



Instructionally Related Activities Report Form

SPONSOR: PAUL MURPHY
PROGRAM: PERFORMING ARTS
ACTIVITY TITLE: BEATLES GUEST ARTIST SERIES
DATE (S) OF ACTIVITY: APRIL 1ST & APRIL 7TH

E-mail to the IRA Coordinator with supporting documentation at lisa.ayre-smith@csuci.edu within 30 days after the activity.

Thank you for your commitment to engaging our students!!

A. ADDRESS THE FOLLOWING QUESTIONS:

(1) PROVIDE A DESCRIPTION OF THE ACTIVITY;

PAMU/ART 231 BEATLES GUEST ARTIST SERIES FEATURING A DISCUSSION/ Q & A WITH FOUR TIME GRAMMY AWARD WINNING AND FORMER BEATLES ENGINEER GEOFF EMERICK.

(2) HOW DID THE ACTIVITY RELATE TO A COURSE(S) AND/OR LEARNING OBJECTIVES?

THE ACTIVITY RELATED DIRECTLY TO THE PAMU/ART 231 BEATLES: MUSIC, FASHION AND CULTURE CLASS THAT I DEVELOPED AT CI. THROUGHOUT THE SEMESTER WE LEARN ABOUT THE MOST POPULAR MUSIC GROUP OF ALL TIME, THE BEATLES. THE TEXT BOOK I USE IS *HERE, THERE AND EVERYWHERE: MY LIFE RECORDING THE BEATLES* WRITTEN BY GEOFF EMERICK SO HAVING THE AUTHOR OF OUR TEXT BOOK COME AND SPEAK TO THE CLASS IS DIRECTLY RELATED TO THE COURSE.

(3) WHAT DO YOU SEE AS THE STRENGTHS OF THE ACTIVITY?

THE STRENGTH OF THIS ACTIVITY IS FOR THE STUDENTS TO HAVE THE INCREDIBLE OPPORTUNITY TO HEAR FROM ONE OF THE MOST FAMOUS SOUND RECORDING ENGINEERS OF ALL TIME. MANY OF THE STUDENTS BRING THEIR PARENTS AND FRIENDS AND IN THEIR COMMENTS SAY THEY COULD NOT BELIEVE THAT THEY GOT TO MEET SOMEONE WHO ACTUALLY RECORDED THE BEATLES. MANY STUDENTS HAVE MR. EMERICK AUTOGRAPH THEIR TEXT BOOK, ALBUMS OR CD'S. THE STUDENTS ABSOLUTELY LOVE THE INTERACTIVE NATURE OFF THE THIS DISCUSSION, LECTURE AND Q & A. THE STUDENTS CONSISTENTLY REMARK IN THEIR EVALUATIONS THAT THE GUEST ARTIST CLASSES ARE THE MOST FUN AND CULTURALLY ENRICHING CLASSES OF THEIR EDUCATIONAL EXPERIENCE AT CI.



(4) WHAT WOULD YOU SAY ARE/WERE THE ACTIVITY'S WEAKNESSES?

BASED ON STUDENTS COMMENTS I WOULD SAY THE WEAKNESS IS THAT TWO OF THE THREE CLASSES WERE ONLY ONE HOUR AND FIFTEEN MINUTES LONG. MR. EMERICK, THE STUDENTS AND I PREFER THE DOUBLE CLASS THAT IS TWO HOURS AND FIFTY MINUTES. MUCH MORE MATERIAL CAN BE COVERED IN THAT TIME FRAME.

(5) HOW WOULD YOU IMPROVE THIS ACTIVITY FOR NEXT TIME?

UNFORTUNATELY, THERE WERE TECHNICAL DIFFICULTIES DURING ONE OF THE CLASS SESSIONS. APPARENTLY, IT REPLACED THE COMPUTER IN MALIBU 140 OVER SPRING BREAK. MR. EMERICK'S FIRST DAY OF VISITING CAMPUS WAS APRIL 1ST. WE WERE UNABLE TO GET THE COMPUTER TO WORK PROPERLY SO WE INSTEAD PLAYED RECORDINGS OF BEATLES SONGS MR. EMERICK RECORDED AND DID A Q & A SESSION WITH STUDENTS.

(6) WHAT DID YOU LEARN FROM THE PROCESS?

I LEARNED THAT TECHNICAL DIFFICULTIES THAT ARE BEYOND YOUR CONTROL CAN REALLY HAVE A NEGATIVE IMPACT ON THE CLASS SESSION. I ALSO LEARNED THAT THE STUDENTS WHO HAD TO WRITE AN IN-CLASS REVIEW/SUMMARY OF THE EVENT ABSOLUTELY LOVE THE CLASS VISIT BY EMERICK AND FEEL IT IS AN INVALUABLE COMPONENT TO THE COURSE.

(7) WHAT ARE STUDENT RESPONSES TO THE ACTIVITY? ATTACH STUDENT EVALUATIONS OR ASSESSMENTS (IN ACCORDANCE WITH FERPA RESTRICTIONS YOU MUST REMOVE ALL PERSONALLY IDENTIFIABLE STUDENT INFORMATION)

THE STUDENT RESPONSE WAS AMAZING! MANY OF THEM COULD NOT BELIEVE THAT CI WAS ABLE TO GET THE LEGENDARY BEATLES ENGINEER TO VISIT THEIR OWN CLASSROOM. THE STUDENTS CONSISTENTLY REMARK IN THEIR EVALUATIONS THAT THE GUEST ARTIST CLASSES ARE THE MOST FUN AND CULTURALLY ENRICHING CLASSES OF THEIR EDUCATIONAL EXPERIENCE AT CI.

APRIL 1ST VISIT APPROXIMATELY 125 STUDENTS AND SOME OF THEIR PARENTS ATTENDED.
APRIL 7TH VISIT-APPROXIMATELY 50 STUDENTS SOME OF THEIR PARENTS ATTENDED.

8) GIVE A SUMMARY OF EXPENSES FOR THE ACTIVITY.

APRIL 1ST-\$1250 HONORARIUM FOR MR. EMERICK-THREE ONE HOUR AND FIFTEEN MINUTE CLASSES WERE INCLUDED IN THIS VISIT.
APRIL 7TH-\$1000 HONORARIUM FOR MR. EMERICK-ONE TWO HOUR AND FIFTY MINUTE CLASS WAS VISITED.



B. ATTENDEE LIST- SEPARATE SUPPORTING DOCUMENT:

In addition to the report form, *in a separate document*, attach to your email a list of attendees complete with each student major and grade level. This for IRA Committee reference only and will not be published on the IRA website. Include your name and the title of your IRA activity on the document.

C. IMAGES FROM ACTIVITY:


Finally, include up to 6 images demonstrating student participation (under 2.5 MB total). You **MUST** include captions/titles for each photo. You may put these photos in a Word or PDF format, or attach these photos in JPEG format directly to email. Thank you!

[beatles-geoff-emerick-lj-photolinks.docx](#)

3. Event Name

Text Response	
Geoff Emerick Guest Artist	
Geoff Emerick visit	
Geoff Emerick history of rock	
Beatles Engineer Geoff Emerick	
Geoff Emrickk	
Geoff Emerick	
Geoff Emerick	
Geoff Emerick	
Geoff Emerick	
Geoff Emrick visit	
Geoff Emerick	
Geoff Emerick	
Geoff Emerick	
Geoff Emmerick Presentation	
Geoff Emerick	
Geoff Emerick	
Geoff Emerick	
Geoff Emerik	
Geoff Emerick In Class Appearance	
Geoff emerick visit to CSUCI	
Geoff Emerick Visit	
1	
Guest Beatles Speaker	
Geoff Emirik comes to class	
Geoff Emerick	
Geoff Emerick	
Geof Emerick Q&A	
Geoff Emerick Sgt. Pepper Discussion	
Guest Artist Series- Geoff Emerick	
Geoff Emerick event	
Geoff Emerick	
Geoff Emerick Guest Speaker	
Geoff Emerick	
Geoff Emerik visit to The Beatles class	
Statistic	Value
Total Responses	34

4. Event Date

#	Answer	Bar	Response	%
1	Tuesday, April 1st		34	100%
	Total		34	

Statistic	Value
Min Value	1
Max Value	1
Mean	1.00
Variance	0.00
Standard Deviation	0.00
Total Responses	34







5. How did you hear about this activity?

#	Answer	Bar	Response	%
1	Instructor		34	100%
2	Word of mouth		0	0%
3	Facebook announcement or posting		0	0%
4	csuci.edu website		0	0%
5	Flyer/ Poster		0	0%
6	CI newsletter or publication- if so, which one?		0	0%
	Total		34	

CI newsletter or publication- if so, which one?

Statistic	Value
Min Value	1
Max Value	1
Mean	1.00
Variance	0.00
Standard Deviation	0.00
Total Responses	34

6. Rate your overall satisfaction with this activity- 1 being lowest, and 10 being the highest score.

#	Answer	Bar	Response	%
1	1		0	0%
2	2		0	0%
3	3		0	0%
4	4		0	0%
5	5		1	3%
6	6		1	3%
7	7		1	3%
8	8		8	24%
9	9		4	12%
10	10		19	56%
	Total		34	

Statistic	Value
Min Value	5
Max Value	10
Mean	9.06
Variance	1.69
Standard Deviation	1.30
Total Responses	34

7. What do you consider the positives/ strengths of this activity?

Text Response	
Heard first hand from someone who recorded with the Beatles.	
An incredible eyewitness and participant in the history of The Beatles that we are studying. Brought a very close and personal perspective and experience, as well as very expansive technical information.	
Everything	
The ability to ask someone who was actually there how certain sounds were accomplished.	
Geoff Emrick is one of the best ever at his job..He deserves and has ultimate respect..	
The combination of Dr. Murphy showing examples of songs and the speaker talking about his experiences made the activity more interesting.	
It was nice hearing the aspect from someone actually involved with the Beatles, and in person, rather than just watching things on a screen.	
Getting to hear personal insight from Mr. Emerick himself.	
Having someone who was a part of the courses history share about his past and his experiences	
Geoff Emerick being there to talk to us was an amazing, once-in-a-lifetime experience.	
First hand narration of one of the most influential music eras in history. There is no comparison to hearing first hand information, as opposed to reading it through articles or books.	
Geoff Emerick was the sound engineer for The Beatles during their last few albums. To have someone with his knowledge and personal experience was incredible for our class to learn from.	
It was fun and exciting experience to see someone who has worked with an iconic band.	
The strengths of this activity is that it gave insight to the life of a recording engineer as well hearing a first hand experience of working with the Beatles.	
The whole activity was fulfilling and informative in every way.	
You meet someone who had new insight to the Beatle Phenomena	
Learning crucial information from a first hand witness of moments that have changed music history forever.	
The one on one conversation with this amazing man. His willingness to share his experiences with a group of students.	
The fact that we were allowed to invite guests was a huge strength because they are more familiar with The Beatles and thought to ask questions that we, as students, might not think to ask.	
1	
Everything about this was amazing. Geoff had such amazing stories to tell that there was never a dull moment.	
I would consider the positive strengths all the stories and information about the Beatles a huge positive strength. i just thought it was really cool to have someone that worked with the Beatles to come to class- it felt like an honor.	
I was able to understand how different recording music was in the 1960s	
Insider perspective, history being discussed	
Everything.. the man was the engineer on the Sgt. pepper album!!!. a true legend.	
question and answer step by step discussion of individual songs	
The strengths of this event were that it was very educational and that there were a lot of people who showed up to hear the guest speaker talk.	
The strengths of this event is that it's eye-opening for those who didn't know much about the album he talked about, the person himself or the work he did, like me, than it was very interesting.	
Hearing first hand how the recording process was and listening to an absolute legend who got to experience life with the Beatles.	
Our guest speaker has inside views on the Beatles and their production of their albums. It was a great experience to hear from someone who directly impacted the band.	
Being able to hear from someone who was actually at the recording sessions for the Beatles was AMAZING!! He had so much insight to offer about their process and is a living legend.	
Having the person who is apart of what your learning (and love) be right in front of you, is amazing. Its like having the actual scientist that came up with the theory you learned in psychology come to the class. Best college experience I've had so far in the class room.	

Statistic	Value
Total Responses	32

8. What were the weaknesses of this activity?

Text Response	
Computer problems. Internet was not working after spring break upgrade unfortunately.	
Unfortunately the class period was too short for all of our questions or everything we wanted to cover. Had we gotten an extra hour it would have been very easy to fill with valuable information.	
None	
The computer going in and out during the class, no internet available for some examples.	
The internet didn't work (HUGE DISSAPOINTMENT) ..also not enough time ALLOWED	
The speaker appeared nervous and did not talk directly to the audience at first but seemed to get used to speaking in front of people after a short amount of time.	
Sometimes, it was hard to hear or understand Geoff. It was also too short. It could be longer.	
More time for him to speak.	
technical problems with the internet	
The internet didn't work and neither did the technology.	
Technical difficulties due to over the weekend up-dates without proper confirmation of completion.	
The computer went down several times due to school maintenance. This was very unfortunate considering the short amount of time we had with our quest speaker.	
0	
I felt it was not as prepared as it could be. There were technical difficulties that made the experience a bit dull.	
I can not find a weakness. I would have liked more time.	
N/A.	
There were none	
It was only 90 minutes	
Would've loved more time with him. During spring break, CI had apparently updated the operating systems and unfortunately our teacher was unable to access all of the videos and music he would have usually presented for this class.	
Although this was not as a result of the activity, I felt that the internet and computer acting up was a weakness but it did provide the class with more time to ask questions.	
1	
Nothing.	
The only weakness would be that I felt he was talking a little to fast , which made it hard to hear what he was saying.	
This session only went from 1:30 to 2:45. This was a very short amount of time. Also, the projector wasn't always working.	
It was the day after the week of Spring Break	
UH...NONE!!	
The only weaknesses that I could think of were that the technology in the classroom wasn't cooperating and that it wasn't a long enough time session to really hear everything in what the guest speaker wanted to say.	
Possibly the fact that there didn't seem to be any advertising for this, at least from what i could see.	
I would have liked to hear about his experience more.	
There wasn't enough time.	
None!	
Statistic	Value
Total Responses	31

9. Suggestions or comments for future activities?

Text Response

It would have been cool to have an extra 45 min-hour for those of us who were able to and wished to stay longer.

Maybe having it in one of the more traditional lecture halls so as to provide a clear view to all attendees. Also maybe held either late in the evening, when most people have fewer classes, or possibly over the weekend to ensure plenty of time for discussion/Q&A.

MORE TIME ALLOWED..Also if you are going to have some one that is a technical person. I think there should be a over view on what exactly that person does and equipment used..

Paul McCartney should come in.

N/A

more music and better internet connection

Make sure to sort out technical problems.

I wish the guests/students would submit their questions on paper, rather than asking questions at random. Moreover this would allow the professor or Mr. Emerick to decide what questions would be of most interest to the entire class.

Please do not stop activities like these. This is another benefit of our University that sets us apart.

Have the event be longer, not for the hour and fifteen minute class.

I highly suggest bringing more significant people to the classroom. The students are able to see the reality of dreams coming true and the beauty of hearing the tales. The past gives us an insight to the future and the students are the future. This is very inspirational.

I only wish the class period was longer! Not enough time!

Have him speak longer

Keep inviting him back. This was a great way to learn more about the author and the Beatles.

I would suggest to just keep doing this activity. It provides a great learning opportunity and I am very thankful that I had a chance to participate in it.

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Please bring him back for future students to experience!

Maybe just to break it up to two class seccions if at all possible and to get a microphone that the guest speaker can speak into.

It would be better to have one long session on a single day.

Let this man come and visit this campus as often as he wants!!! he is a legend!!

No suggestions.

I hope he visits again!

Bring him back every year!

Never let this activity stop!

Statistic	Value
Total Responses	24

10. Any other comments?

Text Response	
Wonderful guest, absolutely incredible experience. Very thankful to Dr. Murphy for giving us such a once-in-a-lifetime opportunity.	
The book is awesome!	
Make the events longer.	
N/A	
It was amazing to have Geoff Emerick come to our little school.	
Overall very appreciative to have been in attendance of Mr. Emerick's lecture.	
Cal State Channel Islands is my jam	
Thank you for this opportunity! (:	
Thank you!	
More time was needed to re-setup the projector.	
Thank you for having this event....:)	
THIS WAS AMAZING!!!!!!!!!!!!!!!!!!!!	
Geoff Emerik is incredible! We should be able to get Paul McCartney.	
Statistic	Value
Total Responses	13

11. Which course(s) that you are currently taking did this activity relate to?

Text Response	
ART 231 The Beatles	
THE BEATLES-01	
History of rock	
PAMU 231: The Beatles	
Beatles History	
History of Rock and Roll	
PAMU 231	
PAMU 200	
The Beatles	
Beatles class and now history of rock	
History of the Beatles	
history of the beatles	
The Beatles	
History of The Beatles	
Art 231	
History of Rock	
History of the Beatles	
History of Rock	
The Beatles	
Art 231-01	
PAMU 231/ART 231-01-The Beatles	
1	
History of Rock n Roll	
Pamu 200- History of Rock	
ART/PAMU 231 The Beatles	
Beatles	
History of Rock	
Art 231 Beatlemania	
PAMU 231/ ART 231- The Beatles	
PAMU 200	
The Beatles Class	
The Beatles-02 (Spring 2014)	
History of Rock and Roll	
PAMU Beatles Class	

Statistic	Value
Total Responses	34

12. How did this activity relate to the content and/or learning outcomes of the courses that you are taking?

Text Response

Geoff Emerick was the recording engineer for the Beatles from 1966-1970.

it was extremely relevant and was an incredible opportunity for our learning outcomes.

The speaker was a engineer for the Beatles albums-- we learned if the the Beatles in class

We got a first person account of how the Beatles were doing things to create their music. Geoff discussed how songs were brought into the studio by John and Paul as well as what the influences for certain songs to be.

It was a review of information read from text.

Geoff Emerick was the sound engineer for The Beatles, one of the most popular and influential bands in the history of rock and roll. His personal experience gave everyone who attended the activity insight into how the music was made.

The sound engineer of the Beatles came in and described events with the Beatles. It related to the class since it is on the Beatles and he is the engineer for them!

Learned more about musical recording methods, and about the history of one of the greatest rock groups of all time.

The speaker wrote the book that was assigned to the course

It helped show another side of the music industry which I find fascinating. I'm interested in it so it helped my growth as a person.

Geoff told us stories about the Beatles that he experienced firsthand and he explained to us the making of some of their songs and how he helped make them- being their sound engineer.

Very relivante as the guest speakers was their for the events in which were are learning

The activity assisted in the illustration of our classes text book. Mr. Emerick went into great details of his experience working with The Beatles. Will definitely stand out as one of my top memories as a student at Cal State Channel Islands.

Geoff Emmerick was the sound engineer for The Beatles during their last few albums. To have someone with his knowledge and personal experience was incredible for our class to learn from.

The Beatles

This activity made the material we are learning about more realistic. Emerick is an important individual in music history and in Beatles history. I heard stories that I never heard about the Beatles and I learned about the different techniques recording engineer used. The technology, especially in the UK, was not as high tech as the United States and the recording engineers had to formulate creative ways to produce a specific sound. Overall I was extremely satisfied and I was very excited to go to class.

An in-depth look at the role Geoff Emerick played in making The Beatles ideas become a reality, specifically Sgt. Pepper.

it was related because he recorded new sounds and we are going through the history of music which can only be achieved by having someone record all these events

It gave me a different learning perspective. Geoff was able to tell us the real stories behind the Sgt. Peppers album from first hand experiences rather than what he has found from different sources and word of mouth. It was very beneficial to my learning process, it helped me fully understand such crucial information.

The assigned book was written by Geoff Emerick. Having the author of this book in class to discuss his working relationship with the Beatles was amazing. He was extremely open and shared many of his experiences with the class and I really enjoyed this presentation.

The activity really helped to enhance my understanding of a specific Beatles album by provided me with a unique opportunity to hear a first hand account from someone who engineered the album.

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We were studying the Beatles in class and it was so cool to have someone who worked with the Beatles on their albums with them come in and talk about it with us!

Geoff was an offical engineer of the Beatles music from 1966-1970

The textbook assigned for this class was written by Geoff Emerick. He was the sound engineer for most of the Beatles' songs.

History of the Beatles and popular music culture

First hand Knowledge from a professional who works in the industry

We are learning about the Beatles and their music, so having one of their sound engineers come and talk to us about the actual process was great and informative.

This activity related to the content and the learning outcomes of the course that I am taking by it supplemented what was being taught in class with a guest speaker, who actually lived through the time period and worked with the artists that were discussed in class.

The guest was involved with a major contributor to the rock world, which is what the class is about.

Geoff Emerick was an awesome man. We are reading his book in class and we discussed the recording process of Sgt. Pepper and it was phenomenal to hear him speak about the process. Learning what he had to do to make the music was insane because the technology they had made you put in so much work rather than putting it into a computer.

Geoff Emerick produced a few of the Beatles albums; we got to hear about his experience.

It was interesting to learn about the behind the scenes work in what goes into making a record.

Learning the history of The Beatles Geoff Emerik (the studio engineer) played a huge part in the making of the music. Having him come to class was absouletley incredible and rewarding.

Statistic	Value
Total Responses	34