

Table of Contents

| | |
|---|---|
| Murphy, Paul - #863 - The Beatles Guest Artist Series | 1 |
| IRA Activity Budget | 4 |
| IRA Additional file | 8 |

Application Summary

Competition Details

| | |
|-----------------------------|--------------------------------|
| Competition Title: | IRA Applications for 2021-2022 |
| Category: | Internal Funding |
| Award Cycle: | 2021-2022 |
| Submission Deadline: | 11/12/2021 11:59 PM |

Application Information

| | |
|---------------------------|---------------------------------|
| Submitted By: | Paul Murphy |
| Application ID: | 863 |
| Application Title: | The Beatles Guest Artist Series |
| Date Submitted: | 03/18/2021 10:09 AM |

Personal Details

| | |
|------------------------------|-----------------------|
| Applicant First Name: | Paul |
| Applicant Last Name: | Murphy |
| Applicant Department: | Performing Arts-Music |
| Email Address: | paul.murphy@csuci.edu |
| Phone Number: | (805) 437-1687 |

Additional Applicant Name:

Additional Applicant Email:

Additional Applicant Department:

Application Details

Proposal Title

The Beatles Guest Artist Series

Total Amount Request from IRA

5,000

Brief Activity Description

This an IRA request for the very popular ART/PAMU 231 course the Beatles: Music, Fashion & Culture course. I plan to bring in two guest lecturers per semester. Over the last ten years I brought four-time Grammy Award winner and recording engineer for the Beatles, Geoff Emerick, two-time Grammy award winning Guitarist and former member of Paul McCartney and Wings, Laurence Juber. Mr. Juber's performance, lecture and question and answer about his time as guitarist with Paul McCartney proved to be an invaluable experience for the class. Recently, I also would hire a group by the very talented CI alum, Jonas Lee who performs either a live performance (or during the pandemic, a live stream) of Beatles music. The student feedback from all these events have been amazing and an integral part of their learning experience. There are typically two or three sections of the Beatles course each semester so hundreds of students benefit from this experiential event that highlights the multicultural and international mission pillars at CI. Tentative dates for this year long guest artist series are 9/28/21, 11/9/21, 3/1/22. and 4/28/21.

Activity or Event Date

09/28/2021

List all classes that relate to proposal

PAMU/ART 231 The Beatles, PAMU 109/309 Private Lessons, PAMU 100 Music Appreciation, PAMU 332 World Music, PAMU 200 History of Rock

Learning Outcomes & Relation to Course Offering

ART/PAMU 231 The Beatles Student Learning Outcomes:

Upon completion of the course, students will be able to:

1. Discuss the importance of diverse musical influences on the Beatles music
2. Write intelligently about the different styles and periods of the Beatles
3. Demonstrate how the Beatles music influenced popular culture of the 1960's
4. Identify specific songs, styles and periods of the Beatles musical output
5. Discuss the evolution of rock and popular music as influenced by the Beatles
6. Differentiate and compare the songwriting styles of the various members
7. Discuss the lasting influence of the Beatles musically and socially

These events would be specifically related to the ART/PAMU 231 the Beatles: Music, Fashion and Culture course but would be open to the entire campus. The guest lecturer aspect will be held in a classroom but will be announced to all CI students. Some of the many courses that would benefit from these events are:

PA 202 Integrating Dance, Music and Theatre

PA 335 Business and the Performing Arts

PAMU 231 The Beatles: Music, Fashion and Art

PAMU 261 Music Theory

PAMU 330 Jazz In America

PAMU 385 Audio Design and Recording

PAMU 435 The Music Museum

PAMU 202 Group Guitar Lessons

PAMU 307 University Chorus

PAMU 200 History of Rock

PA 499 Performing Arts Capstone

ART 105 Drawing and Composition

ART 106 Color and Design

ART 108 Visual Technologies

ART 203 Illustration

ART 204 Graphic Design

ART 205 Multimedia

ART 209 Photography

Is this activity off campus ?

No

Off Campus - Describe benefit brought back to campus

Not Applicable

IRA Activity Budget

Activity Title: Beatles Guest Artist Series

Name of Sponsor: Paul Murphy

| Account | Operating Expenses | Amount |
|---|---|---------|
| A. Artist/ Performer/Speaker | | |
| 613802 | Honoraria (Price set by CI) | \$5,000 |
| 613802 | Honoraria (Price set by CI) | |
| 613801 | Professional Svcs/ Speaker Fees (Price set by vendor) | |
| 601801 | Special Consultants (existing CI employees) | |
| 613801 | Other Consultants /Other Professional Services | |
| 613001 | Independent Contractor(s) | |
| | Other: | |
| | Artist/Performer/Speaker/Consultant TOTALS | \$5,000 |
| B.. Supplies & Services- Other | | |
| 660002 | Printing | |
| 660017 | Advertising (such as in a magazine or publication) | |
| 660831 | Copier Chargeback | |
| 660090 | Event Signage (wayfinding on day of event) | |
| 660835 | Event or Parking-related Staffing | |
| 660825 | Rentals or Leases | |
| 660833 | Promotional Items (with logo) | |
| 660834 | Awards | |
| 660890 | Registration- Conferences & Meetings | |
| 660003 | Supplies & Services- Other | |
| 660003 | Supplies & Services- Other | |
| 660003 | Parking (please describe) | |
| | Other (specify) | |
| | Other (specify) | |
| | Supplies & Services- Other TOTALS | |
| TOTAL EXPENSES | | |
| C. Revenue | | |
| | A. Course Fees | |
| | B. Ticket Sales | |
| | C. Additional Sources of Funding | |
| TOTAL REVENUE | | \$0.00 |
| | D. TOTAL REQUESTED FROM IRA | \$5,000 |

E. Other Expenses

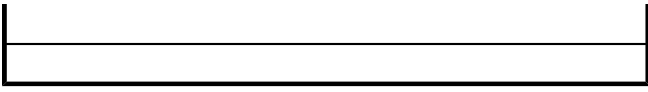
| | | |
|--------|-------------------------------------|--|
| 660832 | OPC Chargebacks & Facility Use Fees | |
| | Other (not requested from IRA) | |

| | | |
|--------------------------------|--------------------------------|--------|
| | Other (not requested from IRA) | |
| TOTAL OF OTHER EXPENSES | | \$0.00 |

PLEASE EXPLAIN: Comments/Notes

Several guest artist speakers and live performnaces

Comments/Notes



Initial Report

Beatles-Geoff Emerick-fall 16'

March 1st 2017, 12:28 pm PST

Q2 - How did you hear about this activity?

| # | Answer | Count |
|---|------------------------|-------|
| 1 | Instructor | 20 |
| 2 | csuci.edu website | 0 |
| 3 | Electronic advertising | 0 |
| | Total | 20 |

| Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---------------------------------------|---------|---------|------|---------------|----------|-------|
| How did you hear about this activity? | 1.00 | 1.00 | 1.00 | 0.00 | 0.00 | 20 |

Q3 - Which class are you currently taking that relates to this activity

| |
|--|
| Which class are you currently taking that relates to this activity |
| The Beatles |
| The Beatles-02 |
| 2168 The Beatles-02 |
| The Beatles |
| The Beatles |
| The Beatles class |
| The Beatles |
| The beatles 02 |
| ART 231 |
| The Beatles Course |
| ART 231 The Beatles: Music, Fashion, and Culture |
| PAMU 231 - History of the Beatles |
| The Beatles |
| The Beatles |
| Art 231 |
| ART 231 |
| Music class/ Beatles class |
| Beatles 213 |
| Art 231-The Beatles |
| Beatles |

Q4 - How did this activity relate to the learning outcomes of the course you are taking?

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|--|
| How did this activity relate to the learning outcomes of the course you are... |
| Mr. Emerick was an engineer at the recording studio where the Beatles recorded at. He also wrote the book that we are reading. |
| The activity that took place allowed not only myself but my peers in class to have a direct point of view/perspective of someone who had daily contact and knowledge of those we were learning about. It gave us the opportunity to hear personal accounts that you cannot just read from a text book which makes it all credible. |
| Geoff Emerick's visit provided us with a look into what made The Beatles so influential in popular culture, and how they achieved everything they did. |
| We learned the background of what recording the Beatles was like. The visit also adds an analytical perspective to our learning. |
| This activity allowed us to meet and learn about someone who worked with the Beatles in their prime. |
| Geoff Emerick, the man who recorded a hand full of the Beatles' albums came in and gave his first hand encounter of what it was like working with the Beatles himself. |
| Meeting Geoff Emerick in The Beatles CSUCI class helped the students learn more about the Beatles in the recording room and engaged more. |
| We met the author of the book we are using in class and he went into detail about the recording process and different techniques used. It was very interesting to have him go into such great detail and made it easier to understand the process. |
| Our guest was the author of the book that is required for the course. It was an awesome experience to have the author/music engineer talk more in depth about his life experiences that he wrote about in the book. |
| It relates to the course I am taking because it really gives us a live insight of the real deal. It's rare when you get to have an opportunity to actually meet someone that you learn about and really get to ask questions that might not be answered in a book. |
| This activity brought in an important, relevant person that was apart of creating the Beatles albums. He was able to answer questions for us and tell us stories. |
| We met with the sound engineer, Geoff Emerick, whom was able to work on most Beatles tracks, beginning with songs from their first album, Please Please Me |
| Having the author of the book we are reading in class made it an amazing experience. To be able to get answers directly from the author himself is as hands on as it gets. |
| Geoff Emerick gave the class a very deep, personal insight into how the music of the Beatles was recorded. It was very unique, and information we couldn't have gotten elsewhere. We learned not only about The Beatles, but about the recording process. |
| It related to the experiences The Beatles faced in creating the interesting sounds that are their music |
| It was a guest speaker who had direct working experience with the Beatles. |
| What kind of sound instruments and the different types of techniques |
| The activity related to the course I am taking because we were hearing from the author of the book assigned to the class talk about his experiences in real life. |
| The guest, Geoff Emerick was the Sound Engineer for the Beatles' most influential albums. Emerick was able to provide us with ways sound engineering began to change when he started working with the Beatles, and provided us with the backstories behind particular songs discussed in class. |
| The person who embodied and made it possible for the Beatles to become as innovated as they were, came to our class and talked about it all. This is as close as "first hand" experiences go. |

Q5 - Rate your overall satisfaction with this activity- 1 being lowest, 10 being highest

| # | Answer | Count |
|---|--------|-------|
| 1 | 1-5 | 0 |
| 2 | 6-8 | 0 |
| 3 | 9-10 | 20 |
| | Total | 20 |

| Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---------|---------|------|---------------|----------|-------|
| Rate your overall satisfaction with this activity- 1 being lowest, 10 being highest | 3.00 | 3.00 | 3.00 | 0.00 | 0.00 | 20 |

Q6 - What do you consider the strengths of this activity?

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| What do you consider the strengths of this activity? |
| We learned a lot from Mr. Emerick's visit i hope the future students get this experience as well. |
| The strengths of this activity come from being able to hear actual accounts of events that took place that are not heard of from any books or sources and instead from direct sources. |
| A personal portal into the making of The Beatles' music and getting to meet the man responsible for all the unique, new, and different sounds making up each track. It was a totally different way to experience The Beatles, and helped me to appreciate their greatness. |
| It was very informative, educational, and relatable to what we learn in class. |
| The strengths are meeting the person who was there firsthand with the Beatles, so he was able to answer all the class' questions. |
| Getting personal stories about someone who was frequently around the Beatles. |
| The strengths of this activity were being able to meet someone who created the music of The Beatles |
| Learning in great detail the topics discussed in our text for this class because he is the author and new the beatles and their creative and recording process. |
| Questions I had in mind were clarified |
| The feedback and the chance to really get someone insight of the history |
| We got to learn about the Beatles creative process from a primary source. |
| We were able to ask questions that may not have been asked or covered in the textbook, as well as gain valuable insight into what it was like working in the recording studio with the Beatles |
| A more hands on personal experience with the author of the book and someone who knows the Beatles personally. It's amazing! |
| This activity was very unique, and a once in a life time opportunity. Getting to talk to someone who worked with the Beatles in person for so long helped us to learn about them. Geoff was very inspiring and kind, and learning about his life was very interesting. Getting to go through a few tracks he recorded with the Beatles and listen to them with him was wonderful. |
| The strengths would be getting information on how the session went with the Beatles by hearing first hand information |
| The information given was very useful |
| The strengths of this activity is you are hearing from the authors point of view |
| The fact that students were able to directly ask him questions, it was a very unique experience. |
| It brings what you are learning through reading and listening into a physical form making it more real. It also feels like your giving an interview |

Q7 - What were the weaknesses of the activity?

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| What were the weaknesses of the activity? |
| no weaknesses what so ever. |
| The weakness of the activity was not being able to have a greater or bigger group of people to participate in this activity. I dont think it should be limited to only certain classes but more public. |
| Only that we didn't have more time to talk to and hear from Geoff Emerick. |
| Nothing |
| I didn't think there were any weaknesses, everything was quite beneficial. |
| None |
| None. |
| None |
| wish we had more chances like these |
| I don't think there were really any weaknesses, I just wish there was a bit more time. |
| This activity could only further enhance the subject knowledge |
| None. |
| I would say the only weakness of this activity was that we only got to talk to Geoff for an hour an fifteen minutes. |
| n/a |
| Students not coming prepared with questions |
| N/A |
| Not everyone was prepared with questions |

Q9 - Suggestions or comments for future activities?

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| Suggestions or comments for future activities? |
| please bring Mr. Emerick back for further classes and maybe others as well if they are available. |
| For future activities it would be great if the activity were public and announced school wide so that more people can hear about it. |
| Keep this going! |
| Keep bringing Geoff Emerick for future classes, very cool experience. |
| If possible, more time. |
| I felt this was very productive and definitely helps people be motivated to want to read the book because we got meet the man who knows first hand what the beatles history in music was from start to finish. |
| Future students should have the opportunity to meet and talk with Geoff Emerick |
| None |
| If these activities can continue I'm sure students would enjoy them. |
| Keep bringing in Geoff! He's so insightful and inspirational. Maybe try to bring him in two times for the hour long class. |
| n/a |
| Maybe a microphone for Mr EMERICK |
| Teachers should tell students to prepare questions for the guest, this will foster class participation and help make the guest feel more comfortable knowing that the students are eager to learn more. |
| no |

Q10 - Any other comments?

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| Any other comments? |
| N/A |
| I am very grateful for the experience. |
| None |
| n/a |
| It was a great class! |
| Overall it was an incredibly unique opportunity and is probably something I won't forget for the rest of my life. I was able to have a discussion with the man who recorded some of the most popular albums in all of rock history, and that is a once in a lifetime opportunity, so I am definitely thankful for the collaboration that made this possible. |
| it was great! |