

# Instructionally Related Activities Funds Request Fall 2018

## ▼ Submitter

### Submitter Name

Steven Marsh

### Submitter Email

steven.marsh@csuci.edu

## ▼ 1. Basic Details

### Activity Title

History of Rock Concert/Demonstration Series

### Activity/Event Date

9/18/18, 10/25/18, 2/21/19, 3/21/19

### Date Funding Needed By

August 17, 2018

### Previously Funded?

- No  
 Yes

### Additional Proposers

### Academic Program(s)/Center Name(s)

Performing Arts

### Estimated total Course Fee revenue

n/a

### Amount Requested from IRA

\$7,684 (for FULL Academic year)

## Estimated Number of Students Participating

250

### ▼ 2. Brief Activity Description

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

#### **Brief Activity Description**

Our PAMU 200 "History of Rock" course teaches students about the origins of rock music, and the subsequent musical style developments of rock music. This proposal will enable us to call on some of our esteemed professional musician colleagues in Los Angeles/Hollywood to drive up to CI to perform, and speak to our students about the music.

Concert #1 each semester will feature some of the best Blues musicians on the West Coast. Blues music was one of the primary musical styles that fed into the formation of rock 'n roll, so I will bring some very authentic, highly acclaimed Blues musicians to CI to demonstrate the roots of Rock music. My pool of Blues musician friends include members of The Fabulous Thunderbirds, the Mavis Staples band, and Ms. Janiva Magness, who is a past winner of the B.B. King Blues Entertainer of the Year Award. Ms. Magness was also nominated for a Grammy in 2017. These special musicians tour around the world, and it would be a really special treat to bring them up to CI to perform for our students, faculty, and staff.

Our other concerts will feature highly sought after professional musicians and vocalists from Los Angeles who will perform a cross-section of significant rock music styles, from Elvis and Little Richard, to the Beatles and onward to contemporary rock artists. My musical guests for these concerts are constantly in demand to play high-end concert events in Hollywood, Beverly Hills, and beyond. They are the best in the business!

There will be ample opportunity for our students to ask questions of our guests. Each song will be introduced with the historical and societal context that gave rise to that song.

NOTE: this is the first time that IRA funding has been requested for this course, but I have previously sponsored dozens of successful IRA concert events for the other music courses that I teach at CI.

### ▼ 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 200 (HISTORY OF ROCK) Outcomes:

- Demonstrate in writing their understanding of the origins of rock music. Write intelligently about a rock concert they attended. Write about musical characteristics of important artists.
  - During these concerts, students will take notes on the performances, and then will write a reflection paper about the concert and the things they learned. The Blues music concert will emphasize the blues origins of rock music, which addresses that first outcome.
- Differentiate between major artists and styles of rock music. Compare the musical styles from different decades in popular music. Identify songs or styles of popular music not previously encountered.
  - These outcomes will also be addressed by presenting a variety of rock music styles from different eras during these concerts.

#### PAMU 308 Outcomes:

- Perform selected orchestral works using proper intonation and tone quality appropriate to the period and style of each work. Play in tune and blend with all other orchestral instruments. Play with correct articulation and rhythmic precision. Play with correct tone, bowing, and fingering techniques.

The students in our performing ensembles will observe all of the above performance qualities being brilliantly executed during these concert events.

#### PAMU 109/309 (Private Music Lessons) Learning Outcomes:

- Produce a proper (and pleasing) tone on their instrument.
- Play assigned solo works stylistically correct, using proper tone, expression, and embellishments from all stylistic periods.
- Demonstrate an understanding of the appropriate performance practice of the musical style of the works they are performing.

- These professional concert performances will be very educational for all students who are taking private music lessons at CI. Students will see and hear great tones and style concepts being demonstrated by the professionals. For developing musicians, experiencing high quality professional performances is the best lesson of all! Students will also have the opportunity to ask questions of these musical artists during the sessions.

#### PAMU 202 (Guitar Class):

- Differentiate between different musical styles of the guitar, including ethnic and international styles. Guitars will be heavily featured during these concerts. Our excellent professional guitarist guests will demonstrate several different guitar styles, including the ethnically based Blues style.

## ▼ 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

Students in my courses will be required to complete an online Qualtrics survey about the event, what they learned during the presentation, and how the concert demonstration increased their understanding of the information that is being taught in this course. The results of that survey will be attached to my post-event report about this IRA event. My students will also be required to write a separate detailed report about what they observed and learned about during the performance experience. This latter activity is part of our "Writing Across the Curriculum" campaign.

## ▼ 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

[History-of-Rock\\_IRA-budget\\_Fall-2018-Spring-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

No other sources of funding.

## 8. Promoting Participation

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

My intended audiences are:

- #1: the students in the course most directly linked to this proposal. (PAMU 200 - TWO sections)
- #2: our students in the guitar classes and our music ensemble classes
- #3 all other PA students, as these live performances are applicable to all of our other course offerings.
- #4: all other CI students, faculty, and staff
- #5: residents of the Camarillo and Ventura County communities.

My students will be required to attend these events. I will also ask my colleagues in PA and other departments to make announcements to their students about attending these culturally enriching events. As these concerts will feature performances of very popular music, I think we can expect a large amount of interest from CI's student population.

I will work closely with CI's Media Department to produce electronic/social media announcements to promote these events, as well as a few printed advertising posters. We also post announcements of these events on FaceBook's CI IRA Events group page, and the CI Performing Arts group pages.

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

## 9. Sustainability

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

### Sustainability

We do as much electronic/ social media advertising as is possible. Only a few paper posters are produced to advertise these

events (Posters are effective when they are hung in a few select high traffic locations). There are virtually zero negative environmental effects stemming from any activities related to these events.

## ▼ 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

