

Instructionally Related Activities Report Form

SPONSOR: STEVEN MARSH

PROGRAM/DEPARTMENT: PERFORMING ARTS: MUSIC

ACTIVITY TITLE: History of Rock/ The Beatles course Guest Speaker

DATE (S) OF ACTIVITY: March 28, 2017

(1) PROVIDE A DESCRIPTION OF THE ACTIVITY

This activity brought the world-famous recording engineer of the Beatles, Mr. Geoff Emerick, to my section of our Beatles course. Mr. Emerick spoke to the students about the making of the Beatles' *Sgt. Pepper* album, on which he was the lead recording engineer at Abbey Road studios.

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

We use Geoff Emerick's book "Here, There, and Everywhere" as our textbook for PAMU 231/ART 231. Mr. Emerick is one of the few surviving people who actually worked closely with the Beatles at EMI's famous Abbey Road Studios in London.

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

It was an amazing experience for our students to meet Mr. Emerick in person, and hear his first hand accounts of working with the Beatles on some of their most influential albums. Afterwards, our students expressed that it was very special for them to meet this great legendary recording engineer.

We also were able to get Mr. Emerick to record and engineer our CI Contemporary Music Ensemble. That was an amazing privilege for all the students, and those recordings will be used to recruit new music students to CI's Performing Arts Department.

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

The only weaknesses in this activity was the 75 minute limitation of our class time. Geoff has so much great information that he could have gone on for much longer.

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

No improvements are necessary.

(6) WHAT DID YOU LEARN FROM THE PROCESS?

As stated above, it is a great experience for students to meet the author of their textbook. And that is even more true when that author happens to be one of the most legendary recording engineers of all time!

(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 the Qualtrics report that is attached to the end of this report, which contains feedback/evaluations from just **some** of the attendees. Please be aware that it is impossible to obtain feedback from the attendees who are not in my class, so these responses are an incomplete representation of the total number of attendees.

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

**Total Expense =
\$1,500.**

The rest of the money in this fund was reallocated (with the Committee's permission) to Dr Paul Murphy for the purposes of paying Geoff Emerick to record our student band ensemble. That resulting CD will be used to recruit new music students to CI's Performing Arts Department.

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

On the student feedback questionnaire/survey below, you will see a list of the student majors and grade levels of **some** of the attendees in my class. Again, this only represents a **partial listing** of the attendees at this event. There were also a number of people who attended this event (from other classes, faculty, staff, community members) who are not enrolled in my class, and I do not have a method of obtaining feedback/survey info from those people.

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

Attached are a few photos of some of our CI music students in the recording studio with our IRA guest, Geoff Emerick.



California State
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**INSTRUCTIONALLY
RELATED
ACTIVITIES**

C H A N N E L



CI's Contemporary Music Ensemble in a recording studio with legendary Beatles recording engineer Geoff Emerick (back row, 2nd from right.)



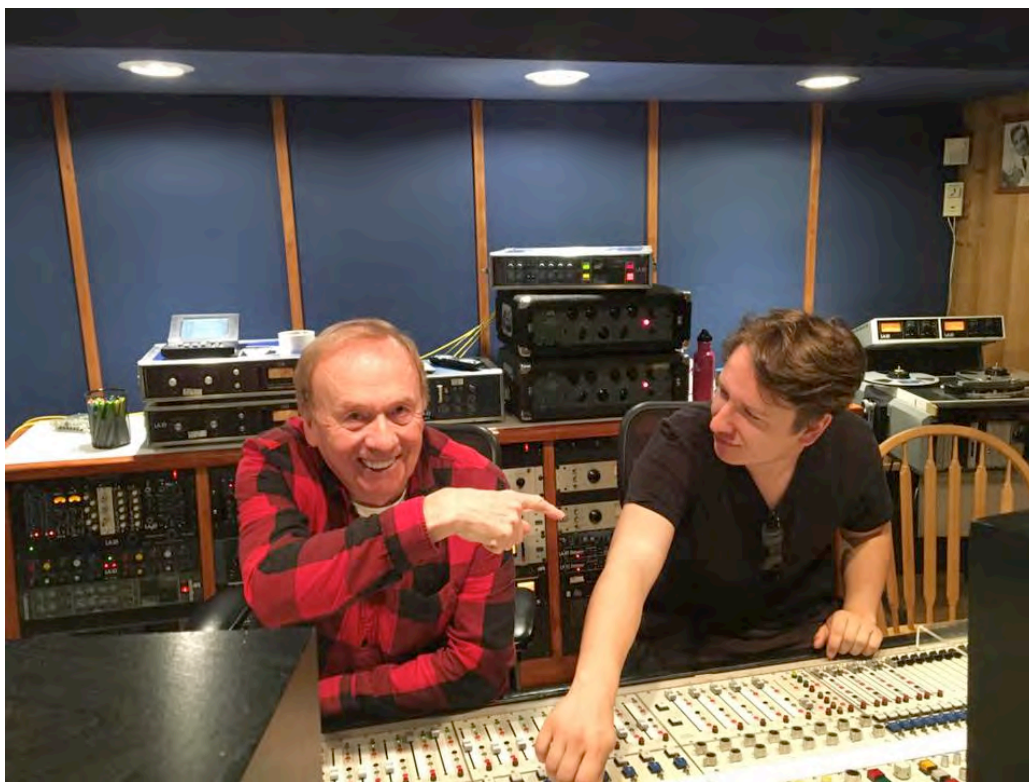
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**INSTRUCTIONALLY
RELATED
ACTIVITIES**

C H A N N E L



CI students at the mix-down session with Geoff Emerick, at LAFX Studio.

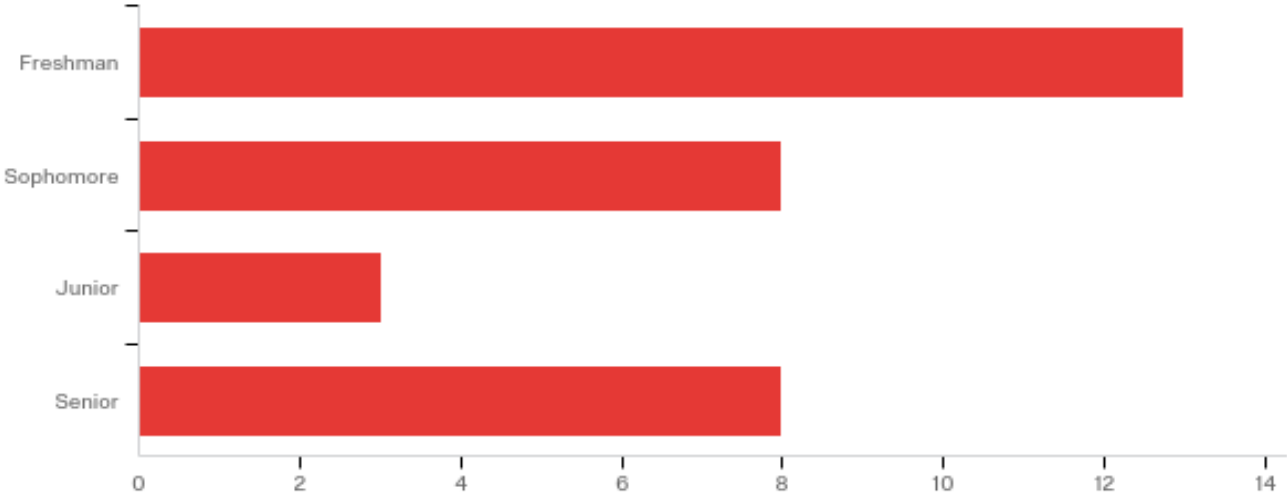


Q24 - What is your major at CSUCI?

What is your major at CSUCI?
Liberal Studies
Communication
Liberal Studies
Political Science
Psychology
Political Science
Pre-Nursing
Psychology
Nursing
English
Liberal Studies
Sociology
Health Science
Psychology
Sociology
Psych
Pre-Nursing
Business
Nursing
Early Childhood Studies
Early Childhood Studies
Communication
Psychology
Nursing
Sociology
Communication
pre-nursing
English

Business
Business
Early Childhood Studies
Biology

Q25 - What year are you at the University?



#	Answer	%	Count
1	Freshman	40.63%	13
2	Sophomore	25.00%	8
3	Junior	9.38%	3
4	Senior	25.00%	8
	Total	100%	32

Q15 - How did your hear about this activity?

#	Answer	Count
1	Instructor	31
2	Word of mouth	0
3	Facebook announcement or posting	0
4	csuci.edu website	1
5	Flyer/ Poster	0
6	CI newsletter or publication- if so, which one?	0
7	Campus Quad app	0
	Total	32

CI newsletter or publication- if so, which one?

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
How did your hear about this activity? - Selected Choice	1.00	4.00	1.09	0.52	0.27	32

Q22 - Which course(s) that you are currently taking did this activity relate to?

Which course(s) that you are currently taking did this activity relate to?
PAMU 231
The Beatles
Beatles History
The Beatles course
2172 The Beatles-02
The Beatles
this related to the Beatles class
The Beatles and History of Rock
The Beatles class
The History of the Beatles (cross-listed as an art class)
History of the Beatles
Performing arts
PAMU 231/Art 231
The Beatles section 2
PAMU/ART 231 "The Beatles " course
The Beatles music class
Art-Beatles
ART 231
Beatles class
The Beatles- ART/PAMU 231
PAMU 231
Art 231
PAMU 231 The Beatles
Art 231
The Beatles
Beatles Class
Beatles-02
The Beatles

Beatles Course

This activity related to my history of the Beatles class.

The Beatles; History of Rock

PAMU 231 - The Beatles

Q23 - How did this activity relate to the content and/or learning outcomes of the courses that you are taking?

How did this activity relate to the content and/or learning outcomes of the...
I was able to gain a very special insight on the music we are studying in class.
Geoff Emerick engineered many of the Beatles albums and singles. To be able to hear a first hand perspective of how they were created just made me appreciate the Beatles and music so much more.
It was very relevant to the course I'm taking because Geoff Emerick worked personally with the Beatles and recorded their music.
In a class giving us history of the Beatles, this actuality allowed us to have a more personal connection with the music and stories.
To learn about the Beatles we have to look at their sound engineer which Geoff Emerick was. He talked about the challenging things about the rules at EMI Studio where he worked on most of the Beatles albums especially the Revolver and Sgt. Pepper albums.
The activity related to the learning outcomes and content of the course because the guest speaker, Geoff Emerick, wrote the text book that we are reading and also had a lot to do with the production of Beatles music.
We got to meet the sound technician for the Beatles and he told us more about the Beatles.
This guest lecture is in sync with the music history we are currently discussing. It was helpful to listen to the person who really shaped the mechanics of music in person.
Talked about the albums we have been listening to. Like how they were made, how long it took, what each member contributed.
Geoff Emerick was the lead sound engineer for the Beatles and we are reading his book as part of our class. We have discussions on the text.
Geoff Emerick recorded the music of the Beatles.
We had a guest speaker that worked with the Beatles which is what we learn about in this class.
The guest lecturer had a personal relationship with the artist that we are studying, The Beatles.
Since we are learning about the Beatles, this was really eye opening and helpful. It gave a lot of insight into what recording was like back then and changed my view of the profession. Overall it was amazing.
The activity related to the class content because we had the amazing opportunity to meet and listen to Geoff Emerick, the music engineer who worked with The Beatles. He discussed the production of songs such as "Strawberry Fields Forever," "Penny Lane," "Day in the Life," and other songs.
It allowed me to have a deeper insight into the Beatles work and a greater connection.
The author of our text book came in to speak to the class.
My class is based on the Beatles, so the guest speaker Geoff Emerick really related to what we have been learning in class.
Met the man that was the sound engineer for the Beatles and he talked about the Sgt. Pepper album which is what we are learning about in class.
Since I am taking The Beatles course, this guest lecturer was directly related to the course content because Geoff Emerick was The Beatles' recording engineer/
We have been reading about the Beatles recording the Revolver and Sgt. Pepper albums as well as listening to the songs from those albums, but it was amazing to hear from the man who was right there with the Beatles working on these two albums.
The guest speaker gave me a better insight on the content of this course.

Got to meet the author of the class' textbook. It helped me understand the development of The Beatles' successes and challenges in a different perspective.

Guest speaker lectured on specific songs and distinguishing features of the Beatles music and how these features were achieved. Shared his personal experience of working closely with the band and his revolutionary contributions to the music.

This activity relate to the content of the course that I am taking by allowing me to learn more in depth about how the Beatles recorded their music, what was the thought process that went into making their album, and what instruments and/or ideas were used when creating their music.

The class is about the Beatles.

Of course I did learn so much about sounds, and how music is recorded using different effects and instruments.

We could hear some stories from the Beatles engineer related to the Beatles album that we are learning about.

He had a major role in the development of some of the Beatles most major albums, Revolver and Sgt Peppers.

This activity was a class session with Geoff Emerick, the recording engineer for the Beatles later albums. It was amazing to be able to speak with and hear from a true professional and expert of the field.

We learned about what it was like working with the Beatles and about one of their biggest albums. We learned about the inventions and crazy, creative ideas that occurred in the studio.

Geoff Emerick was the producer for the Beatles later albums, such as Revolver & Sgt. Pepper. We are currently reading his book and relating to the entire era as we learn about the Beatles lives, music and experiences as well as the musical innovations at the time.

Q12 - Rate your overall satisfaction with this activity- 1 being lowest, and 5 being the highest score.

#	Answer	Count
1	1	0
2	2	0
3	3	0
4	4	2
5	5	30
	Total	32

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
Rate your overall satisfaction with this activity- 1 being lowest, and 5 being the highest score.	4.00	5.00	4.94	0.24	0.06	32

Q20 - What do you consider the positives/ strengths of this activity?

What do you consider the positives/ strengths of this activity?
Mr. Emerick's testimonials of the Beatles and the recording of their music was extremely valuable and interesting
To learn and hear from a 4 time Grammy award winner who single handedly engineered the greatest album ever made according to Rolling Stones.
It was great getting to hear first hand experiences and memories Geoff had from working with the Beatles and to hear what really went on behind the scenes.
It allowed for more in depth perspective of the Beatle's lifestyle and music experience which is important for our course information.
We got to see a piece if history through a different perspective than an onlooker or someone in the band.
The strengths of this activity would have to be the fact that we were listening to a first hand account and primary source to the material we are learning in class. Geoff Emerick talked about a lot of the innovations he had in the studio that helped supplement the Beatles music.
We met the person who recorded most of the Beatles works
Personally my appreciation for this music style and all the work that goes into creating what we hear on the radio just increased tremendously when he came to visit. An honor to meet him and see what he went through in the studio during that time period.
It as close as we can get to really know the Beatles. We can learn more about how the Beatles music style changed
He was able to answer questions and provide us with new information on first hand accounts that we may not be able to get in class.
It was great getting to hear stories and experiences from someone who worked with the Beatles personally.
Getting to meet someone that impacted music in a positive way.
His point of view allows us to have a deeper understanding of the experiences told in the book.
I think the strength of this is that it gives a tells us more of an important time in this worlds musical history.
I really enjoyed listening to the first-hand experience Geoff had with working with the Beatles. It was helpful to learn about the way in which each song was produced before listening to it because I was able to appreciate the song so much more.
I think that it definitely helped me feel a little bit more connected. It felt awesome having someone who worked with the actual artists.
The author talked about working with the Beatles and how much fun it was.
I thought that it was really helpful listening to him talk about how he worked with the Beatles. Considering I am taking a class based on The Beatles, it was really cool and interesting to hear him talk about how he worked with them. It was very surreal to be in the same room as someone who was always with one of the most, if not the most, famous band.
I got a better and deeper understanding of the work that goes into making an album.
It was really amazing to be able to meet the man who worked directly with The Beatles to create many of their albums. He is a great speaker and provided us with a real piece of history that doesn't get talked about very much.
I enjoyed how he allowed us to ask questions and we were able to hear personal experiences he had with the Beatles.
To hear about the things we are learning in class from someone who experienced it in person. To be able to ask questions that only the guest speaker would be able to truly answer.

<p>It gave me an opportunity to just sit down and get to understand the life of a music engineer.</p>
<p>Allows for a unique insight into the Beatles by someone who built a solid professional relationship with the band. Lecturer explained his thought process behind the revolutionary recording techniques and sounds produced.</p>
<p>The positive/strengths of this activity was being able to see Geoff Emerick share his experience with the class.</p>
<p>This activity was insightful! Hearing first hand from the Beatles producer about the music we are learning about was amazing!</p>
<p>Is always get more information from the author of the book that we are using in class you get a lot more details.</p>
<p>Get to hear a real story from a person who really worked with the Beatles is the strength of this activity.</p>
<p>It gave us the opportunity to meet the man who wrote our textbook and somebody who had constant contact with one of the most recognized bands in the world and the band that we are learning about in our Beatles course.</p>
<p>The positives of this activity was that my entire class was really invested and engaged in the activity. Geoff is a multi Grammy award winner and is a true legend in the music industry, it was an unbelievable opportunity to be able to see him and meet him!</p>
<p>We really got to see firsthand what it was like making songs and creating the different sounds that went into them. Reading it is one thing, but to actually hear it is totally different. Since we learned about one of my favorite albums, it was really great.</p>
<p>I think it was a great idea to meet the people that are being discussed in class when possible. At a glance it may seem "weird" to meet someone who produced music for famous artists but I think it was extremely important and refreshing to meet and appreciate the people behind the scenes who really were an a huge contribution to the music itself.</p>

Q17 - Were there any weaknesses of this activity? (If not, leave blank.)

Were there any weaknesses of this activity? (If not, leave blank.)

I think if he had more time or went through his stories quicker.

The only weakness is that we only had an hour and fifteen minutes with the guest speaker which was not enough time.

unorganized/too short

I wish we would have watched less of the videos that we normally watch in class and spent more time actually talking with Geoff and asking him questions. I feel like we could have watched those videos any other day in class but this was probably the only time we will be able to speak with such a musical legend so maybe next time don't show the videos.

The allotted 75 minutes felt very short.

Yes we had a parent from one class mate He was so amazed.

Q14 - Suggestions or comments for future activities?

Suggestions or comments for future activities?
Have the presentation be longer, and hour and 15 minutes isn't enough time for him to present all his information.
A speaker like Emerick should be invited to campus every semester.
none
After being able to experience this one, I would love to continue seeing these events on campus.
I wish we had more time.
I would definitely encourage this event to happen for semesters to come.
Having an individual with a personal connection with an art style or musical group that can recall tales from their point of view allows us to have a better understanding of the course objective.
This event, and the class overall, has only deepened my respect for The Beatles and made me aware that their success as musicians was also partly due to their producer George Martin and their music engineer Geoff Emerick. They helped make the musical ideas The Beatles had possible with the technology that they had during that time. It was an honor to have had him come in to discuss his experience; He is the closest link I will ever have to The Beatles and I hope other students continue to have the privilege to meet him too.
I think that this activity should continue on because it is very interesting, helpful, and fun to listen to Geoff Emerick talk.
Keep this activity, I was stoked on meeting a legend in music history.
Like above answer, don't watch the videos while he is there.
have the speaker presentation in a bigger room
N/A
Well it will be nice if we can have a bigger place so more people can be part of it.
Some visual elements would be helpful for better understanding.
The more exciting the more engaged people will be! This one was overall fantastic.
My only wish is that I could have spent even more time listening and talking with him.
n/a