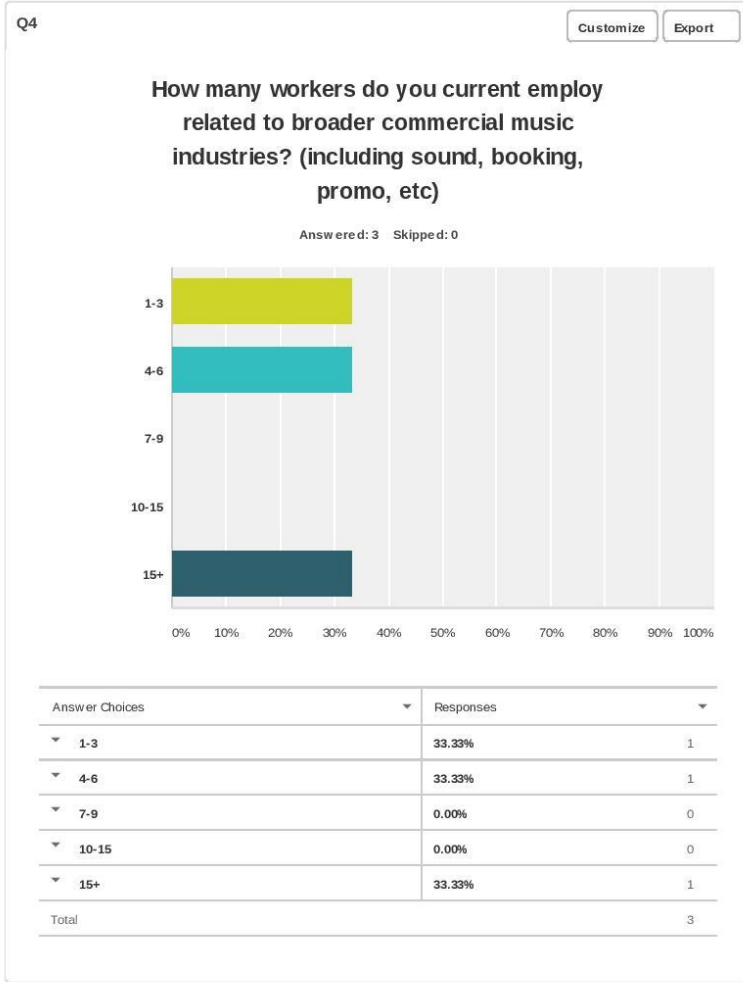
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Q2

Customize Export

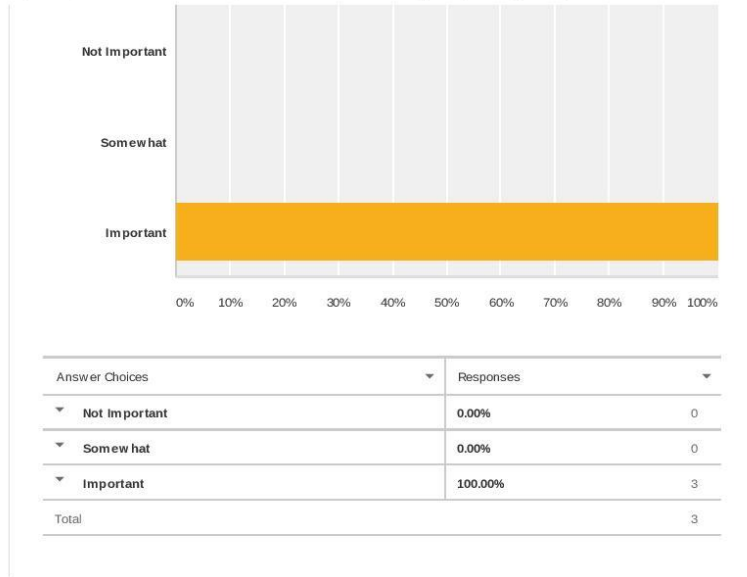
Is your organization actively hiring for positions related to commercial music,





10/26/2015

SurveyMonkey Analyze - Bakersfield College Commercial Music Program granting survey



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List of Members of Advisory Committee

1. Birch Caffee, Pacific West Sound
2. Andrew Rosenstein, Buck Owens Crystal Palace
3. John Tweed, Valley Bible Church
4. Brent Milton, Pacific West Sound

Recommendation of Advisory Committee

Advisory Committee is enthusiastic about the prospect of a commercial music program in the area. Minutes reflect this:

Meeting Date: 10/15/15, 11:00am

Advisory Committee Members present: Birch Caffee, Brent Milton, Andrew Rosenstein, John Tweed.

Introductions (11:00am - 11:15am)

Questions (11:15 - 11:45): Considering survey questions

Specific needs assessment (11:45-12:00): Milton and Caffee underscore importance of health training for future sound professionals. Echoed by Rosenstein. Tweed adds importance of basic language and useful information for sound technicians, i.e., "going easy on the science of sound, in name of doing the job of running sound."

Adjourned (12:00)

Adequate Resources & Compliance

Library and Learning Resources Plan

Students will be able to access current library resources which includes exhaustive online databases.

Facilities and Equipment Plan

This program currently has a computer music classroom with 16 Apple computers and Roland MIDI keyboards. Additional space within the classroom will serve as an audio control room for students to work with mixing console, monitoring, etc. Beyond PAC 115, there is a black box theater and a state-of-the-art theater, as well as an outdoor theater all available for use by the commercial music program. Recording gear and infrastructural sound treatment plans are in development.

Financial Support Plan

Support for this program is available through the current Bakersfield College general fund.

Faculty Qualifications and Availability

A dedicated full-time faculty along with several qualified adjunct faculty will provide support for the program. Qualified faculty include: Josh Ottum, James Dethlefson, Kris Tiner, Kyle Burnham, Tim Heasley.

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Based on model curriculum (if applicable)

At this time, the model curriculum is awaiting approval. Commercial Music courses are being vetted through the C-ID process.

Licensing or Accreditation Standards

Not Applicable.

Student Selection and Fees

1. Are there conditions of enrollment? No.
2. Will there be associated materials fees with the courses/program? No.