

<http://www.csuci.edu/ira/index.htm>

Application
Instructionally Related Activities Funds Request
2012-2013 Academic Year
DEADLINE: Fall and Academic Year 3/31/12
Spring 2013 deadline is 10/31/12

Applications must first be sent to the appropriate program chair. Chairs will then recommend and route them to the Dean's Office for review and authorization. The Dean's Office will then forward them to the IRA Committee for consideration.

Activity Title:

Project Sponsor/Staff (Name/Phone): **Beatles Guest Lecturers**

Activity/Event Date(s): **10/5, 11/28, 2/14, 4/28**

Date Funding Needed By: **9/2012**

***Please Note that for Fall Requests the earliest that you will be notified of funding availability will be early June 2011 and for Spring Requests early January 2012.*

Please check if any of the following apply to your IRA:

- | | |
|---|---|
| <input type="checkbox"/> Equipment Purchase | <input type="checkbox"/> Field Trip |
| <input checked="" type="checkbox"/> Event | <input type="checkbox"/> Participant data collection for public dissemination, i.e. interviews/surveys that result is a journal/poster session/newsletter |
| <input type="checkbox"/> IT Requirements | <input type="checkbox"/> Risk Management Consultation |
| <input type="checkbox"/> International Travel | <input type="checkbox"/> Late Submission |
| <input type="checkbox"/> Space/OPC Requirements | |
| <input type="checkbox"/> Infrastructure/Remodel | |
| <input type="checkbox"/> Other _____ | |

Previously Funded: YES NO Yes, Request # **_765-00053** _____

Does your proposal require IRB (Institutional Review Board) approval: Yes
 No

Assessment submitted for previously Funded Activity: YES NO

Academic Program or Center Name and Budget Code: **PA-731**

Date of Submission: **3/29/2012**

Amount Requested: (Should match item 2. E. on page 4) **\$3500**

Estimated Number of Students Participating: **400-500**

Application Instructionally Related Activities

Funds Request 2012-2013 Academic Year

Conditions and Considerations

Equipment Purchase-If requesting large equipment, Project Sponsor must show proof of correspondence with OPC Administration. In addition, all other purchases must follow Procurement Guidelines.

Events-For a large event, consultation with the events coordinator is recommended.

Participant Data Collection for Public Dissemination-If Project Sponsor proposes to conduct research with human participants then it may be subject to IRB (Institutional Review Board for the Protection of Human Subjects) review. It is the Project Sponsor's responsibility to inquire with the IRB **prior** to IRA application submission to determine if the project is exempt from IRB review so that funding is not delayed. Please indicate on the cover page if your project is exempt from IRB review.

Field Trip-If approved, Identified Risks of Participation and Release Agreement must be submitted for each student to the Program Office (Public Folders-HR Forms).

IT Requirements-Requires proof of correspondence and approval from IT Administration

International Travel-Requires International Travel application be submitted to Center for International Affairs.

Risk Management Consultation-Requires proof of correspondence with Risk Management.

Space/OPC Requirements, Infrastructure/Remodel-Requires proof of correspondence with OPC Administration .

Late Submission - Requires explanation for emergency funding.

Fiscal Management: Project Sponsor's program will be responsible for all costs incurred over and above what is funded through the IRA award and will be responsible for seeing that any revenue that is intended to offset the amount of the IRA award is transferred accordingly.

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Requirements and Signatures

Please provide the following in your application:

1. **Brief Activity Description.** Describe the activity and its relationship to the educational objectives of the students' program or major.

This an IRA request for the brand new ART/PAMU 231 course the Beatles: Music, Fashion & Culture course. I plan to bring in two guest lecturers per semester. This past year I brought two-time Grammy award winning Guitarist and former member of Paul McCartney and Wings, Laurence Juber. Mr. Juber's performance, lecture and question and answer about his time as guitarist with Paul McCartney proved to be an invaluable experience for the class. The student feedback from this event was incredible. I would also like to bring in a second guest speaker. I am currently trying to get in contact with the Beatles longtime engineer Geoff Emerick who lives in Los Angeles. These events would be open to the entire campus.

2. **Relation to 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. Please list all classes that relate to the program proposed.

These events would be specifically related to the ART/PAMU 231 the Beatles: Music, Fashion and Culture course but would be open to the entire campus. The guest lecturer aspect will be held in a classroom but will be announced to all CI students. Some of the many courses that would benefit from these events are:

PA 202 Integrating Dance, Music and Theatre
PA 335 Business and the Performing Arts
PAMU 231 The Beatles: Music, Fashion and Art
PAMU 261 Music Theory
PAMU 330 Jazz In America
PAMU 385 Audio Design and Recording
PAMU 435 The Music Museum
PAMU 202 Group Guitar Lessons
PAMU 307 University Chorus
PAMU 200 History of Rock
PA 499 Performing Arts Capstone
ART 105 Drawing and Composition

ART 106 Color and Design
ART 108 Visual Technologies
ART 203 Illustration
ART 204 Graphic Design
ART 205 Multimedia
ART 209 Photography

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

The students in the class would be required to write a short review/summary of the concert event and what they learned, how the concert was related and beneficial to the class and something new they learned about the Beatles music. A voluntary questionnaire would be distributed to concert-goers asking their opinions and benefits of having such a campus-wide event.

4. **Activity Budget.** Please enclose a complete detailed budget of the entire Activity **bold** specific items of requested IRA funding. (Page 4)

The Guest Lecturers would be played approximately \$750 for each appearance for a total of \$3000 for four visits throughout the academic year. An additional \$100 is requested for parking, signage, advertising, and unexpected overage costs.

5. **Sources of Activity Support.** Please list the other sources of funding, and additional support for the activity.

There are no other sources of funding. The additional support for this activity includes Provost Dawn Newman, Associate Provost Renny Christopher, AVP Karen Carey, Chair of the Performing Arts Department Jack Reilly and support from other Performing Arts and CI faculty members, students and staff.

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2. **Relation to 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. Please list all classes that relate to the program proposed.
3. **Activity Assessment.** Describe the assessment process and measures that the program will use to determine if it has attained its educational goals. **Please note a report will be due at the end of the semester.**
4. **Activity Budget.** Please enclose a complete detailed budget of the entire Activity **bold** specific items of requested IRA funding. (Page 4)
5. **Sources of Activity Support.** Please list the other sources of funding, and additional support for the activity.
7. **Acknowledgment.** Project Sponsor and Program Chair acknowledge that they have reviewed and accepted the Conditions and Considerations detailed on page 2.

Signatures and Dates

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P
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Ac

Paul Murphy

3/28/12

Date

Jack Reilly

3-28-12

Date

Karen Carey

3/28/12

Date

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ACTIVITY BUDGET FOR **2012-2013**

1. Operating Expense Budget

A. Supplies	<u>\$200 for on campus sign postings</u>
B. Vendor Printing	<u>\$250 local advertisements</u>
C. In-State Travel	<u>\$50 parking permits and signs</u>
D. Out-of-State Travel	_____
E. Equipment Rental	_____
F. Equipment Purchase	_____
G. Contracts/Independent Contractors	<u>\$3000 four Guest lecturers</u>
H. Honorarium	_____
I. OPC Chargeback	_____
J. Copier Chargeback	_____
K. Other (Please Specify)	_____
 TOTAL Expenses	 <u>\$3500</u>

2. Revenue

A. Course Fees	_____
B. Ticket Sales	_____
C. Out of Pocket Student Fees (exclusive of course fees)	_____
D. Additional Sources of funding (Please specify And indicate source)	_____
 Total Revenue	 _____

E. Total Requested from IRA

\$4000

Instructional Related Activities
Report Form

SPONSOR	DEPARTMENT
Dr. Paul R. Murphy	Performing Arts
ACTIVITY TITLE	DATE (S) OF ACTIVITY
World Music ^{Beatles} Guest Lecture Series	November 24, 2011

PLEASE EXPLAIN (1) DESCRIPTION OF ACTIVITY; (2) HOW DID THE ACTIVITY RELATE TO A COURSE(S); AND (3) WHAT YOU LEARNED FROM THE PROCESS.

- 1. BEATLES GUEST ARTIST SERIES FOR PAMU/ART 231 BEATLES: MUSIC, FASHION AND CULTURE COURSE.**
- 2. THE STUDENTS ARE TREATED TO AN IN-CLASS MUSICAL PERFORMANCE/LECTURE AND ARE REQUIRED TO WRITE A CRITICAL REVIEW OF THE PERFORMANCE. THIS IRA EVENT ALLOWS THE STUDENTS TO WITNESS MUSICAL PERFORMANCE AND LECTURE IN THEIR OWN CLASSROOM BEFORE THEIR REQUIRED BEATLES TRIBUTE CONCERT AND ASK QUESTIONS REGARDING THE PERFORMANCE. NOT ONLY DO THEY LEARN ABOUT THE MUSIC OF WHAT MOST PEOPLE CONSIDER THE MOST IMPORTANT AND INFLUENTIAL POPULAR MUSIC GROUP IN HISTORY BUT THEY GET TREATED TO A PERFORMANCE/LECTURE BY SOMEONE WHO WORKED WITH MEMBERS OF THE BEATLES.**
- 3. WHAT I HAVE LEARNED IS THAT THE STUDENTS ABSOLUTELY LOVED THIS INFORMAL LECTURE/CONCERT. WE GET MANY STUDENTS, FACULTY AND STAFF FROM OUTSIDE THE CLASS WHO ALSO ATTEND. THE STUDENTS IN THE COURSE REMARKED IN THEIR COMMENTS THAT THESE IN-CLASS PERFORMANCES ARE THE BEST AND MOST USEFUL CLASSES OF THE ENTIRE SEMESTER.**

CI Hosts Free Concert by Acclaimed Beatles Tribute Band

Paperback Writer performance highlights new CI course on the Beatles

CSU Channel Islands (CI) invites the public to experience one of the nation's leading Beatles tribute bands during a free outdoor concert, Thursday, April 19, from 7 to 9 p.m., in front of the Broome Library on the CI campus.

Paperback Writer, critically acclaimed as one of the country's most authentic Beatles tribute bands, will take the audience on a trip through the musical years of the world's most successful and popular rock group of all time.

The concert is being held as part of a new course, The Beatles: Music, Fashion and Culture, offered jointly by CI's Performing Arts and Art Departments. The course explores the music, fashion, films and cultural impact of the most influential band in the history of popular music. It also examines how the Beatles both affected and reflected popular music, society and culture from the 1960s to present day.

The concert exposes the students to an authentic Beatles tribute band experience and also enables them to complete a review of the act as part of a class assignment.

"As students learn about the Beatles, they learn about the history and culture of the 1960s," said Dr. Paul Murphy, Lecturer in the Music Department, who developed the course for CI. "The course exposes students to the evolution and social significance of the music of the Beatles and gives them a greater appreciation for the group's many innovations and their impact on pop culture worldwide."

First offered in the fall semester, the course became so popular that CI created two sections for spring. With 80 students currently enrolled, there's a wait list for future semesters.

"It is a class that no one will regret taking, simply because of how much fun it is," said Laura Pederson, a senior liberal studies major. "It's not everyday you get to listen to the Beatles songs that have influenced and inspired so many. Dr. Murphy provides great insight into the band through Beatles archive footage that features live performances and interviews."

In addition to attending twice-weekly lectures, taking exams and writing reports, students in the class have the opportunity to hear directly from special guest artists who worked with the Beatles. During an upcoming class on Thursday, April 5, Laurence Juber, a Grammy award-winning guitarist who toured with Paul McCartney, will perform and speak to the students.

"We are truly lucky to have this course offered at CI," said Ana Flores-Sierra, a senior nursing student. "The course not only covers each album and song, but also society's reactions to their music and the influence that many songs and albums had on later music."

"The Beatles have contributed more to our culture and society than we really can possibly grasp," Pedersen said. "Their music brought people together, young and old. Beatlemania swept America in 1964 and, in reality, it never left."

The Beatles Guest Lecture Series is an IRA-sponsored event for the new PAMU/ART 231 Beatles course. Once a semester we will feature a Guest Lecturer who had an association with the Beatles themselves or the post-Beatles solo careers of the members. The Guest Lecturer/Artist will perform and/or discuss with our students their experience of working with the members of the Beatles.

Two-time Grammy award winning guitarist Laurence Juber will be featured in a Performance/Lecture on Thursday, April 5th from 10:30-11:45am and 3-4:15pm in Malibu 140. After graduating London University, Mr. Juber's first recording session was with Beatles producer, George Martin. After giving up a lucrative career as a London session guitarist, Laurence joined Paul McCartney and Wings from 1979 to 1981 and is featured on the band's *Back to the Egg* album. The track "Rockestra Theme" featuring Juber on guitar, won the Best Rock Instrumental Grammy that year. Since moving to Los Angeles, Mr. Juber has been very active as a studio guitarist and has performed on hundreds of TV and film scores including Happy Days, Family ties, The Secret Life of the American Teenager, the James Bond film, The Spy Who loved Me and the Academy award winning Good Will Hunting. Laurence has a very successful solo career and was voted "Guitarist of the Year" by readers of *Fingerstyle Guitar* magazine and his critically acclaimed album *LJ plays the Beatles* was voted one of the Top-Ten all time guitar albums by *Acoustic Guitar* magazine. Please join us for this extraordinary event.