

Instructionally Related Activities Funds Request Spring 2020

▼ Submitter

Submitter Name

Denise Lugo

Submitter Email

Denise.Lugo@csuci.edu

▼ 1. Basic Details

Activity Title

"The West Coast East Side Sound Story" Exhibition and student related workshops/panels

Activity/Event Date

April 2-27, 2020

Date Funding Needed By

March 2020

Previously Funded?

☒ No

☐ Yes

Additional Proposers

Denise Lugo Art History Instructor, Liu, KuanFen Assistant Professor Performing Arts, Veronica Valdez Chicano Studies Instructor

Academic Program/Center/Organization Name

Art Program, Performing Arts, Chicano/a Studies Program, Spanish Language Program

Estimated total Course Fee revenue

N/A

Amount Requested from IRA

\$7,330.00

Estimated Number of Students Participating

500

▼ 2. Brief Activity Description

Describe the activity and its relationships to the educational objectives of the students' program or major

Brief Activity Description

In following and upholding CSUCI's Hispanic serving institution academic mission, the "West Coast Eastside" multicultural interdisciplinary and interactive exhibition (slated for April 2-27, 2020) scheduled to be held in Exhibition Hall #1320 and adjoining art walls at the Broome Library. This exhibition and related student workshops will focus on the university's four academic pillars "donde los estudiantes son el centro de la experiencia educativa, nuestros programas a nivel de pregrado y posgrado fomentan el aprendizaje integrado con enfoques disciplinarios e interdisciplinarios, ofreciendo experiencias educativas a través de servicio a la comunidad y graduando a estudiantes con perspectivas multiculturales e internacionales."

(<https://www.csuci.edu/provost/four-pillars.htm>) This exhibition, and student related workshops, are established on the foundation Mission-Based Learning Outcomes that are the foundation of the young East Los, Chicanx music history from the 1965-75 at Rampart Records (Chicanx Motown).

This exhibition and the six related student focused workshops are devoted to developing and strengthening the student's knowledge of the musical development of Latino/Chicanx youth culture and related Chicanx history in Southern California. Moreover, this exhibition will feature contemporary interactive audio music stations, in which students will experience the West Coast Eastside music via headphones and/or ear buds along with the historical displays of 45s-75s vinyl records, CDs, video clips from Dick Clark's American Band Stand TV show, and various related music video interviews. This tri-lingual (Spanish, English and Calo (Cholo/Homie vernacular/slang) exhibition is strategically built to reflect a Latino/Chicanx culture's "first voice".

The legendary Eddie Davis was the founder and producer of early East Los sound with his Rampart Records production company. The two featured musical Chicanx/Latinx music scholars are Hector Gonzales (the heir to the Eddie Davis Recording and Publishing Estate as of 1994) and Jimmy Velarde, the President of Rampart Latino/Chicanx Records, (with over thirty-five years' production experience). Mr. Velarde has 28 Emmy nominations, including 12 Emmy awards for his CBS Television Network production work. Mr. Velarde is the Rampart Record president and will present three individual screening of his documentary film entitled "West Coast East Side Sound - The Eddie Davis Story". Following the screening, Mr. Velarde will facilitate these "one on one" workshops/panel discussion and student dialog. In these panel discussions, participants will be addressing the critical cultural musical sound fusion of the traditional Mexican Mariachi, Rancheras and Latino Salsa musical stories that are often incorporated within a bilingual (Spanish and English language) context in East Los Chicanx music. That fusion continues to resonate across generations, and within subgenres of contemporary music sounds within today's American and international music.

The interdisciplinary exhibition will historically contextualize the creation of the East Los sound within the Chicanx Movement, Viet Nam War, and Cesar Chavez's 1965-1975 United Farm Workers' famous strikes, boycotts, campaigns. The Chicanx "El Movimiento" photojournalism and art photography was done by well-known Chicanx Oscar Castillo's historically documented "West Coast East Side Sound" collection. His emotionally charged frozen in time first voice imagery of young Chicanx musicians, Brown Berets, political activists, all of which document 1965-75, anti Viet Nam war era. Students will have a hands-on experience by reading some of the exhibition's 1960-1970's digital hard copies created of the Con Safos Magazine (from our CSUCI, Archives Collection on-line found at <http://repository.library.csuci.edu/handle/10139/2521>). The well-known artist Jose Antonio Aguirre will provide his contemporary painted portraits of the early East Los, Chicanx musicians.

Please provide a list of administrative support work needed to fulfill the goals of the proposal. Indicate the estimated time of year and amount of time needed for each work item to the best of your ability:

Administrative Time

Spring Semester of 2020. 100 hours needed collectively.

▼ 3. Learning Outcomes and Relation of IRA to Course Offerings

All IRAs must be integrally related to the formal instructional offerings of the University and must be associated with scheduled credit courses.

1. Please list all classes that directly relate to the proposed activity.
2. For each class listed, describe in detail how exactly the IRA activity will be integrated with the class's activities, how often/ on what expected date(s), and to what extent

Learning Outcomes and Relation of IRA to Course Offerings

This exhibition and workshop will provide the students with a unique cross-cultural, inter-disciplinary General Education learning experience that focuses on a socio-historically contextualized approach to a specific Chicanx focused genre of Performance Arts, Art History, Studio Arts, History, Chicana/o Studies, and Spanish Language Programs. The goal of this interdisciplinary and cross-cultural collaboration is for students to enhance their understanding of the function of Chicanx/Latinx musical storytelling and its importance to American Performing Arts and music history overall.

The interactive programs are designed to provide students with meaningful, common core educational outcomes. Students will investigate how the elements of art and design, from concept to composition uncover the wide range of stories communicated through this particular musical genre. The exhibit programming is meant to be a core foundational repository of knowledge on this particular topic, equivalent to an interactive three-dimensional textbook.

While students in the arts and humanities learn core fundamentals of scholarship relating to Latinx/Chicanx culture such as art, harmony, rhythm, dynamic expression, and contextually relevant history, this program will build on those educational goals, by supplementing them with living historical figures, who will speak to students directly on these topics in addition to historic items to illustrate the relevance and importance to this medium and cultural history in a tangential way. Students will study human experience, specifically the Latinx/Chicanx experience, as well as how to communicate and analyze historical interpretations and ideas, bringing these fields together to explore the complexity of human expression will offer students an interdisciplinary perspective that will deepen their understandings of the American immigrant experience specific to this community and abilities in both in ways called for in CI GE Outcomes.

- Serving CI's GE Outcomes, students will be better able to:
- 6.1 Convey how issues relevant to social, cultural, political, contemporary/historical, economic, educational, or psychological realities interact with each other.
 - 6.2 Discuss how social sciences conceive and study human
 - 6.3 Use social science methods to explain or predict individual and collective human behavior.
 - 7.1 Integrate content, ideas, and approaches from various cultural perspectives.
 - 7.2 Integrate content, ideas, and approaches from various disciplinary perspectives.

This interdisciplinary and multicultural project will also benefit directly the following courses:

1. Veronica Valdez (Social Sciences)
(2 sections) of Chicana/o Studies 100 (CHS 100).

CHS 100 Here are the SLO's:

- Evaluate the roots of Chicanx culture: Native Mexican and European elements.
- Identify important political, economic, social and historical movements, which have affected Chicanx society.
- Define concepts of traditional and contemporary Chicanx family values.
- Describe existing Chicanx traditions in the arts.
- Develop critical thinking and analytical skills.

2. Acela Barron Camacho

| | | |
|---------|-----|----------------------------------|
| Spanish | 211 | Spanish For Heritage Speakers 1 |
| Spanish | 212 | Spanish For Heritage Speakers II |
| Spanish | 212 | Spanish For Heritage Speakers II |

Students learn the language through culture and history of Latin America and the Spanish speaking population in the USA.

- 3.Nicholas Centino
CHS 160:

- 1.Familiarize students with Chicana and Latino culture as it has and continues to evolve in the United States
2. Introduce students of theories of cultural analysis as applied in Chicana/o Studies

3. Recognize the impact and indispensability of Latina/o cultural texts and practices in the broader US American cultural experience
 4. Assess the impact of Chicano and Latino historical and Contemporary cultural representations in US films and television Productions.
 5. Improve communication and collaboration skills working with peers
 6. Demonstrate critical and analytical thinking skills in their writing "integrating the theories" methods" and or conceptual models
 7. Connect "theories" methods and or conceptual models with examples and insight from their own experiences and knowledge of Latinos growing up in a diverse society.
4. Liu, KuanFen Assistant Professor, Performing Arts
PAMU 337 Music in History Class
Music in its historical context, with special emphasis on the role of music in culture.
5. Anette Kubitz, Art History Instructor, Art Program
Art 332 Multicultural Art Movement
An exploration into the arts and crafts originating in African, Asian, Latin American, Middle Eastern and Native American cultures. Emphasis is on the understanding of traditions and historical contexts, as well as the exploration of indigenous methods and aesthetics.

▼ 4. Activity Assessment

Describe the assessment process and measures that the program will use to determine if it has attained its educational goals.
Please note that a report will be due at the end of the semester.

Description of Assessment Process

An online qualtrics survey will be created for students to assess their experience of this project.
The students will give feedback on the related workshops, the exhibit, the movie shown and give their feedback on the discussion panel following the movie and the presenters depending on which one of these presentations they are able to attend or interact with.

Students will also express the value of this interdisciplinary project by writing a personal response paper at the conclusion of the semester in their respective classes.
Students will receive credit for their participation in the courses.

For all students, the true measure of success of the project is their enjoyment of the empowering interdisciplinary learning experience of combining Chicanx/Latinx music and history and its relevance to today's American music.

Sign-in sheets showing student participation will be provided along with the qualtrics evaluations.

▼ 5. Activity Budget

Please enclose a complete detailed budget of the entire activity. Indicate specific items that you are requesting IRA to fund.

You should use either the Regular Activity budget (for events on campus) or -- if your event involves any travel-- you **MUST** use the IRA Travel Budget Form.

You can download both of the IRA Excel Budget sheets at <http://www.csuci.edu/ira/application.htm>.

Activity Budget

[ira-regular-budget-form.xlsx](#)

▼ 6. International Trips

If your event is an international trip submitted through the Center for International Affairs, you must include copies of:

1. Complete Center for International Affairs/ UNIV 392 proposal
2. The program budget as submitted to the Center for International Affairs (to ensure congruency between the two budgets)
3. as well as a copy of the course syllabus

Center for International Affairs Budget

Copy of Center for International Affairs Proposal

Course Syllabus

Certification

☐ I certify that students attending this trip are not previous or repeat attendees of a prior International UNIV 392 Trip

▼ **7. Sources of Activity Support**

Please list the other sources of funding (including course fees), and exact expected amounts of additional support for the activity. Please indicate if there are no other sources of funding

Other Sources of Funding

Dr. Richard Yao, Vice President for Student Affairs, \$2,500.00 is a partner in this Exhibition and related student programs.

▼ **8. Promoting Participation**

What is your intended audience and how do you intend to market this to your students?

What is your intended audience and how do you intend to market this to your students? * 250 words max
We will post it to canvas, on the syllabus as a required activity in the students' respective classes. In addition, we will work with Kim Gregory, at university PR, and Celina Zacarias at the President's office, as well as Dr. Yao at Student Services, to further promote the event.

If this is an event that is off campus, how do you plan to bring back the benefit of this event to campus?

N/A

▼ **9. Approval and Acknowledgement**

Program Chair/Director

King, Lizabeth

Dean

Wyels, Cynthia (Arts & Sciences)

Program Chairs and Deans may inform proposer of any staffing capacity needs or limitations (optional comments below):

Conditions and Considerations

- ☒ **Artist/Performer/Speaker Fees & Honoraria:** On the Activity Budget, please indicate whether the vendor's price was set by you/CI Representative, or is a fee that was set by the vendor.
- ☐ **Large Event:** For a large event, consultation with the campus Event Coordinator's office at (805)437-8548 is required.
- ☐ **Field Trip:** Sponsor must comply with all policies found at: <http://www.csuci.edu/rm/programs/academic-field-trip-guidelines-and-forms.htm>. If approved, Identified Risks of Participation and Release Agreement must be submitted for each student to the Program Office (Public Folders-HR Forms).
- ☐ **Involves Human Subject Data Collection for Public Dissemination -Requires IRB Approval :** If Project Sponsor proposes to conduct research with human participants, the proposal may be subject to Institutional Review Board for the Protection of Human Subjects (IRB) review. All research that involves any type of interaction with human subjects - from simple surveys to complex biomedical procedures - must be reviewed and approved by the IRB prior to starting the research. Data for "Public Dissemination" indicates interviews/surveys that result in a journal/poster session/newsletter, etc.
- ☒ **IT Requirements:** If your activity has IT requirements, coordination with and approval from IT Administration is required.
- ☐ **International Travel:** Requires International Travel application be submitted to Center for International Affairs. Include copy of CIA budget and course syllabus in your IRA application. Must utilize the University's Foreign Travel Insurance Program (FTIP) and follow all International Travel Guidelines listed at: <http://www.csuci.edu/rm/insurance/foreign-travel.htm>
- ☒ **Risk Management Consultation:** Events that involve or engage students directly with a performer or artist (i.e. in a workshop or other than as a passive audience member) will require consultation with Risk Management. Requires proof of correspondence with Risk Management.
- ☒ **Space/Facilities Services Requirements:** Consultation and coordination with Facilities Services is required.

Acknowledgement

- ☒ I acknowledge that I have reviewed and accepted the Conditions and Considerations herein. Please check off boxes as appropriate. Please note that late applications will not be reviewed by the committee.

▼ Chair Review

Recommendation

- ☐ I recommend approval of the IRA Funds Request described on this page
- ☐ I DO NOT recommend approval of the IRA Funds Request described on this page

Comments



▼ Dean Review

Recommendation

- ☐ I recommend approval of the IRA Funds Request described on this page
- ☐ I DO NOT recommend approval of the IRA Funds Request described on this page

Comments



