

# Instructionally Related Activities Funds Request Fall 2019

## ▼ Submitter

### Submitter Name

Malia Roberson

### Submitter Email

malia.roberson@csuci.edu

## ▼ 1. Basic Details

### Activity Title

Music Sync Licensing Presentation and Student Competition to Pitch Music at NARIP Pitch Session

### Activity/Event Date

Fall 2019 & Spring 2020

### Date Funding Needed By

October 2019

### Previously Funded?

- ☒ No  
☐ Yes

### Additional Proposers

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

Performing Arts, Music

### Estimated total Course Fee revenue

N/A

### Amount Requested from IRA

\$4,331

## Estimated Number of Students Participating

60

### ▼ 2. Brief Activity Description

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

#### **Brief Activity Description**

I would like to create a unique opportunity for students to learn about how to be a music creator in television, film, ads, and gaming, and then to compete for a chance to pitch their own music directly to music sync agents or music supervisors. I would like to bring Tess Taylor, the president of the National Association of Recording Industry Professionals ([www.narip.com](http://www.narip.com)), to give a presentation on music sync licensing (she is currently writing a book about her decades of experience in the business), and then have her return to judge a competition of student-produced music tracks. Tess has given this presentation multiple times at CSU Northridge and other schools, but I would like to go further and give students an immersive experience that gives them real-life experience by putting them in front of the gate-keepers in the music industry.

The winners will earn the chance to pitch their music in a NARIP pitch session in Los Angeles with the possibility of signing with a music licensing label or pitch directly to music supervisors. In any scenario, the winners will begin to develop invaluable relationships in the music industry with a real chance to earn income and future royalties from their music. As this would be a CSUCI Performing Arts Department-backed project, the department would also be eligible for royalties/payment split should any future placements in tv/film/ads/gaming occur. Part of the budget proposal includes funds to help students produce their tracks in our Mike Curb studio.

I will collaborate with my music colleagues to have this event attended by as many music classes as possible. The competition itself will be similar to a NARIP pitch session. Students will pitch 3 tracks and will be coached by Tess about how to refine their pitch. The judges will include music faculty and President Beck if she is available to participate.

In an effort to grown our music theory program, my courses specifically, I would like to suggest making the competition open to students who have taken PAMU 161 Music Fundamentals or would be currently enrolled in Spring 2020.

Presentation: Fall 2019

Competition: Spring 2020

### ▼ 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**

Students will learn about the processes for music placements in tv, film, commercials, and video gaming.

Students will learn what music is currently working for the aforementioned spaces.

Students will have an opportunity to field questions and possibly be coached to a prominent music industry professional. Students will gain an understanding about how to conduct themselves and prepare to enter the music business, while learning about the realistic obstacles about being a music creator.

Students will have an opportunity to produce music in our Mike Curb studio.

During the competition, students will gain experience in a music pitch session and learn how to present their work in a public space.

For students entering the competition, students will gain experience collaborating with others to produce music. For competition winners, students will get the unique opportunity to experience the music business first hand.

#### ▼ 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**

I will present students with an evaluation form after the presentation, competition, and an additional evaluation for the winners of the competition.

#### ▼ 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-regular-budget NARIP - Roberson Spring '19.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

N/A

## ▼ 8. Promoting Participation

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

All music students and students enrolled in music courses, performing arts students, and the general campus will be invited.

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

## ▼ 9. Approval and Acknowledgement

### Program Chair/Director

Matjas, Luke

### Dean

Wyels, Cynthia (Arts & Sciences)

### 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. I acknowledge that the activity sponsor will be responsible for managing purchases, travel arrangements, and all transactions related to approved

activities. 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

In general, the project is worthy of moving forward -- some of the items included may need closer consideration from the IRA committee (e.g. food costs are typically not covered, and I'm unsure whether awards can be given to students using IRA funds).



Luke Matjas

Mar 27 2019

## ▼ 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

My comments mirror Chair Matjas'.



Cynthia Wyels

Apr 4 2019