

ADVISORY COMMITTEE LUNCHEON

Time of meeting: 10:30AM

Location: EpiCenter, Room 1-328

Meeting called to order by: Mark Matthews

Members in attendance: Robin Sibucac, Dr. Jonathan Steele, Nancy Smith, Mark Matthews, Damon Dougherty, Dr. David Manson, Dave Greenberg, Jason Krupp, Tom Block, Steve Kornell, Jeanne Reynolds, Randy Rumore, Rosaria Pipitone, Marcus Brooks, Katie Hicks

Time of adjournment: 12:00PM

Recorder: Katie Hicks

MEETING AGENDA

- Nominate Robin Sibucac for Advisory Committee Chair
- Discuss new ideas of restructuring the Advisory Committee to increase its participation
- Formalize Advisory Committee input on curriculum
- Committee approvals for purchases over \$1000 that are anticipated during the year
- Progress report on the baccalaureate degree
- Approval for changes in MIRA-AS program structure
- Introduce Rosaria Pipitone, and discuss the focus of her participation
- Announce Katie Hicks as MIRA Outreach Liaison to Rosaria's office
- Announce new combined efforts with Marcus Brooks from the SPC Foundation, and Jackie Skryd from Grants
- Internship issues and opportunities
- Potential or possible industry certifications that we may want to support in addition to Pro Tools. There was previous discussion about adding Apex certification, or Sibelius certification for example.
- Upcoming performances or work of MIRA students in the community.
- MYRA radio station opportunities or challenge

ITEM	DISCUSSION/RECOMMENDATIONS	ACTION
Mark Matthews called meeting to order	I. Nomination For Robin Sibucac as Advisory Committee Chair	Nomination motioned
Partnerships	II. Introductions were made	Understood
Community Outreach	III. Robin Sibucac explained partnering with TC Electronic, Dean Guitars, PreSonus A. Bringing in new generation to use equipment B. Test product and give feedback C. Corporate events at Palladium D. Improve promotions so manufacturers are more aware of MIRA.	Understood
Communications	IV. Mark explained outreach plan A. Rosaria and Katie will begin working with high schools/middle schools. 1. Jeanne Reynolds expressed that there are plenty of programs in area with students who would be interested B. Mark/Steve Kornell: working together for MIRA stage in public eye. C. Need a powerful message sent out into the community. Graduates of program need to have a good reputation. D. Jason Krupp suggested the idea to work with LumaStream on a light-up banner E. Billy Cobham event at Palladium: 9/19 1. Marcus Brooks would like to attend to speak with Bill Edwards Foundation. Economic development should be a big role in conversation. Steve offered to go with Marcus. F. Sub-committees of program: something to think about. G. Attend City Council meetings to promote events/program	Understood
	V. Increase communication A. Dave Greenberg suggested MIRA Guild (student organization) could send out announcements regarding events B. Communication regarding events/outreach can go through Katie-> Rosaria -> Marcus-> Steve (Steve will receive the detailed description) C. Any ideas, updates of meetings, etc. send to Katie and Robin. From there, weekly email updates will be sent out to everyone.	Understood
	VI. Randy Rumore suggested MIRA needs to	

<p>Branding</p>	<p>develop brand recognition (slogan, logo, etc.). Offered to put a banner in his store and a table at the Palladium during events.</p> <p>VII. Brand needs to compete with similar programs in the Nation.</p> <p>A. Website reconstruction is a must; should include videos (student performers, program features, events, etc.). Have a short URL.</p> <p>VIII. Marketing plans</p> <p>A. Meet with Diana Sabino (Director of MPI)</p> <p>B. "Girls Rock" campaign</p> <p>C. T-shirts for Interns</p> <p>D. Market to teenagers</p> <p>E. Robin suggested everyone submit marketing ideas and if possible, how the idea ties into what you do.</p>	<p>Understood</p>
<p>4-Year Degree Update</p>	<p>IX. Mark explained we are in the final stage of the 1st stage.</p> <p>A. All tracks will have a faculty mentor. In year three and four, students will work with each department on projects. Students will graduate with a professional portfolio.</p> <p>B. Year one and two, students will have an overview of each discipline so each student will have a broader view by years three and four.</p> <p>C. Will include the Certificate of Entrepreneurship so students will graduate with degree and certificate.</p> <p>D. Steve asked if students can graduate with a major and a minor</p> <p>E. Rosaria added career development is essential. She plans to attend a conference in New York for Career Counselors. She suggested Angela Beeching's blog for ideas/tips.</p>	<p>Understood</p> <p>Mark: Yes they can, if financial aid will allow it.</p>

Approval of Minutes:

NOTES: