



Getting to know your colleagues: Eric Sheffield

Eric Sheffield is a new addition to the staff of the College of Arts and Communication. Eric was a student here at UWW from 2004-08 and graduated with a degree in music education. Following graduation he looked for positions in education and also in technology. He found a position at the Apple store in Madison and worked there for two years. As an employee he worked in a training capacity. Asked about the jump from music to technology, he acknowledges the need for musicians to have advanced technology skills for success in the studio.

He used recording studio equipment as a teenager and has been using computers as a recording method for about fifteen years now. His experience at UWW included working with Music Professor Jeff Herriot and took some of his composition classes. He learned some experimental music techniques and took part in performances here that advanced his interest in experimental audio processes.

Sheffield took part in live performances of computer assisted music where the sound was manipulated during the events and also used peripherals like keyboards and sensors and Nintendo Wii controllers. He credits this experience along with his education experience to his job in education at Apple.

While employed at Apple, Sheffield learned about an opening at UWW as the Technology coordinator for the College of Arts and Communication. Following a competitive interview process Sheffield landed the job a year ago.

Asked about changes in the job once held by long time Academic Staff employee Kirby Bock, he notes the change from a nine-month to twelve-month position and the creation of a dual position where he is also Director of the Arts Media Center in the College. In this capacity he has to juggle the priorities of the College and help move the center from a place where slides were developed and cataloged and music was purchased and cataloged. The function as an image resource has waned as technology overtook the slide medium; projectors are no longer maintained or used in the classroom anymore. In the realm of music there is ongoing research into the best ways to provide listening experiences for students using on line services. The changes have been moving towards digital media and he works with the Learning Technology Center to manage both images and recordings digitally. This will most likely result in the use of on line music services and replacing the physical music collection.

Sheffield is a musician and performer and has taken on an ambitious project of releasing two tracks a month with his group, the bell monks. The group includes alumni and faculty members from UW-Whitewater. The group got to know each other after school by coincidence and united to form the group. He has also created a series of videos in collaboration with another alumni those are commissioned by another student to be presented a performances he gives. Sheffield recently travelled to Virginia to present the videos there as well.

Sheffield sees the shift in digital media as a challenge for the future and the ability to develop even greater resources to display visual media properly as a goal. He is working with technology groups across campus as well as the Library to help resolve some of these issues for the future.

The tracks that Sheffield and the bell monks created can be heard and downloaded for a donation at: bell monks music

By the end of the year, bell monks will have twenty-four tracks available.