



Hampshire & Isle of Wight
Lifelong Learning Network

Project Dissemination Pack template

Project Title

Pro Tools Course – Continuing Professional Development (CPD)

Project Aims

- To up-skill music industry employees/music tutors in the ever-changing music industry with courses on the industry-popular software, Pro Tools. The Pro Tools qualification will add to an employee's CPD.

Project Objectives

- To ascertain potential interest in the Pro Tools course.
- To lower the normal market price of the Pro Tools course as much as possible to facilitate the attendance of college music tutors.
- To strengthen existing Partnerships between Southampton Solent University and local colleges.
- To give Southampton Solent University music tutors the opportunity to put their recently gained Pro Tools qualifications into practice.
- To develop a sustainable course model for beyond the funded life of the HI-LLN.



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Partners

Southampton Solent University, Hampshire and Isle of Wight Lifelong Learning Network, and Digidesign.

Stages

(Give an outline of the stages taken to carry out this project successfully)

1. Market research among local Schools, Colleges, and Universities to ascertain market needs, i.e. numbers interested, budgets available.
2. Organise dates and times for a course, taking into consideration potential busy times of the year for your target market which could minimise attendance.
3. Put together all the components for the day;
 - i. Check availability and book tutor for course
 - ii. Room bookings
 - iii. Refreshments
 - iv. Parking
 - v. Order course books
 - vi. Formulate directions for attendees
4. Send out invitation with all information about the course and its benefits. Include details of payment with payment deadline, and an opportunity to gather more contact details.
5. Set up method of payments/process payments.
6. Send out reminder invitation if course is not yet full.
7. Make sure course room is set up correctly, and computers are accessible with the correct Pro Tools software.
8. Print and send out certificates for those that passed the exam.
9. Evaluation of course in the form of a questionnaire for students. Dissemination of outcomes of evaluation to interested parties.

Problems

(Outline all the problems/challenges you faced)

- Colleges have limited staff development funds which limits the number of people they can send on the course, if any at all.
- FEC – The Accounts Department wanted to cost the event



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through the Full Economic Costing Model, which would make the course unaffordable to institutions and individuals if self-funded.

- It's difficult for educational institutions to allow staff to have 2 or 3 days off.

Solutions

(How did you solve the problems outlined above)

- The lowest price for the Pro Tools 101 course on the industry market is £350. We were able to lower the price considerably,* making sure we had enough money to cover the cost of the Pro Tools tutor top up of salary, and refreshments. With a full course of 10 people, there was some surplus to cover overheads. On gaining this qualification each person receives discount from the Digidesign online Education Store which is an extra incentive to students.
- *With a good will gesture from the senior accountant, as a one-off, to enable the project to start, the low price was described in marketing materials as a special discount to partner Schools, Colleges and Universities.
- The dates were carefully selected for when College/University tutors had fewer demands, i.e. towards the end of term.

Supporting Documentation

(Enter links to supporting websites and/or outline the types of documents you are submitting with this pack)

- www.digidesign.com – Digidesign is the company that develops the Pro Tools software and hardware. SSU has Digidesign accreditation which allows its tutors to teach the certified Pro Tools qualifications. Pro Tools however, will soon come under the name Avid, instead of Digidesign.
- www.avid.com
- Model Pro Tools Invitation
- Model Pro Tools 101 Email Invitation
- Feedback Questionnaire



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Results/Outcomes

- 90% pass rate on both courses.
- Very positive feedback from attendees for various areas of the course; delivery, administration, facilities, modes of learning.
- A few attendees noted that the course perhaps should have been spread over a longer period of time to make it a little less intensive, and for putting learning into practice with the software.
- All attendees said they would return for the next level course , when it is available.

This information was gathered from the Feedback Questionnaire (attached).

Conclusion

(Include advice or recommendations for other organisations wishing to undertake this project)

- These are intensive courses so it is advised to have a smaller class of learners (10 maximum).
- Try not to cram the teaching into too short sessions. Follow Digidesign's (soon to be Avid) recommendations. Digidesign recommended 2 or 3 days for the Pro Tools 101 course. Two days was proved possible but was very intensive.
- Work to keep the price down to avoid pricing the course out of the market, where educational institutions are concerned.