

Hennepin Technical College

Advisory Meeting Minutes: Audio Production (ARSP)

DATE: November 9, 2020

FY21 GOALS

1. Increase engagement with community and industry partners
2. Provide integrated service support, consultation, and solutions to advance the institution
3. Advance institutional capacity and effectiveness through technology
4. Increase retention of protected class group employees
5. Implement a targeted plan for students to persist
6. Redesign and implement the strategic enrollment management (SEM) plan
7. Create opportunities to secure new funding

MISSION:

To provide excellence in career and technical education for employment and advancement in an ever-changing global environment.

VISION:

To be the leader of innovative career and technical education that leads to success for all students.

VALUES:

Excellence: We pursue the highest standards in academic achievement and organizational performance.

Attendees: Joshua Griep, Erik Nelson, Lexa Kandola, Matt Holmes, Merritt Benton, Justin Schwartzbauer, Benson Callahan, Tommy Wiggins, Jakob Tenofsky-Ealy, Mark Johnson, Todd Carlton, Dave Farber, Brad Horbal, Rustin Bullert

Students:

Absent: Jake Johnson, Gena Johnson, Dave Notch

Topic	Discussion/Outcome <i>Indicate any Motions presented and Voting Outcomes</i>	Action	Follow-up
Approval of Minutes	Review of minutes: 1 st meeting of year		
Call for additional agenda items	None.		
Follow up Agenda Items	N/A		
General Discussion of Covid Implications	Tours not happening, no one wants to go out, social distancing bleak in venues.		

I. Call to Order/Roll Call	Meeting started at 6:11pm		
II. Introductions	<p>Matt Holmes, FT faculty; Dave Farber, Farber Sound; Brad Horbal, Bormann Marketing; Rustin Bullert, Parsons Technologies; Jim Jordahl, faculty; Mike Byrne, CLA now works in IT, been here 13 yrs.; Tommy Wiggins, Tommy's Tracks and 2nd instructor in the ARSP program; Erik Nelson, hired by Tommy as first CLA, Senior A/V designer U of M; Joshua Griep, went through program 4-5 years ago, live/studio engineer; Lexa Kandola, Admin Assistant; Justin Schwartzbauer, free lance audio, tour mgmt, broadcasting, primarily sports, operated a studio for 8 years, worked in about every music venue in town; Merritt Benton, IATSE Local 13, now in live sound at State theater; Benson Callahan, grad of program, lots of A/V experience and now with Maple Lane Media; Mark Johnson, Academic Dean;</p>		
III. Business Items			
a. Staffing Update	<p>Senior staffer Rik Stirling passed away, was replaced by our full-time CLA Mike Byrne, who now supports all media communications (Graphic Design, Video Production, Audio Production) and works out of IT. Mark added that they needed someone who was Mac-heavy in IT, and another person who would work more with students. Since the enrollment was down about 12%, needed to streamline. There is some overlap, but there are also very specific needs, but until enrollment goes back up, this is where we're at. Last fall our enrollment was down, rebounded, especially considering covid.</p> <p>Tommy asked about labs, still a team effort, three people in the studio. Knows that it's hard for one CLA to be everywhere at once. When the money goes away, it's hard to get it back. How do we ensure that maximum learning is being done by labs? Justin seconded the thought that having a CLA covering 3 separate/different fields was spreading him thin.</p> <p>Mark responded that the CLA isn't required to have the same expertise as the faculty. Maybe that's a change that will have to happen as we ask how the curriculum gets delivered. Can we get a pipeline from other high schools, need to find ways to boost enrollment.</p> <p>Studios tend to be very maintenance-intensive, the loss of a full-time CLA hurts, also the safety concern (tape editing can cut).</p> <p>Mark reiterated that all the programs are dealing with the same hurdles; how do we offer the same level of education with less staff? Mark talked about how enrollment was down 11.6% (4037 down from 4644 last fall).</p>		

	<p>Spring 2021 4342 down to 1608 (down 27%). ARSP Enrollment down from last spring, but improving. With covid, still a challenge. Programs that run online are facing smaller declines (ACCT, BUSN, etc.). Our college is 82% part-time, so the audio program which is set up as a full-time cohort program, is not addressing the total demographic. We need to appeal to the wider demographic.</p> <p>Matt: We do have a part-time pathway identified now.</p> <p>Mark: Most of the students are part-time, so the President wants us to address their needs. The more entry points you have to a program, the better. If students have to wait a whole year to get into a class, they'll go somewhere else. Now with space limitations, it's harder to fill a class.</p> <p>The program used to work with a specialized training group, and offer students a taste of the program. Matt said we did not do that last semester.</p> <p>Merritt Benton went to an audio vocational school, made a difference introducing him to field.</p> <p>Mark: We have a Director of HS partnerships who works with high schools to offer our classes, because of credentialing, might not work with concurrent enrollment, but maybe we could offer something with dual enrollment/PSEO.</p> <p>Matt: We do have an articulation agreement with Anoka Ramsey.</p> <p>Good that you have Mark to develop pathways. If a pipeline to the high schools can be developed, helps to create matriculation.</p> <p>Mark: If we could build a really good relationship with a high school, would make it easier to develop quality program/pathway.</p>		
<p>b. Budget and Equipment Planning</p> <p>c. Differential Tuition Review</p>	<p>Matt: Our program, in 2012, we developed differential tuition to accommodate increased equipment needs of program. Sold in 2017, able to recoup costs. Now, the differential tuition does not go back into the program. When compared to other Media Communications programs, ARSP did better than MGDP or IDVP. Need to have an explanation as to what differential tuition does, is it worthwhile to charge more? Since the money goes into a general fund, what is it funding?</p> <p>Mark: Other colleges charge extra, and it will say what the money is being used for. It's unclear that the program is getting extra money that the students are paying in.</p>	<p>Matt will come up with text to articulate how the differential tuition is being assigned. Unanimous vote to support</p>	

	<p>Maybe we shouldn't be charging the extra differential. Jim said at Berkeley 30 years ago, they charged \$350 more per course. We should articulate what the differential tuition goes for or not offer it.</p> <p>Matt: We are cheaper than other colleges, and subsidized less by the System Office. In 2019, when Rik Stirling passed away, ARSP was in the red because we had to pay to cover his absence, otherwise we are in the black. Audio has proven that they generate enough tuition to pay for the faculty. If it's a lab fee model, it has to pay for a consumable. We just want to have it articulated.</p> <p>Tommy: If the differential tuition is already being charged, it makes sense for us to use it in the program. Need two bodies in the studio.</p> <p>Maybe we can advocate using the extra money for the full-time CLA.</p> <p>There are so many audio careers, it's very diverse and has a lot of equipment oversight.</p> <p>Motion: Advisory support differential tuition going back to program.</p> <p>We have big items that could be leased. Instead of paying \$100,000, could pay \$420,000 over 5 years. Has been working with IT director for upgrade of Mac Pros. Need additional consoles.</p> <p>Lease is the best way if our system will allow it.</p> <p>Merritt asked how maintenance works.</p> <p>Very pleased you're leasing, analog footprint very important for education, really brings good troubleshooting skills.</p> <p>Digital consoles try to imitate behavior of analog, but good to have an analog console as baseline.</p>	<p>differential tuition going back to program.</p>	
Differential Tuition:	__ Informational __ Discussion ___ Vote _#11_For _#0_Opposed		
d. Live Sound Update	Looked at general updates for live sound updates, PA systems, etc.		
e. Audio Visual Technician Award	<p>Before covid, Ridgewater was going to suspend the program. But demand for AV system technicians is quite large, but hard to find a school that offers it. If we jump on this, we could corner the market, large demand, easy for students to get placed.</p> <p>A year ago, our industry was on fire.</p> <p>Adding (Sem1) Electronics for Audio Video (3 cr), (Sem3) Sound Reinforcement I (4 cr), Intro to systems Installation (3 cr), Video Systems (2 cr), Electro-Acoustic simulation (3cr), Acoustical Training</p>		

	<p>(2 cr), (Sem4) Systems Installation (3 cr) and Integrated system control (2 cr), for a total of 52 credits. They do not need to have GenEd credits.</p> <p>This is a great idea. Several of the largest integration firms are in the US are in Minneapolis. May want to build around CTS Certification, a golden ticket for jobs in commercial AV. Could work with employer to help fund program and essentially pay for program and graduates.</p> <p>This is a very exciting proposition.</p> <p>Matt: what outcome should we pursue (Diploma, certification)?</p> <p>For this program, AVI has paid for a lot of people to get their CTS cert.</p> <p><i>Room: discussion about certification, hiring, etc.*</i></p> <p>Aside from the employer side, we should be showing people what's possible. I'm not interested in install stuff, we should be able to show the many avenues students can take.</p> <p>Should we put together the diploma as a starting point?</p> <p>Potentially reach out to employers to gauge level of interest, what types of skills are they looking for.</p> <p>Yes, totally agree. This is the time to plan for the future, post-covid.</p> <p>Mark: I agree, we need to position ourselves to be ready.</p> <p>If your numbers are up, it's hard to say no. We've got some leverage.</p> <p>Mark: We have an automated robotic engineering technology that's in very high demand. It's expensive but it's bringing in enrollment, partnerships.</p>		
f. Other	<p>I am really stoked that this program is 30 years old and that we're meeting the covid challenges. The jobs are changing, the industry is changing. Worried that education is diluted with reduced number of staff.</p>		
IV. Adjourn	7:59pm		
Minutes	Lexa Kandola		