



# Music-Commercial Program Review



## 2004-05

*Prepared for*  
Citrus Community College District

*Prepared by*  
Ben Bollinger (Dean)  
Marilyn Eng (Senate)  
Jeanne Howard (Articulation)  
Patricia Lawrence (Curriculum)  
Doug Shrope  
Bob Slack  
John Thompson (Library)  
John Vaughn  
Ann Heming

## **Commercial Music Program Review 2004-2005**

### **FULL-TIME:**

Galvan, Alex  
Hoehne, William  
Shrope, Douglas  
(Austin)  
Slack, Robert  
Vaughan, John  
Waddington, Alan

### **ADJUNCT:**

Arnay, David  
Beatty, David  
Cotter, Steve  
Davis, Charles  
Green, Martin  
Griffiths, Laura  
Hackworth, Catherine  
Ireland  
Hynes, Tom  
Kerr, William  
Lee, Janice  
MacNeil, Robert  
Merrick, Stephen

McCormick, Corey  
Miller, Myka  
Milliken, Keely  
Mixson, Vonetta  
Munoz, Gino  
Packer, Michael  
Picariello, Laura  
Sexton, Robert  
Schoenbeck, Sara  
Schuricht, Paul  
Skidgel, Michael  
Sushel, Michael  
Vartan, Lynn

### **MISSION**

#### **PROGRAM DESCRIPTION AND OBJECTIVES:**

The Citrus College music department provides a diverse music curriculum to meet the educational needs, the musical interests and the cultural development of the students and communities of the San Gabriel Valley. The department is comprised of five primary programs: vocal music, instrumental music, music history, music theory and musicianship, and commercial music.

The Commercial Music Program provides unique, multifaceted, educational opportunities to facilitate students' individual commercial music goals which include:

- a) The completion of an Associates of Arts degree in Fine Arts.
- b) Transfer into a Bachelors Degree program in Fine Arts.
- c) Employment within the professional music industry.

Courses offered include those which encompass vocal, instrumental, dance performance and the electronic music media. The program enables students to meet these goals by:

- a) Offering commercial music classes that fulfill transfer requirements for the University of California and Cal State University systems.
- b) Offering classes that fulfill general education requirements for non-fine arts majors.
- c) Providing the necessary technical and performance tools that enable students to become employed in the music industry.
- d) Providing an environment to receive the education and practical training to excel in the area of commercial music.
- e) Providing a variety of performance experiences.
- f) Exposing students to working professionals in the industry.
- g) Creating liaisons between the College and surrounding employers to increase vocational placement upon completion of the program.
- h) Offering a diverse music curriculum to meet the educational and vocational needs, musical interests and cultural development of the students and communities of the San Gabriel Valley.

COMMENDATIONS:

- a) The Commercial Music Program supports the mission of Citrus College in providing transfer and associate degree courses, and providing a diverse music curriculum to meet the educational and vocational needs, musical interests and cultural development of the students and communities of the San Gabriel Valley.
- a) To best equip students for industry employment, the Commercial Music Program continues to maintain and expand its communication and alliance with music industry professionals.
- b) With *"A Night of Music and Film"*, *"Christmas Is..."*, the annual Spring Musical, and the *"Citrus Singers"* Spring Pop Show, the program has advanced integration of different disciplines within the program, as well as with other fine arts programs, including dance, recording arts, and theatre arts. Commercial Music students also actively participate in productions for other programs, such as the dance concert, the classical music concert, and Theatre Arts productions.
- c) The program offers a wide variety of instructional and performance experiences that promote the building of self-esteem and improvement in inter-personal communications. Commercial Music classes provide an environment in which students can enhance general life skills.
- d) The various performing groups present numerous performances and host touring events to expose the community, high school, intermediate, and adult musicians to the scope and quality of the commercial music program at Citrus College.

## RECOMMENDATIONS:

- a) With the addition of the Recording Arts/Video Technology facility, we must continue to prepare ourselves for an influx of students in the Commercial Music Program and up-date teaching techniques accordingly.
- b) The Commercial Music Program should continue to monitor and improve relations with successful four-year institutions with quality music programs to assure continued student preparation within the discipline.
- c) The faculty should investigate the feasibility of a Commercial Music Performance Certificate program.
- d) The program should continue to expand performance opportunities for students such as the inclusion of an annual fall musical.
- e) The Commercial Music Program should strive to increase cooperation with other fine arts programs to create multifaceted performances.
- f) The program should seek to increase its outreach and recruitment efforts involving surrounding secondary education music programs.
- g) A vocal jazz program should be established, including classes with both group and solo emphasis.
- h) A microphone technique class should be implemented.

## NEED

## COMMENDATIONS:

- a) The commercial music program has enjoyed a steady increase in enrollment over the past five years. Since the Fall of 1999, commercial music enrollment has increased 56%, from 271 to 423.
- b) FTE levels are the highest they have ever been, increasing from 54.32 in the Fall of 1999 to 92.25 in the Spring of 2004.
- c) Most Commercial Music courses have an extremely good ratio of FTE income/ program cost. Commercial Music Programs are highly cost effective.
- d) Citrus College students and community members enjoy an increasing number of Citrus College Commercial Music Program presentations.
- e) Commercial Music courses are integral parts of revenue-generating productions such as "*Christmas Is...*" and "*A Night of Music and Film*".
- f) Increased off campus performances have improved department and college visibility throughout the world.

## RECOMMENDATIONS:

- a) Citrus College Commercial Music Program should develop a system of enrollment counseling to guide commercial music students in an efficient accumulation of credits and skills for success in achieving their goals.
- b) Because of the unique transfer requirements for both Universities and the professional world, a career/transfer counselor position should be established to enable students to obtain and maintain clear strategies for program involvement.
- c) Citrus College Commercial Music Program should continue to improve articulation agreements and professional partnerships.

## **QUALITY**

### COMMENDATIONS:

- a) The commercial music faculty has established high standards of musical proficiency and knowledge in classes and ensembles.
- b) While also being technically proficient, most faculty members have extensive professional experience and are able to make classroom material pertinent and immediately applicable to the music industry.
- c) The continued participation by faculty members in the professional music industry enables an up-to-date education.
- d) The program has developed a reputation within the industry as a trusted source of polished talent and technical knowledge. Program graduates are currently working at high levels on Broadway, in the recording industry, and in talent development at Disney.
- e) 90% of students pass their classes, and 77% pass with an "A" grade. More importantly, fewer than 2% of students withdraw from classes, confirming that instructor commitment to students' education is extremely high.
- f) The addition of Salsa and Cumbia ensembles increases both student and instructional diversity within the program.

### RECOMMENDATIONS:

- a) Because of the nature of production courses, grades will always be subjective. However, a more uniform grading structure for these classes would improve academic credibility.
- b) The Commercial Music program should continue to improve program diversity by promoting and expanding the Salsa and Cumbia ensembles.
- c) Non-Western/Non-Latin music should be integrated into the program.

## **FEASIBILITY**

### COMMENDATIONS:

- a) Current sound equipment is above industry standard for community colleges.
- b) The recording arts facility is state-of-the-art and allows students to broaden their education in a real-world environment.
- c) The Haugh Performing Arts Center allows students the ability to participate in professional-caliber shows at a community college.

### RECOMMENDATIONS:

#### FACILITY AND EQUIPMENT NEEDS:

In order to maintain and improve the current program, the following items are vitally needed:

- a) Additional performance space that also functions as a large classroom. Currently, performance opportunities are limited by the space available.
- b) A performance environment for small productions.
- c) Additional practice rooms to meet the demand of such an extensive program.
- d) Equipment to facilitate all performance groups during off-campus performances.
- e) Mid-sized practice rooms that can accommodate ten to fifteen people. Currently there is no place for sectionals or small group rehearsals.
- f) Adequate equipment storage space and cabinetry.
- g) Adequate sound equipment for all ensemble tours and secondary education outreach programs.
- h) A fully-equipped small ensemble room.
- i) Room-specific sound equipment is needed to accommodate classes/rehearsals simultaneously with ensemble performances and rehearsals.

## **COMPLIANCE**

### COMMENDATIONS:

#### PROGRESS IN PRIOR RECOMMENDATIONS:

- a) The Commercial Music Program has continued to reflect performance trends within the music industry.

- b) It has kept production technology up-to-date as it has integrated with vocal, instrumental, dance and electronic media performance.
- c) Students have been held to high standards, which have been clearly stated in the syllabi.
- d) Course outlines have been kept to an empirical design, have been held under constant review, and revised when industry trends demand.
- e) Additional full and part-time faculty and staff have been added to help facilitate the growth within the program.
- f) The current faculty possesses extensive professional experience within the entertainment industry and can provide a sense of relevance to the course material.
- g) The faculty utilizes state-of-the-industry instructional and professional technology.

RECOMMENDATIONS:

- a) Greater transferability is needed for many commercial music classes, including electronic music and production courses.
- b) A clearer track should be developed for transfer students.
- c) Evaluate courses and certificates periodically to reflect the requirements set forth by the State of California and trends in educational research.
- d) Revise course outlines to include student learning outcome statements within three years.