MEMORANDUM

TO: Allan R. Landon
Chairperson, Board of Regents

VIA: David McClain
President

VIA: John Morton
Vice President for Community Colleges

FROM: Ramsey R. Pedersen
Chancellor

SUBJECT: Establish an Associate in Science Degree in Music Business Production and Audio Engineering Technology

SPECIFIC ACTION REQUESTED:

Honolulu Community College (HCC) respectfully requests Board of Regents approval to establish Associate of Science degree programs in Music Business & Production (MBU) and Audio Engineering Technology (AET), which together comprise the Music & Entertainment Learning Experience (MELE) program.

ADDITIONAL COST:

There are two distinct program budgets submitted in Appendices B and C. Appendix B has the program budget submitted to the Office of the Governor through DBEDT. A bill to fund the amount requested - $4,714,814 - has not been heard by the Hawaii State Legislature. The budget was based upon consultation with Belmont University on what they recommended as necessary space and equipment to operate the program envisioned. It included $3,530,000 for renovation of space formerly occupied by the HCC Machining and Pipefitting program into a studio, control room, creative spaces, two classrooms, a gathering area, offices, storage, and media lab. The budget also included faculty, APT lab/studio techs, visiting professors, training for Hawaii faculty, significant coordination of industry workshops and seminars, and other outreach overhead to the music community.
Given the likelihood that the MELE bill will not be funded, Appendix C gives an in-depth look at a “bare bones” start-up without a studio, using existing space around the campus, cutting back all studio operations and overhead, utilizing existing studios on Oahu on a space available basis and a significant educational discount on cost, and curtailing a portion of the envisioned training for faculty in Nashville and the cost of trainers coming to Hawaii. We will attempt to do that via the distance link provided through economic development funding by DBEDT. Total program costs range from $351,198, in Year 1, to $543,185. The estimated program deficit ranges from $39,870 to $106,409 (see Appendix D) during the first three years. The College will reallocate from within its funding to cover the loss.

It is anticipated that during the three-year period of the proposed budget, the opportunity will arise to develop funding sources through donor support, legislative appropriation, grants, and internal reallocation. Efforts are underway with the University of Hawaii Foundation to target prospective donors, locally and nationally.

RECOMMENDED EFFECTIVE DATE:

Fall 2008

PURPOSE:

The MELE program provides students with educational pathways to careers in the music industry by delivering instruction in artistic creativity, production technology, and business management.

BACKGROUND INFORMATION:

Since Fall 2007 the initial classes of the MELE curriculum have been operating on an experimental basis. Under Chapter 5, Section 5-1.a (2), HCC requests the BOR to make the MELE program, and its related A.S. degrees in Music Business & Production and Audio Engineering Technology official degrees.

It has long been noted that Hawai‘i has an unusually high concentration of raw musical talent, but has never developed the support infrastructure to aid individual entertainers and musicians in the progression of their careers. The MELE program will provide an educational foundation and base of knowledge to nurture and grow careers in the music and entertainment industry. Within the UH System there are no specific degree or certificate programs available that enables students to prepare for a career in music business and production or audio engineering technology.

The mission of the program is to promote the business and profession of music in Hawai‘i across the board from songwriting and record production to contracts and career management. It is expected that within 10-12 years, the MELE program will have a tremendous impact on Hawai‘i’s music and entertainment industries.
The two degree paths included in this proposal are comprehensive and designed to meet the entry level requirements of the music industry. They are:

Associate in Science in MELE, *Music Business & Production*
This curriculum requires a special focus on business related courses, including accounting, business law, and economics, as well as music business courses. Music business courses include intellectual properties, music publishing, survey of music, history of recording business and others.

Associate in Science in MELE, *Audio Engineering Technology*
This curriculum focuses on the engineering and production of music recording. Types of courses included in this area of study are studio production, audio engineering and studio maintenance and electronics, among others.

The curriculum for both degree paths focuses on combining academic experience with real-world applications to prepare students to work in the rapidly evolving global music industry for the 21st century. In conjunction with HCC's partner, Belmont University, students will have opportunities that they otherwise would not receive without this program and without this partner. Internships in key music and entertainment cities, such as Nashville, Seattle, Los Angeles and New York City will offer students the chance to prepare in an on-the-job, pressure packed environment. Matriculation to Belmont University, located in the heart of "Music City", will also provide students with a plethora of educational and career opportunities in a part of the country that with a rich and storied history in music and entertainment.

**ACTION RECOMMENDED:**

Establish the Music & Entertainment Learning Experience program and its Associate in Science degrees in Music Business & Production (MBU) and Audio Engineering Technology (AET).

Attachment
New Program Proposal, dated March 2008

c: Executive Administrator and Secretary of the Board