



California State
University

**INSTRUCTIONALLY
RELATED
ACTIVITIES**

C H A N N E L
I S L A N D S

Proposal # 838

Instructionally Related Activities Report Form

SPONSOR: RJ Daniel Maher

PROGRAM/DEPARTMENT: Communication

ACTIVITY TITLE: Communication Across Campus

DATE (S) OF ACTIVITY: Spring, 2017

Please submit via email to the IRA Coordinator along with any supporting documentation at david.daniels@csuci.edu within 30 days after the activity. Thank you for your commitment to engaging our students!

A. ADDRESS THE FOLLOWING QUESTIONS:

- (1) PROVIDE A DESCRIPTION OF THE ACTIVITY;
 - (2) HOW DID THE ACTIVITY RELATE TO A COURSE(S) AND/OR LEARNING OBJECTIVES?
 - (3) WHAT DO YOU SEE AS THE STRENGTHS OF THE ACTIVITY?
 - (4) WHAT WOULD YOU SAY ARE/WERE THE ACTIVITY'S WEAKNESSES?
 - (5) HOW WOULD YOU IMPROVE THIS ACTIVITY FOR NEXT TIME?
 - (6) WHAT DID YOU LEARN FROM THE PROCESS?
 - (7) WHAT ARE STUDENT RESPONSES TO THE ACTIVITY? ATTACH STUDENT EVALUATIONS OR ASSESSMENTS (IN ACCORDANCE WITH FERPA RESTRICTIONS YOU MUST REMOVE ALL PERSONALLY IDENTIFIABLE STUDENT INFORMATION)
 - (8) GIVE A SUMMARY OF EXPENSES FOR THE ACTIVITY (DO NOT INCLUDE ACCOUNTING STRINGS)
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B. ATTENDEE LIST- SUPPORTING DOCUMENT:

In addition to the report form, *in a separate document*, attach to your email a list of attendees complete with each student major and grade level. This for IRA Committee reference only and will not be published on the IRA website. Include your name and the title of your IRA activity on the document.

C. IMAGES FROM ACTIVITY:

Please embed 3-5 images in this document (or attach in .JPEG format) that demonstrate student participation with captions/titles.



(1) PROVIDE A DESCRIPTION OF THE ACTIVITY

This speaker series focused on the theme of increasing the effectiveness and efficiency of intra-campus communication. Students and invited subject area expert speakers identified and addressed issues relating to barriers to shared understanding of interdepartmental work and priorities. Participants offered considered suggestions for how various constituencies within a campus (i.e., students and faculty in different programs, departments, centers and units) might improve awareness and participation in related efforts.

(2) HOW DID THE ACTIVITY RELATE TO A COURSE(S) AND/OR LEARNING OBJECTIVES?

Participants developed a better understanding for: why creating and executing an effective communications strategy for related projects and disciplinary offerings and goals is a professional skill that requires practice and effort; why under-investing in communication training, planning and practice can be costly to any individual campus organization and the university on the whole; the limits of a 'one person at a time' communications strategies; and the effects of 'noise' in the system of a campus-wide marketplace of ideas.

(3) WHAT DO YOU SEE AS THE STRENGTHS OF THE ACTIVITY?

Feedback on the usefulness of this lecture series was collected in pre and post event participant surveys, immediate formal and informal interviews, and followup surveys and interviews.

Participants indicated increased appreciation for perceived and real barriers to inter- and intra-campus communication; the kind of resources that are readily available on campus to address them; and the types of practical skills needed to make most effective and efficient use of said resources.

(4) WHAT WOULD YOU SAY ARE/WERE THE ACTIVITY'S WEAKNESSES?

Broader participation in the speaker series (e.g., a more representative mix of the many different stakeholders involved in campus community related communication initiatives) would likely have primed a more sustainable discussion of scalable campus-wide solutions to the communication barriers identified.



(5) HOW WOULD YOU IMPROVE THIS ACTIVITY FOR NEXT TIME?

This activity could be improved via increased student visitation and interaction with representatives of a wider cross-section of the campus community, including more time spent observing communicative behavior in classrooms and meeting rooms.

(6) WHAT DID YOU LEARN FROM THE PROCESS?

There was significant recognition and interest in the type of issues addressed by this project. Students, faculty, administrators and visitors validated the observations of project participants via solicited and unsolicited comments made about communication challenges on campus. There also appears to be a thirst for increased and unforced inter- and intra- disciplinary and administrative interaction and communication opportunities.

(7) WHAT ARE STUDENT RESPONSES TO THE ACTIVITY? ATTACH STUDENT EVALUATIONS OR ASSESSMENTS (IN ACCORDANCE WITH FERPA RESTRICTIONS YOU MUST REMOVE ALL PERSONALLY IDENTIFIABLE STUDENT INFORMATION)

"Doing the CI Speaks was great experience and helped us also learn how to put on a event."

"[The project] helped me understand things that I was unclear about and relating the course to the real world."

(8) GIVE A SUMMARY OF EXPENSES FOR THE ACTIVITY.

- Six (6) stipends in the amount of \$300 (\$1800 total) were awarded to invited subject matter expert speakers.
- ~\$300 was spent on event posters
- the remainder of the award, intended for advertising and other event promotion related expenses detailed in submitted budget, was not required thanks to media donations, student project initiatives (e.g., social media campaign), and effective use of free campus resources (e.g., 'sandwich' boards).

B. ON SEPARATE DOCUMENT, PLEASE ATTACH ATTENDEE LIST (PERSONALLY IDENTIFIABLE INFO REMOVED)



California State University

INSTRUCTIONALLY RELATED ACTIVITIES

CHANNEL ISLANDS

C. PLEASE INCLUDE UP TO 6 IMAGES IN THIS DOCUMENT TO DEMONSTRATE STUDENT PARTICIPATION



APRIL 24

INSTRUCTIONALLY RELATED ACTIVITIES
CHANNEL ISLANDS




CI SPEAKS! PRESENTS:

Petit Salon 12:00 - 3:00pm

12:00-12:40 Special Guest: David Greenberg (On Architecture, Design & the Meaning of Life)
 12:40-1:00 Dylan Garbano & Guest (On Making Better Use of Open Spaces at CSUCI)
 1:00-1:20 Jade Young & Guest (On Music as Communication on Campus)
 1:20-1:40 Kate Jones & Guest (On Personal and Organizational Branding)
 1:40-2:00 Jessica Murphy & Guest (On Starting a Non-Profit Organization)
 2:00-2:20 Alexis Mumford & Guest (On Virtual CI)
 2:20-3:00 Special Guest: Jabbar John Johnson (On Communication & Honor at Work)

Admission is Free to All. **Spot & Meet Chat!** Funded by Instructionally Related Activities Grants.

APRIL 17

INSTRUCTIONALLY RELATED ACTIVITIES
CHANNEL ISLANDS




CI SPEAKS! PRESENTS:

Petit Salon 12:00 - 3:00pm

12:00-12:30 Special Guest: Chad Shazo (On Student Communication in the 21st Century)
 12:30-12:50 Evan Hesse & Dan Pankaja (On Creating Culture at CSUCI)
 12:50-1:10 Jazmin Lamborn & Carly Landherr (On Checking Out CSUCI Library Resources)
 1:10-1:30 Gabrielle McDaniel (On Communicating the Benefits of Establishing a Career Lab)
 1:30-1:50 Paul Rabbin & Guest (On Working Out the Kinks in the Recreation Center)
 1:50-2:10 Mia Fernandez & Guest (On Food, Sweat & Tears in the Ladies' Rooms)
 2:10-2:30 Cindy Yee & Guest (On Upping the Game in the Games Room)
 2:30-3:00 Johanna Guzman (On Expanding Student Media to Include YouTube)

Admission is Free to All. **Spot & Meet Chat!** Funded by Instructionally Related Activities Grants.

ATTENDEE LIST
"Communication Across Campus" (IRA Grant #838)
RJ Daniel Maher

Student Participants:

Fernandez, Mia Valerie
Undergraduate -
BA: Political Science
Junior

Gonzalez, Juliana Jasmine
Undergraduate -
BA: Communication -
Organizational Communication
Junior

Guerineau, Dylan James
Undergraduate -
BA: Communication -
Business & Nonprofit Comm
Senior

House, Evan Jarret
Undergraduate -
BA: Communication
Junior

Jones, Katherine Emelyn
Undergraduate -
BA: Communication -
Health Communication
Senior

Lamphere, Jacklyn Monique
Undergraduate -
BA: Communication -
Business & Nonprofit Comm
Senior

McDaniel, Gabriela L
Undergraduate -

BA: Communication -
Business & Nonprofit Comm
Senior

Mumford,Alexis Monique
Undergraduate -
BA: Communication -
Organizational Communication
Junior

Murphy,Jessica Elena
Undergraduate -
BA: Communication -
Organizational Communication
Junior

Staben,Paul Anthony
Undergraduate -
BA: Communication
Senior

Yoa,Cody King
Undergraduate -
BA: Communication -
Organizational Communication
Junior

Young I,Jade Marie
Undergraduate -
BA: Communication -
Organizational Communication
Junior

Invited Subject Matter Expert Speakers:

Chad Shapiro (Workplace Communication)
Hayla Glen (Non-Profit Communication)
Hanna Fellers (Small Business Communication)
Jackie Lamphere (Library Science and Communication)
Jamarr John Johnson (Diversity and Workplace Communication)