

Instructionally Related Activities Funds Request Fall 2018

▼ Submitter

Submitter Name

Paul Murphy

Submitter Email

paul.murphy@csuci.edu

▼ 1. Basic Details

Activity Title

Beatles Guest Artist Series

Activity/Event Date

10/16, 10/17 2018 3/ 10, 3/11 2019

Date Funding Needed By

Fall 2018

Previously Funded?

- No
 Yes

▼ Previously Funded Proposal

Semester/Year

2017-2018 academic year

Proposal # (if known)

898

Report submitted for previously Funded Activity?

- No
 Yes

Please upload a copy of the report

[IRA report form Beatles 2017.docx](#)

Additional Report #1

[Initial Report \(3\) \(1\).pdf](#)

Additional Report #2

[Initial Report \(7\).pdf](#)

Additional Report #3

Additional Proposers

Steve Marsh

Academic Program(s)/Center Name(s)

Estimated total Course Fee revenue

NA

Amount Requested from IRA

\$8250

Estimated Number of Students Participating

250-350

▼ 2. Brief Activity Description

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

Brief Activity Description

This is an IRA request for the ART/PAMU231 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.

Mr. Emerick will be visiting or having students visit from several other classes as well. The PAMU200 History of Rock class are required to attend. Mr. Emerick will also visit the PAMU307 Contemporary Music Ensemble as they will be performing their Midterm performance exam for him and the PAMU385 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 PAMU231 Beatles course and have a direct impact on many more CI students from several other classes.

▼ 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

1. This event is specifically related to the ART/PAMU231 The Beatles: Music, Fashion and Culture course I created. Other classes that would directly benefit from this event PAMU385-Audio Design and Recording PAMU200-History of Rock PAMU310-Contemporary Music Ensemble PAMU332-World Music PAMU202-Group Guitar class Student Learning Outcomes for ART/PAMU231 The Beatles: Music, Fashion and Culture

- 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

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 students.

▼ 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

A Qualtrics survey is distributed to students after the event. The students in the PAMU/ART231 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.

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 excel budget-Beatles 2018-2019.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

There are no other sources of funding.

▼ 8. Promoting Participation

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

The intended audience is specifically the students in the ART/PAMU231 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 University event calendar, the Performing Arts and University Facebook pages, and on the TV screens in the Broome library.

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

NA

▼ 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

Adler, Mary

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 _____ Mar 6 2018 _____

▼ 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 _____ Mar 7 2018 _____