

Instructionally Related Activities Report Form

SPONSOR: Paul Murphy
PROGRAM/DEPARTMENT: Performing Arts
ACTIVITY TITLE: Beatles Guest Artist Series
DATE (S) OF ACTIVITY: October 9, 10 April 3, 4

Please submit via email to the IRA Coordinator along with any supporting documentation at david.daniels@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;
 - (2) HOW DID THE ACTIVITY RELATE TO A COURSE(S) AND/OR LEARNING OBJECTIVES?
 - (3) WHAT DO YOU SEE AS THE STRENGTHS OF THE ACTIVITY?
 - (4) WHAT WOULD YOU SAY ARE/WERE THE ACTIVITY'S WEAKNESSES?
 - (5) HOW WOULD YOU IMPROVE THIS ACTIVITY FOR NEXT TIME?
 - (6) WHAT DID YOU LEARN FROM THE PROCESS?
 - (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)
 - 8) GIVE A SUMMARY OF EXPENSES FOR THE ACTIVITY (DO NOT INCLUDE ACCOUNTING STRINGS)
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B. ATTENDEE LIST- 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 This for IRA Committee reference only and will not be published on the IRA website.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.

See attached

C.IMAGES FROM ACTIVITY:

Please embed 3-5 images in this document (or attach in .JPEG format) that demonstrate student participation with captions/titles.



(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 LEGENDARY BEATLES ENGINEER GEOFF EMERICK. MR. EMERICK CAME TO CLASS IN FALL 2016 ON OCTOBER 9TH & 10TH AND ON APRIL 3RD & 4TH. HE DISCUSSED RECORDING THE BEATLES, HIS CAREER AND THE REVOLVER, SGT. PEPPER AND ABBEY ROAD ALBUMS HE ENGINEERED.

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

Mr. Emerick is author of our text book Here, There and Everywhere: My life recording the Beatles. So, it is a unique and amazing experience to get the actual sound engineer who recorded the Beatles to come to our CI class.

(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 ONE OF THE TWO 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?

Perhaps have Mr. Emerick come twice during the semester or offer as extra credit to the shorter class to attend the longer class. And a larger classroom perhaps.



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(6) WHAT DID YOU LEARN FROM THE PROCESS?

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)

See attached Qualtrics survey reports.

(8) GIVE A SUMMARY OF EXPENSES FOR THE ACTIVITY.

\$1250- Guest artist honorarium for Oct. 9

\$1000-Guest artist honorarium for Oct. 10

\$1250- Guest artist honorarium for April 3

\$1250- Guest artist honorarium for April 4

B. ON SEPARATE DOCUMENT, PLEASE ATTACH ATTENDEE LIST (PERSONALLY IDENTIFIABLE INFO REMOVED)

See attached.

We also had an additional 40 students from the History of Rock class who attended in addition to the 60 students enrolled in the Beatles courses.

C. PLEASE INCLUDE UP TO 6 IMAGES IN THIS DOCUMENT TO DEMONSTRATE STUDENT PARTICIPATION

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

Initial Report

Geoff Emerick-spring 17'

June 16th 2017, 2:55 pm PDT

Q1 - How did you hear about this activity?

#	Answer	Count
1	Instructor	28
2	csuci.edu website	0



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	Electronic advertising	0
	Total	28

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
How did you hear about this activity?	1.00	1.00	1.00	0.00	0.00	28



Q2 - Which class are you currently taking that relates to this activity

Which class are you currently taking that relates to this activity

Contemporary Music Ensemble

ART 231

ART 231

art 231 The beatles

PAMU 231

PAMU 231-The Beatles

History of the Beatles

The Beatles

The Beatles

Art 231

The Beatles

The Beatles Class

The Beatles-01

Art

Art 231 The Beatles

Contemporary Music Ensemble

Beatles

ART 231 - History of the Beatles

ART 231-01 - The Beatles, on Mondays, at 12 noon to 2:50 pm

ART 231 The Beatles

The Beatles

Contemporary Ensemble

Beatles: Music History Culture

Contemporary Music Ensemble

Art 231



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P A M U 231-01 L A N D S

Art 231

Contemporary Music Ensemble



Q3 - How did this activity relate to the learning outcomes of the course you are taking?

How did this activity relate to the learning outcomes of the course you are...

It helped me develop a repertoire to playing in a group of other musicians.

It gave me a real-life experience to hear someone who has worked with The Beatles which is what the class is about.

I am currently taking the Beatles class and having the sound engineer for the Beatles from Revolver up until Abbey Road was a wonderful way to hear about the processes that went into making an album.

we got to meet the author of the book we're reading and he told us his personal stories of making the Beatles' music

some more insight on the history of the beatles and the person who created the sound for the beatles

Being in a class about The Beatles, being able to speak and listen to Geoff Emerick was a very unique and great learning experience.

Geoff Emerick is the author of the text books we use.

We got to hear someone who was heavily involved in the sound quality of The Beatles.

A better understanding from the person who was actually present and was there of what we are learning from

It involved the writer of the book that is used in the course.

It gave an inside view of the recording of several Beatles albums and gave me further appreciation for the bands greatness.

I was able to get a clear understanding and an insight of The Beatles personalities and music taste. I was also able to hear stories that no one really hears about regarding the making of the albums. Mr. Emerick was also able to explain instruments and techniques explained in his book that we had questions about.

Guest speaker was very informative and had great personal incite to assist the learning materials covered in this course.

It provided a better understanding of what we were learning in class and helped me understand the book we are reading.

The stories and experiences told by Mr. Emerick were very much like the text that we are reading for the claa.

It provided valuable feedback on our performance in the class as to what we could improve upon and how we could accomplish that

The guest provided great insight to historic events.

This activity was focused on the guest lecturer, Geoff Emerick, whom worked as a sound engineer throughout the Beatles career. He also wrote a book detailing his interactions with the Beatles and his job of recording them. His presence is a chance for students to get firsthand knowledge about course material.

Having Geoff Emerick as our guest speaker related with the innovative engineering of the Beatles music. Geoff Emerick became the Beatles' innovative engineer starting from the Beatles Revolver album to the Beatles (White Album) album, with their experimental period. He quit for a period due to the Beatles' behaviors and attitudes due to their emerging split-up. However, Emerick did return to work with the Beatles during the Abbey Road album.



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We brought in the recording engineer for the Beatles Geoff Emerick to talk to the class. Our textbook is also written by Emerick

We learned more about The Beatles from someone who has been with them and spent a lot of time with them.

Live Music

We are reading the book written by our guest speaker Geoff Emerick. I believe it was beneficial to us as a class because hearing first hand accounts of Beatles recordings solidified our readings and it was great to hear the stories in person

Geoff Emerick is a widely known and extremely accomplished producer for world famous artists such as the Beatles, and many many others. His critique of our performance and our sound is highly valuable; advice from a trained ear and especially such a profound one as his is very honorable and vital to receive.

We read his book in class and talked about all the new innovations he made while being the Beatles recording engineer.

Gave me better insight to what we learned in class.

We are studying the Beatles and Geoff Emerick worked with the Beatles most of their career

Aided us in learning better techniques while playing our instruments.



Q4 - Rate your overall satisfaction with this activity- 1 being lowest, 10 being highest

#	Answer	Count
1	1-5	0
2	6-8	1
3	9-10	27
	Total	28

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
Rate your overall satisfaction with this activity- 1 being lowest, 10 being highest	2.00	3.00	2.96	0.19	0.03	28



Q5 - What do you consider the strengths of this activity?

What do you consider the strengths of this activity?

playing chords and rhythm on keyboards

speaker having a personal connection with students.

As I mentioned before, having the sound engineer was a wonderful way to learn about what went into making an album. I also thought that he added an extra sort of flair to the class that day.

it was great to meet someone who was involved in what's basically studied in our class

how he was innovative

Being able to get first hand information about The Beatles and learning many unique things others might not know about The Beatles.

Listening to a first hand experience of how the Beatles recorded their music

Getting to know aspects of the band I did not know before.

The personal questions being able to be asked and answered

It really helped me learn more about the author and also about the class subject.

Having someone who has a true love for the music and the band itself makes me much more inspired to learn on the subject/

The lessons and questions were linked to what we are studying now in the class.

Guest speaker has deep, intimate knowledge regarding the topic covered in this course.

The side stories and how it was actually related to what we were talking about.

first hand experiences were shared with us. It is one experience to read about an event, but to hear it directly made it more real. Mr. Emerick was part of our routine lecture, and I watched his expressions and reaction to some of the material we were discussing and it was a neat experience to watch someone's emotions about a time of their life.

Getting critiqued by a professional in the music industry is a very valuable resource

Having the actual author of the class textbook provides immense insight to fully understanding the events in said textbook.

I think the strengths of this activity lie in the firsthand knowledge that students are able to obtain from direct questioning. Geoff Emerick was able to provide details and insights about different aspects of the Beatles music that wasn't as apparent in his book.

The strengths of this activity was to listen to Emerick's explanations on how the Beatles experimental period music emerged due to his innovative visualization of sound for their music. Without individuals like Emerick, the music industry may not have advanced musically with side effects of today.

The presentation given by the speaker

I thought it was really cool we were able to meet Geoff Emerick and to ask him questions we came up with.

Having input with a professional



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The way our instructor structured the lecture around our guest speaker so the two flowed properly with what we were learning.

The fact that such a well-known producer was able to hear us is incredible.

He gives us his personal view and tells us stories that didn't make it to the book or he thought we should know.

Learn from the perspective of the author of the book.

Learning more info than what is just in the textbook

Very helpful



Q6 - What were the weaknesses of the activity?

What were the weaknesses of the activity?

bit of memorization

was a bit hard to hear him.

I wish we were able to talk to Mr. Emerick about more than just one album, although Sgt. Pepper was a great album to discuss.

Geoff Emerick, the visitor, was only here for a few days, and the other class didn't have as much time with him

n/a

I don't feel there were any weaknesses to the activity.

I didn't see any weaknesses in it

I found that the presentation didn't really have any weaknesses.

Hard to hear the speaker and didn't seemed welcoming enough

No weaknesses come to mind.

None

The room was large and the guest speaker's voice could not adequately reach the entire class unless spoken through a microphone, which the guest speaker was not totally comfortable using.

The acoustics in that room are not he greatest, so it was hard to hear questions and some of the responses.

Not enough time for individual assessments, mostly just on the group as a whole

There were none

Nothing.

To me, there were no real weaknesses with Emerick's presentation. He was able to discuss in detail of the realities of the experimental period of the Beatles music. He was quite informative about the Beatles' individual personalities and their strengths and weaknesses as musicians.

I thought It was overall very solid

N/A

There were no weaknesses.

The length of the class time.

There are no weaknesses

None!

none



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Q7 - Suggestions or comments for future activities?

Suggestions or comments for future activities?

none

n/a

have him play his favorite songs

I would say just a better speaker/ mic set up to make it easier for students to hear and speak with any guest speaker.

It was fantastic, nothing needs to change

Not at all. It was a good opportunity to attend a lecture with a guest someone so close to The Beatles.

Make sure it won't be hard to hear the speaker.

Geoff Emerick has a speaker the whole time

n/a

Please continue to do this. I think it is a valuable experience and learning tool for students. It is one of the CSUCI experiences I will not forget.

Aside from getting Paul and Ringo to come to class? Nothing.

I would have like to have been able to watch how Emerick was able to assist the Beatles during their transitional and experimental periods. With his innovative knowledge as a music engineer, it would have been nice to view any videos of him in action.

no

N/A

None. It was well executed and was a wonderful learning activity.

Do more!!

No because the way he went over his accomplishments in class went according to our professors lecture and the book.

Great learning experience!



Q8 - Any other comments?

Any other comments?

none

n/a

It was super interesting and I really enjoyed listening to him talk about all the different techniques he used to record

It was a good experience. Definitely would like to see more of those around school.

n/a

Thank you for the opportunity.

It is very important for young people to learn about the history of music. What better way to learn about the historical developments in music than from the actual individuals that were involved in the revolution of music. Having an actual person involved in historical music advances gives the presentation more realism to music's history.

no

N/A

None.

No