

PROGRAM APPROVAL APPLICATION
NEW or SUBSTANTIAL CHANGE or LOCALLY APPROVED
(This application may not exceed 3 pages)

Fill In Form

<u>Music Entrepreneurship</u> Proposed Program Title	<u>Fall 2018</u> Projected Program Start Date
<u>Pasadena City College</u> College	<u>Pasadena Area Community College District</u> District

Contact Information

<u>Dr. Rocky Cifone</u> Voting Member	<u>Dean of Business, Engineering & Technology</u> Title
<u>626-585-7684</u> Phone Number	<u>rxcifone@pasadena.edu</u> Email

Goal(s) of Program (Check all that apply):

Career Technical Education (CTE) Transfer Other

Type of Program (Check all that apply):

Certificate of Achievement 12-17 (or 17-27 quarter) units Certificate of Achievement 18+ semester (or 27+ quarter) units
 Associate of Science Degree Associate of Arts Degree

Reason for Approval Request (Check One):

New Program Substantial Change Locally Approved

Program Information

1005.00 Recommended [Taxonomy of Program \(TOP\) Code](#)
 _____ Units for Major-Degree
 _____ Total Units for Degree
33-35 Required Units-Certificate

Written Form

1. Insert the description of the program as it will appear in the catalog. (See PCAH pp. 142 and 170)

The Music Entrepreneurship Certificate at PCC is designed to embolden music students towards successful and sustainable careers in a rapidly changing artistic and business climate. In this program, students gain a portfolio of practical business-oriented skills as well as skills critical to the current musician like audio and video editing, effective music notation, concert or recital planning and the management of teaching studios. The program also develops entrepreneurial, creative, and collaborative skills, and can be completed on its own or in conjunction with a traditional music degree.

A Certificate of Achievement is awarded upon completion of all required courses with a grade of C or better.

2. Provide a brief rationale for the program.

The goal of this certificate program is to prepare students for a successful career in music by giving them the 21st century skills and tools that are required to remain competitive in the ever-changing field of music. The course of study centers on core music competency, technology skills, creative entrepreneurial thinking, business skills and portfolio-level project management. Developing audio and video recording and editing skills has become a standard part of the musicians skill-set within the last 10 years with YouTube outpacing music streaming on iTunes and Spotify combined. There has been a vast proliferation of media online and in broadcast, all of which requires music, but the traditional studio model has shifted to independent musicians creating music on their own, often from their bedrooms, to fill this increasing need. Musicians trained in media, marketing, technology and business will be the ones who are successful in the current music industry and studies show that the model of the traditional music school does not prepare students well for the professional skills needed for success in the field. This Certificate aims to develop 21st Century workforce skills for those whose end goal is not a traditional music degree and to fill in the gaps for students who have, or are earning, a traditional degree.

Data show conclusively that musicians and producers who are given workforce training in addition to their artistic skill training are far better prepared for careers in the highly competitive music and entertainment industries. This proposed certificate will allow us to teach the necessary workforce skills that help students create and sustain careers in this rapidly changing environment.

L.A. County is a national hub of entertainment-industry employment where one in six jobs is in the creative economy. The number of jobs linked to art, culture and design in the Los Angeles area are on the rise. Music Technology is the fastest growing new music major, with the number of offerings doubling since 2012. Two other upward trending majors are Recording Arts and Artist Management and Merchandising. Programs in Creative Entrepreneurship are emerging across the nation and at PCC we are planning ahead to effectively address that trend.

3. Summarize the Labor Market Information (LMI) and employment outlook (including citation for the source of the data) for students exiting the program. (See PCAH pp. 85-88, 136, 147, 148, 165, 168, and 176)

Labor statistics show that there is a significant undersupply in the Los Angeles County Commercial Music workforce with a demand of 1044 jobs and a supply of only 473 available workers. Los Angeles is a national hub of commercial music production with a robust job market and research and statistics have shown that there is an undersupply of qualified workers and that the training of students in traditional Music degree programs does not completely prepare them for the working world. References: *Centers of Excellence for Labor Market Research (COE)*, *OTIS LA-Region Creative Economy Report*.

4. List similar programs at other colleges in the Los Angeles and Orange County Region which may be adversely impacted. (There is space for 10 listings, if you need more, please contact laocrc@rscdd.edu)

College	Program	Who You Contacted	Outcome of Contact
Citrus College	Audio Recording Technology	Marti DeYoung, Jim Lancaster	No reply
Cypress College	Commercial Music Management, Recoding Arts	Steven Donley	Emailed reply ""Cypress College will support your LAOCRC program application."
El Camino College	Commercial Music	Rodney Murray, Abiodun Osanyinpeju, Randal Davis, Virginia Rapp	No reply

Fullerton College	Commercial Music	Douglas Benoit	No reply
Glendale Community College	Music AA	Michael Ritterbrown, Jan Swinton	No reply
Orange Coast College	Musical Entertainer	Lisa Knuppel	No reply
Santa Ana College	Digital Music Production	Bart Hoffman	No reply

5. List all courses required for program completion, including core requirements, restricted electives and prerequisites. (There is space for 20 listings, if you need more, please contact laocrc@rscdd.edu).
 (See PCAH pp. 143 and 171)

Courses	Course Number	Course Title	Units
Musc 001A - Music theory I	MUSC 001A	Music Theory I	3
MUSC 002A - MUSICIANSHIP I	MUSC 002A	MUSICIANSHIP I	1
MUSC 094 - INTRO TO MUSIC TECHNOLOGY FOR MUSICIANS	MUSC 094	INTRO TO MUSIC TECHNOLOGY FOR MUSICIANS	3
MUSC 093A - INTRODUCTION TO THE MUSIC BUSINESS AND ENTREPRENEURSHIP	MUSC 093A	INTRODUCTION TO THE MUSIC BUSINESS AND ENTREPRENEURSHIP	2
MUSC 099 - MUSIC ENTREPRENEURSHIP PRACTICUM	MUSC 099	MUSIC ENTREPRENEURSHIP PRACTICUM	2
MUSC 001B - MUSIC THEORY II	MUSC 001B	MUSIC THEORY II	3
MUSC 002B - MUSICIANSHIP II	MUSC 002B	MUSICIANSHIP II	1
MUSC 036A - POP-JAZZ THEORY	MUSC 036A	POP-JAZZ THEORY	3
MUSC 093B - THE MUSIC BUSINESS	MUSC 093B	THE MUSIC BUSINESS	2
ART 098 - WEB DESIGN AND DEVELOPMENT	ART 098	WEB DESIGN AND DEVELOPMENT	3
BUS 002 - PERSONAL FINANCE	BUS 002	PERSONAL FINANCE	3
BUS 116 - SMALL BUSINESS MANAGEMENT	BUS 116	SMALL BUSINESS MANAGEMENT	3
EDUC 030 - TEACHING AS A PROFESSION	EDUC 030	TEACHING AS A PROFESSION	3
MRKT 150 - SOCIAL MEDIA MARKETING FOR BUSINESS	MRKT 150	SOCIAL MEDIA MARKETING FOR BUSINESS	3
MUSC 004A - KEYBOARD SKILLS I	MUSC 004A	KEYBOARD SKILLS I	1
MUSC 012 - INTRODUCTION TO MUSIC COMPOSITION	MUSC 012	INTRODUCTION TO MUSIC COMPOSITION	3
MUSC 030 - MUSIC FOR EARLY CHILDHOOD EDUCATION	MUSC 030	MUSIC FOR EARLY CHILDHOOD EDUCATION	3
MUSC 032 - INTRODUCTION TO MUSIC EDUCATION	MUSC 032	INTRODUCTION TO MUSIC EDUCATION	2
MUSC 034A - JAZZ KEYBOARD SKILLS	MUSC 034A	JAZZ KEYBOARD SKILLS	2
MUSC 035 - MUSIC PREPARATION AND MUSIC COPYING	MUSC 035	MUSIC PREPARATION AND MUSIC COPYING	2
MUSC 036A - POP-JAZZ THEORY	MUSC 036A	POP-JAZZ THEORY	3
MUSC 036B - JAZZ-COMMERCIAL THEORY	MUSC 036B	JAZZ-COMMERCIAL THEORY	3
MUSC 093B - THE MUSIC BUSINESS	MUSC 093B	THE MUSIC BUSINESS	2
MUSC 096A - INTRODUCTION TO MUSIC RECORDING AND PRODUCTION	MUSC 096A	INTRODUCTION TO MUSIC RECORDING AND PRODUCTION	3.5
MUSC 096B - MUSIC RECORDING AND PRODUCTION APPLICATIONS	MUSC 096B	MUSIC RECORDING AND PRODUCTION APPLICATIONS	3.5
MUSC 096C - MUSIC RECORDING & PRODUCTION WORKSHOP	MUSC 096C	MUSIC RECORDING & PRODUCTION WORKSHOP	3.5
MUSC 105 - POPULAR SONGWRITING	MUSC 105	POPULAR SONGWRITING	3
MUSC 116 - DRUM SET TECHNIQUES	MUSC 116	DRUM SET TECHNIQUES	2
MUSC 117 - RHYTHM SECTION TECHNIQUES	MUSC 117	RHYTHM SECTION TECHNIQUES	2
MUSC 129A - MUSIC IN MULTIMEDIA	MUSC 129A	MUSIC IN MULTIMEDIA	3
TVR 004 - BEGINNING SINGLE CAMERA PRODUCTION	TVR 004	BEGINNING SINGLE CAMERA PRODUCTION	3
TVR 104 - LIVE SOUND REINFORCEMENT	TVR 104	LIVE SOUND REINFORCEMENT	3

6. Include any other information you would like to share.

This program's strong cross-disciplinary entrepreneurship focus and flexibility to serve students in disparate areas of music makes it distinct from other, largely commercial music production, offerings in the Greater Los Angeles area.