

Instructionally Related Activities Funds Request Fall 2017

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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	10/13, 10/14, 3/27, 3/28
Date Funding Needed By	9/2017
Previously Funded?	Yes
Semester/Year	2016-2017
Proposal #	796
Report submitted for previously Funded Activity?	Yes
Report submitted for previously Funded Activity	—
Additional Report #1	CI Geoff Emerick V Star article.docx
Additional Report #2	IRA report form Emerick Fall 16.docx
Additional Report #3	—
Additional Proposers	None
Academic Program(s) / Center Name(s)	Performing Arts
Estimated total Course Fee revenue	NA
Amount Requested from IRA	4,750
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/PAMU 231 The Beatles: Music, Fashion and Culture course. I have established a friendship with legendary former Beatles engineer, Geoff Emerick and have been bringing Mr. Emerick to visit to interact in and outside our classes with our students for the last five years. Mr. Emerick was the senior recording engineer with the Beatles from 1966-1970 recording what many music historians consider the greatest albums in Popular music history, these include 1966-Revolver, 1967-Sgt. Pepper's Lonely Hearts Club Band, 1968-The White Album and 1969 Abbey Road. Geoff has also received four GRAMMY awards. The students often remark that this is the highlight of the class.</p> <p>Mr. Emerick will be visiting or having students visit from several other classes as well. The PAMU 200 History of Rock class are required to attend. Mr. Emerick will also visit the PAMU 307 Contemporary Music Ensemble as they will be performing their Midterm performance exam for him and the PAMU 385 Audio Design and Recording class where he will critique students recorded works. All these courses greatly benefit from Mr. Emerick's expertise and this allows Mr. Emerick's contact and impact on CI students to go well beyond the PAMU 231 Beatles course and have a direct impact on many more CI students from several other classes.</p>
Learning Outcomes and Relation to IRA to Course Offerings	<p>1. This event is specifically related to the ART/PAMU 231 The Beatles: Music, Fashion and Culture course I created. Other classes that would directly benefit from this event</p> <ul style="list-style-type: none"> PAMU 385-Audio Design and Recording PAMU 200-History of Rock PAMU 310-Contemporary Music Ensemble PAMU 332-World Music PAMU 202-Group Guitar class <p>Student Learning Outcomes for ART/PAMU 231 The Beatles: Music, Fashion and Culture</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>2. Mr. Emerick will be visiting each section of the Beatles class I teach and I will moderate a class discussion with Geoff about his time working with the Beatles and his career as an elite sound engineer. There will be a Q&A with student</p>
Description of Assessment Process	A Qualtrics survey is distributed to students after the event. The students in the PAMU/ART 231 Beatles courses are required to write a summary review paper on the benefits of Mr. Emerick's visit. I will also be submitting a completed IRA report. Additionally, most students comment in their SRT evaluations that Mr. Emerick's visit was the highlight of the class and brings all the music and history they studied in the class come to life.
Activity Budget	Excel sheet PAMU 231.xlsx
CIA Budget	—
CIA Proposal	—
Course Syllabus	—
CIA Certification	—
Other Sources of Funding	NA
Target Audience/Student Marketing	The intended audience is specifically the students in the ART/PAMU 231 The Beatles classes as well as CI students campus-wide. We also have had many faculty, staff and members of the local community attend this series in past years. There will be fliers made for the event, the students will be told in class and the dates will be their syllabus, and the event will be advertised on the Performing Arts calendar, announced on the CI PA facebook page, personal facebook page and advertised on the tv monitors in the Broome library and throughout campus.
Bring Benefit to Campus	NA
Sustainability	NA
Program Chair/Director	luke.majtas
Dean	james.meriwether
Acknowledgement	I acknowledge that I have reviewed and accepted the Conditions and Considerations herein. Please check off boxes as appropriate.

Program Chair/Director Review

Recommendation	I recommend approval of the IRA Funds Request described on this page
Name	Luke Matjas
Date/Time	3/5/2017 8:40:56 PM
Validation	myCI-signin-HR-1654
Comments	—

Dean Review

Recommendation	I recommend approval of the IRA Funds Request described on this page
Name	James Meriwether
Date/Time	3/8/2017 12:52:54 PM
Validation	myCI-signin-CS-1915
Comments	—

IRA Committee Decision

Decision	—
Comments	—

Current Tasks

Task	Time Assigned	Assigned To
IRA Committee Decision	3/8/2017 12:52:54 PM	David Daniels

Completed Tasks

Task	Time Assigned	Time Completed	Completed By
Review from james.meriwether, Dean	3/5/2017 8:40:56 PM	3/8/2017 12:52:54 PM	James Meriwether
Review from luke.matjas, Program Chair/Director	3/1/2017 1:06:04 PM	3/5/2017 8:40:56 PM	Luke Matjas
Fill out Request	2/26/2017 2:11:55 PM	3/1/2017 1:06:04 PM	Paul Murphy

Actions

- [IRA Committee Decision](#)
- [View IRA Funds Request](#)