

Cerritos College CTE Program Report, Spring 2019

Program: Commercial Music 1005.00

Division: Fine Arts

Attached is a copy of the Annual Unit Plan for: Music [Click here to enter text.](#)

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Date: 03-28-2019

1. **Objectives: What are the objectives of the program?** To what extent are these objectives being achieved? How satisfied are students with their preparation for employment? How satisfied are employers with the preparation they receive in this program? Does this program contribute to programs in other fields? What plans are in place for improving the program?

The objective of the program is to prepare students for entry-level positions in audio and media related industries. This objective is achieved by training studies on the current hardware and software applications employed by the industry. These industries include radio, television, post-production facilities, recording studios, MIDI studios, music production, audio networking, and audio-visual presentations. The program is currently expanding its training to include immersive audio, surround audio, and live sound production. The program offers a transferable AA degree in Commercial Music. Students seeking terminal degrees can choose between a Certificate of Achievement in Commercial Music Technology and/or a Certificate of Achievement in Audio Systems Design.

The students feel well-prepared to enter the workforce but many are choosing to transfer to a four-year institution for further training. Students in the workforce have reported that the skills they learned in the program transferred easily to tasks assigned in their jobs. They also reported that they encountered similar equipment in the field that they had trained on in the program. While the program is comprehensive, students are encouraged to further enhance their training in other facilities. Part of this is due to the variety of equipment the program currently houses. Students have asked for training on surround sound systems and basic film and media editing, which the current program does not offer. The last two rounds of Strong Workforce funding have allowed the program to enhance its equipment and expose students to new technologies as audio networking and live sound production.

Professional certification from Avid and Apple are now part of the program as well. The professional certification assures potential employers and the students that they are well prepared to succeed in the workforce. The program recently added the Avid Certified Support Representative certification for the Pro Tools software. Cerritos College is the only public institution in the state of California to offer this Avid certificate. Students achieving this verification are skilled in configuring, servicing, and repairing computer-based recording systems using Avid Pro Tools. To ensure that the program is properly preparing students for success, members from the Advisory Board regularly visit the

students to gauge their abilities and report back to the Program Director. The program will continue to investigate what employers need from candidates and work towards providing that training.

With the momentum of the ICT-DM growing, the program is also investigating how it can participate with the Digital Media arena. Based on information presented at ICT-DM conferences, it is clear that students need to be versed in film and digital media in order to compete in the digital media entertainment industry. The program is investigating how it can expand the skills a student can learn while at Cerritos College.

The program has a strong relationship with Technical Theater and has actively pursued collaborating on events. The results of the collaboration have been positive and both program benefit from their work together. The programs hope that the collaboration will provide students with opportunities to train in both sectors. The program hopes to build a similar relationship with film and journalism in the coming year.

- 2. Market Data Need: How strong is the demand for graduates of the program?** How has demand changed in the past two years and what is the outlook for the next five years. How many jobs are available regionally in this field? Are other similar programs offered in this region and if so, what is their impact on the job market? How is the job market impacting your program?

Current market data suggests the growing need for skilled audio technicians who have a broad range of skills and can adapt to several environments. The entertainment industry is experiencing growth, particularly in Southern California. According to figures by the California Employment Development Department, the total entertainment industry employment in Los Angeles County in 2018 will rise to about 320,600 jobs. These numbers reflect the various entertainment sectors such as film, television, radio, and music production. However, all these sectors require skilled audio technician labor.

The Occupational Projections of Employment supplied by Employment Development Department for the State of California shows a projected growth of 10.6 percent from 4700 to 5200 jobs between 2014 and 2024 in Los Angeles County for Sound Engineering Technicians (SOC 27-4014/TOP code 1005.00). The projected annual average job openings is 130 per year. The projected growth for Audio and Video Technicians (SOC code 27-4011/TOP code 1005.00) is 15.8 percent from 14,600 to 16,900 jobs between 2014 and 2024 in Los Angeles County. This data indicates that there is demand for this field. Data from the 2015 OTIS report suggests that audio related jobs will grow in the television, film, and gaming industries and that many of these jobs will be freelance professions.

There are several community colleges offering programs similar to that of Cerritos: Fullerton College, Cypress College, and Citrus College. These schools, however, focus more on traditional recording training and the scope of training is not as broad as what Cerritos College offers. There is also strong competition from for-profit schools in Hollywood, CA. These schools offer similar training at an average cost of \$60,000 per year and the degrees these schools offer are not

accredited. However, a recent article in the Chronicle of Higher Education shows that these for-profit schools fail to offer graduates gainful employment. The result is that graduates from those programs cannot find adequate employment to repay their tuition costs. There is clearly a demand for a low-cost alternative to the for-profit schools, however programs like that at Cerritos need to have the equipment and software to compete with these programs.

The job outlook has had a positive impact on the program and students are excited that they can receive the same level of training from a community college that they would at a more expensive institution. With new certification options and courses in place, the program competes directly with programs at neighboring community colleges and for-profit institutions. As long as the program can remain current with its technology offerings, the program will provide students with an excellent alternative to for-profit programs. The goal to make the program at Cerritos as attractive to students as possible by not only offering professional training but also placing them in jobs and furthering their careers.

3. Enrollment/Retention/Placement: What are the trends in student enrollment, success and completion, and placement? Is there an increase or decline in the last five years? What are the barriers to success and completion? What are placement rates with local employers? What do these data mean for your program?

The program has been supervised by a full-time faculty member since Fall 2012. Enrollment was high in the courses but completing was very low. Nearly 50% of the enrolled students would not pass the courses. As a result, very few students enroll in higher-level courses and thus completers in the program were extremely low.

Since the introduction of the gateway course, MUS 110 – Music Technology Fundamentals, in Fall 2014, the program has experience significant growth. MUS 110 is an entry-level course to the program and all students interested in Commercial Music are required to enroll in it. The course provides students with the fundamental terminology required to succeed in the program. The course also exposes students the level of work that is expected of them in the program. The course seats 35 students and the trend over the past five years is that about 70% of those enrolled continue in the program. The program takes four semesters to complete.

The program recently discovered that the student data has not been accurately captured and thus the Core Indicator reports to do reflect the success of the program. Part of this is due to the current commercial music courses not having the proper SAM code listed in the curriculum. The lack of these codes means that the courses are not properly applied to the program and thus not reflected in the Core Indicator reports. Now that the program operates with cohorts, it is easier to track student progress and project completing numbers and trends. There were 30 students enrolled in MUS 110 in Fall 2014. From that cohort, 12 continued to the second semester. In Fall 2015, 35 students enrolled in MUS 110 and 21 continued to the second semester. The Fall 2016 cohort

consisted of 38 students with 17 continuing to the second semester. The current cohort started with 42 students with 20 continuing to the second semester.

While the program requires four semesters of coursework, many students are behind in their GE courses, and thus the trend has been that students need six semesters to complete the degree. As a result, two students who began in Fall 2012 completed their degrees in Spring 2015. Four students who began in Fall 2013 completed their degrees in Spring 2016. The program saw six completers in Spring 2017 from the Fall 2014 cohort. The Fall 2015 cohort saw 14 completers in Spring 2018. The program expects at least 10 completers this coming Spring.

Along with the course offerings, the program now offers students access to industry-standard equipment and training from a certified instructor. The offerings in professional certificates from Avid and Apple has generated interested in the program at Cerritos College. The plan is to offer higher-level certificates from Avid in the coming year, which should encourage students to continue in the program and enroll in more advanced courses.

The Board of Advisors for the program continues to evolve and respond to the nature of the industry. Many of the Board members are now freelance technicians, which reflects the trend of the industry. Very few companies are hiring audio technicians directly from college. Most of them want potential employees to have a variety of experience in the field, which can only be gained as a freelance technician. As a result, the nature of the Board has been changed to include freelance technicians who can work with students to build relationships, gain experience, and learn how to find employment.

The availability of the new Certificate of Achievements and revised AA degree have had a positive effect on the program and draws students to the College. The program plans to produce events that will showcase the technology and training the school offers in order to gain recognition as a leader in training for the audio industry.