



Instructionally Related Activities Funds Request Fall 2015

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IRA Funds Request for Beatles Guest Artist Series

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Instructionally Related Activities Funds Request Summary

Project Sponsor	Paul Murphy
Activity Title	Beatles Guest Artist Series
Activity/Event Date	Nov. 12, 13, Apr. 2, 3
Date Funding Needed By	Aug. 2015
Previously Funded?	Yes
Semester/Year	Fall 2014, Spring 2015
Proposal #	567
Report submitted for previously Funded Activity?	Yes
Report submitted for previously Funded Activity	CIIRAreportformEmerickSpring14.docx
Additional Report #1	CIIRAreportformEmerickFall14.docx
Additional Report #2	CIGeoffEmerickVStararticle.pdf
Additional Report #3	beatlesgeoffemerickljphotolinks.docx
Additional Proposers	—
Academic Program(s) / Center Name(s)	Performing Arts
Estimated total Course Fee revenue	N/A
Amount Requested from IRA	\$4750
Estimated Number of Students Participating	250-300
Conditions and Considerations	Artist/Performer/Speaker Fees & Honoraria
Brief Activity Description	<p>This is an IRA request for the ART/PAMJ 231 course the Beatles: Music, Fashion & Culture course. This academic year I plan on again having as a guest Beatles Engineer Geoff Emerick, who was the senior engineer with the Beatles from 1966-1970. Mr. Emerick engineered the landmark albums Revolver, Sgt. Pepper's Lonely Hearts Club Band, Magical Mystery Tour, The White album and Abbey Road albums. Four of these five albums were voted in the top fourteen in Rolling Stone magazines 500 Greatest Albums of All Time. Mr. Emerick has earned four GRAMMY awards and is considered one of the great engineers in popular music history. Bringing in such high caliber artists who commute from Los Angeles requires money to pay for the event and this I why am requesting \$4750 in honorarium from IRA to ensure educationally enriching multicultural musical events like this will continue to benefit our students at CI.</p>
Learning Outcomes and Relation to IRA to Course Offerings	<p>3. Learning Outcomes for ART/PAMJ 231-The Beatles: Music, Fashion and Culture Upon completion of the course, the student will be able to:</p> <ul style="list-style-type: none"> • 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 <p>Other classes that would benefit from these IRA events: PA335 Business and the Performing Arts PAMJ 261 Music Theory PAMJ 330 Jazz In America PAMJ 385 Audio Design and Recording</p>

	PAMJ 435 The Music Museum PAMJ 202 Group Guitar Lessons PAMJ 307 University Chorus PAMJ 308 Contemporary Music Ensemble PAMJ 200 History of Rock PAMJ 332 World music
Description of Assessment Process	All the students in the Beatles class will be required to write a short 1-2 review/summary of each IRA event as part of their overall grade for the course. They will be asked to discuss in writing what they learned, how the event was related and beneficial to the class in detail, and something new they learned about the Beatles music from the event. An online qualtrics survey questionnaire will also be required for students to fill out and available to all IRA event goers asking their opinions and benefits of having these multicultural campus-wide events.
Activity Budget	CIIRA budgets spreadsheets spring 151.xlsx
CIA Budget	—
CIA Proposal	—
Course Syllabus	—
CIA Certification	—
Other Sources of Funding	No other sources of funding.
Target Audience/Student Marketing	The target audience is the students in the ART/PAMJ 231 The Beatles: Music, Fashion and Culture classes as well as other Performing Arts program students and all CI students in general. Faculty, staff and members of the local community will also be invited to attend. The events will be advertised to students via Flyers, Posters, the library TV's, on the CI homepage, the Performing Arts home page and using social media, like the PA facebook page and twitter accounts. Over the last ten years I've hosted over 50 IRA funded events that have benefited thousands of CI students. Some key examples are the April 2013 10th Anniversary Multicultural Dolphinpalooza event that was attended by over 900 CI students, the April 2012 Beatles tribute concert by Paperback Writer in front of the Broome library attended by over 350 students, faculty, staff and local community, and the November 2012 Geoff Emerick MVS Speaker series event that was attended by over 250 CI students, faculty and local community. These international and multicultural events align closely with the mission pillars of experiential learning, internationalism, multiculturalism and service to the community and include the guest artists and performers interacting and engaging with the students. Many students have commented that these events are the highlight of their time at CI and an invaluable part of their CI University experience.
Bring Benefit to Campus	—
Sustainability	N/A
Program Chair/Director	luke.matjas
Academic Affairs AVP	karen.carey
Acknowledgement	I acknowledge that I have reviewed and accepted the Conditions and Considerations herein. Please check off boxes as appropriate.

Program Chair/Director Approval

Approval	I approve the IRA Funds Request described on this page
Name	Luke Matjas
Date/Time	3/4/2015 3:34:41 PM
Validation	myCI-signin-CD-0935

Academic Affairs AVP Approval

Approval	I approve the IRA Funds Request described on this page
Name	Karen Carey
Date/Time	3/4/2015 5:10:25 PM
Validation	myCI-signin-PN-0298