



Commercial Music Department

Program Review
Presentation

Cohort 4: 2022-2023



AMERICAN RIVER COLLEGE

Commercial Music Degrees and Certificates

AA Degrees:

- Audio Production
- Music Business

Certificates:

- Audio Production
- Digital Audio Production (Mini Certificate)
- Music Business
- Music Management and Promotion
- Official AVID User Certification



AMERICAN RIVER COLLEGE

Commercial Music Department Profile

- The Commercial Music Department aligns with ARC's commitment to equity and social justice through equity-minded education, transformative leadership, and community engagement. Our department is successful in providing education to students who are typically underserved by offering courses and support services in various modalities, including both face to face and online.
- The department serves students of all ages from recent high school graduates to those in their retirement years and provides strong education for a good cross section of ethnicities found at American River College.
- The American River College Commercial Music Department prepares students to transfer to and succeed at a four-year institution in several areas. The department offers degrees and Certificates in Audio Production, Digital Music Creation and Music Business, and Music Management and Promotion-Recently Updated Programs



Historical Analysis

Program Strengths:

- Broad-ranging programs and curriculum
- Outstanding Faculty and Staff with Professional Experience
- Challenging course offerings with great out-of-class support
- First-rate facilities and equipment
- Equity-minded planning
- Many Classes Don't Require Textbooks
- Student-focused program development
- Ongoing Student Job Placement



Historical Analysis

Program Challenges:

- Getting Students Back On-Ground-
Recovering from Covid
- Need for qualified instructors to
replace part-time positions
- Strengthening our recruitment,
particularly to our DI populations
both on and off campus including
non-traditional students



Objectives (From Previous Unit Plan)

- **Increase Enrollment and Community Involvement (Improving)**
- **Increase Productivity and Student Success(Improving)**
- **Implement Technology Upgrades and Updates**
- **Full Time Faculty to Administer the Program**
- **Connect Students to Available Services**



Planning Steps

- **Increase Enrollment and Community Involvement**

The ARC Commercial Music Department will increase events that draw in the community to be an active part of our student activities and our programs. One of these events is our “Friday Sessions” where we bring in community music groups to our studios for students to record and produce. Another is regular direct visits with local high school programs including doing seminars at the high school campuses as well and bring high schools to our campus to participate in specialized projects, including dual enrollment opportunities.

- **Increase Productivity and Student Success**

We have and will continue to develop and evolve our degree programs to be relevant with continually changing industry trends, preparing students for the current and future work place. We will continue to evolve our classes and program to be inclusive and engaging for all students, especially DI students who may not have access to this technology otherwise. We will continue to bring in industry professionals for discussion and demonstrations to provide the widest perspective on the industry. This works towards providing students an engaging classroom experience to keep them motivated, as well as giving them current and relevant skills for the workplace.

- **Implement Technology Upgrades and Updates**

We are very committed to continually updating our equipment and software to be state of the art. We are completing a major recording console upgrade to studio B in the summer of 2023, with the future plan of adding another mixing room the following year to increasing access and time that students have on industry equipment.



Planning Steps

- Full Time Faculty to Administer the Program

We were able to accomplish this goal by hiring a full-time faculty and program director for Commercial Music. Other programs in the district that have not done this have seen significant negative impact on their programs.

- Connect Students to Available Services

We are very fortunate to have access to such a strong Home Base, the Fine Arts Home base. As instructors, we need to pay attention to our students and watch for signs that they might be in need. We have been able to connect students with support services: Everything ranging from DSPS services and tutors to food and gas. But in order to live up to the “Community” aspect of Community College, we need to make this commitment to student support a deeper and more integrated part of what we do in and out of the classroom.



Strategic Enhancement

- The ARC Commercial Music Department will continue to our commitment to equity and social justice through equity-minded education, transformative leadership, and community engagement. Music faculty and staff continue to attend professional development opportunities focused on equitable teaching practices, campus-based events, and music industry conferences.
- Department curriculum is annually curated to ensure a focus on providing an effective education for all students, particularly for disproportionately impacted persons as well as being focused on providing students with a skill set that applies to obtaining employment in the music and audio production industry.
- The Commercial Music Department continues to engage our community through utilizing ARC Support Services such as DSPS, Home Base for the Arts, Beaver Cares, Veterans Resource Center, among others.
- The Commercial Music Department will continue to develop our facilities to remain current and relevant to be in-line with professional industry environments.
- We will continue to improve our academic quality by the careful scrutiny and updating of our curriculum, textbooks, hiring faculty through an equitable process, and regular participation in workshops and symposiums.

