

MRTV Department Plan 11-12

Long Beach City College

Dept - Music, Radio & TV

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Mission: The MRTV department's mission is to provide academic (AA degrees) and personal preparation for successful transfer to a university Music, Digital Media Arts, or Broadcast program and to provide Vocational training and skills to successfully gain an internship or employment in the music and media entertainment industry, as well as to provide General Education Humanities and Arts courses necessary to fulfill transfer requirements, and to provide meaningful and vital opportunities and outreach to the community at large to engage in the creation of music works and radio-television productions.

Description: The MRTV department is comprised of three programs (Top Codes): Academic Music, Commercial Music, and Radio & TV.

*Academic music is a transfer program that offers an AA in Music, and is designed to provide students with technique and repertoire for a successful entrance audition, and the coursework necessary to meet proficiency exam requirements at a transfer institution. This program also provides the majority of the GE humanities courses (RTV 1 is also a GE course).

* The Commercial Music Program consists of seven (7) vocational certificates and two (2) Certificates of Accomplishment; the vocational certificates can be advanced to AA degrees with additional course work. The goal of the Commercial Music Program to give students the knowledge they need to succeed in the professional world of commercial music. The jobs students may obtain coming out of this program range from entry level industry positions to self-employed/home production businesses. Our certificates are designed to give students the knowledge and confidence to succeed in a continually evolving industry. Students may also obtain associate degrees with the option to transfer to a 4 year university.

* The Radio/TV program consists of four vocational certificates, all of which can be advanced to AA degrees with additional coursework. These certificates provide vital training which provides internships and job placements. The RTV program also provides one GE course.

Summary of Access, Productivity & Effectiveness: To-Be-Updated

Internal Conditions (see Help for list): To-Be-Updated

External Condition-Regulatory/Legislative Changes: To-Be-Updated

Faculty & Staff : Radio-TV - 1 Full-Time; 8 Part-Time
Commercial Music - 6 Full-Time; 7 Part-time
Academic Music - 5 Full-Time; 17 Part-time
Piano Accompanists - 2
Master Control Lab Aides - 2
Technicians - 3

Names & Titles of Program Review Participants: Dr. Peter Knapp, Dpt. Chair, Music Theory & Music History

Robert Hersh, Radio and Television
Dr. George Shaw, Music Business
Maurice Love, Music Technology
Wayne Brashear, Instrumental Jazz
Tom Dustman, Vocal Jazz
Nancy Allen, Recording Engineering
Charles Gutierrez, Recording Engineering
Brian Hamilton, Director of Bands
Skye Angulo, Director of Choral and Vocal Studies
Timothy Durkovic, Director of Keyboard Studies
Marshall Fulbright, Director of Orchestras

2009-2010 Accomplishments: To-Be-Updated

Goal: Academic Music Program Enrollment

Increase the number of music majors, particularly in the instrumental area.

Year: 2011 - 2012

Start Date: 01/01/2010

End Date: 12/31/2010

Goal Status: In Progress

Goal Priority: High

Rationale: Increasing the number of students will increase the quality of our ensembles which will in turn enable the department to better prepare students for auditions and for transfer to a four-year institution.

Strategies: *Have instructors regularly visit local high school

*Invite local high schools to campus for music festivals and clinic

*Produce high quality publicity materials for distribution to local high schools

Responsible Parties: Peter Knapp, Marshall Fulbright, Brian Hamilton

Campus supported by this LAC

goal:

Specify if goal is for Department/ Program

department or sub-area:

Other Area impacted by this Community Relations & Marketing

goal:

Level of Support Needed: Department

Related Resources Needed

* Resources Needed Name: Publicity

Resources Needed Funds are needed in order to design (\$500), produce (\$1000), and distribute (\$1000) departmental materials that

Description: would outline what our school and program(s) have to offer

Inter-Level/ VP Level Group Not Approved

Decision:

Fiscal Year: 2010 - 2011

Duration: On-going

Estimated Cost: 2500.0000

Type of Resource Other

Requested:

Justification for Resource The Academic Music Program is one of the most well rounded music programs in the area, yet it is also one of

Request: the least known about programs in the area. More publicity is needed in order to inform the Long Beach and surrounding communities of the program.

Department Code: 100400 Music & Radio TV

Requested Funding Source: Capital Outlay

* Resources Needed Name: Recruitment Visits/Coaching

Resources Needed As part of our outreach and recruitment, we would send out adjunct faculty (adjunct faculty rates vary and would

Description: be determined based upon each faculty members hourly rate) to local high schools where they would assist the music directors with instruction at their school. This would allow us the opportunity to work with local high school students, give them publicity materials and hopefully get them to not only select LBCC as their next step in their education career but to also continue with their musical endeavors while attending LBCC

Inter-Level/ VP Level Group Not Approved

Decision:

Fiscal Year: 2010 - 2011

Duration: On-going

Estimated Cost: 6000.0000

Type of Resource Personnel - Faculty

Requested:

Department Code: 100400 Music & Radio TV

Requested Funding Source: Foundation

Goal: AA's and Transfer Attainment

Increase the number of students completing the AA and transferring to university music programs.

Year: 2011 - 2012

Goal Status: In Progress

Goal Priority: High

Rationale: There are many students who have completed the necessary requirement to receive their AA degrees but never complete the paperwork to actually receive it. They simply transfer to four-year institutions and leave Long

Beach City College without officially obtaining their AA degree.

Strategies: Faculty will meet individually with students and encourage them to complete the AA degree paperwork

Responsible Parties: FT Faculty

Campus supported by this goal: Both

goal:

Specify if goal is for Department/ Program

department or sub-area:

Level of Support Needed: Department

Goal: NASM Accreditation

Achieve National Association of Schools of Music (NASM) certification for Academic Music program.

Year: 2011 - 2012

Goal Status: In Progress

Goal Priority: High

Rationale: Obtaining accreditation from the National Association of Schools of Music (NASM) would be a great achievement for the Academic Music program to guarantee the rigor of our learning outcomes and the success of our students. It would be a major recruitment tool as it would demonstrate to potential students and area universities that the Music department has met the same requirements that most four-year institutions have and that it is a department that prospective students can feel confident in attending in preparation for transfer.

Strategies: Seek funding to support the consultation visit (cap outlay, foundation, other grants)
Seek funding to support the accreditation site visit (cap outlay, foundation, grants)
Seek funding to institutionalize the on-going accreditation dues (cap outlay, grants)
Confirm in all areas that curriculum is fully aligned with NASM guidelines
Continue to expand the departments applied faculty
Consult with other CC's who have NASM accreditation (*very* few) for input

Responsible Parties: FT Academic Faculty

Campus supported by this goal: LAC

goal:

Specify if goal is for Department/ Program

department or sub-area:

Level of Support Needed: School or VP

Related Resources Needed

* Resources Needed Name: Obtain funding for NASM consultation visit

Resources Needed There is a \$550 fee for a consultant to visit and provide information on the programs readiness for accreditation.

Description: In addition, there are visit expenses for that consultant, therefore, we anticipate an additional \$500, for a total of \$1000.

Inter-Level/ VP Level Group NEW for Fiscal Yr 2011-2012

Decision:

Fiscal Year: 2011 - 2012

Duration: One-time

Estimated Cost: 1000.0000

Type of Resource Other

Requested:

Justification for Resource Strongly advised by NASM to ensure a smooth application for full accreditation.

Request:

Department Code: 100400 Music & Radio TV

Requested Funding Source: Capital Outlay

Goal: Live Sound Management Program

Design a "Live Sound Management" program to educate and train students for a career in the ever expanding field of live commercial audio.

Year: 2011 - 2012

Goal Status: In Progress

Goal Priority: High

Rationale: Current Condition:

Los Angeles (Audio Production Capitol of the World) imports audio technicians from across the country to fulfill the daily demand for qualified "Live" audio engineers and technicians at:

- Corporate Events
- Theme Parks
- Cruise Ships
- Entertainment Venues

- Theatrical Performance
- Schools
- Convention Centers
- Sporting Events/ Stadiums
- Church Market

There is a local and national shortage in this well paid field.

Our program has one live sound class taught by an adjunct instructor. The responsibilities of class are threefold; (1) instruct students in the principles, techniques and equipment used in live sound; (2) setup and provide sound reinforcement for department ensemble performances and; (3) Maintain sound reinforcement equipment.

Strategies: Develop goals and curriculum, write certificate curriculum guide(s), get approval
Seek funding for additional sound reinforcement equipment

Responsible Parties: Peter Knapp, Nancy Allen, Charles Gutierrez and Chap Cooper

Campus supported by this Both

goal:

Specify if goal is for Department/ Program

department or sub-area:

Name of sub-area, if Commercial Music

applicable:

Other Area impacted by this Grants

goal:

Level of Support Needed: School or VP

Related Resources Needed

* Resources Needed Name: Full-time Sound Reinforcement Instructor

Resources Needed Instructor responsible for developing curriculum and class instruction, coordination of on campus live sound

Description: events, coordination of off campus live sound training events, supervision and maintenance of sound reinforcement equipment.

Inter-Level/ VP Level Group Not Approved

Decision:

Fiscal Year: 2011 - 2012

Duration: On-going

Estimated Cost: 60000.0000

Type of Resource Personnel - Faculty

Requested:

Department Code: 100400 Music & Radio TV

Requested Funding Source: General Fund

* Resources Needed Name: Sound Reinforcement Equipment

Resources Needed Additional equipment will be needed to support multiple live-sound events for students to work and obtain hands-

Description: on experience and training.

MIXERS

Allen and Heath ZED-24 Mixer, 24-channel, USB Interface; 2 @ \$569 each = \$1,138

MICROPHONES

Shure SM7; 4 @ \$349 each = \$1,396

Shure SM81; 4 @ \$349 each = \$1,396

Royer 122; 4 @ \$1,270 each = \$5,080

Royer RSM-1 Shockmount; 4 @ \$235 each = \$940

Royer 121; 2 @ \$935 each = \$1,870

Royer RSM-1 Professional Shock Mount; 2 @ \$56 each = \$112

Audio-Technica U853R Hanging Condenser Microphone; 4 @ \$169 = \$676

Sennheiser Evolution e 614; 4 @ \$200 = \$800

Sennheiser Evolution E 906; 4 @ \$189 = \$756

CABLES

Whirlwind MS-24-8-XL-100 Audio Snake; 2 @ \$820 = \$1,640

Whirlwind SB24P1G - 24 Input, 48 Output Passive Mic Splitter; 2 @ \$660 = \$1,320

Mogami Silver Series Microphone Cable 25 Foot; 48 @ \$28 each = \$1,344

Mogami Gold Studio Microphone Cable -

Short Patch Version - 2 Feet; 48 @ \$26 = \$1,248

MIC STANDS

Se Electronics Se Electron STAND2 6.5' Heavy Duty Boom Stand; 2 @ \$499 = \$998
K&M 210 9B Heavy Duty Tripod Mic Boom Stand; 12 @ \$80 = \$960
Sabra-Som SDT Decca Tree with Variable Angles; 1 @ \$995 = \$995

Inter-Level/ VP Level Group Not Approved

Decision:

Fiscal Year: 2011 - 2012

Duration: One-time

Estimated Cost: 22669.0000

Type of Resource Equipment

Requested:

Justification for Resource Additional equipment needed to support a new vocational program.

Request:

Department Code: 100400 Music & Radio TV

Requested Funding Source: VTEA

Goal: Commercial Music Applied Music and Transfer Program

Develop a program that will allow commercial instrumental and vocal students (jazz, pop, rock) to receive private applied instruction, and the accompanying transfer curriculum.

Year: 2011 - 2012

Goal Status: In Progress

Goal Priority: Low

Rationale: Under our current applied music structure, only student enrolled in the academic/transfer program are eligible for applied music private instruction. One can argue that in the development of traditional performance techniques, private instruction is crucial. The techniques involved in the performance of commercial music, i.e., jazz, rock, pop, etc., require understanding of music theory, articulation, improvisation principles that are particular to this genre and can be best obtained in a private instruction environment. This program will give Commercial Music students firm study/practice fundamentals and make their university transfer process easier.

Strategies: Develop a list of criteria for student entry in the program
Develop a music repertoire as a basis for student instruction
Compile a list of potential instructors in various commercial music genres and instruments
Analyze current curriculum for modification or expansion

Responsible Parties: Wayne Brashear, George Shaw, Maurice Love, Tom Dustman, Peter Knapp

Campus supported by this goal: Both

Specify if goal is for Department/ Program

department or sub-area:

Name of sub-area, if Commercial Music

applicable:

Level of Support Needed: Department

Goal: Commercial Music and RTV Certificate Update

Refine, update, and reduce the number of Commercial Music and RTV certificates.

Year: 2011 - 2012

Goal Status: In Progress

Goal Priority: High

Rationale: The commercial music and RTV certificates are designed to target specific jobs and disciplines. As the entertainment industry evolves through the innovation/use of technology and how business is done, our program need to reflect those changes.

Strategies: - Reevaluate certificates and their sequences
- Reevaluate/review core class concept
- Eliminate certificate that are no longer relevant or not attracting students
- Combine certificates that overlap and give students the option to concentrate in a specific area, i.e., instrumental or vocal
? Get Curriculum COmmittee approval

Responsible Parties: Charles Gutierrez, Nancy Allen, Maurice Love, Wayne Brashear, Tom Dustman, Bob Hersh, Peter Knapp

Specify if goal is for Department/ Program

department or sub-area:

Name of sub-area, if Commercial Music, RTV

applicable:

Level of Support Needed: Department

Related Resources Needed

* Resources Needed Name: Student/Program Tracking Database

Resources Needed Develop a database to help track the progress of students and where they are transferring, interning, or getting

Description: jobs at.

Inter-Level/ VP Level Group NEW for Fiscal Yr 2011-2012

Decision:

Fiscal Year: 2010 - 2011

Duration: One-time

Estimated Cost: 3000.0000

Type of Resource Software

Requested:

Department Code: 100400 Music & Radio TV

Requested Funding Source: VTEA

Goal: Remote Location Television Shows

Expand the production of remote location television shows for the RTV program with the use of High Definition TV equipment.

Year: 2011 - 2012

Goal Status: In Progress

Goal Priority: High

Rationale: Seamless RTV education will be accomplished with High Definition remote television production capabilities.

Since the professional world of television is mostly produced in High Definition, students will benefit from knowing this new technology. LBCC has produced news stories that have engaged students at the high school level. Examples of these stories are: local high school sports reports and special events for telecast in IE NEWS. With a High Definition remote video production unit, LBUSD students will be more involved in television production that will lead to students attending the RTV program at LBCC. At LBCC the RTV department produces a very limited amount of remote productions, and none of these are High Definition. With this addition, many more events will be produced, including but not limited to: sports events, music department concerts, fashion shows, dance concerts, ASB events/special events, and other inter-departmental productions. CalState students will benefit when transferring from LBCC by being involved in productions at the four year university. All of these programs also serve as additional outreach and marketing of LBCC to the satellite and cable audiences of Long Beach and Lakewood.

Strategies: All forms of funding will be researched such as Cap Outlay, VTEA, and industry donations.

Responsible Parties: Robert Hersh

Campus supported by this Both

goal:

Specify if goal is for Department/ Program

department or sub-area:

Name of sub-area, if Television Program

applicable:

Other Area impacted by this Community Relations & Marketing

goal:

Level of Support Needed: School or VP

Related Resources Needed

* Resources Needed Name: Remote Video Production Unit

Resources Needed High Definition Industry compatible High Definition video broadcast production unit. This will allow the taping of

Description: High Definition remote events, sports events, concerts, etc.

Inter-Level/ VP Level Group NEW

Decision:

Fiscal Year: 2011 - 2012

Duration: One-time

Estimated Cost: 113000.0000

Type of Resource Equipment

Requested:

Justification for Resource So much of the professional world of television is produced in High Definition. Students must learn this new

Request: technology to get jobs in television field.

Department Code: 100400 Music & Radio TV

Requested Funding Source: VTEA

Goal: Industry-Standard Technology and Compatability

Maintain compatibility with industry-standard technology for both the Commercial Music and RTV programs.

Year: 2011 - 2012

Goal Status: In Progress

Goal Priority: High

Rationale: All local TV stations, where many students will be employed, use SAN technology to produce, edit, playback, and record, multi-media content. Students will train and learn the equipment that is now being used in the professional television environment. In addition, the two computer labs need on-going hardware and software updates to stay current with industry software and techniques for both RTV and Commercial Music. Finally, the recording studios also need to have up-to-date equipment.

*The radio station computers used for programming the shows are very old.

*The G120 "high-end" computer lab is starting to show its age in equipment and software versions.

*The Intermediate/Advanced "C" recording studio is currently defunct and unusable; in order to properly train students, it needs to be upgraded.

Strategies: - Complete evaluation of G120 and F104 labs.

- Explore all forms of funding, such as Cap Outlay, VTEA, and industry donations and/or partnerships.

Responsible Parties: Charles Gutierrez, Nancy Allen, Maurice Love, Wayne Brashear, Tom Dustman, Bob Hersh, Peter Knapp

Campus supported by this Both goal:

Specify if goal is for Department/ Program

department or sub-area:

Name of sub-area, if Television and Commercial Music Programs applicable:

Level of Support Needed: School or VP

Related Resources Needed

* Resources Needed Name: C Studio Upgrade

Resources Needed Equipment needed to upgrade the currently defunct intermediate/advanced C recording studio. Mixer console, rack gear (effects, processors), PT, Logic, and Reason software/gear, computer, large monitor, outboard gear, monitors.

Detailed List

DBX 1066 Compressors	4pcs	\$429.95	\$1719.80
Yamaha SPX2000	1pc	\$1,149.00	
TC Electronics M-One XL	1pc	\$449.00	
TC Electronic Finalizer 96k	1pc	\$2,499.00	
HD Pro Tools HD2 Accel PCIe + HD I/O 8x8x8	1pc		\$13,495.00
Logic Pro Software	24pcs	\$495.00	\$11,880.00
Reason ? 5 Lab pack	5pc	\$1,199.00	\$5,995.00
Computer - Mac Pro 8 Core	1pc.		\$3,499.00
Apple 27? Cinema Display	1pc	\$999.00	
Yamaha HS80M	2pc	\$349.99	\$699.98
Misc. Cables-Hosa XLR-807	48pc	\$87.99	\$4,223.52
Neutrik NYS-SPP-L Patch Bay	8pc	\$151.00	\$1,208.00
Sterling Modular Plan A Desk	1pc	\$2,299.00	

Sub Total	\$50,115.30
Tax	\$4,760.96
Total	\$54,876.26

Inter-Level/ VP Level Group Not Approved

Decision:

Fiscal Year: 2011 - 2012

Duration: One-time

Estimated Cost: 54876.0000

Type of Resource Equipment

Requested:

Justification for Resource ADD

Request:

Department Code: 100400 Music & Radio TV

Requested Funding Source: VTEA

* Resources Needed Name: F104 Lab upgrades

Resources Needed Upgrade proprietary hardware needed to keep computer labs current with industry standards: PT, Logic, Reason,
Description: Sibelius

Hardware			
Computers ? iMac 21.5in, 2.5GHz Quad-Core	16pc	\$1199.00	\$19,184.00
Software			
Pro Tools 9 upgrades	17pc	\$294.90	\$ 5,013.30
Logic Pro Software	17pc	\$495.00	\$ 8,415.00
Sibelius 7	17pc	\$279.95	\$4759.15
Sub Total \$ 37,371.45			
Tax	\$	3,643.72	
Total		\$41,015.00	

Inter-Level/ VP Level Group Not Approved

Decision:

Fiscal Year: 2011 - 2012

Duration: One-time

Estimated Cost: 30000.0000

Type of Resource Software

Requested:

Justification for Resource ADD

Request:

Department Code: 100400 Music & Radio TV

Requested Funding Source: VTEA

* Resources Needed Name: G120 Lab upgrades

Resources Needed Upgrade proprietary hardware needed to keep computer labs current with industry standards: PT, Computers,
Description: controllers

Hardware			
Computers ? Mac Pro 8 Core	24pc	\$3,499.00	\$ 83,976.00
Pro Tools Native HD with Omni I/O	24pc	\$4,495.00	\$107,880.00
M-Audio Oxygen 49 Controller	24pc	\$199.99	\$ 4,799.76
Software			
Pro Tools 9 upgrades	24pc	\$294.90	\$7078.80
Logic Pro Software	24pc	\$495.00	\$11,880.00
Reason ? 5 Lab pack	5pc	\$1,199.00	\$5,995.00
Sibelius 7	24pc	\$279.95	\$6718.80
Curriculum			
Avid Learning Partners Software	1pc	\$1000.00	
Sub Total \$229,328.36			
Tax	\$	22,359.52	
Total		\$215,688.00	

Inter-Level/ VP Level Group Not Approved

Decision:

Fiscal Year: 2010 - 2011

Duration: One-time

Estimated Cost: 215830.0000

Type of Resource Equipment

Requested:

Justification for Resource Needed

Request:

Department Code: 100400 Music & Radio TV

Requested Funding Source: VTEA

* Resources Needed Name: SAN - Storage Area Network

Resources Needed Purchase of SAN server for use in RTV production courses. [NEED detailed list]

Description:

Inter-Level/ VP Level Group NEW for Fiscal Yr 2011-2012

Decision:

Fiscal Year: 2011 - 2012

Duration: One-time

Estimated Cost: 7000.0000

Type of Resource Equipment

Requested:

Justification for Resource ADD

Request:

Department Code: 100400 Music & Radio TV

Requested Funding Source: VTEA

Goal: RTV Program Growth and Viability

Increase RTV program growth, viability, and curriculum development and assessment.

Year: 2011 - 2012

Goal Status: In Progress

Goal Priority: High

Rationale: The Radio & TV program currently only one full-time instructor; has been the case since SP 07.

Strategies: Examine program data to show growth and future trends

Outline program assessment limitations with only one FT faculty

Outline compromises to program develop, growth, and implementation with only one faculty

Request hiring at next opportunity

Responsible Parties: Bob Hersh, Peter Knapp

Campus supported by this Both

goal:

Specify if goal is for Department/ Program

department or sub-area:

Name of sub-area, if Radio & Television Programs

applicable:

Level of Support Needed: School or VP

Related Resources Needed

* Resources Needed Name: FT Faculty Hire

Inter-Level/ VP Level Group NEW for Fiscal Yr 2011-2012

Decision:

Fiscal Year: 2011 - 2012

Duration: One-time

Estimated Cost: 100000.0000

Type of Resource Personnel

Requested:

Department Code: 100400 Music & Radio TV

Requested Funding Source: General Fund