

**Breakout: Music/Music Industry Studies - Audio Production/Performance**

Date: Friday, March 17, 2023

Time: 9:30 am – 11 am

Room: IT-218

**Attendees:**

Michael Anderson, Rock Stars of Tomorrow

Kim Kamerin, NC Faculty

Brady Kerr, NC Faculty

Don Kindred, Corona Symphony Orchestra

Stan Morrison, Riverside Philharmonic Orchestra Board

Joel Numa, The Lab Studio

Michael Snyder, NC Associate Faculty

*This is the minutes taken during the Career Advisory Meeting for Music Industry Studies held on Norco College campus after the President's Awards Breakfast.*

Recorder: Claudia Figueroa

1. Welcome & Introductions, start time 9:15am
2. Overview of What's Going on in Industry
  - a. Stan Morrison discussed being a part of Riverside's Got Talent and his interactions with some of the local talents.
  - b. Michael Snyder mentioned one of NC's students having been part of Riverside's Got Talent
  - c. Don Kindred, The Corona Symphony Orchestra
    - i. Started 10 years ago with four kids using string instruments. String instruments were not offered at the local schools, so the CSO created classes for those students.
    - ii. Program has now grown to 100 students a semester. It has expanded and now has a good working relationship with CBU.
    - iii. Looking for partnerships with Norco College
3. Music Industry Standards for MIS programs
  - a. Discussion ensued about Dolby Atmos and how it can be used in NC classrooms.
  - b. Joel talked about how there are not many schools that are certified by Dolby Atmos.

- c. Norco College-classroom availability and possibility of retrofitting classroom to allow for Dolby Atmos courses.
  - d. Joel discussed the cost and the type of room that would be needed for such courses.
  - e. Kim opened up the conversation for “what does the market look like for students who get certified in Atmos?”
    - i. Joel talked about placement being hard due to there not being many Atmos studios, but professionally, they would be acquiring a tool that many do not have. Labels are now requesting Atmos Mix and are willing to pay for it. NC students would be pioneering this new method. NC being Atmos certified would separate them from most schools.
  - f. Discussion ensued about how Atmos courses can be taught.
    - i. Joel agreed with Kim that Atmos would be a great course to offer. Kim mentioned that now is a good time to introduce the curriculum.
    - ii. Song writing courses at NC were also discussed and the possibility of creating an advanced Song Writing class and how that could be the gateway to Atmos.
4. Current Program Pathways and Future Curriculum, NOMU overview and updates
- a. Norco College-Kim brought up creating non-credit courses with fees to help fund the program and offering a certificate which would make it more desirable for students to come in.
  - b. Release of latest NOMU music album in one semester. Brady talked about his students’ efforts that brought this album to fruition.
5. Feedback from Advisory
- a. Michael Anderson offered to promote NC Music program and feed students to the program through Rock Stars of Tomorrow. Allowing for students to stay local. He requested some literature that can be shared.
  - b. Michael Snyder praised Brady and Kim and the NC music students for their good attitude and dedication. Mentioned how they are always early and excited to attend class. Michael Snyder talked about the difference between NC students and his students at another school. Also talked about how he was captivated by the Doctor who spoke the earlier reception.
  - c. Recommendation to start a podcast-Stan.
  - d. Stan offered to write Dr. Monica Green a letter in support of the NC music program.
  - e. Joel offered his services in any way to help the NC music program.
6. Meeting concluded, 11:15am