



**INSTRUCTIONALLY
RELATED
ACTIVITIES**

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

Proposal # __0632__

Instructionally Related Activities Report Form

SPONSOR: PAUL MURPHY

PROGRAM: PERFORMING ARTS

ACTIVITY TITLE: BEATLES GUEST ARTIST SERIES

DATE (S) OF ACTIVITY: APRIL 1ST & APRIL 2ND

E-mail to the IRA Coordinator with supporting documentation at david.daniels@csuci.edu within 30 days of semesters end.

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 FORMER BEATLES ENGINEER GEOFF EMERICK.

(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 CLASS 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* WRITTEN BY GEOFF EMERICK SO HAVING THE AUTHOR OF OUR TEXT BOOK COME AND SPEAK TO THE CLASS IS DIRECTLY RELATED TO THE COURSE.

(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. 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 TWO OF THE THREE CLASSES WERE ONLY ONE HOUR AND FIFTEEN MINUTES LONG. 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?

UNFORTUNATELY, THERE WERE TECHNICAL DIFFICULTIES DURING ONE OF THE CLASS SESSIONS. THE COMPUTER IN DEL NORTE 1545 WAS NOT PLAYING STEREO RECORDINGS IN TRUE STEREO SO THERE WERE MISSING PARTS OF SONGS. ONCE WE PLAYED ALL THE RECORDINGS IN MONO THE SITUATION WAS RESOLVED.

(6) WHAT DID YOU LEARN FROM THE PROCESS?

I LEARNED THAT TECHNICAL DIFFICULTIES THAT ARE BEYOND YOUR CONTROL CAN REALLY HAVE A NEGATIVE IMPACT ON THE CLASS SESSION. I ALSO 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. SEE QUALTRICS SURVEY LINKS TO BE SUBMITTED SEPARATELY.

**APRIL 1ST VISIT APPROXIMATELY 35 STUDENTS AND SOME OF THEIR PARENTS ATTENDED.
APRIL 2ND VISIT-APPROXIMATELY 60 STUDENTS AND SOME OF THEIR PARENTS ATTENDED.**

8) GIVE A SUMMARY OF EXPENSES FOR THE ACTIVITY.

APRIL 1ST-\$1000 HONORARIUM FOR MR. EMERICK-ONE 3 HOUR CLASS WAS INCLUDED IN THIS VISIT.

APRIL 2ND-\$1250 HONORARIUM FOR MR. EMERICK-TWO 1 HOUR AND FIFTY MINUTE CLASS WERE INCLUDED IN THIS VISITED.

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](#)

ART/PAMU 231 The Beatles-Geoff Emerick in-class visit- 4/1/15 & 4/2/15

Statistic	Value
Total Responses	20

2. 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

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

Text Response

pamu 231? beatles
 Beatles History
 Beatles
 The beatles
 PAMU 231
 The History of Beatles, ART 231
 The Beatles
 beatles
 Beatles-02
 Beatles
 PAMU 231/ART 231-01 The Beatles: Music, Fashion, Culture
 Beatles
 The Beatles
 The Beatles
 Art 231-The Beatles
 PAMU 231
 PAMU 231
 The Beatles
 Beatles Class
 PMAU 231
 Beatles-01: 2152
 Art 231
 Art 231- History and Culture of The Beatles

Statistic	Value
Total Responses	23

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

Text Response

Sound engineer for the beatles

Our textbook is the one which Geoff wrote and a majority of what we are studying has to do with his life's work. His visit was an invaluable opportunity to our learning.

It gave a lot more insight to the to the feeling and atmosphere that you can not get form a book. I think it gave me better insight to the making of the music and a greater comprehension of how revolutionary the Sgt pepper album is

Listening to the guest speaker that used to be the sound engineer for the Beatles.

The senior engineer, Geoff Emerick came in and talked to the class

It offered information that can not be found in any textbook allowing us to better understand the innovations that changed the way that modern music is recorded.

We learned more about Beatles songs and the process of making them popular.

We are currently reading about Geoff Emerick's book in class, which having him come into the class and talk to us face to face, helped me become more familiar with what I am learning in class.

He worked directly with the Beatles, so since we are taking a Beatles appreciation class it definitely relative.

Meeting the man who recorded The Beatles, while reading the book he wrote about them, made an immense difference in my learning. I am more of hands-on type of learner, so meeting Geoff Emerick in person made the course information come alive quite literally. Being able to ask him questions and observing his reactions to hearing The Beatles' classics, after hearing them so many times, made me see that there was so much experimentation in their style of music that it made The Beatles trailblazers in the industry's production value and sound.

The guest speaker was a huge part of the Beatles career and it was a great part of the learning process to have Geoff Emerick in class.

Having the pleasure of Geoff Emerick coming out to CI was a outstanding. He gave insight and told stories in ways that the book or text could not do.

He told us about his experiences with the Beatles which helped broaden my knowledge on them It provided us more information and also talked more about the topic.

Our guest speaker, Geoff Emerick was essential to what The Beatles were. As their lead sound engineer from 1966-1969 - some would say their most influential albums were produced in this time period - he helped shape The Beatles and it was his ingenuity that spawned some of musics most radical sound discoveries.

Geoff Emerick was the music engineer of the Beatles, which we are studying in class.

This activity relates to my learning due to the fact that the guest speaker was the man that actually recorded The Beatles and the author of the book that was assigned in our class. He able to go into further depth of how The Beatles created certain albums and I was able to visualize the speaker's past experiences with his book.

We where able to personally meet Geoff Emerick who was the music engineer for the infamous and the Beatles. He was able to share his personal stories of his working experience with the Beatles as well as give us even more details of stuff we had already covered in class. Having him visit was a real privilege and helped me understand our class material with more depth. Having Geoof Emerick come to our class was hands down the best way to learn about the Beatles. Having someone come in who has worked for many years with the band was the best way to learn about them.

The speaker Geaff Emerick had worked directly with the Beatles and shared his experiences with the band in class. His famous works on several of the Beatles albums are an important part



of the class lessons.

He recorded The Beatles music!

The course I am taking is on the history and the culture of the band The Beatles. Geoff Emerick, their recording engineer was able to come in and talk to us about the recording of their music, which is a huge part of our class. This activity was extremely helpful in regards to the understanding of the course. We were able to get important, first hand information from a source who was there to witness the legendary band themselves in the making. I believe that i was able to understand the facts and information much better because it was coming directly from someone who was there to see it all happen.

Statistic	Value
Total Responses	23

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

#	Answer		Response	%
1	1-5		0	0%
2	6-8		2	9%
3	9-10		21	91%
	Total		23	100%

Statistic	Value
Min Value	2
Max Value	3
Mean	2.91
Variance	0.08
Standard Deviation	0.29
Total Responses	23

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

Text Response

The fact that we got to meet an icon and hear stories direct from the source

Speaking to Geoff and having the ability to ask questions regarding the material we are learning, since he has a first-hand account of it, was definitely a strength. He also brought along memorabilia from the events we have learned about, which was fascinating.

the information comes from someone who was there.

The amount of new information that Geoff was able to give us that there really isnt any other way of knowing

Gaining first hand experience of the Beatles

Getting to meet the Beatles HEAD engineer.

The majority of history is presented to students through secondary sources. Having a primary source, a member of the team that created some of the best albums in the history of popular music, is an invaluable experience for those that are interested in the truth. Secondary sources interpret, primary sources lived it.

Better for a better learning experience in class.

A strength is Geoff Emerick is an important person when it comes to the music of the Beatles. It made this class fun and exciting. It was amazing getting to know how he recorded one of the most iconic bands of all time.

He was super friendly and willing to talk about whatever you asked, as well as signing cds.

Being able to ask someone who worked with The Beatles first hand and hearing the famous stories about The Beatles through his eyes, made the content of the course jump off the page.

Professor Murphy was very prepared with questions when there was an awkward silence in the room which made Mr. Emerick's presentation flow in a consistent pace.

Talking to someone who was extremely close to the Beatles.

Speaking his personal belief on the situations that he was apart of.

We got to have an exclusive interview with the sound engineer behind the music of the beatles

Being able to hear what Mr.Emerick had to say about the Beatles.

His deep understanding of the subject and the people/art that we were studying.

The strengths were that we got to meet the music engineer of the Beatles, and he got talk about the different things he did about the music.

Able to understand The Beatles and visualize what happened in the past. It's easier to relate the text and songs with the actual person who recorded The Beatles.

The learning we do in these presentations helps a lot in understanding the lessons in class.

The personal stories about the Beatles Geoff told the class.

The speaker had real life experience that directly related to the topic of the class.

Being able to get an actual voice from the stories we hear in class and getting to know the inside scoop on things that happened back then.

There were many strengths of this activity, most importantly being the rare and incredible opportunity to get to speak to Geoff Emerick and hear first hand accounts of his experiences recording music with the most successful band in history, The Beatles.

Statistic	Value
Total Responses	23

7. What were the weaknesses of the activity?

Text Response

The only weakness was that I wish we had more time to ask him questions and hear him speak. His visit coincided with a lecture, but I would have liked having half an hour or so for him Just to speak on his own.

The class time was not long enough.

The technology in the room didnt work like it was suppose to making it either weird or hard to listen to the music

None

None

There should be more resources made available for the instructor to present the music as it should be heard. A better sound system, a larger venue and technical help if needed.

only gives us a little bit of time to interact with this guest.

The weakness was our professor still trying to give a lecture when in reality all we wanted to hear from was Geoff Emerick himself. Also that I only had an hour and fifth teen minute class, which was not enough time to get to know everything we wanted to know about Geoff's experience recording the Beatles.

He wasn't super talkative unless you asked him specific questions

None

none

There wasn't enough time in our class to keep talking more

That there was not enough time to discuss everything.

None

N/A

N/A

The limited time we have in class to ask questions and

nothing

Sometimes the classroom speakers were not working so it was difficult for the show videos and other material on the screen.

nothing

I don't think there were any weaknesses of this activity, I enjoyed the entire experience very much and thought that every aspect of it was helpful to my understanding of the course.

Statistic	Value
Total Responses	21

8. Suggestions or comments for future activities?

Text Response

This was a great activity and I hope it continued as long as this class is at CI!
 make Mr. Emerick visit another time out side of class with enough time too review all the material and not have to skip huge parts.
 the computer should work
 None
 None
 I would love to see this event become part of a series of events that brings producers, engineers, and musicians together to discuss music, film and art.
 we should have this guest more often because it gives a valuable experience to many students.
 Maybe make it a specific night event where people who are not taking the class can still come and listen in and to make it an equal time for all the students who are taking the class.
 Overall a good guest speaker
 If this presentation was after we read the book he wrote, then I think the students would have more questions for discussion.
 Have Emerick Return
 It was great!
 None
 N/A
 We should have more guest speakers for other classes and over all in campus information as well.
 N/A
 Do it again for future students!! its so awesome and helpful. It was a great experience.
 I believe that this activity should continue, because it was very educational and fun at the same time.

Statistic	Value
Total Responses	18

9. Any other comments?

Text Response

Thanks for allowing him to come speak!

the question about the overall rating could be done better, by putting all the numbers 1 through 10 down, and not clumping the in groups. because if some on wanted to rate a 4 how could they, because they have to click the 1-5. The likert skill is very ambiguous.

make the computers work

Great guest speaker to have.

None

A huge thank you to Dr. Paul Murphy for bringing his students an experienced that can only be had at CSUCI. His efforts do much to make the CSUCI Performing Arts department something special. It is his dedication and the dedication of other faculty members like him that will distinguish CSUCI from the rest of the CSU system schools. As CSUCI grows, I hope that administration does not forget that new buildings and faster computers are worth nothing without a dedicated faculty that knows what they are talking about and knows how to deliver it in a way that students will remember.

Absolutely great use of resources, I wish more guest speakers were as informed and energetic about their subject.

I really liked the presentation.

N/A

no

Statistic	Value
Total Responses	10