

Instructionally Related Activities Funds Request Spring 2018

▼ Submitter

Submitter Name

Paul Murphy

Submitter Email

paul.murphy@csuci.edu

▼ 1. Basic Details

Activity Title

CI Student Songwriting Competition and CI Student Recording

Activity/Event Date

Late spring 2018

Date Funding Needed By

Jan. 2018

Previously Funded?

- No
 Yes

Additional Proposers

No

Academic Program(s)/Center Name(s)

Performing Arts

Estimated total Course Fee revenue

NA

Amount Requested from IRA

\$30, 000

Estimated Number of Students Participating

150-200

2. Brief Activity Description

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

Brief Activity Description

This first-ever CI student songwriting competition and Performing Arts (PA) student recording is a landmark event for CI. We have secured four-time GRAMMY award winner and legendary Beatles engineer, Geoff Emerick to be involved in the competition and recording project from its inception to its finish. This project came about as a result of last year's first-ever PA Student recording and CD. This recording was done as a favor from Mr. Emerick on a shoestring budget of leftover money from several Performing Arts IRA proposals which was approved by the IRA chair. Although we did complete the recording we realized that trying to record at an insufficient studio and getting discounted "favors" from Music Industry professionals in Los Angeles was not the way to go. Another issue that came up is that one of the groups, the PAMU 310 Contemporary Music Ensemble that I direct recorded covers of famous songs. This became problematic when we tried to get licensing on the copy-written material. The result is that we were able to record CD's that we can give out as "gifts", but we cannot put any of the material onto musical distribution sites like iTunes, Spotify and YouTube. Because of this, we decided that this time we would feature original songs written by our very own CI students which would enable us to put on over 25 musical distribution websites. The process of this project is: In October 2017 a call will go out to students campus-wide to submit an original song for the competition. I and other PA colleagues will narrow down the submissions to 10-15 songs. On Thur. Nov. 30th, Geoff Emerick, Emmy award nominated Television composer of two and a Half Men and Mike and Molly, Grant Geissman, CI President Dr. Ericka Beck and myself, will judge the competition and select four to five songs. These lucky winners will then have their songs arranged for the PAMU 310 ensemble (which includes a full horn section and backup vocalists), they will be rehearsed throughout the spring semester and recorded at the end of the spring semester. The recording will take place at LAFX, a professional recording studio in Los Angeles which includes some of the best vintage equipment in LA, including a \$150,000 analog API soundboard for recording. The songs will then be recorded and mixed over several days, and then mastered at Golden Mastering in Ventura. Artwork will be done by CI Art students and then all material will be submitted to the disc maker website and later released on over 25 musical distribution websites. This project is a full academic year of planning. Mr. Emerick has agreed to help me oversee the entire recording project which will feature several other student-based ensembles and students who are studying privately. We plan to have recordings of the PAMU 490 Steel Drum ensemble, the PAMU 204 African Drumming, the PAMU 307 University Chorus and several other smaller advanced groups comprised of Performing Art and CI students who are studying in PAMU 109/309 Private Lessons with one of our PA faculty. So, Mr. Emerick will be in charge of having all these various groups recorded, mixed and mastered for the recording project. We are incredibly lucky to have our CI students to get a chance to work with a legend in the Music Business in Mr. Emerick.

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

PAMU 310 Contemporary Music Ensemble, PAMU 307 University Chorus, PAMU 109/309 Private Lessons, PAMU 385 Audio Design & Recording, PAMU 490 Steel Drums, PAMU 204 African Drumming, ART 231 The Beatles

Student Learning Outcomes: PAMU 310 Contemporary Music Ensemble
Upon completion of the course, students will be able to:

- Use vocals and/or instruments in order to demonstrate a solid understanding of contemporary musical styles in the context of live performances
- Perform and sight-read a variety of styles including: contemporary, rock, jazz, and popular music
- Demonstrate, in the context of rehearsals and live performances, the basics of musical improvisation
- Interpret music in the midst of a performance and subsequently collaborate, blend, and improvise in conjunction with a group of musicians
- Evaluate and discuss the strength of personal and peer performances in both rehearsals and live settings

▼ 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

Each of the students involved will be asked to write a reflection paper on the audition, rehearsal and practice, live performance and recording process. In addition, we will have students and faculty document the Songwriting Competition and Recording, Mixing and Mastering process with pictures and videos. Finally, the ultimate assessment will be having a professional-level finished product of a CI student analog album as well as being available on over 25 musical distribution websites.

▼ 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 budget Recording.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

No additional sources of funding

8. Promoting Participation

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

This year-long event will be advertised via posters and fliers that have been made for us by ART 499 Capstone students that we will put all over campus. It will appear on the TV screens in Library, SUB and elsewhere. We will also send a campus-wide email to all students, advertise it on the CI and PA websites as well as CI and PA facebook pages and have students share it on facebook and Instagram.

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

Some of the activities involved in this project will be on campus. For example, the demos that we will receive for the competition will be recorded in our CI Napa studio, we will also have the competition itself that will be Thur. Nov. 30th when the participants who made it through the first level will get to perform their songs for the prestigious judges. For the recording, which will take place in a professional Los Angeles studio, we plan on getting several hundred albums made which can be placed in the bookstore in our Library and elsewhere. The lucky winners will then have their songs released on over 25 musical distribution websites.

9. Sustainability

If appropriate, indicate how the content or delivery of the project promotes sustainability at CI.

Sustainability

NA

10. Approval and Acknowledgement

Program Chair/Director

Matjas, Luke

Dean

Meriwether, James H

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.

▼ 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

 Luke Matjas _____ Oct 18 2017 _____

▼ 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

 Marion Adler _____ Oct 23 2017 _____