

## ***Instructionally Related Activities Report Form***

SPONSOR: STEPHEN R BROGDEN  
PROGRAM/DEPARTMENT: LIBRARY  
ACTIVITY TITLE: PERLA BATALLA IN THE HOUSE OF COHEN  
DATE (S) OF ACTIVITY: MARCH 30, 2017

Please submit via email to the IRA Coordinator along with any supporting documentation at [david.daniels@csuci.edu](mailto: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.
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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 This for IRA Committee reference only and will not be published on the IRA website.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.

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### **C. IMAGES FROM ACTIVITY:**

Finally, attach to your email up to 6 images demonstrating student participation (under 2 MB total) with captions/titles. Please attach these photos in .JPEG format directly to email. Thank you!

## (1) PROVIDE A DESCRIPTION OF THE ACTIVITY

THIS IRA GRANT SUPPORTED *PERLA BATALLA IN THE HOUSE OF COHEN* ON MARCH 30, 2017. THIS EVENT FEATURED PERLA BATALLA. PERLA IS A GRAMMY-NOMINATED SINGER WHO IS BEST KNOWN FOR HER WORK AS A VOCALIST FOR LEONARD COHEN. COHEN IS A MEMBER OF THE CANADIAN MUSIC HALL OF FAME, THE ROCK AND ROLL HALL OF FAME AND THE CANADIAN SONGWRITERS HALL OF FAME. PERLA'S GRAMMY NOMINATION WAS FOR HER ALBUM "MESTIZA," WHICH FOCUSED ON SONGS FROM HER MEXICAN HERITAGE.

PERLA BATALLA, HAVING WORKED WITH LEONARD COHEN FOR 10+ YEARS, WAS DEEPLY MOVED WITH HIS PASSING IN NOVEMBER OF 2016. SHE FELT MOVED TO PRESENT A CONCERT OF COHEN'S SONGS ALONG WITH STORIES ABOUT MR. COHEN. SHE ALSO NOTED COHEN'S LOVE OF THE SPANISH POET FEDERICO GARCIA-LORCA.

I'M GRATEFUL TO THE IRA COMMITTEE FOR ALLOWING PERLA THE FLEXIBILITY TO CHANGE HER PROGRAM FROM THE TWO EVENT PROGRAM SIMILAR TO LAST YEAR'S PROGRAM TO THE SINGLE CONCERT EVENT SHE PRESENTED THIS YEAR. BECAUSE PERLA WAS SO CLOSE TO LEONARD COHEN, HIS PASSING MADE IT DIFFICULT TO PERFORM ANYTHING BUT SONGS HE WROTE.

PERLA BROUGHT A BAND OF WORLD-CLASS MUSICIANS TO THE EVENT. THE KEYBOARD PLAYER HAD TOURED WITH ARETHA FRANKLIN; THE BASS PLAYER WITH MICHAEL MCDONALD; AND THE VIOLIN PLAYER HAD TOURED WITH MR COHEN HIMSELF. THE GUITAR/LOUD PLAYER PLAYED THE OUD IN THE SOUNDTRACK OF THE ACADEMY AWARD WINNING FILM "ARGO."

THE PERFORMANCE HELD IN MALIBU 140 WHICH WAS SET UP FOR A SEATING CAPACITY OF 130 PEOPLE. THE PERFORMANCE WAS "SOLD OUT" AND, THANKS TO THE IRA GRANT, THERE WAS NO CHARGE TO ATTEND THE EVENT.

WHILE MANY STUDENTS DID ATTEND THE EVENT, THE MAJORITY OF THE AUDIENCE WAS FROM NEARBY COMMUNITIES. FOR MANY COMMUNITY MEMBERS, THIS WAS THEIR FIRST EXPOSURE TO CSUCI. TO ME, THE ATTENDANCE BY THE COMMUNITY WAS A PLUS FOR THIS EVENT.

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

The reason I selected Perla for this events was for her potential to cross over between two departments: English and Music.

**English:** Leonard Cohen is a highly-recognized Canadian poet who gained greater fame as a songwriter. Perla's presentation allowed students to experience the power of the written word.

**Music:** Perla's concert featured five professional musicians, all of them touring musicians: Jon Gilutin, Charles Frichtel, Dmitri Mahlis, Bobby Furgo, and John Ferraro. Also, because of her ten years of touring experience with Leonard Cohen, Perla adds insight into one of the most respected poet/songwriters of the 20<sup>th</sup> century.

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

Many strengths can be found within this event:

- a. The crossover potential, noted above, which allows students from two disciplines to experience in person a professional performance that relates to each respective discipline.
- b. This event brought people from the community to the CSUCI campus, many of whom had not been here before. One student attendee wrote:

"Thank you for presenting this event. Perla was wonderful."

Another wrote:

"Thank you for such an incredible evening. Perla's performance was spectacular and I found myself moved to tears on a number of occasions. We are incredibly fortunate to have such talent showcased on our campus...thanks to your good work."

Another student wrote:

"The concert with Perla Batalla was a really wonderful experience that I am glad I got to be a part of. While checking in attendees, I was able to speak to a lot of really wonderful people which I would not have had the chance to do otherwise. There was a great turnout of people and the music sounded great. The concert was very special in particular because of Perla's tribute to Leonard Cohen."

Stephanie, another student, told me, "Thank you so much for bringing Perla Batalla to campus. I'm a singer and its' rare to find someone with such a great voice who sings in the same range I do. I'm so grateful."

Present in the audience was Don Randi, an integral member of The Wrecking Crew and proprietor of the iconic Los Angeles jazz club, the Baked Potato. The Wrecking Crew was a loose-knit group of session musicians that played on almost all of the hits of the 1960s and early 1970s, including the Beach Boys, The Association, The Mamas and the Papas and many more. I acknowledged Mr. Randi's presence from the stage and Perla recognized him several times as well. It was my pleasure to introduce student Jonas Lee to Mr. Randi. They spoke for a long time and exchanged contact information. I understand that Jonas invited Don to sit in on a performance with one of Paul Murphy's bands. Don was happy to play with them. To my mind, that alone made the grant worthwhile.

- c. Coordinating these events gave me the opportunity to re-connect with many faculty members. I was very appreciative of the support from Amy Wallace and Steve Stratton from the Library. Martha Reyes, Barbara Cullin, Michael Schumacher, Laura Worden, Kaela Casey and Amber Rivero – all from the library - were also most helpful. Other members of the CSUCI faculty were supportive either directly or indirectly. This would include Catherine Burris, Heather Castillo, Paul Murphy, Steven Marsh, Craig Bickel, Elizabeth Rothrock and John Price. Catherine Burris and Heather Castillo were particularly accommodating as were CSUCI staff members Hilda O'Campo and Jenae Quintana.

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

There were no weaknesses in the performance itself. The only weakness is the seating capacity of Malibu 140. We could have easily accommodated more people had there been a greater seating capacity. On the plus side, Malibu 140 provides an intimate environment with the riser seating perfect for an event such as this one which is why Perla prefers to Malibu 140 to a room such as Malibu 100.

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

To my mind, there is little improvement to be made in the event itself. Because the Performing Arts faculty has priority for the use of Malibu 140 – and I have no qualms with that – it made it difficult for me to coordinate changes as the event came closer. It was necessary to contact the 5 faculty members who were teaching in Malibu 140 every time I wanted to change a date or a time. I'm not sure what changes could be made to streamline this process. A beautiful 700-800 seat Performing Arts facility combined with a smaller 100-300 seat venue would be ideal.  
☺

**(6) WHAT DID YOU LEARN FROM THE PROCESS?**

This was my second IRA Grant. What I learned this year built upon what I learned last year. Most of what I learned last year dealt with the IRA process, IRA budgeting and CSUCI requirements for hosting an event on campus. This year I was able to submit a more detailed budget and understood what was required by the Performing

Arts faculty and the Conference and Events personnel. Library staff member Michael Schumacher was a tremendous help in this arena.

I've had enough presenting music in various venues that there were really no surprises with this production.

I also learned that I need to better coordinate the release of announcements to both students and the community. While the student attendance was similar to the attendance at last year's events, the response from the community was much stronger. I did not expect the event to "sell out" in 24 hours. Thus it became necessary to carefully control attendance from the community to ensure that students were able to attend.

**(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)**

For students comments, please refer to section 3b above.

Also, please see attached document which lists all of the attendees. Unfortunately, Eventbrite does not make it possible to determine which attendees are students and which are members of the community. I counted by hand approximately 10 students in the audience.

As I mentioned above, many students benefitted after the fact because of music legend Don Randi's participation in Paul Murphy's class the following week. This would not have happened had I not introduced Don to student Jonas Lee who later introduced Don to Paul Murphy.

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

Sound and lights:	\$2600.79
Talent Honorarium:	\$7850.00
Parking (Mar 29):	\$94.00 (est.)
Parking (Mar 30):	\$94.00
Signage	\$40.00
Piano tuning:	\$140.00
Catering	\$432.21
Univ Event Fee:	<u>\$75.00</u>
<b>TOTAL:</b>	<b>\$11,326.00</b>
<b>Amount Granted:</b>	<b>\$13,079.00</b>

Please note that the \$94 parking charge for March 29 is an estimate based on the charge for March 30.

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

I have attached a report from Eventbrite which list the names of all who registered to attend the event. Unfortunately, these lists do not differentiate between students, faculty or community members. Student comments are noted above in Paragraph 3b.

**C. PLEASE INCLUDE UP TO 6 IMAGES AS ATTACHMENTS TO YOUR  
SUBMISSION**

Images Attached.

# Perla Batalla In The House Of Cohen

Thursday, March 30, 2017 from 7:30 PM to 10:30 PM (PDT)  
 California State University Channel Islands 1 University Drive 140 Malibu Hall Camarillo, CA 93012

Last Name	First Name	Qty	Ticket Type	Payment Status
<input type="checkbox"/> <del>Arouesty</del>	<del>Raymond</del>	<del>2</del>	General Admission	Free Order Order 32476148033-602598813
<input type="checkbox"/> <del>Blue Leigh</del>	<del>Amanda</del>	<del>2</del>	General Admission	Free Order Order 32476148033-602725097
<input type="checkbox"/> <del>Brogden</del>	<del>Steve</del>	<del>10</del>	General Admission	Free Order Order 32476148033-603059733
<input type="checkbox"/> <del>Brogden</del>	<del>Steve</del>	<del>4</del>	General Admission	Free Order Order 32476148033-603075278
<input type="checkbox"/> <del>Carson</del>	<del>Bob</del>	<del>2</del>	General Admission	Free Order Order 32476148033-602601502
<input type="checkbox"/> <del>Caskey</del>	<del>Donna Lynn</del>	<del>2</del>	General Admission	Free Order Order 32476148033-602871258
<input type="checkbox"/> <del>Collins</del>	<del>Anna</del>	<del>2</del>	General Admission	Free Order Order 32476148033-602867376
<input type="checkbox"/> <del>Cooper</del>	<del>RuthAnn</del>	<del>2</del>	General Admission	Free Order Order 32476148033-602593396
<input type="checkbox"/> <del>Edwards</del>	<del>Elaine</del>	<del>2</del>	General Admission	Free Order Order 32476148033-602662946
<input type="checkbox"/> <del>Everett</del>	<del>Tedd</del>	<del>1</del>	General Admission	Free Order Order 32476148033-602694021
<input type="checkbox"/> <del>Everhart</del>	<del>Bill</del>	<del>2</del>	General Admission	Free Order Order 32476148033-602856044
<input type="checkbox"/> <del>Gage</del>	<del>Carl</del>	<del>2</del>	General Admission	Free Order Order 32476148033-602730567
<input type="checkbox"/> <del>Garvan</del>	<del>Stephen Bond</del>	<del>2</del>	General Admission	Free Order Order 32476148033-602381492
<input type="checkbox"/> <del>Gaskell</del>	<del>Michael</del>	<del>2</del>	General Admission	Free Order Order 32476148033-602614741
<input type="checkbox"/> <del>Goldberg</del>	<del>Janet</del>	<del>2</del>	General Admission	Free Order Order 32476148033-602858617
<input type="checkbox"/> <del>Gordon</del>	<del>Jo-Ann</del>	<del>1</del>	General Admission	Free Order Order 32476148033-602596282
<input type="checkbox"/> <del>Graf</del>	<del>Eric</del>	<del>2</del>	General Admission	Free Order Order 32476148033-602775998
<input type="checkbox"/> <del>Graham</del>	<del>Steve</del>	<del>2</del>	General Admission	Free Order Order 32476148033-602732028
<input type="checkbox"/> <del>Ham</del>	<del>Kelli</del>	<del>2</del>	General Admission	Free Order Order 32476148033-602753659
<input type="checkbox"/> <del>Ham</del>	<del>Mallory</del>	<del>2</del>	General Admission	Free Order Order 32476148033-603027159
<input type="checkbox"/> <del>Hartsock</del>	<del>Louise</del>	<del>2</del>	General Admission	Free Order Order 32476148033-602619387
<input type="checkbox"/> <del>Hasenauer</del>	<del>Jim</del>	<del>2</del>	General Admission	Free Order Order 32476148033-602612982
<input type="checkbox"/> <del>Haynes</del>	<del>Beth</del>	<del>1</del>	General Admission	Free Order Order 32476148033-602613410
<input type="checkbox"/> <del>Hirsch</del>	<del>Barbara</del>	<del>4</del>	General Admission	Free Order Order 32476148033-602660228
<input type="checkbox"/> <del>Jessop</del>	<del>Douglas</del>	<del>2</del>	General Admission	Free Order Order 32476148033-602844514
<input type="checkbox"/> <del>Krantz</del>	<del>Peter</del>	<del>2</del>	General Admission	Free Order Order 32476148033-602707227

29

+ Philbrook

31

Perla Batalla In The House Of Cohen

	Last Name	First Name	Qty	Ticket Type	Payment Status
<input type="checkbox"/>	Larramendy	Lisa	2	General Admission	Free Order Order 32476148033-602944982
<input type="checkbox"/>	lockwood	wendy	2	General Admission	Free Order Order 32476148033-603076178
<input type="checkbox"/>	Lotz	Shauna	1	General Admission	Free Order Order 32476148033-602668674
<input type="checkbox"/>	Macias	Anaísabel	1	General Admission	Free Order Order 32476148033-603066329
<input type="checkbox"/>	Montgomery	Benny	2	General Admission	Free Order Order 32476148033-603076937
<input type="checkbox"/>	Naser	Hani	4	General Admission	Free Order Order 32476148033-603112731
<input type="checkbox"/>	Peres	Felice	2	General Admission	Free Order Order 32476148033-602708390
<input type="checkbox"/>	Reingold	Sheri	2	General Admission	Free Order Order 32476148033-602877304
<input type="checkbox"/>	Shelton	Gary	2	General Admission	Free Order Order 32476148033-602821414
<input type="checkbox"/>	Smith	Jade	2	General Admission	Free Order Order 32476148033-602752748
<input type="checkbox"/>	Thomas	Mary	4	General Admission	Free Order Order 32476148033-602955277
<input type="checkbox"/>	Wallace	David	1	General Admission	Free Order Order 32476148033-603127859
<input type="checkbox"/>	Wiley	Josie and Dwight	2	General Admission	Free Order Order 32476148033-602555547
<input type="checkbox"/>	Wolfe	Barbara	2	General Admission	Free Order Order 32476148033-602778542

(cancellations: 8

29  
29  
31  
89  
8  
81



80

32

~~122~~

112

Perla Batalla  
CSUCI - Additional Guests - 32

- ~~Brodkey - 1 (Student)~~
- ~~Delgado - 1 (Rachel)~~
- ~~Diorio, Cathy - 2 (Perla)~~
- ~~Evans-Taylor, Genevieve - 2 (Steve)~~
- ~~Furgo - 1 (Perla)~~
- ~~Hernandez, Madison - 1 (Student)~~
- ~~Heyman - 3 (Perla)~~
- ~~Holmes, Megan - 1 (Student)~~
- ~~Lee, Jonas - 1 (Student)~~
- ~~Linton, Len and Judy - 2 (Steve)~~
- ~~Merical, Tom and Leslie - 2 (Perla)~~
- ~~Randi, Don - 2 (Steve)~~
- ~~Ridgeway - 2 (Perla)~~
- ~~Salmons - 1 (Perla)~~
- ~~Scott, Susan - 1 (Rachel)~~
- ~~Steel, Dianne - 2 (Perla)~~
- ~~Stratton, Steve - 1 (Steve)~~
- ~~Van Loan - 4 (Perla)~~
- ~~Wallace, Amy - 1 (David Wallace is on the Eventbrite list)~~
- ~~Zatkowski - 1 (Perla)~~

- also Moskowitz below

Woerner, Roland 2

~~David Miller 2~~

Batalla, Perla 2.

~~MacDonald, Sue - 1~~

~~Moskowitz - 2 (with Lintons above)~~

Stephanie - students

Erick - students

other students

~~2~~ - no tickets

Macias, Betty

111







