

## Instructionally Related Activities Funds Request Spring 2017

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## IRA Funds Request for History of Rock concert/demonstration series

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## Instructionally Related Activities Funds Request Summary

<b>Project Sponsor</b>	Steven Marsh
<b>Activity Title</b>	History of Rock concert/demonstration series
<b>Activity/Event Date</b>	Feb. 7, March 7
<b>Date Funding Needed By</b>	Jan. 20, 2017
<b>Previously Funded?</b>	No
<b>Semester/Year</b>	—
<b>Proposal #</b>	—
<b>Report submitted for previously Funded Activity?</b>	—
<b>Report submitted for previously Funded Activity</b>	—
<b>Additional Report #1</b>	—
<b>Additional Report #2</b>	—
<b>Additional Report #3</b>	—
<b>Additional Proposers</b>	None
<b>Academic Program(s) / Center Name(s)</b>	Performing Arts
<b>Estimated total Course Fee revenue</b>	N/A
<b>Amount Requested from IRA</b>	\$4,979
<b>Estimated Number of Students Participating</b>	200
<b>Conditions and Considerations</b>	Artist/Performer/Speaker Fees & Honoraria
<b>Brief Activity Description</b>	<p>Our PAMJ 200 "History of Rock" course teaches students about the origins of rock music, and the subsequent musical style developments of rock music. I will call upon some of myesteemed professional musician colleagues in Los Angeles to drive up to CI to perform and speak to our students about the music.</p> <p>Concert #1 will feature some of the best Blues musicians on the West Coast. Blues music was one of the primary musical styles that fed into the formation of rock 'n roll, so I will bring some very authentic, highly acclaimed Blues musicians to CI to demonstrate the roots of Rock music. My pool of Blues musician friends include members of The Fabulous Thunderbirds, the Mavis Staples band, and Ms. Janiva Magness, who is a past winner of the B.B. King Blues Entertainer of the Year Award. These special musicians tour around the world, and it would be a really special treat to bring them up to CI to perform for our students, faculty, and staff.</p> <p>Our other concerts will feature highly sought after professional musicians and vocalists from Los Angeles who will perform a cross-section of significant rock music styles, from Elvis and Little Richard, to the Beatles and onward to contemporary rock artists. My musical guests for these concerts are constantly in demand to play high-end events in Hollywood, Beverly Hills, and beyond. They are the best in the business!</p> <p>There will be ample opportunity for our students to ask questions of our guests. Each song will be introduced with the historical and societal context that gave rise to that song.</p> <p>NOTE: this is the first time that IRA funding has been requested for this course, but I have previously sponsored dozens of successful IRA concert events for the other music courses that I teach at CI.</p>
<b>Learning Outcomes and Relation to IRA to Course Offerings</b>	<p>PAMJ 200 OUTCOMES: [Demonstrate in writing their understanding of the origins of rock music. Write intelligently about a rock concert they attended. Write about musical characteristics of important artists] These Outcomes will be addressed by giving my students the necessary musical background information. During the concerts, students will take notes on the performances, and then will write a reflection paper about the concert and the things they learned. The Blues music concert will emphasize the origins of rock music, which addresses that first outcome.</p> <p>[Differentiate between major artists and styles of rock music. Compare the musical styles from different decades in popular music. Identify songs or styles of popular music not previously encountered.] These outcomes will also be addressed with the variety of musical styles that are presented during these concerts.</p> <p>PAMJ 308 Outcomes: [Perform selected orchestral works using proper intonation and tone quality appropriate to the period and style of each work. Play in tune and blend with all other orchestral instruments. Play with correct articulation and rhythmic precision. Play with correct tone, and fingering techniques.] The students in our performing ensembles will observe all of the above qualities in action during these performances.</p> <p>PAMJ 109/309: [Produce proper tone on their instrument or voice.] These performances will be very educational for all students who take private music lessons at CI.</p>

	PAMU 202: [Differentiate between different musical styles of the guitar, including ethnic and international styles] Guitar will be featured during these concerts, including the ethnically based Blues style.
<b>Description of Assessment Process</b>	Students in my courses will be required to complete an online Qualtrics survey about the event, what they learned during the presentation, and how the concert demonstration increased their understanding of the information that is being taught in this course. The results of that survey will be attached to my post-event report about this IRA event. My students will also be required to write a separate detailed report about what they observed and learned about during the performance experience. This latter activity is part of our "Writing Across the Curriculum" campaign.
<b>Activity Budget</b>	<a href="#">MARSHHistofRockIRAbudget_Spring17.xlsx</a>
<b>CIA Budget</b>	—
<b>CIA Proposal</b>	—
<b>Course Syllabus</b>	—
<b>CIA Certification</b>	—
<b>Other Sources of Funding</b>	There are no other sources of funding.
<b>Target Audience/Student Marketing</b>	<p><b>AUDIENCE/PROMOTION:</b>                      My intended audiences are:                      #1: the students in the course most directly linked to this proposal. (PAMU 200)                      #2: our students in our guitar classes, our music ensemble classes, and all private music lesson students.                      #3 all other PA students, as these live performances are applicable to all of our other course offerings.                      #4: all other CI students, faculty, and staff                      #5: residents of the Camarillo and Ventura County communities.</p> <p>My students will be required to attend these events. I will also ask my colleagues in PA and other departments to make announcements to their students about attending these culturally enriching events.</p> <p>I will work closely with CI's Media Department to produce electronic/social media announcements to promote these events, as well as a few printed advertising posters. We also post announcements of these events on FaceBook's CI IRA Events group page, and the CI Performing Arts group pages.</p> <p>My fellow PA and PAMU instructors will also help to spread the word of these events to their classes.</p>
<b>Bring Benefit to Campus</b>	—
<b>Sustainability</b>	We do as much electronic/ social media advertising as is possible. Only a few paper posters are produced to advertise these events (Posters are effective when they are hung in a few select high traffic locations). There are virtually zero negative environmental effects stemming from any activities related to these events.
<b>Program Chair/Director</b>	luke.matjas
<b>Dean</b>	james.meriwether
<b>Acknowledgement</b>	I acknowledge that I have reviewed and accepted the Conditions and Considerations herein. Please check off boxes as appropriate.

**Program Chair/Director Review**

<b>Recommendation</b>	I recommend approval of the IRA Funds Request described on this page
<b>Name</b>	Luke Matjas
<b>Date/Time</b>	9/30/2016 8:50:12 PM
<b>Validation</b>	myCI-signin-XT-6883
<b>Comments</b>	—

**Dean Review**

<b>Recommendation</b>	I recommend approval of the IRA Funds Request described on this page
<b>Name</b>	James Meriwether
<b>Date/Time</b>	10/1/2016 7:13:06 AM
<b>Validation</b>	myCI-signin-YS-2951
<b>Comments</b>	A general comment: when speakers are invited to particular classes, it always seems that the audience is necessarily limited (e.g. other students are taking their own classes at the same time). Often those award amounts are smaller. When it comes to larger requests (\$5,000 for musicians for 2 "demonstrations/concerts") I wonder if there is a way to 'time shift' the class so that the 'concert' is more open and accessible to a broader number of students.

**IRA Committee Decision**

<b>Decision</b>	—
<b>Comments</b>	—

**Current Tasks**

Task	Time Assigned	Assigned To
IRA Committee Decision	10/1/2016 7:13:06 AM	<a href="#">David Daniels</a>

**Completed Tasks**

Task	Time Assigned	Time Completed	Completed By
Review from james.meriwether, Dean	9/30/2016 8:50:12 PM	10/1/2016 7:13:06 AM	<a href="#">James Meriwether</a>
Review from luke.matjas, Program Chair/Director	9/30/2016 8:07:29 PM	9/30/2016 8:50:12 PM	<a href="#">Luke Matjas</a>
Fill out Request	9/29/2016 10:18:57 PM	9/30/2016 8:07:29 PM	<a href="#">Steven Marsh</a>

**Actions**

- [IRA Committee Decision](#)
- [View IRA Funds Request](#)

