



## **STUDENT, FACULTY, AND STAFF HANDBOOK 2021-2022**

### **MESSAGE FROM THE CEO**

Tweed Recording Audio Production School extends you a warm welcome. Your time here will be one of growth, creative exploration, and learning, within guidelines that protect your rights and those of your fellow students. This student handbook contains important policies and procedures, details on student services and facilities, and academic and career services. The standards described in this handbook lay out the expectations for conduct of students enrolled at Tweed Recording and the procedures to be followed when these expectations are not met. We encourage you to review this handbook and use it to learn more about how you can be successful at Tweed Recording Audio Production School.

Andrew Ratcliffe

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## **ABOUT THE SCHOOL**

Tweed Recording Audio Production School is a private audio production school located in Athens, Georgia, offering immersive, full-time music production programs covering audio and live production. Teaching how to record and produce music, Tweed Recording also teaches students how to make a living in the music industry by understanding how to monetize their rights and opportunities through the operation of federal copyright law.

### **Mission Statement**

Tweed Recording educates and trains emerging music industry professionals in the recording, production, and performing arts for careers in their local and regional creative economies as entrepreneurs or employees, recording artists, audio-visual engineers, technicians, and producers.

### **Objectives**

- Tweed Recording will provide a comprehensive, inclusive, and holistic audio engineering and production, live production and sound reinforcement curricula including courses on hearing health, life skills, composition, music business, legal issues, audio engineering and production, live sound and visual production, streaming, and broadcasting.
- Courses will be taught by industry professionals with teaching experience and reflect a pedagogy consistent with current industry standards and best practices.
- Tweed's programs will have an entrepreneurial emphasis and career development focus.
- Tweed Recording will institute rigorous review and assessment of every program, course, and teacher to provide a mechanism for constant improvement and innovation.
- Classes will be small and students will have extensive access to our recording studios and production facilities; in a 24 student class, there is an 8 to 1 student to teacher ratio.
- There will be extensive online resources, videos, and other materials to enhance and supplement the classroom experience.
- Tweed Recording will educate incipient professionals to join the creative workforce of the 21st century IP economy and of their local "creative economies" to create culture and commerce.
- Tweed Recording will provide experiential learning opportunities, training in new business development, and placement opportunities to students. Tweed Recording will maintain an alumni network and database to both track the success of our students as well as provide internship and placement opportunities for future graduates.
- Tweed Recording will also offer short-term, topic based workshops involved in live production and audio production.

### **Institutional Effectiveness**

Tweed Recording will measure, assess, and improve its effectiveness in the following ways:

- Students will be given an entering diagnostic assessment to determine their level of proficiency so as to allow the teachers to tailor the instruction as appropriate.
- Students will be provided with extensive and detailed syllabi with course goals and student learning outcomes and assessments to determine if the SLOs were accomplished.
- Students will be given a diagnostic test during and at the conclusion of the courses to evaluate the accomplishment of the projected student learning outcomes.
- Students will be asked to complete a Student Evaluation of each course and of the teacher at the conclusion of the program.

- Students are interviewed bi-monthly during the program. Surveys and interviews will be conducted with each student. Exit surveys and interviews will be conducted for each student and documented for annual program reviews.
- Annual program reviews will be conducted by management, faculty, and staff within 30 days following the conclusion of the program under review.
- Faculty will be reviewed on an annual basis by the Head of Faculty and the President.
- The Learning Management System will be reviewed on an annual basis as part of the institutional effectiveness program.
- Other indicators of institutional effectiveness include retention and completion rates, job placement, LLCs filed, number of student-owned home studios in operation, all of which will be tracked.
- Alumni engagement and relations will be important to achieve maximum institutional effectiveness creating the necessity for maintaining an up-to-date database of all alumni.
- Tweed Recording will develop a Professional Advisory Council to consult on new program development, curricula, and student opportunities.

### **Hours of Operation**

Tweed Recording Audio Production School is open Monday through Friday from 9:00 am - 5:00 pm. Classes occur from 10:00 am - 1:00 pm and 2:00 pm - 5:00 pm. Additional studio and lab time for Tweed Recording students is available from 5:00 pm - 11:00 pm during the week and from 10:00 am - 10:00 pm on Saturdays.

### **Academic Calendar for Audio Production Program**

#### **Fall 2021**

Class Begins	August 16
Labor Day	September 6
Thanksgiving	November 25-26
Class Ends	December 17

#### **Spring 2022**

Class Begins	January 10
Martin Luther King, Jr.	January 17
Spring Break	April 4-8
Class Ends	May 18

### **Location and Facilities**

Tweed Recording Audio Production School is located in the heart of downtown Athens. Our facility contains a 100 seat music venue, a mix room, DAW production classroom featuring 24 workstations, and 3 professional recording studios, including live, isolation, and control rooms, as well as offices and meeting areas for faculty, staff, and students.

140 E. Washington Street  
Athens, GA 30677  
(706) 204-9144

**Authorization**

Georgia Nonpublic Postsecondary Education Commission  
2082 East Exchange Place  
Suite 220  
Tucker, GA 30084  
(770) 414-3300

**Faculty and Staff**

The staff of Tweed Recording is an experienced group of people, including Grammy award winners, producers, engineers, and business people. Our clients include some of the most famous and successful artists over the past 40 years, including Stevie Wonder, Eric Clapton, Buddy Guy, Etta James, Paul Simon, Ornette Coleman, and Jars of Clay. We are experienced in blues, jazz, rock, pop, R&B, country, and gospel music. We are the people students will see daily and who will help them find their way in the world of audio engineering and music production.

Adam Landry, Placement Advisor  
Songwriter, Producer, Freelance Touring Musician

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B.S., Psychology, University of Georgia

### **Academic Freedom**

Tweed Recording defines academic freedom as the belief that the freedom of inquiry by faculty and students is essential to the mission of the school and that both faculty and students must be able to examine ideas in an atmosphere of freedom and confidence without fear of censorship or discipline.

Tweed Recording faculty members may discuss their subjects in the classroom with complete freedom of expression but should not introduce controversial matters unrelated to the subject. Nor should faculty teach their subjects in any way that is contrary to the mission of the School.

Tweed Recording faculty members have complete freedom as citizens to speak in public without the threat of institutional censorship or discipline. However, as representatives of their academic disciplines and of Tweed Recording, faculty members have an obligation to show tolerance and respect for the opinions of others and to be accurate as to the facts. If faculty members make statements contrary to the mission of Tweed Recording, it must be stated clearly they are not speaking for the college. Tweed Recording safeguards and protects these rights of academic freedom by providing faculty and students the right to initiate grievance procedures should they have complaints dealing with the infringement of academic freedom.

## **CERTIFICATE PROGRAM AND WORKSHOPS**

### **AUDIO PRODUCTION PROGRAM**

#### **Program Description**

Over the course of 18 weeks, students will work in a professional recording environment of three separate recording, mixing, and ADR studios, and our DAW production lab featuring 24 workstations each with Pro Tools, Ableton, Reason, and Universal Audio software and plugins. For six hours a day, five days a week, students will be instructed in the major areas of audio engineering and production. Following the successful completion of this program students will receive a “Certificate of Audio Production”.

#### **Objectives**

- To provide maximum production time for students. Students will have the use of the facilities for their personal projects from 5 pm to 11 pm during the week and all day on Saturday.
- To provide students with a deep and broad understanding of all things sound including the business and legal implications and entrepreneurial opportunities of producing and engineering sound recordings of songs and compositions.
- To provide experiential learning opportunities through doing, incredible access to studio time and DAWs, and information about how to monetize your skills and creative work.
- To train engineers and technicians for audio recording and audio visual content.
- To make students aware of the major facets of the music business and the multiple career opportunities they offer, especially to the entrepreneur who understands that creating music comes with the rights of publication, due to the operation of federal copyright statutes. The skills and tools of audio production and engineering are not only very specific but they are fungible as well and lead into many directions in the creative, IP economy of the region and the country.

#### **Course Descriptions**

##### *TR101 - Audio Fundamentals*

This class focuses on acoustics, the physics of sound and audio terminology, including gain staging principles, signal flow and routing.

##### *TR102 - Pro Tools*

Pro Tools is the industry standard digital audio workstation (DAW) used in large format commercial studios, home studios, and laptop music production. In this course, students will learn to record, mix, and edit using this software.

##### *TR103 - Critical Listening*

This course concerns how the ear works, hearing health, identification of sound sources, frequency analysis including frequency vs pitch, loudness vs timbre, and frequency masking, properties of sound, and recognizing the sonic differences in use of various sound processing.

### *TR104- Business of Music*

The course is designed to provide the musician, songwriter, producer, engineer, and music industry professional with a basic introduction to the music business, including the legal and business consequences of creative work, the production, publication, marketing and distribution functions related to creative work, and the careers associated with each.

### *TR105 - Studio Recording I*

This course puts to use the concepts learned in Audio Fundamentals including signal flow, basic studio operations and procedures, microphones placement and usage, as well as integrating outboard gear with a large format console. This first level studio class will focus primarily on hands-on setup and take-down of a variety of recording environments from a single source to large ensembles. Communication skills and studio etiquette are important to understanding the psychology of artists and musicians in a recording environment.

### *TR106 - Electronic Music Production*

This is an introductory course in MIDI (music instrument digital interface) production and Ableton Live, including how different MIDI controllers can be used to input data to create sounds, compositions, and live performances. Topics include synthesis, sound design, recording, sampling, effects processing and the art of arranging sounds into electronic compositions. Additional topics include the business and legal consequences of creating sound recordings and compositions.

### *TR107 - Home Studio*

This course is designed to provide the audio entrepreneur with the technological and business information necessary to build, develop, and equip a home recording studio.

### *TR108 - Mixing*

Audio mixing is the process of combining recorded tracks into one or more channels using volume, panning, EQ, dynamics, and effects processors. In this process a source's frequency response and dimensional placement are manipulated and enhanced using DAWs, plug-ins, analog consoles, and outboard gear. Various models of analog gear will be analyzed and compared to their digital counterparts.

### *TR109 - Composition & Sound Design*

This course involves using synthesis and the musical skills of composition to create soundscapes to enhance visual images through the use of sample-based instruments, field recordings, and virtual synthesizers. Advanced concepts include additive, subtractive, granular, and wavetable synthesis and sound design techniques such as time stretching, convolution, distortion, and filtering. Upon completion of this course, the student will be able to add film scoring, sound design, and Foley to their repertoire of skills.

### *TR110 - Audio Electronics*

Understanding electronics is a valuable skill set for the audio engineer. The signal flow in audio production has its basis in electronics from microphone to recording to speakers. In this course we will explore basic electronics theory, component identification, maintenance, troubleshooting, and safety. In addition, students will gain hands-on experience building projects for use in the audio world.

*TR111 - Studio Recording II*

This is a project-based course in which students will apply what they have learned to produce and engineer professional recording sessions in multiple genres in both the analog and digital domain.

*TR112 - Mastering*

Audio mastering is the final step in the production process, following recording and mixing. It is the art of preparing a final master recording for replication, manufacturing, and online distribution. Mastering creates a broadcast-ready recorded performance with its own sonic identity as well as consistency among multiple tracks, whether it be for LP, CD, or streaming. Topics to be discussed include ISRC codes and metadata, album sequencing, manual gain adjustments, noise reduction, dither, and final signal processing.

*TR113 - Life Skills*

This course concerns not just how to function and operate as an audio professional but also as a tax paying, budget-following, organized adult. In this course students will learn about budgeting, saving, borrowing money, compound interest, insurance of various types, taxes, basic business entities, credit scores and reports, wills, buying and selling property, and the structure of local government.

*TR114 - Experiential Learning*

The course aims to provide a professional application of a student's skills and to gauge interest and preparedness by providing in-house recording sessions over three weeks. Students will work with artists and bands to record music.

**Student Outcomes**

The following are the student outcomes of the Audio Production program:

- Acquire the communication skills, vocabularies, languages commonly used in the audio world and music business, including written, oral, and presentational to be successful
- Understand the business and legal implications of recording and producing sound recordings and the use of songs and the rights of those who play on them, participate in their production, and the legal relationship to the parties involved
- Understand themselves as businesses, who offer services and products, who understand their legal rights and opportunities under U.S. Copyright law and how to transfer those rights fairly and realistically
- Acquire the ability to work as a team to make something by understanding and respecting the roles of other team members and helping them do their jobs better
- Understand how money works, how to manage time, people, and resources efficiently, and how to complete projects in a timely manner subject to previously agreed upon parameters
- How to define excellence in everything you do and create and implement a plan to achieve it
- The necessity to constantly learn and improve, and perceive yourself as a multi-skilled professional in the creative workforce of the creative economy, in the 21st century IP economy

**Possible Occupations**

“Audio production” is a broad category of career opportunities. The legal and business consequences of making sound recordings of songs and compositions can lead to a multiplicity of careers. Below is a list

of possible careers, employers, and entrepreneurial opportunities. This list is not exhaustive, as the industry is continually growing and changing.

- Audio recording engineer for recording studios, venues, churches, theatres, schools, audio books, podcasts, live recordings
- Assistant engineer - recording studios, et al
- Audio editing for all types of recording
- Equipment manufacturers (consoles, mics, speakers, amplifiers, outboard equipment, etc.)
- Maintenance and repair of equipment
- Broadcast engineer for radio, television, podcasting
- Mastering engineer - the final step in the audio production process
- Sound designer for video games, movies, events, art installations
- Audiologist - hearing health
- Acoustician - designing rooms and other spaces for sound reproduction
- Sound effects and audio for film and TV - music supervision, film scoring, Foley, ADR (automated dialog replacement)
- Archival sound restoration
- Electronic engineering and technicians
- Music technology educator
- Beats producer
- Music publisher

### **Entrepreneurial Opportunities**

- Sound recordings, songs and compositions and other forms of creative expression, like literary or visual works, are protected under federal copyright statutes.
- The rights attach automatically upon the “fixation” of original work. They are the rights of publication.
- If you write a song, you have the rights of a “music publisher.” If you make a sound recording, you have the rights of a “recording company.”
- These are businesses that you could monetize and manage, including aggregating the rights of others.
- Learning how to create these “original works” and how to monetize their rights is entrepreneurship.

## **ADMISSIONS POLICY**

### **New Student Orientation**

Tweed Recording Audio Production School students will be given an online handbook outlining all policies. All rules, course descriptions, and personnel with contact information will be provided in this handbook. An orientation meeting will occur on the first day of class, in which the key policies in the handbook will be discussed. Students will be asked to sign an Honor Code contract when they enroll; this will be addressed again during orientation.

### **Program Entrance Requirements**

Students must be 18 years of age or older, at time of enrollment. Students should have completed their high school degree or GED. Student suitability for enrollment will be determined through interviews and interest surveys to gauge commitment and informed consent. The next steps for enrollment are:

- The student completes an Enrollment Application.
- The Director of Admissions schedules a phone or in-person interview with the student. The student meets with a faculty member when possible.
- Two letters of recommendation are submitted.
- The student provides a copy of the student's high school, college, or GED transcript.
- The student signs the Enrollment Agreement.
- The student pays the seat reservation fee of \$200 to reserve their seat in the designated semester. This reservation fee will be applied to the student's tuition payment and is refundable up until 2 weeks before the program's start date.

These steps should be completed no later than 2 weeks prior to the start of class.

### **Non-Discrimination Policy**

Tweed Recording has a strong institutional commitment to the achievement of diversity within its faculty, staff, and students. Tweed Recording does not discriminate on the basis of race, color, national origin, sex (including pregnancy and gender identity), sexual orientation, disability, age, genetic information, or religion.

## **CODE OF ETHICS**

### **Recruiting**

Tweed Recording does not promise employment to potential students. We promise expertise, commitment, and professionalism. We promise to prepare students for the professional world, to run their own business, and to be music producers and audio engineers. We offer placement and internship opportunities and seek to educate the whole person to the extent possible in an 18 week program. We will not recruit students by promising placement or jobs.

We pledge transparency in every aspect of our attempts to acquire and retain students. Our curriculum and our pricing are posted in this handbook. Our commitment is to provide a robust and comprehensive program that is designed to not only teach the technique and technology of sound recording and music production but also the business and legal consequences of recording music. We make no promises about employment, only about our efforts to help the student become employable.

## **ACADEMIC POLICY**

### **Attendance Policy**

Students are expected to be present during all scheduled classes, sessions, and group project appointments. Missing class time will hinder the student's progress. Students who miss more than 15% of class time will not be eligible to receive a certificate from Tweed Recording. Students should contact the course instructor if they are unable to attend class. Scheduled absences should be pre-approved by the course instructor. Make-up work should be completed in full within two days of returning to class. If this isn't possible, arrangements should be made within two days for the completion of this work.

Any delay in meeting course requirements and standards should be discussed with the course instructor and a plan devised to get the student back on track.

### **Grading Policy**

Instructors will provide rubrics to define expectations for assignments and projects. Evaluations are intended to be diagnostic assessments of the student's depth of understanding and degree of development of a particular skill set or knowledge base. Grades aren't ratings; they are milestones and indicators of focus and further development. Students may appeal a grade to the instructor.

### **Grade Components**

- Assignments
- Quizzes/Exams
- Projects and Productions

### **Evaluation Rubric**

- Distinguished: Exceptional demonstration and application of the required skills and knowledge; work completed exceeds defined requirements, is of high quality, and shows original thought. There is significant evidence of skills and knowledge to solve complex, multi-step problems.
- Proficient: A strong demonstration of the required skills and knowledge and the ability to apply them in different situations. There is no evidence of major errors or omissions.
- Approaching: An emerging demonstration of the required skills and knowledge. Independently completes simple components of the task and needs assistance with more complex ideas and processes. Without assistance, major errors or omissions are evident.
- Developing: Minimal to no independent demonstration of the required skills and knowledge.

### **Transfer Credits**

Credits from Tweed Recording Audio Production School do not transfer to other institutions. Credits from other institutions do not transfer to Tweed Recording Audio Production School.

### **Withdrawal**

If a student finds it necessary to withdraw before completing the program, the student should meet with the Head of Faculty and the Director of Admissions to discuss the matter before the student withdraws. If the student chooses to continue with the withdrawal process, they should notify the Head of Faculty and Director of Admissions of this necessity in writing. The appropriate refund and payment will be determined and made within 45 days of withdrawal.

### **Cancellation and Refund Policy**

A seat reservation fee of \$200 must be paid to reserve a student's place in the designated semester. This reservation fee will be applied to the student's tuition payment.

In the event of extenuating circumstances, such as student injury, prolonged illness or death, or other circumstances that prohibit completion of the program, Tweed Recording will work to determine a settlement that is reasonable and fair to the student and the school.

- Refunds are determined based on the prorating of tuition and percentage of program completed at withdrawal, up until 50% of the program.

- If a student withdraws after completing 50% of the program, no refund of tuition will be made.
- Refunds will be made to the student within 45 days of the date of withdrawal.

A complete refund will be made if a student requests a full refund within 3 days after signing the Enrollment Agreement.

### **Instructor Statement Of Intent**

At the conclusion of a program, students will be asked to evaluate instructors and instruction with respect to the following criteria.

- Class preparation
- Use time effectively
- Define course objectives clearly
- Present course material in a clear manner consistent with objectives
- Availability to students
- Provide helpful feedback in a timely manner
- Plan and organize clear and useful assignments
- Demonstrate a thorough knowledge of the subject matter
- Conduct class discussions that are useful and productive
- Be receptive to questions, student ideas and opinions
- Stimulate critical, analytical, and creative thinking
- Interact with students in a courteous and professional manner
- Insure that the criteria used in grading are clear and reasonable
- Insure that quizzes, projects, and assessments are relevant to the course material
- The pace at which the material is covered is reasonable
- Praise and criticize students fairly and impartially

## **INTELLECTUAL PROPERTY POLICY**

Tweed Recording is committed to providing a creative atmosphere for students, faculty and staff that is conducive to music production, composition, and recording and other forms of creative expression protected by Federal copyright statutes. We encourage our students to think entrepreneurially with respect to their creative works and the rights of publication provided by copyright protection.

It is the policy of Tweed Recording that students, faculty and staff own the rights to their works of creative expression exclusively and without claim from either Tweed or other students, faculty and staff. Given the nature of Tweed's pedagogy and curricula the works of creative expression will mainly, but not limited to, musical compositions, songs and sound recordings.

This policy is unmitigated by the fact that the works may be created in the facilities and with the equipment of Tweed Recording. The rights of authorship remain exclusively with the student, staff or faculty member who created the original work.

Within the environment of the classroom and studio, a student's work may be altered or changed in mutual discussion and group projects but in the absence of a written joint agreement to the contrary, the student who created the original work remains the sole owner of the work. Students who feel that they are

engaging in the production of “joint works”, that is, works created by two or more people jointly, should inform the instructor as soon as possible. If the instructor cannot resolve the issue, it should be referred to the President. If the work is in fact deemed and agreed to be a joint work, those involved will be encouraged to enter into a joint work agreement after seeking appropriate legal and parental consultation.

In the event that the faculty or staff member creates a “work” as part of his or her employment, the work shall be considered a “work for hire” (17 U.S.C., Section 201) and therefore the property of Tweed Recording. Examples include, but are not limited to, documents relating to curricula (syllabi, lesson plans) and online courses, and any works by staff within the scope of their employment such as recruiting materials, marketing plans and materials, and accreditation applications and submissions.

Students, staff and faculty are free to enter into agreements for the transfer of their rights if the parties have been advised as to their individual rights by legal representation of their choice.

Intellectual property refers to, but is not limited to, patentable inventions, copyrightable works, trademarks, service marks and trade secrets. Examples of copyrightable works include songs, musical compositions, sound recordings (including “beats”), raps, books, podcasts, videos, plays, and choreography. Given the nature of the instruction and curriculum of Tweed Recording, the intellectual property created will be almost exclusively in the area of copyright. However the IP policy and its overarching intention for the author or inventor to retain the rights to their work applies to all forms of IP as defined above.

Tweed Recording is committed to complying with all applicable laws regarding copyright and intellectual property. Students, faculty and staff must conduct their creative activities within the bounds of copyright law. Those who willfully or negligently disregard Tweed’s IP policy or any of the provisions of Federal copyright statutes do so at their own risk and assume all liability. Tweed does not accept legal responsibility for copyright infringement by individual members of the community.

Copyright infringement is the act of exercising, without permission or legal authority, one or more of the exclusive rights granted to the copyright owner under Section 106 of the Copyright Act (Title 17 of the United States Code). These rights include the right to reproduce or distribute a copyrighted work. In the file-sharing context, downloading or uploading substantial parts of a copyrighted work without authority constitutes an infringement. In the context of “sampling”, the use of parts of a song or sound recording in another sound recording constitutes infringement. Those who wish to use parts of a song or sound recording owned or controlled by a third party must obtain written permission to do so from the copyright holder.

Penalties for copyright infringement include civil and criminal penalties. In general, anyone found liable for civil copyright infringement may be ordered to pay either actual damages or "statutory" damages affixed at not less than \$750 and not more than \$30,000 per work infringed. For "willful" infringement, a court may award up to \$150,000 per work infringed. A court can, in its discretion, also assess costs and attorneys' fees. For details, see Title 17, United States Code, Sections 504 and 505. Willful copyright infringement can also result in criminal penalties, including imprisonment of up to five years and fines of up to \$250,000 per offense. For more information, please see the website of the U.S. Copyright Office at [www.copyright.gov](http://www.copyright.gov).

Fair Use is a defense in a copyright infringement action. The application of fair use factors is set forth in the Copyright Act of 1976 (17 U.S.C., Section 107) and as interpreted by applicable case law. The fair use statute reads:

“The fair use of a copyrighted work, including such use by reproduction in copies or phonorecords or by any other means specified by that section, for purposes such as criticism, comment, news reporting, teaching (including multiple copies for classroom use), scholarship, or research, is not an infringement of copyright. In determining whether the use made of a work in any particular case is a fair use the factors to be considered shall include (a) The purpose and character of the use, including whether such use is of a commercial nature or is for nonprofit educational purposes; (b) The nature of the copyrighted work; (c) The amount and substantiality of the portion used in relation to the copyrighted work as a whole; and (d) The effect of the use upon the potential market for or value of the copyrighted work. The fact that a work is unpublished shall not itself bar a finding of fair use if such finding is made upon consideration of all the above factors.”

None of the factors is determinative or defined by statute, and all are subject to the individual interpretation of users, and of the courts. It is highly unlikely that the concept of fair use would apply to the work of Tweed students, faculty or staff except in the classroom setting and as governed by the Teach Act (17 U.S.C., Section 110), although the Teach Act only applies to nonprofit educational institutions. In the case of a for profit institution, Section 107 would apply. Students, faculty and staff are discouraged from claiming fair use in respect of the use of the work of a third party in their own work. It is important to note that no amount of another’s work may be “sampled” or otherwise used without written permission.

In respect of the “personality” rights of students, faculty, and staff, Tweed has the right to photograph or videotape courses, lectures and studio work that may include the image and work of those present and to use these audio visual images and sound recordings in marketing, online courses, and all other educational uses, without permission and without remuneration as long as the uses allowed are not specifically monetized or otherwise negatively affect the commercial rights of the works involved.

Any disputes about ownership of works shall be directed to the President, COO, or CEO of Tweed Recording.

## **FINANCIAL INFORMATION**

### **Tuition and Fees**

There is a \$200 seat reservation fee for all certificate programs that is applied towards a student’s tuition. For the 18 week certificate program starting in January 2022, the tuition cost is \$15,000 and includes all fees and necessary lab and studio supplies. Beginning in August 2022, the tuition cost for the 18 week certificate program is \$22,000 and includes all fees and necessary lab and studio supplies.

### **Financial Aid**

Please contact the Director of Admissions with any questions regarding financial aid. As a new and non-accredited school, we are unable to offer federal and state aid options at this time. We are

exploring scholarship options for our students and plan to have those in place for those who enroll in the fall 2022 semester.

## **STUDENT INFORMATION**

### **Career Planning and Employment Assistance**

The Certificate Programs at Tweed Recording are designed to assist students in developing necessary production, engineering, communication, and people skills to create a career in the music industry. This includes resume writing, business planning, and “life skills.” Students have the opportunity to meet with faculty, staff, and guest lecturers individually and will be offered a variety of experiential learning and networking opportunities. Students are not however guaranteed a job.

### **Graduate Outcomes**

During the spring 2021 semester, Tweed Recording enrolled and graduated 6 students. Two of the graduates chose to enroll in a four year college after graduation, focusing their studies on music business. Within two months after graduation, four of the students were engaged in either part time or full time audio engineering or production work.

### **Communication**

Faculty and staff may use multiple methods to communicate with students, including emails, text messaging, and phone calls. Students or parents who wish to meet with a member of the faculty or staff may schedule an appointment via phone or email. Tweed Recording will not provide contact or other information to other schools, persons, or employers without the permission of the student or parent. Students are expected to maintain and update their cell phone numbers with the Director of Admissions.

### **Description of Learning Resource System**

Google Classroom will be used by instructors to manage each course, including distributing and collecting assignments, course materials, and student work, as well as providing assessments and feedback. The LMS will be reviewed on an annual basis as part of Tweed’s institutional improvement program.

### **Complaint Policy**

We at Tweed Recording intend to create a friendly and positive learning environment. However, concerns and complaints sometimes arise. The process for resolving these is as follows.

1. Students who have a concern or complaint should attempt to resolve the matter with the other party involved.
2. If the concern or complaint cannot be resolved between the parties within 3-5 business days, the matter should be referred to the Head of Faculty.
3. If the concern or complaint cannot be resolved within 3-5 business days or is related to the Head of Faculty, the concern or complaint should be referred to the Director of Admissions.
4. If the concern cannot be resolved by the Director of Admissions within 3-5 business days, it should be referred to the President.
5. If the concern can not be resolved with the President within 3-5 business days, it should be referred to the CEO.
6. If the complaint can not be resolved by the CEO within 3-5 business days, students may contact the Georgia Nonpublic Postsecondary Education Commission as this is designated as the state agency responsible for receiving complaints made by students enrolled in private postsecondary

institutions. Complaints or concerns should be addressed to the GNPEC, 2082 East Exchange Place Suite 220, Tucker, GA 30084-5305 (770-414-3300)

<https://gnpec.georgia.gov/student-resources/student-complaints>

### **Community Values**

Tweed Recording encourages a creative community atmosphere and values the worth and dignity of every individual and their potential to affect the lives of others in a positive way. We treat people with kindness, generosity, and respect. We value honesty and integrity in ourselves and in each other. We respect each other's property and work and we share a presumption of trust.

### **Behavior That Contradicts Community Values**

- Sexual harassment is any unwelcomed sexual advance, unwanted sexual statements, unwanted personal attention, request for sexual favors, and other verbal or physical conduct of a sexual nature.
- The use of language and/or physical acts of any form which degrade, insult, taunt, challenge, or harm another person.
- Cheating, plagiarising, aiding and abetting academic dishonesty, falsifying records or official documents.
- Stealing, damaging, neglecting, or misusing property belonging to Tweed Recording or any faculty, staff, or other student.
- Unauthorized access or unacceptable use of technology resources, computerized academic or administrative records or systems.

Any faculty, staff, or student who engages in any of the above behaviors will be subject to disciplinary actions and penalties, up to and including expulsion from Tweed Recording, termination of employment, and referral to the appropriate state, federal, or local authorities for prosecution in the courts.

Anyone who is affected by the behaviors above should report the incident to the President or CEO of Tweed for immediate attention.

Tweed Recording is committed to creating and sustaining an educational and working environment free of sex discrimination, sexual harassment, sexual violence, domestic violence, and stalking. The safety and well-being of our community is a priority for the school.

### **General Policies and Procedures**

- Faculty, staff, and students enrolled in the Certificate Programs with active key fobs are permitted in the building. Any unauthorized access by non-approved individuals without a key fob or without stated written permission from Tweed Recording staff or faculty will result in removal from the building and referral to the appropriate state, federal, or local authorities for prosecution in the courts. For students with active key fobs, entry into the building during unauthorized hours or to personal offices and other secured rooms without permission will result in disciplinary action.
- Weapons or explosives of any kind are not allowed on Tweed Recording property.
- Tweed Recording is a smoke-free and tobacco-free facility. All students, faculty, staff, and visitors are prohibited from smoking and using, selling, free distributing, and advertising tobacco products and electronic smoking devices in all facilities.

- The sale, distribution, possession, and consumption of alcoholic beverages and illegal drugs by students on Tweed Recording property are prohibited.
- Tweed Recording expects all of its faculty, staff, and students to comply with applicable state, federal, or local laws.

### **Disciplinary Action**

A student who violates the Community Values and General Policies and Procedures may be subject to the following disciplinary actions.

- Expulsion - Permanent separation of the student and the school.
- Suspension - Temporary severance of the student's relationship with the school.
- Limited Suspension - Denial of certain privileges and access for a specified time period.
- Probation - Notification that any further disciplinary violations may result in suspension.
- Reprimand - A written warning to discontinue the behavior involved.
- Counseling - The student may be asked to participate in counseling sessions.
- Restitution - The student may be required to make restitution or reimbursement for damage or misappropriation of property.

Disciplinary cases and action will be handled by a Committee consisting of the Head of Faculty, Director of Admissions, and President, among others.

### **Readmission Policy**

In the event of expulsion or suspension, the student may appeal for readmission by applying to the Committee. The Committee, in its discretion, may choose to readmit the student in light of evidence that the behavior that led to the expulsion or suspension has been resolved and that the student will not pose a threat to the safety and welfare of others. The Committee may further qualify readmission on conditions determined to be appropriate.

### **Counseling**

The faculty and staff of Tweed Recording seek to provide a safe atmosphere for all students and are available to assist and counsel students as needed. In some circumstances, the student may be referred to more qualified professional counselors and organizations. One such organization is Nuci's Space Resource Center for Musicians, 396 Oconee Street, Athens, GA 30601. (706) 227-1515

### **Disability Support**

Tweed Recording will make every effort to schedule classes and activities in locations fully accessible to students with disabilities. Students requesting accommodations for a diagnosed physical, medical, psychological, or learning disability must first self-identify by notifying the Director of Admissions, who will speak with their instructors and other staff to arrange for appropriate and reasonable accommodations. Official documentation is accepted only from licensed health-care professionals and any accommodation provided is based upon individual need and pre-existing academic accommodations.

### **Graduation Requirements and Transcripts**

Students who complete the requirements of published Certificate curricula will be eligible for graduation from Tweed Recording if they achieve the level of Proficient or Distinguished and will receive a Certificate of Achievement. Students who fall below the levels of Proficiency and

Distinguished will be given the opportunity to improve their work to achieve a level of proficiency necessary for graduation. The curriculum is structured to provide experiential learning weeks, which may also be used for remedial purposes as needed. The student's certification level will be indicated on their transcript. Questions concerning graduation requirements should be addressed to the Head of Faculty or the Director of Admissions.

The Director of Admissions maintains student and financial records for current and past students. Administrators, instructors, and students may have access to these materials for educational and employment purposes. Upon request by the student, Tweed Recording will provide transcripts to potential employers and educational institutions in which the student intends to enroll.

### **Health Services**

Tweed Recording does not offer a facility for health services. The following options are available in the vicinity of Tweed Recording:

Athens Neighborhood Health Center  
675 College Avenue  
Athens, GA  
(706) 546-5526

Piedmont Athens Regional Medical Center  
1199 Prince Avenue  
Athens, GA  
(706) 475-7000

Advantage Behavioral Health  
240 North Avenue  
Athens, GA  
(855) 333-9544

## **FACULTY POLICY**

### **Selection**

Tweed Recording is an equal opportunity employer. Full time employment opportunities at Tweed will be publicly advertised and open to all qualified individuals, either academically or professionally. Full time faculty will be employed according to the term of the program and part time faculty will be employed by the course.

### **Qualifications**

To be Academically Qualified, an applicant must have a Bachelor's degree or better from an accredited college or university plus four years of professional experience and a minimum of two years teaching experience at the high school level or above. To be Professionally Qualified, an applicant must have had a minimum of seven years of professional experience with commensurate indicators of professional success (awards, certified sales numbers, Internet presence).

Other qualification considerations: extent of Internet presence as indicated by numbers of followers, visitors, subscribers, and media posts; musicianship; memberships in professional organizations; publications, reviews and blog posts; letters of reference, transcripts and commendations.

### **Performance Evaluations**

Full time faculty members will be reviewed on an annual basis by the Head of Faculty, who will also observe the faculty member's teaching and classroom performance quarterly and meet with the

faculty member following these observations to discuss the findings and recommendations of the Director of Faculty. Part time faculty members will be observed no less than twice during the duration of the course or courses they are teaching. The Head of Faculty will meet with the part time faculty member to discuss the findings and recommendations from the observations.

### **Professional Engagement**

Tweed Recording expects full time and part time faculty members to maintain a professional presence and remain professionally active in their areas of expertise without jeopardizing their work with students or compromising their employment at Tweed. Tweed will accommodate faculty requests in this respect according to the needs and responsibilities of students and the program itself. Faculty members shall declare outside work and employment, equal to no more than 10% of their scope of work at Tweed, in writing to the Director of Faculty in advance of undertaking the work.

## **SAFETY INFORMATION**

### **Emergency Contact**

In the presence of immediate danger, students and others should call 911 or seek assistance from the police substation on the corner of Washington and College Streets, 285 College Ave., (706) 613-3705.

In the event of any other emergency, faculty or staff will contact students and parents using emails, text messaging, or phone calls using the emergency contact information on file with the Director of Admissions.

### **First Aid**

First aid instructions and supplies are available in the classroom on the first floor of the building and in the kitchen on the second floor.

### **Weather Related Emergencies**

In the event of a weather emergency or other imminent danger, the President and Faculty of Tweed Recording will decide whether to dismiss, delay, or cancel classes no later than 7:00 A.M. the day of.

### **Fire**

Fire extinguishers are located in the Lewis Room and the IT closet, near the exits on Washington Street, and upstairs in the common area. Pull down fire alarms are located upstairs in the common area and near each exit of the building.. The building security system is programmed to notify the Fire Department and Athens-Clarke County Police Department.

In the event of fire, the following steps may be taken:

- Discharge fire extinguishers as appropriate.
- Activate the fire alarm.
- Call 911 if possible.
- Evacuate the building immediately.
- Close all doors to contain the fire.
- Help those who are injured as possible.

- In the event of heavy smoke, crawl to the nearest exit covering your nose and mouth with a cloth to avoid inhaling smoke.
- If your clothing catches on fire, drop and roll to extinguish the fire.
- Do not open a door if smoke is pouring in or around the bottom or if it feels hot.
- If you are trapped, shout your location to alert emergency personnel.
- Notify emergency personnel on the scene if you suspect someone is trapped inside. **DO NOT RETURN TO THE BUILDING** unless instructed to do so.

### **Earthquake**

If you are inside a building, stay where you are until the shaking stops.

- Drop onto your hands and knees so the earthquake doesn't knock you down.
- Cover your head and neck with your arms to protect yourself from falling debris. If you can move safely, crawl for cover under a sturdy desk or table.
- Stay away from glass, windows, outside doors and walls, and anything that could fall, such as light fixtures or furniture.
- When the shaking stops, look for a clear path to safety, leave the building, and go to an open space away from damaged areas.
- If you are trapped, do not move about. Use your cell phone to call or text for help. Tap on a pipe/wall or make noise, so that rescuers can locate you.

If you are outside, move away from buildings, streetlights, and utility wires.

- Drop onto your hands and knees so the earthquake doesn't knock you down.
- Cover your head and neck with your arms to protect your head from falling debris.

### **Tornado**

- In the event of a tornado "watch", the school will continue to operate and as we continue to monitor the situation.
- When a tornado "warning" signal has been received, students, faculty, and staff will be advised to move quickly to internal spaces, including the studios or the classroom.

### **Lock-Down and Shelter-in-Place**

A lock-down is used to protect building occupants in the case of an emergency that requires them to remain in place. During a lock-down, police and emergency personnel respond to the emergency. A lock-down may be declared by appropriate staff or faculty, unless the threat requires immediate action.

In the event of a lock-down situation, any of the following actions may be taken:

- Appropriate staff or faculty will lock all exterior entrances.
- Faculty will move students to a secure space in the building and remain in the space with the door barricaded. Staff will remain in their offices or a secure area, preferably without windows with the door locked.
- All students, faculty, and staff will be notified of the lock-down by text message.
- Access by non-emergency personnel will be denied during the emergency.
- All students, faculty and staff must remain in the building until the lock-down status is removed. Notification of an "all-clear" will be transmitted by text message.

**Weapon Threat, Armed Intruder, or Active Shooter**

Every situation is different and the threatened individual will have to rely on their best judgment as to the best course of action. **NO FACULTY, STAFF, OR STUDENT SHOULD CONFRONT AN ARMED INTRUDER.**

Upon hearing shots or being notified that an active shooter or armed intruder is in the building, the following steps could be taken:

- Immediately clear all students and staff from hallways.
- Close and lock all office and classroom doors.
- Shut off all lights and cover any windows, if possible.
- Get down on the floor and up against a solid interior wall.
- Stay out of sight and out of the line of fire of any windows.
- Place yourself and others behind a solid object (desks, file cabinets, chairs, and tables) and between you and any doors or windows.
- After securing the room, maintain absolute silence. Turn off radios, computer monitors, and silence all cell phones. Allow no one to leave the secured area.
- If you are in an open area and unable to find a secure room to lock-down in, run away from the sounds of gunfire. If running away may somehow put you in danger, try to get behind a solid barrier in a location that is out of sight.
- Follow law enforcement's instructions.
- Remain in your secure location and do not come out until the all-clear has been given by law enforcement or an administrator known to you. Do not respond to any voice commands until you can verify that the commands are being issued by a police officer or faculty or staff member whose voice you recognize.
- Once you are aware an active shooter is in the building, ignore any fire or other alarms. The alarm may be a trick to draw you out into the open.