



Instructionally Related Activities Report Form

SPONSOR: PAUL MURPHY

PROGRAM: PERFORMING ARTS

ACTIVITY TITLE: BEATLES GUEST ARTIST SERIES

DATE (S) OF ACTIVITY: SEPTEMBER 23RD & 24TH

E-mail to the IRA Coordinator with supporting documentation at lisa.ayre-smith@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;

PAMU/ART 231 BEATLES GUEST ARTIST SERIES FEATURING A DISCUSSION/ Q & A WITH FOUR TIME GRAMMY AWARD WINNING AND LEGENDARY FORMER BEATLES ENGINEER GEOFF EMERICK. MR. EMERICK HAS BEEN AN ESTEEMED VISITING GUEST ARTIST TO CAMPUS FOR THE LAST THREE YEARS. ON WEDNESDAY, SEPTEMBER 23RD FROM 12-2:50PM AND THURSDAY, SEPTEMBER 24TH FROM 9-10:15AM HE DISCUSSED THE BEATLES ALBUM REVOLVER HE RECORDED AND HIS CAREER RECORDING THE BEATLES. MR. EMERICK ALSO DID A MASTER CLASS WITH THE PAMU 310 CONTEMPORARY MUSIC ENSEMBLE I DIRECT. THE STUDENTS PERFORMED PIECES FOR MR. EMERICK WHO WOULD THEN GIVE CONSTRUCTIVE CRITICISM ON HOW TO IMPROVE THE STUDENT PERFORMANCES.

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

THE ACTIVITY RELATED DIRECTLY TO THE PAMU/ART 231 BEATLES: MUSIC, FASHION AND CULTURE CLASSES THAT I DEVELOPED AT CI. THROUGHOUT THE SEMESTER WE LEARN ABOUT THE MOST POPULAR MUSIC GROUP OF ALL TIME, THE BEATLES. THE TEXT BOOK I USE IS *HERE, THERE AND EVERYWHERE: MY LIFE RECORDING THE BEATLES* CO-WRITTEN BY GEOFF EMERICK SO HAVING THE AUTHOR OF OUR TEXT BOOK COME AND SPEAK TO THE CLASS IS DIRECTLY RELATED TO THE COURSE. IT ALSO DIRECTLY RELATED TO THE PAMU 310 CONTEMPORARY MUSIC ENSEMBLE BECAUSE THE STUDENTS DO SEVERAL LIVE PERFORMANCES THROUGHOUT THE SEMESTER.

(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 AND HAVE PICTURES TAKEN WITH HIM. 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 IN LARGER CLASSROOMS IT IS SOMETIMES DIFFICULT TO HEAR MR. EMERICK IN THE BACK OF THE ROOM. SOME STUDENTS ALSO COMMENT IT IS DIFFICULT TO UNDERSTAND HIS BRITISH ACCENT. 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?

I THINK I WOULD REQUEST FOR A PA SYSTEM FOR MR. EMERICK. HE IS SOFT-SPOKEN AND IT CAN SOMETIMES BE DIFFICULT TO HEAR HIM IN THE BACK OF THE CLASSROOM.

(6) WHAT DID YOU LEARN FROM THE PROCESS?

I 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)

THE STUDENT RESPONSE WAS AMAZING! MANY OF THEM COULD NOT BELIEVE THAT CI WAS ABLE TO GET THE LEGENDARY BEATLES ENGINEER TO VISIT THEIR OWN CLASSROOM. 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.

SEPTEMBER 23RD VISIT APPROXIMATELY 60 STUDENTS IN AND OUT-OF CLASS ATTENDED.



**INSTRUCTIONALLY
RELATED
ACTIVITIES**

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

SEPTEMBER 24TH VISIT-APPROXIMATELY 75 STUDENTS PARTICIPATED AND ATTENDED.

8) GIVE A SUMMARY OF EXPENSES FOR THE ACTIVITY.

SEPTEMBER 23RD-\$1000 HONORARIUM FOR MR. EMERICK- ONE TWO HOUR AND FIFTY MINUTE CLASS WAS VISITED.

SEPTEMBER 24TH-\$1250 HONORARIUM FOR MR. EMERICK- TWO ONE HOUR AND FIFTEEN MINUTE CLASSES WERE INCLUDED IN THIS VISIT.

B. ATTENDEE LIST- SEPARATE 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, include up to 6 images demonstrating student participation (under 2.5 MB total). You **MUST** include captions/titles for each photo. You may put these photos in a Word or PDF format, or attach these photos in JPEG format directly to email. Thank you!

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

3. How did your hear about this activity?

#	Answer	Bar	Response	%
1	Instructor		18	100%
2	Word of mouth		0	0%
3	Facebook announcement or posting		0	0%
4	csuci.edu website		0	0%
5	Flyer/ Poster		0	0%
6	CI newsletter or publication- if so, which one?		0	0%
7	Campus Quad app		0	0%
	Total		18	

CI newsletter or publication- if so, which one?

Statistic	Value
Min Value	1
Max Value	1
Mean	1.00
Variance	0.00
Standard Deviation	0.00
Total Responses	18

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

#	Answer	Bar	Response	%
1	1		0	0%
2	2		0	0%
3	3		0	0%
4	4	<div></div>	2	11%
5	5	<div></div>	16	89%
	Total		18	

Statistic	Value
Min Value	4
Max Value	5
Mean	4.89
Variance	0.10
Standard Deviation	0.32
Total Responses	18

5. What do you consider the positives/ strengths of this activity?

Text Response
Geoff Emerick knew all of the Beatles and he was a large part of creating their new hypnotic sounds. He is a legend in the Beatles world and it was an honor to have him in our class.
It allowed me to meet someone who worked with the beatles and hear his story first hand
Looking at his point of view of the legacy he created by recording their albums
This activity allowed me to better grasp the Beatles dynamic that lead to their songs being produced in the way they were. Emerick was able to give in depth insight to the physical recording process of many of the songs and was able to explain it on a basic level for each of us to understand. This insight into the technologies utilized in the recording studio on such a basic level deepened my appreciation of the band and music produced.
We were given opportunity to ask him questions to better our understanding of the group
Had the chance to meet such a brilliant man who has worked with the Beatles
Getting to hear hands on experience from someone who was so fortunate to be a part of The Beatles' engineering career.
get to hear the new techniques that were never invented before the meet the a guy that worked with the biggest band ever
Rich background of The Beatles key to understanding how they interacted with each other.
We were able to learn directly from the producer of the Beatles. This gave us the opportunity to retrieve exact information.
knowing from first person what it was like to work with the Beatles and his experience with music and its evolution
Getting the chance to hear Emerick's experience first hand and to have the ability to ask him questions on his experience not only helped to color my knowledge and comprehension of course materials but also to add insights and interest to aspects of my own personal growth and knowledge.
Being able to communicate and listen to the first hand information from the person who actually recorded the Beatles.
We got to meet a man who actually worked with the Beatles and knew them personally.
It gave me new knowledge on The Beatles and the musical innovations that Geoff Emerick was able to create to elevate the musical style of The Beatles.
It was so great to learn about the Beatles firsthand, and in person, from someone who actually worked with them. It was a singular opportunity, and I thank the committee for it.
The positives of this activity is that it gives the students a personal connection to the Beatles. It also increases interest in the course and textbook.
It gave the class further insight on what is being taught in the class and textbook.

Statistic	Value
Total Responses	18

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

Text Response	
no	
not enough time to hear all what mr emerick was talking about.	
Not at all!	
The only weakness was not having Mr. Emerick for longer. There are alot of questions that unfortunately could not have been asked due to the time constraint.	
We basically read everything he told us, but added in more detail (not necessarily a weakness) but information was restated.	
Statistic	Value
Total Responses	5

7. Suggestions or comments for future activities?

Text Response
Have the interview be in a larger room
None
I highly suggest that this specific course continues to allow Geoff Emerick to return to lecture. He was such a pleasure to listen to and was very knowledgeable of the recording technicalities that went hand in hand with learning about the Beatles and their music!
to have him return for other music classes
Please bring him back!
it would of been nice to have Emerick speak to us for a longer time not just the hour time frame for the class
As great as it was to meet Emerick in such an intimate environment, I think a slightly larger space would be fantastic so as to provide this opportunity to other students not enrolled in the course and friends and family from outside the university.
Having Geoff Emerick here at CI should definitely remain an activity here at CI.
N/A

Statistic	Value
Total Responses	9

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

Text Response	
The Beatles	
The Beatles	
Beatles	
History of the Beatles with Steven Marsh	
Beatles	
Beatles course	
2156 The Beatles-02	
the beatles class	
History of The Beatles	
Art-The Beatles	
Art/PAMU 231	
PAMU 231	
Beatles-231	
The Beatles	
The Beatles class	
The Beatles	
The Beatles	
PAMU 231 The Beatles	

Statistic	Value
Total Responses	18

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

Text Response	
This speaker was the recording engineer for the Beatles on a few of their albums.	
It gave the opportunity to hear about his experiences in person and it accentuated the book.	
Everything about the Beatles	
Geoff Emerick is the author of our class textbook. Emerick also had first hand experience in the creation and recording of many of the Beatles songs in their later albums. The ability to meet someone with such a great influence on the band and ask them questions was a priceless opportunity.	
Hearing from Geoff Emerick allowed us to have a first hand experience with someone who worked very closely with the Beatles and helped us better understand their music, and them as a group.	
Wrote our text book	
In this course we are required to read a book that is written by Geoff Emerick. His book correlated with the whole recording aspect of the Beatles and their music that we were learning in class.	
to hear how mr emerick came up with new techniques for the beatles records.	
Geoff Emerick was a vital figure in the life of The Beatles, and their music around the world, without him The Beatles would not have been what they were	
This relates because Geoff Emerick was a producer of the Beatles.	
Beatles music class. Geoff Emerick was sound engineer for The Beatles so we got to hear what it was like to work with the band	
Emerick's visit to our class directly tied into the subject matter at hand. Being a class on the Beatles, the first hand perspective that he provided to build context to our readings and lectures was invaluable.	
The guest speaker (Mr. Emerick) is the author of the book that we use in class to study the material.	
Guest speaker, Geoff Emerick, was able to provide us with facts and insight on the Beatles. Very helpful in terms of the personal lives of the Beatles. Emerick had firsthand experiences with the Beatles, it was very fascinating.	
It was a great opportunity that provided me with significant insight on The sound engineering of The Beatles music, which is a major aspect of The Beatles class	
Mr. Emerick is the author of our textbook.	
We are reading his book in class as a textbook and getting to hear his stories personally was very impactful and increased my interest in the course. From his lecture in class, I learned a lot about the Beatles and recording that I would not have known otherwise.	
I thought it was amazing to have Geoff Emerick come in and speak with us about his close relationship with the Beatles. He talked about their personalities and what they went through while recording albums. This experience truly enhanced my learning in this class. He also signed my book, which was pretty cool!	
Statistic	Value
Total Responses	18

Beatles Guest Artist Series-Geoff Emerick class visit Sept. 23, 2015

1. How did you hear about this activity?

#	Answer		Response	%
1	Instructor		23	100%
2	csuci.edu website		0	0%
3	Electronic advertising		0	0%
	Total		23	100%

Statistic	Value
Min Value	1
Max Value	1
Mean	1.00
Variance	0.00
Standard Deviation	0.00
Total Responses	23

2. Which class are you currently taking that relates to this activity

Text Response
PAMU 231
PAMU 231- The Beatles
Beatles History
beatles art class
Art and Fashion of the Beatles
Beatles Class
Art 231
The Beatles-01
PAMU 231 - The Beatles
Beatles music history
The Beatles
Art 231
The Beatles
PAMU: The Beatles
PAMU/ART 231 The Beatles
PAMU 231
PAMU231 The Beatles
Beatles: Music, Art, & Culture
Art 231
The Beatles Art 231
Pamu 231
ART 231 - The Beatles
PAMU 231

Statistic	Value
Total Responses	23

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

Text Response

We got to listen to different stories that are not talked about in the course and this activity helps us get a more hands on experience of what is discussed in class

Our visitor, Geoff Emerick, was the sound engineer for the Beatles.

It gave us a chance to ask a primary source about musical innovations of the Beatles music. it taught us about the history

Our guest speaker, Geoff Emerick, was the author of the book we were assigned to read. He came and gave us some more information of his personal life and life working with the Beatles.

Learning outcomes has to do with learning in depth about the Beatles' career starting from their early days. This activity related perfectly because the speaker worked directly with the Beatles for a good portion of their career and was able to provide extensive knowledge on the subject.

It gave us insight on what it was like to work with the Beatles as well as information about their different albums, which we learn about throughout the course.

We are learning the history of the Beatles as well as learning and understanding the contributions that they have made to music. so having Geoff Emerick was a fascinating experience because we were able to learn from the man that contributed to the Beatles amazing career.

Mr. Emerick has a direct connection to the Beatles as the sound engineer on many landmark works. He offers firsthand knowledge and insight.

It gave us a first hand experience from a contributor and creator of our course content.

A first-hand explanation when the Beatles recorded the Revolver album.

Class is History of The Beatles... Guest speaker was the recording engineer for The Beatles. Geoff Emerick was a recording engineer for The Beatles, so he had a lot to say about the innovations and music.

It was a way to hear the stories of The Beatles first-hand through Geoff's speaking.

The activity relates because the person who came to talk to us worked with The Beatles. Geoff Emerick's visit relates to the learning outcomes because he is the author of the course textbook and was able to come in and speak about his personal experiences working and recording for the Beatles.

The speaker was directly involved with recording The Beatles.

I learned about the different methods the guest speaker had revolutionized in music. He explained in great detail what he did exactly with the Beatles & what methods he had done that changed music, art, & culture even today.

Geoff Emerick was one of the producers for the Beatles and was present and had a lot of input during the Beatles' active time as a band. He also wrote the textbook that we are reading in class.

Interest increased



Geoff Emerick was the lead recording engineer for The Beatles so he told us what it was like working with The Beatles

Since Geoff was the recording engineer on many Beatles' albums, he really knows the artistic elements that went into their sound.

The guest speaker was the author of our class textbook. He gave us insight on what wasn't necessarily provided by the book.

Statistic	Value
Total Responses	23

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

#	Answer		Response	%
1	1-5		0	0%
2	6-8		1	4%
3	9-10		22	96%
	Total		23	100%

Statistic	Value
Min Value	2
Max Value	3
Mean	2.96
Variance	0.04
Standard Deviation	0.21
Total Responses	23

5. What do you consider the strengths of this activity?

Text Response

Students get the opportunity of a lifetime it brings an experience you wouldn't get anywhere else

Talking to the man himself and getting a first hand account of what the Beatles were like in their prime

that it was a good learning experience and thought us from a different perspective

Being to talk to him in-person has a huge advantage and offers more introspection.

All of it. Wonderful amazing experience being able to hear and meet someone who worked alongside the Beatles.

We get information and stories from first hand experiences that Geoff Emerick had working with the Beatles.

1. Learned more about the limitations that producers and engineers had. 2. Learned the impact of beatlemania on music as whole.

The stories, the experience.

A fun experience and change from the regular mundane material

First-hand experience

Cool to meet someone with so much knowledge and insight on what the Beatles were like and how they worked, along with learning about the technical aspects of their recording time

Listening to this man's history and listening to him answer questions. And listening to music.

It was a unique idea for a class and very interesting.

Everything to me is considered strength.

The strengths of this activity were that we were able to ask Geoff Emerick any questions we had about his experiences and recording techniques while working with the Beatles. He had many stories which gave us an inside look at the Beatles and how they changed music history.

The insider perspective offered by the speaker and the opportunity to ask him questions.

Getting the information from the actual guy who did it. Being able to ask him questions directly & get a true response or rather more detailed response.

We were able to discuss with the writer of the writer of our textbook any questions we had about events that he described in the book. We were also able to ask specific questions about the Beatles that we might not have been able to obtain through personal research or discussion.

There is good insight on the Beatles life.

Having the opportunity to listen to Geoff Emerick

Geoff is the sound engineer of one of the world's most famous and successful albums, "Sgt. Pepper's Lonely Hearts Club" so his experience with the subject matter is unmatched.

As mentioned before, he provided information not provided in the book.

Statistic	Value
Total Responses	22

6. What were the weaknesses of the activity?

Text Response
Students don't get much of an interaction
none
nothing
Nothing I can name.
None.
The fact that we couldn't really hear him.
No weaknesses.
He joked about it, but he's getting up there in age and his memory isn't as good as it used to be.
There were more people there than are signed up for the class and I had to sit on the floor.
None
N/A
I couldn't hear him that well. I was in the back row so it was hard to hear him.
The class is very long and it got somewhat long for Geoff Emerick I think.
There were no weaknesses to the activity.
I didn't feel that there were an weaknesses, I enjoyed the entire experience.
None whatsoever, thats because the class is a three hours long, if it had been shorter i wouldve been disappointed.
I cannot recall any weaknesses with this activity.
Nope
none
NONE. This was a great opportunity for me to hear someone so influential in music.
There were a dew instances where I couldn't hear what he was saying.

Statistic	Value
Total Responses	21

7. Suggestions or comments for future activities?

Text Response
no
N/A
Please continue to fund these kind of activities for important guest speakers, it is a great experience.
Make the presenter audible to everyone in the room.
Perhaps host a night event at school so people who are not in our class can experience it as well.
None for this class.
Make sure there are enough chairs
It was great.
Maybe give Geoff Emerick a microphone or hold class in a bigger hall. It was FULL and a little hard to hear from the very back.
Give him a microphone so that people could hear him easier. Also, no food, as that distracted me when I was trying to listen to him.
Having more interesting people like this come visit would be exciting.
I suggestion we bring him again.
None.
I believe CI should always offer guest speakers that directly link to the content.
invite more guest speakers to more classes, I enjoyed having a guest speaker in this class and I think they would be helpful in future classes.
none
More speakers from the music industry.

Statistic	Value
Total Responses	17

8. Any other comments?

Text Response
no
I really enjoyed getting to chat with him a little bit and to hear what he had to say about recording the music we heard.
Thanks for funding this event.
N/A
I had fun.
So awesome. I love this class.
Interesting and constructive!
none
Thank you for an interesting afternoon.

Statistic	Value
Total Responses	9