

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: April 5, 2018

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.
-

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 This for IRA Committee reference only and will not be published on the IRA website.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.

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 APRIL 5, 2018. 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.

PERLA BROUGHT A BAND OF WORLD-CLASS MUSICIANS TO THE EVENT. THE KEYBOARD PLAYER IS ABOUT TO GO ON A WORLD-WIDE STADIUM TOUR WITH THE GAME OF THRONES FRANCHISE ; THE BASS PLAYER TOURS WITH JACKSON BROWNE AND CROSBY STILLS & NASH; AND THE DRUMMER TOURS WITH ROD STEWART. 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 90 PEOPLE. THERE WERE TWO PERFORMANCES, ONE AT 6PM AND ONE AT 8PM. THE 8PM SHOW WAS "SOLD OUT" AND THJER 6PM SHOW 75% SOLD OUT. THANKS TO THE IRA GRANT, THERE WAS NO CHARGE TO ATTEND THE EVENT.

WHILE A NUMBER OF 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.

ONE NOTABLE FEATURE OF THIS EVENING WAS THAT IT WAS VIDEORECORDED BY PENN LIGHTING, A VIDEO COMPANY WHO HAS VIDEO-RECORDED FOR THE BBC AND "UNDERCOVER BOSS" AMONG OTHERS.

ALSO, TRACY LEHR FROM SANTA BARBARA'S KEYT-TV RAN A 45 SECOND VIDEO CLIP WHICH HIGHLIGHTED THE CONCERTS.

(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: Michael Sobie, Kevin McCormick, Dimitri Mahlis 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 20th 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 attendee wrote:

"Thank you so very much for including Alan and me in both of Ms Batalla's shows last night. They were everything we hoped they would be ... and then some! Kudos to the generous grantors who sponsored that wonderful event. If you see them, please let them know how appreciative we are for their generosity."

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, Michael Schumacher, Laura Worden – 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, Bob Mayberry, Paul Murphy, Steven Marsh, Craig Bickel, and Laura Couvalt. Catherine Burris and Heather Castillo were particularly accommodating as were CSUCI staff members Hilda O'Campo and Tyler Lombardi. Student volunteer Allisa "Lala" Tirado assisted the lighting crew. Mallory Keesler checked in the attendees.

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

There were no weaknesses in the performance itself. The only weakness is the heavy use of Malibu 140. I heard from many Performing Arts faculty that, as

opposed to last year, it was much more problematic this year to relocate classes that were scheduled for MAL 140.

Also, a very serious miscommunication occurred when lights were moved and a light board re-programmed for a production that had spent hours getting this set up. Perla was extremely remorseful over this and paid a student assistant for her time in resetting the lights and reprogramming the light board.

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 Michael Schumacher and I 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. If and when we do this again, I will consider holding the concert on a Friday or Saturday and/or using either the Petite Salon or the Grand Salon for next year's program.

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 third IRA Grant. What I learned this year built upon what I learned the previous two years. 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

(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)

One student checked attendees at the door. She told me, "Thank you asking me to do this. She [Perla] has an amazing voice

One student assisted Penn Lighting with the production. She was invited to possibly do more work with Penn Lighting on future projects.

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 15 students in the audience.

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

Sound and lights:	\$2,153.58
Talent Honorarium:	\$9,200.00
Video Production:	\$5,000.00
Parking (Ap 4):	\$132.00
Parking (Ap 5):	\$94.00
Signage	\$198.00
Piano tuning:	\$140.00
Catering	\$431.19
Univ Event Fee:	<u>\$75.00</u>
TOTAL:	\$17,311.77
Amount Granted:	\$19,503.00

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



California State
University

**INSTRUCTIONALLY
RELATED
ACTIVITIES**

C H A N N E L
I S L A N D S

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.

Also, here is a link to the KEYT-TV 45 second spot highlighting the concert:

<http://www.keyt.com/news/top-stories/perla-batalla-performs-tribute-to-leonard-cohen-at-csuci-1/726652304>

Perla Batalla in the House of Cohen - CSUCI Concert for the General Public

Thursday, April 5, 2018 from 8:00 PM to 9:30 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 checked="" type="checkbox"/>	Aaron	John	2	General Admission	Free Order Order 44347564760-746101916
<input checked="" type="checkbox"/>	Anthonioz	Celine	3	General Admission	Free Order Order 44347564760-746127190
<input type="checkbox"/>	Bennett	Caroline	2	General Admission	Free Order Order 44347564760-747601215
<input checked="" type="checkbox"/>	Bortolussi	Victoria	4	General Admission	Free Order Order 44347564760-747579002
<input checked="" type="checkbox"/>	Bortolussi	Victoria	1	General Admission	Free Order Order 44347564760-747578036
<input type="checkbox"/>	Brogden	Steve	10 7	General Admission	Free Order Order 44347564760-746105095
<input type="checkbox"/>	Castella	Debra	2	General Admission	Free Order Order 44347564760-746128088
<input checked="" type="checkbox"/>	Collins,	Tracy	2		
<input type="checkbox"/>	Chounet	Paul	2	General Admission	Free Order Order 44347564760-747189972
<input checked="" type="checkbox"/>	Claessen	Bryan	2		
<input checked="" type="checkbox"/>	De La Selva	Aurora	3	General Admission	Free Order Order 44347564760-747572823
<input type="checkbox"/>	Dodane	Sabine	2	General Admission	Free Order Order 44347564760-746459553
<input type="checkbox"/>	Echt	Carole	2	General Admission	Free Order Order 44347564760-747556168
<input type="checkbox"/>	Fata	Azadeh	1	General Admission	Free Order Order 44347564760-751139967
<input checked="" type="checkbox"/>	Garcia	GreySea	2	General Admission	Free Order Order 44347564760-746100845
<input type="checkbox"/>	Greeson	Erin	2	General Admission	Free Order Order 44347564760-746112559
<input checked="" type="checkbox"/>	Hasenauer	Jim	1	General Admission	Free Order Order 44347564760-746132869
<input checked="" type="checkbox"/>	Hayms	Beth	1		
<input checked="" type="checkbox"/>	Johnson	Laurie	4	General Admission	Free Order Order 44347564760-746131156
<input type="checkbox"/>	Kelly	Diana	2	General Admission	Free Order Order 44347564760-747623366
<input checked="" type="checkbox"/>	Krantz	Peter	4	General Admission	Free Order Order 44347564760-746105667
<input type="checkbox"/>	Lannon	Jonna	2	General Admission	Free Order Order 44347564760-747207516
<input checked="" type="checkbox"/>	Lipson	Katherine	6 4	General Admission	Free Order Order 44347564760-747528892
<input type="checkbox"/>	Livingston	Duane	2	General Admission	Free Order Order 44347564760-747705895
<input checked="" type="checkbox"/>	Lynch	Chris	2	General Admission	Free Order Order 44347564760-746080494
<input type="checkbox"/>	Lynn	Sherry	3	General Admission	Free Order Order 44347564760-747672580
<input checked="" type="checkbox"/>	Macias	Annie	2		
<input checked="" type="checkbox"/>	Naser	Hani	4	General Admission	Free Order Order 44347564760-747627577
<input checked="" type="checkbox"/>	Nicola	Larry	2		
<input checked="" type="checkbox"/>	Niles	Jennifer	3	General Admission	Free Order Order 44347564760-747128767
<input type="checkbox"/>	O'Toole	Jennifer	2	General Admission	Free Order Order 44347564760-747660178

Perla Batalla in the House of Cohen - CSUCI Concert for the General Public

	Last Name	First Name	Qty	Ticket Type	Payment Status
<input type="checkbox"/>	Phelps	David	4	General Admission	Free Order Order 44347564760-746054483
<input type="checkbox"/>	Rivera	Steven	2	General Admission	Free Order Order 44347564760-747640689
<input type="checkbox"/>	Salazar	Alan	2	General Admission	Free Order Order 44347564760-747108967
<input type="checkbox"/>	Selva	Aurora	1	General Admission	Free Order Order 44347564760-752029387
<input type="checkbox"/>	Selva	Aurora	1	General Admission	Free Order Order 44347564760-752033928
<input checked="" type="checkbox"/>	Sheehy	Alice	2	General Admission	Free Order Order 44347564760-747729989
<input type="checkbox"/>	Studer	Carolyn	1	General Admission	Free Order Order 44347564760-746127830
<input type="checkbox"/>	tygell	deby	2	General Admission	Free Order Order 44347564760-747650602
<input checked="" type="checkbox"/>	Weir	Barbara	2	General Admission	Free Order Order 44347564760-747552205
<input type="checkbox"/>	Worley	Donald	1	General Admission	Free Order Order 44347564760-747573682

Schwartz

Perla Batalla in the House of Cohen - Concert for CSUCI Students

Thursday, April 5, 2018 from 6:00 PM to 7:30 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 checked="" type="checkbox"/>	Abramowitz	Esther	6	General Admission	Free Order Order 44346796462-750926999
<input checked="" type="checkbox"/>	Abramowitz	Esther	6	General Admission	Free Order Order 44346796462-750925221
<input type="checkbox"/>	Belden	Gael	1	General Admission	Free Order Order 44346796462-752741924
<input type="checkbox"/>	Berger Brogden	Suzanne Steve	1 6	General Admission	Free Order Order 44346796462-750989605
<input type="checkbox"/>	Bryant	Sue Ann	1	General Admission	Free Order Order 44346796462-751398196
<input checked="" type="checkbox"/>	Chagollan	Natalie	2	General Admission	Free Order Order 44346796462-750650295
<input type="checkbox"/>	Clements	Nina	1	General Admission	Free Order Order 44346796462-750657317
<input type="checkbox"/>	Collins	Traci	2	General Admission	Free Order Order 44346796462-750917481
<input checked="" type="checkbox"/>	Cooper	RuthAnn	2	General Admission	Free Order Order 44346796462-750547983
<input checked="" type="checkbox"/>	CREIGHTON	LYNN	1	General Admission	Free Order Order 44346796462-750669023
<input checked="" type="checkbox"/>	Farrar	Jon	2	General Admission	Free Order Order 44346796462-750613939
<input checked="" type="checkbox"/>	Gaskell	Michael	2	General Admission	Free Order Order 44346796462-750613939
<input checked="" type="checkbox"/>	Ferling hirsch	Janie barbara	2 4	General Admission	Free Order Order 44346796462-752680330
<input checked="" type="checkbox"/>	Kelly	Diana	2	General Admission	Free Order Order 44346796462-753154098
<input checked="" type="checkbox"/>	Krantz	Peter	2	General Admission	Free Order Order 44346796462-753141490
<input type="checkbox"/>	Madigan	Rebecca	2	General Admission	Free Order Order 44346796462-751034526
<input type="checkbox"/>	Mallach	Lawrence	2	General Admission	Free Order Order 44346796462-750608315
<input type="checkbox"/>	Mann	Claud	1	General Admission	Free Order Order 44346796462-748181303
<input checked="" type="checkbox"/>	Mcormick McDonald	Allison Sue	1 1	General Admission	Free Order Order 44346796462-750886523
<input type="checkbox"/>	Mclain	Jonell	3	General Admission	Free Order Order 44346796462-750770238
<input checked="" type="checkbox"/>	Murphy	Paul	1	General Admission	Free Order Order 44346796462-749961658
<input type="checkbox"/>	Plasencia	Christine	2	General Admission	Free Order Order 44346796462-750895638
<input checked="" type="checkbox"/>	Rosenberg	Marc	2	General Admission	Free Order Order 44346796462-751337697
<input checked="" type="checkbox"/>	Sadler	Kerrie	1	General Admission	Free Order Order 44346796462-753184097
<input type="checkbox"/>	Salinger	Penelope	2	General Admission	Free Order Order 44346796462-752982161
<input type="checkbox"/>	Saltzman	Karen	1	General Admission	Free Order Order 44346796462-750908403
<input checked="" type="checkbox"/>	SCOTT	SUSAN	3	General Admission	Free Order Order 44346796462-747530219

Perla Batalla in the House of Cohen - Concert for CSUCI Students

	Last Name	First Name	Qty	Ticket Type	Payment Status
<input checked="" type="checkbox"/>	Stoiber Snellenberger	Denise Mary	3 2	General Admission	Free Order Order 44346796462-750932294
<input type="checkbox"/>	Tuduri Valle Villa	Cddie Ana M	2	General Admission	Free Order Order 44346796462-753052769
<input checked="" type="checkbox"/>	Varley	Buzz	2	General Admission	Free Order Order 44346796462-750592585
<input checked="" type="checkbox"/>	Wallace	Amy	2	General Admission	Free Order Order 44346796462-750636813

Butler Venessa 2

Stoiber 1

Perla's Guest List

6 PM

Eddie Tuduri (2)
Denise Stoeber (3)
Jon Ferrar (2)
Janie Ferling (2)
Allison McDermick (1)

8 PM

Annie Macias (2)
Larry Nicola (2)
Tracy Collins (2)
~~Hani Nassar (2)~~



