**C. SAMUEL PEÑA, MM**

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C. Samuel Peña is a music producer, educator, and percussionist whose work centers around building relationships through music. Samuel is the Assistant Director of Popular Music and Clinical Assistant Professor at Arizona State University in the School of Music Dance and Theatre. He has taught hip-hop and popular music in higher education and in the community for more than a decade. He founded AZ Beat Lab, a youth-centered music production organization that teaches beat making in a collaborative, process-driven approach, to provide BIPOC youth in Arizona the musical instruction and opportunities that were not available while he was growing up. With an emphasis on Hip-Hop and Latin dance music and the historical contexts from which they come, he facilitates participatory beat-making and Latin percussion classes to share creative spaces with the community to gain a better understanding of how people around the world use music to communicate, connect and heal with one another. To this end, Samuel hopes to continue being a voice for building responsible communities that promote understanding and respect among various music and dance cultures.

# EDUCATION

**Master of Music Education**,

Arizona State University, Tempe, AZ, 2018

**Post Baccalaureate,**

Rio Salado College, Spanish, Secondary Education, Tempe, AZ, 2012

**Bachelor of Arts**, **Human Communication, Dual Minor, Spanish and Psychology**

Arizona State University, Tempe, AZ, 2007

# SKILLS

Curriculum and Program Design

Program Management

Facilitation/Instruction Production and Sound Design

Live Performance, Electronic & Percussion

Partnership Building/Maintaining

Multi-stakeholder Alignment, Conflict Resolution

Content Management and Creation

Event Curation and Production

Creative, Flexible, Optimistic, Entrepreneurial

# ADMINISTRATION

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## Assistant Director, Popular Music Program, Arizona State University, Phoenix, AZ, 2022-Present

Program Administration

**Recruit and Hire Faculty Associates**

Recruit and hire faculty associates with the program director. We center diversity and inclusion and are dedicated to hiring excellent instructors who are experts in the music industry and are dedicated to our diverse student body and their academic and professional success.

**Faculty Associate Program Onboarding**

Facilitate program-specific onboarding for Faculty Associates. This includes a packet created that covers how to write a syllabus, how to create a Canvas course, how to enter final grades and important dates on the academic calendar. I also give new FAs a tour of Fusion on first and check in with them throughout the semester.

**Guest Artist Logistics and coordination**

Logistics and Coordination with Guest Artists and their management for Songwriting Camps, Producer Events, Performances, and Lectures. This includes coordinating artist payment and reserving event space, housing, flights, and accommodations.

**Class Scheduling**

Co-managed class Schedules for Spring, Summer, and Fall, including communication with instructors and Subtopic Title Add/Change forms. This includes working with the program director and Kayla to make changes to the course calendar, notify instructors, and coordinate with the facilities coordinator to make sure all rooms are correctly set up on Isaac.

**Popular Music Auditions**

Organize and administer spring and fall semester auditions for the Popular Music Program. Schedule faculty, reserve rooms, and communicate with applicants about program-specific questions. Each Audition Day Saturday happens both in person and virtually. In addition to administering auditions, I fill out forms that identify who will be accepted and who is eligible for scholarships.

**Supervise student workers, Event Management, and Social Media team**

Supervise student workers on the Event Management and Social Media team (also includes overseeing a substantial application and hiring process). There are currently 2 student workers who work with the program director and me to run ads, manage the social media accounts, and design events and programs at the Crescent Ballroom, Civic Space Park, Valley Bar, and Fusion on First.

**Marketing and Communication Management**

I work with HIDA and MDT communication teams to manage and create the Popular Music Program degree page, Music Industry Career Conference page, High School Summer School page, and other digital program overview/recruitment material including scripts for Fusion on First tours.

**PSIF Funds, Program Recipient**

Co-wrote FY23 and FY24 PSIF marketing proposals and we were awarded funds from the president's office. I work with the program director and business office to manage, process, and track funds for marketing and promotion, visiting speaker/industry leaders, event production, personnel services, and development efforts.

Program Performance, Recruitment & Community Events

**ASU Popular Music Summer Camp,** **2022-Present**

Co-director and Instructor. Created and managed all communication with prospective students (and parents of minors) for the camp. This included organizing and managing drop off and pick up, collecting registration, including legal forms and payment, organizing lunch purchases, hiring student workers, and keeping the schedule for each of the 6 days of camp. I also coordinated the final showcase of youth performances and spoke with parents and hosted the showcase. In addition to being the lead camp administrator, I taught a beat-making course and a DJ fundamental course during the camp in 2023.

**Popular Music Open Mics, 2022-Present**

Organize, and market 4 Open Mic nights per semester at the Crescent Ballroom. Open mics are open to all students and community members. My interns, student workers, and Student Leadership Council (SLC) club members whom I advise, assist with hosting these events. Free and Open to the Public.

## End of Year Showcase, 2022-Present

## Organize, manage, market, and host the Popular Music End of Year Showcase at the Crescent Ballroom. This included organizing student and faculty performances, coordinating with the Crescent Ballroom, renting the space, inviting donors, and marketing the event, I also hosted the event, performed with Erin, and again with the faculty band.

## Popular Music Ensemble Concerts, 2022-Present

## Developed and continues to maintain a Partnership with the City of Phoenix Parks and Recreation Department that includes an agreement that the Popular Music program gets to use the Civic Space Park free of any service charges for the four ensemble concerts we have a year, two in the fall and two in the spring. Free and Open to the Public.

## 60 Min Flip, School of Music, Dance and Theatre, 2022-Present

Creator and host an ongoing music event, rooted in African and Latin American Hip Hop practices, specifically tailored to meet the needs of the music producer students in the Popular Music program. High-pressure music composition competition where students are given a sample from a vinyl record and given 60 minutes to re-envision the source material into a new composition. Free and Open to the Public.

**Amazon AMP & ASU Popular Music Live Creator Event; Your Mix, Your Mic: A Live Audio Experience, 2023**

Partnering Event for ASU students and community artists, playlisters, DJs, and pop culture enthusiasts to learn about the Amazon Creator Funds and Social Media app. They created live radio shows at this immersive event.

**Popular Music Open House, 2022-Present**

Each Fall, I organize a recruitment event called Popular Music Open House that includes, student performances, program overview, interactive music making, and tours of the facility and Q&A. The event typically takes place on a Saturday and lasts 4 hours. In Fall 2023, we expanded the Open House to include Fashion, making it a Fusion of First Popular Music and Fashion Open House. Free and Open to the Public.

**Sol Power, 2023- Present**

Co-create a workshop and performance experience with live musicians, DJs, and breakdance students from ASU and the Community and Trill. This event brings multiple elements of Hip-Hop together and builds community among dance music communities

## Faculty Supervisor and Program Designer, Artist-in-Residence Program, Mirabella at ASU 2020-Present

On behalf of the School of Music, Dance, and Theatre, designed and continue to supervise a fully immersive, intergenerational program involving four music graduate students and residents of Mirabella at ASU, a unique retirement experience. The program creates opportunities for the mutual benefit of both residents and students. While residents enjoy the students’ musical talents through a variety of performances and resident-centered events held conveniently in the building, students in turn enjoy rent-free living arrangements, a dining plan, and access to amenities, as well as opportunities to refine their professional presentation and performance and programming skills.

## Interim Director, Popular Music Program, Arizona State University, Tempe, AZ, 2021

Assisted in class scheduling

Organized recruitment events

Helped students orient and select classes and obtain class overrides

Collected and resolved student complaints, built relationships with parents

Organized and marketed recruitment events

Provided tours for the ASU president, Herberger Institute for Design and the Arts dean, and colleagues

Assisted with the management of auditions

Established partnerships with the City of Tempe and local vendors

Advised Student Leadership Council

**Community Engagement Coordinator**, Arizona State University, Tempe, –AZ, 2018-2021

Developed Community Engagement Office

Established community engagement credential

Placed students in community engagement internships

Liaised with the general community

Developed student engagement systems and programs

## Gig Referral System, 2019-2022

Designed and implemented the School of Music Gig Referral System, a database that connects community patrons with student musicians for hire.

## Tunes at Noon, School of Music, Dance and Theatre, 2019-2021

Creator and Host of ASU Tunes at Noon, an open-stage School of Music, Dance and Theatre showcase that highlights creative works among students, staff, and faculty. Tunes at Noon has both an in-person performance event as well as an online component that includes ongoing call-for-performance videos, a social media feed with virtual challenges, and a student highlight podcast called *On Repeat.*

# ACADEMIC TEACHING

**Arizona State University School of Music, Dance and Theatre, Phoenix, AZ** |

*Clinical Assistant Professor* | Designed and instructed the following courses:

MSC 115 Music Production Fundamentals, 2022-Present

MSC 221 DJ Lab, 2022-Present

MSC 221 Live Looping, 2021-Present

MSC 221 Hand Percussion, 2022-Present

MSC 443 Popular Music Forum, 2020-Present

MSC 484 Internship, 2023-Present

MSC 489 Popular Music Capstones, 2023-Present

MUE 598 Beat Making, 2018-Present

MUE 494 Digital Collaborative Music Making, 2017

MUE 494 Urban Dance Music Ensemble 2014-2020

*Popular Music High School Summer Camp Professor* | Designed and instructed:

Beat Making, 2023-Present

DJ Fundamentals, 2023-Present

## Arizona State University School of Arts, Media, and Engineering,

**Tempe, AZ** | *Music Instructor* | *Digital* Culture Summer Institute, 2015 – 2020

Sound Design

Composing with Ableton Live

Sampling and Beat Making

## Paradise Valley Community College, Phoenix, AZ | *Faculty* |

Brazilian Percussion, 2017-2019

Latin Percussion, 2017-2019

# RESEARCH: GRANTS & PRESENTATIONS

## Tempe Playlist, City of Tempe, Division of Arts and Culture, 2019-2023

As Artistic Lead on the Project conceptualized and co-created an ongoing public art project that captures the talents and vibe of Tempe Musicians. Originally funded by the Arizona State Commission on the Arts and The National Endowment of the Arts, the locally-inspired collection of songs is available on all major streaming platforms and the musician roster is actively connecting our students to local venues and businesses.

## Beatmaking in Music Programs! At Arizona Music Educators Association Conference, Mesa, 2020

Co-developed program and presented with ASU faculty Evan Tobias about the complexities and responsibilities that come with bringing Hip Hop and beat-making practices into local K12 schools and after-school music programs.

## ‘Heartful’ Engagements, at Arizona State University Social Embeddedness Conference, Tempe, AZ 2020

Co-developed the program and presented with ASU Associate Professor Dr. Melita Belgrave about the *Heartbeats to Music* research project, which was done in partnership with the Mayo Clinic from 2018-2020.

## VH1 Save the Music: J Dilla Tech Grant, Save the Music Foundation, Consortium for Innovation and Transformation in Music Education, Evan Tobias, 2020

Artist Relations Manager, filmed and co-hosted interviews with local DJs. I also co-designed a beat-making curriculum and script for video content with local artist Truvonne.

## #WeAreAllMusical @ Mesa, Spark! Festival of Creativity, Mesa Arts Center, Arizona State University and Evan Tobias, 2017

Co-designed and organized a large-scale community project that activated the Mesa Arts Center for 2 days with 9 facilitated participatory community engagement opportunities ranging from a musical garden for young children to a digital music-making playground. We worked with ASU Faculty and lead Evan Tobias as well as with local artists along with K-12 music educators to leverage their expertise in musical community engagement and learning.

**Sound Explorations: Creating, Expressing, and Improving Communities, Macarthur**

## Foundation, Arizona State University and Evan Tobias, 2016 – 2017

Providing project management of a $85,0000 grant to develop Music Connected Learning

Playlists consist of the following themes: Coding and programming music; Making beats; Building instruments and interfaces; Producing music; Connecting music and culture; and Jamming: Solo and Groups.

**If Colors Could Be Heard They'd Paint Wondrous Tunes: Narratives about Music Education, Race, Ethnicity, and Identity. (2023) Dr. Christopher Cayari, Dr. Jason Thompson, and Dr. Rekha Rajan,**

Accepted as an author to contribute a chapter for a collaborative book project. Invested approximately one year in extensive research and drafting for the assigned chapter. Decided to withdraw from the project due to a combination of creative differences in approaches to the content.

# CREATIVITY: COMPOSITIONS & PERFORMANCES

Composition/Commissions

***Stories from Home*, Composer, 8 original compositions, 2018- 2023**

A series of dances and compositions embodying the oral traditions of Latino communities in the American Southwest. Choreographer Yvonne Montoya, presented at:

**Community Performance & Art Center**, Green Valley, AZ Feb 8, 2023

**Tempe Center for the Arts**, Tempe, AZ. April 13, 2023

**Western New Mexico University**, Silver City, NM. June 17, 2023

**GALA Hispanic Theatre**, Washington, DC. October 28 & 29, 2023

**New Mexico Tech University**, Socorro, NM. March 29, 2023

***Breaking Pachanga***, **Composer, 5 original compositions**, **2021-2023**

A series of dances and compositions celebrating the Latino cultural practices of Cumbia and Break Dance. Presented at:

**City of Tempe Public Parks: Svob, Celeya, Daley, Tempe Beach**, 2023

***Their Dogs Came with Them****,* **Arizona Department of Corrections, Perryville Prison, 2019** Designed sound and music compositions for the stage production of *Their Dogs Came with Them,* attended tech rehearsals, and performed during the final production with community artists Virginia Grise and incarcerated women of Perryville Prison.

Performances, Percussionist Vocalist, DJ

**Furious Styles 30th Anniversary,** Herberger Theater**,** November 2023, Percussion

**I Love Mesa**, City of Mesa Arts and Culture, March 2023, Percussion & Voice

**Canal Convergence**, City of Scottsdale Arts and Culture, Feb 2023, Percussion & Host

**Canal Convergence**, City of Scottsdale Arts and Culture, Nov 2023, Percussion & Host

**PVCC** Brazilian Night - Samba de Cavalo, Lead Vocalist and Percussion

**Desert Botanical Gardens**, Samba de Cavalo, March 2023, Lead Vocalist and Percussion

**ASU Latin Jazz Concert** - Featured Vocalist and Percussionist, Apr 24, 2023

**ASU Wind Band** - Featured Vocalist and Percussionist, Sept 15, 2022

**ASU HIDA Day**, 2019-Present, DJ & Host

**Popular Music End of Year Showcase** at Crescent Ballroom, April 2023, Percussion & Host

**Eric Roberson** Performance at Fusion on First, 2023, Percussion

**Grupo BombAZo**, Tempe, AZ, 2018-Present, Percussion

**Samba de Cavalo**, Tempe AZ, 2014-Present, Percussion

**Bohemian Insurgence**, Tempe, AZ, 2015-2020, Percussion

**Grupo Liberdade**, Phoenix, AZ 2008-2015, Percussion

# CREATIVITY: COMMUNITY EDUCATION & SCHOLARSHIP

## Leading Age Arizona conference: “Making Music Together: An Intergenerational Musician-in-Resident Program,” Scottsdale Arizona, 2023

Presented about the Mirabella at ASU Artist in Residence program which I co-designed the fully immersive, intergenerational program involving four music graduate students and residents of Mirabella at ASU. We were invited to present as recipients of the 2023 Leading Age Arizona Innovation Award.

## Ableton Phoenix User Group, Phoenix, AZ, 2018- 2022

Co-organizing the Ableton Phoenix user group as well as building community among local live users, providing educational presentations, managing guest speakers and artists, and marketing.

**Musical Director**, Urban Sol Festival, Herberger Institute for Design and the Arts,

Tempe, AZ, 2013-2019

This multi-day festival celebrates the hip-hop community in the Phoenix area. The Saturday night event features live DJs, Live music, graffiti artists, and dance competitions all set against the backdrop of the ASU Art Museum's stunning architecture.

## Spark After Dark, ‘Cypher Ritmo,’ Mesa Arts Center, 2017-2018

Curated, directed, and performed at 2 large-scale music and dance festivals at the Mesa Arts

Center’s monthly Spark! After Dark. In the first year, participants of Cypher Ritmo enjoyed an Afro-Brazilian drum and dance workshop, a lowrider show, and live Hip Hop DJs and musical performances. In the second year, participants engaged in a Gospel Choir workshop and live street dance performances with live Hip Hop DJs.

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# AZ BEAT LAB FOUNDER AND EXECUTIVE DIRECTOR

Phoenix, AZ, 2015-Present

AZ Beat Lab’s unique fusion of music education, Latin percussion, technology, and hip-hop invites youth from all gender identities, race, and physical and mental abilities to think critically about how collaboration and creative expression can become tools for personal and social transformation. Through the integration of historical and modern practices of Latin percussion and Hip-Hop culture, students collaboratively sample and make beats while deepening their understanding of BIPOC perspectives, histories, and musical practices. Throughout AZ Beat Lab’s programming, youth also develop critical literacies (social, emotional, and cultural), and 21st-century learning skills.

## AZ Beat Lab Community Beat Making Presentations

**Musical Instrument Museum**, Phoenix, AZ, 2015-Present

Celebrate Electronic Music at MIM, January 2023

Celebrate Hip Hop at MIM, August, 2023

**Canal Convergence**, City of Scottsdale Arts and Culture, February 2023

**Canal Convergence**, City of Scottsdale Arts and Culture, November 2023

**Scottsdale Leadership**, Professional Development Drum Workshop, Scottsdale, AZ,

January 2017

## AZ Beat Lab Teaching Residencies

Facilitator/Beat Instructor of 8-16-week residencies.

Through the integration of historical and modern practices of Latin percussion and Hip-Hop culture, students collaboratively sample and make beats while deepening their understanding of BIPOC perspectives, histories, and musical practices.

**The Heart Community Arts Center,** Whitehorse, Yukon, Canada, 2018

**Musical Instrument Museum**, Phoenix, AZ, 2015-Present

## South Point High School, “Beats and Poetry” Phoenix, AZ, 2020-2022

**Re:Frame Youth Arts Center**, Phoenix, AZ, 2018-Present

**Step Up Academy**, Mesa, AZ, 2015-2019

**Porter Elementary,** Mesa, AZ, 2015-2019 **Boys and Girls Club Renee Parsons Branch**, Phoenix, AZ, 2017-2018 **Phoenix Collegiate Academy**, Phoenix, AZ, –2017-2018 **Phoenix Center for the Arts**, Phoenix, AZ, 2016-2018 **Mesa Arts Academy/Boys and Girls Club East Valley**, Mesa, AZ, 2016-2018

**Mcclintock High School**, Tempe, AZ, 2017

**Free Arts Hip Hop Camp**, Phoenix, AZ, 2016-2017

## Dobson High School, “Urban Arts in the Schools,” Arizona State University, Tempe, AZ, –2015-2016

## AZ Beat Lab Community Percussion Workshops

**Rosie’s House**, Experiencia de Tambores y Danza, Grand Opening Phoenix, AZ, November 2022

**Arizona Resource**, K-12 music Educator Drumming, Phoenix, AZ, November 2022

**Beatitudes**, Creative Aging Percussion Workshop, Phoenix, 2021

**Chaparral Elementary** Conga Club, Drum Workshop, Gilbert, AZ 2016

**Wounded Warrior Project**, Drum Workshop, Mesa, AZ, May 2016

**Mesa Arts Center**, Drum Workshop, Mesa, AZ, May 2015-May 2018

**Scottsdale Leadership**, Professional Development Drum Workshop, Scottsdale, AZ,

January 2017