

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

**Application**  
**Instructionally Related Activities Funds Request**  
**2013-2014 Academic Year**

**DEADLINES: Applications Submitted to AVP**  
**Academic Year 2013-2014 deadline is 3/1/13**

**Activity Title: Beatles Guest Artist Series**

Project Sponsor/Staff (Paul Murphy/310-804-3581)

Activity/Event Dates (projected): **10/13, 12/1, 2/5, 4/28**

Date Funding Needed By: **9/2013**

*\*\*Please Note that for Fall Requests the earliest that you will be notified of funding availability will be early June 2013 and for Spring Requests early January 2014.*

Previously Funded:  YES  NO Academic years 2011-2012, 2012-2013  
 Request # \_ **415, 478, 532** REPORT ON WEBSITE

Report submitted for previously Funded Activity:  YES  NO

Academic Program or Center Name: **Performing Arts (Music) PA-731**

Date of Submission: **3/1/2013**

Estimated total Course Fee revenue: Not sure

Amount Requested: (Should match item 2. E. on page 5) **\$4850**

Estimated Number of Students Participating: **350-500**

## Conditions and Considerations

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

**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 themselves.

**Large Event**- For a large event, consultation with the campus Event Coordinator's office at (805)437-8548 is required.

**Equipment Purchase**- If requesting large equipment purchase -over \$200, or will be a fixture installed on campus- Project Sponsor must show proof of correspondence with OPC Administration. In addition, all other purchases must follow Procurement Guidelines.

**Field Trip**- Sponsor must comply with all policies found at <http://www.csuci.edu/hr/AcademicFieldTripGuidelinesandForms.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.

**Exempt from IRB Approval** -If your project is exempt from IRB review, include copies of correspondence with IRB Board. 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.

**IT Requirements**- If your activity has IT requirements, your application requires proof of correspondence and approval from IT Administration.

**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.

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

**Late Submission** - Requires explanation for emergency funding.

**Other** -

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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 is an IRA request for the new ART/PAMU 231 course the Beatles: Music, Fashion & Culture course. This semester we plan on hosting Beatles Engineer Geoff Emerick who was the senior engineer with the Beatles from 1966-1970. Mr. Emerick engineered the albums *Revolver*, *Sgt. Pepper's Lonely Hearts Club Band*, *Magical Mystery Tour*, *The White album* and *Abbey Road* albums. We also plan also having Laurence Juber who recorded and toured with Paul McCartney and Wings. Mr. Juber will be performing and speaking to my Beatles classes and doing a performance master class for the new CI University Orchestra course that I will teach. Students will be performing for Mr. Juber and he will be mentoring the students using his professional experience as his guide. Bringing in such high caliber artists who commute from Los Angeles requires money to pay for the event and this I why am requesting \$4500 dollars from IRA to ensure educationally enriching multicultural musical events like this will continue to benefit our students at CI.

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. Learning Outcomes:

Upon completion of the course, the student will be able to:

- Discuss the importance of diverse musical influences on the Beatles music
- Write about the different styles and periods of the Beatles
- Describe how the Beatles' music influenced popular culture of the 1960's
- Distinguish specific songs, styles, and periods of the Beatles musical output
- Discuss the evolution of rock and popular music as influenced by the Beatles
- Differentiate and compare the songwriting styles of the various members
- Demonstrate the lasting influence of the Beatles from a musical and social standpoint

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 a report will be due at the end of the semester.**

The students in the class will 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 questionnaire will be distributed to concert-goers asking their opinions and benefits of having such a campus-wide event.

5. **Activity Budget.** Please enclose a complete detailed budget of the entire Activity **bold** specific items of requested IRA funding. (Page 6)

6. **International Trips:** NA

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

There are no other sources of funding.

8. **Audience/Marketing/Promotions:** The target audience is the students in the ART/PAMU 231 The Beatles: Music, Fashion and Culture classes as well as other CI students, faculty, staff and members of the local community. The events will be advertised to students via Flyers, Posters, the library TV's, on the the CI homepage, the Performing Arts home page and using social media, like the PA facebook page and twitter accounts.

9. **Sustainability:**

The event will be announced via social media like facebook and twitter as well as on TV's in the library and student housing.

10: **Images:** I currently do not have any images available but will to take pictures to document the events for all future IRA proposals. The student report forms and student comments also demonstrate the levels of students served.

11. **Acknowledgement:** The project sponsor and Program Chair that they have reviewed and accepted the Conditions and Considerations herein.

# IRA Activity Budget



Activity Title: *Beatles Guest Artist Series*

Name of Sponsor: *Paul Murphy*

| Account                                   | Operating Expenses                                    | Amount  | Comments/Notes |
|---|---|---------|----------------|
| <b>A. Artist/ Performer/Speaker</b>       |   |         |                |
| 601801                                    | Special Consultants (existing CI employee)            |         |                |
| 613801                                    | Professional Svcs/ Speaker Fees (Price set by vendor) |         |                |
| 613802                                    | Honoraria (Price set by CI)                           | \$ 4500 |                |
| 613001                                    | Other consultants/ staff                              |         |                |
|   | Other   |         |                |
|   | <b>Artist/Performer/Speaker/Consultant TOTALS</b>     | \$ 4500 |                |
| <b>B.. Supplies &amp; Services- Other</b> |   |         |                |
| 660831                                    | Copier Chargeback                                     |         |                |
| 660002                                    | Printing (Not Promotional)                            | \$ 100  |                |
| 660833                                    | Promotional Items                                     |         |                |
| 660017                                    | Publications  |         |                |
| 660890                                    | Registration- Conferences & Meetings                  |         |                |
| 660009                                    | Workshops with a Training Component                   |         |                |
|   | Equipment Rental or Purchase                          |         |                |
| 660090                                    | Event Signage (wayfinding on day of event)            | \$ 100  |                |
| 660835                                    | Event or Parking-related Staffing                     |         |                |
| 660003                                    | Supplies & Services- Other                            |         |                |
| 660003                                    | Supplies & Services- Other                            |         |                |
|   | <b>E. Other (please specify)</b>                      |         |                |
|   | <b>Supplies &amp; Services- Other TOTALS</b>          | \$ 200  |                |
| <b>TOTAL EXPENSES</b>                     |   | 0       |                |

|                                    | 2. Revenue                       | Amount | Comments/Notes |
|------------------------------------|----------------------------------|--------|----------------|
|                                    | A. Course Fees                   |        |                |
|                                    | B. Ticket Sales                  |        |                |
|                                    | C. Additional Sources of Funding |        |                |
| <b>TOTAL REVENUE</b>               |                                  | 0      |                |
| <b>E. TOTAL REQUESTED FROM IRA</b> |                                  | 0      |                |

### Other Expenses

|        |  |       |  |
|--------|--|-------|--|
| 660832 | OPC Chargebacks & Facility Use Fees                                    |       |  |
|        | Other  |       |  |
|        | Parking (please describe) <i>covered all parking for guest artists</i> | \$ 50 |  |



INSTRUCTIONALLY  
RELATED  
ACTIVITIES

660017 Advertising & Promotions

\$ 100

**TOTAL OF OTHER EXPENSES**

~~\$ 150~~

\$ 150

Total Amount Requested: \$ 4,850