

Instructionally Related Activities Report Form

SPONSOR: Nien-Tsu Nancy Chen & Christina Smith (COMM)

PROGRAM/DEPARTMENT: Communication Program

ACTIVITY TITLE: Event Planning and Marketing Guest Lecture

DATE (S) OF ACTIVITY: March 16, 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.
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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 This for IRA Committee reference only and will not be published on the IRA website.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:

Finally, attach to your email up to 6 images demonstrating student participation (under 2 MB total) with captions/titles. Please attach these photos in .JPEG format directly to email. Thank you!

(1) PROVIDE A DESCRIPTION OF THE ACTIVITY

With the support of the IRA funds, the Communication Program sponsored a guest lecture on Event Planning and Marketing on Thursday the 16th of March, 2017. This lecture was attended by 108 students in the Communication Capstone class.

The guest speaker, Ashten Giardine, is an alumna of the CSUCI Communication Program who has developed expertise in event management. After graduation, she has worked as an event planning and marketing specialist for Turner Broadcasting in Atlanta, AmericasMart in Atlanta and Cottage Health in Santa Barbara. She has been involved in orchestrating events like the NCAA Final Four, NBA All Star Weekend, Sundance Film Festival and Cartoon Network's Hall of Game Awards. As a marketing event coordinator at Cottage Health, Ashten currently manages hospitality and sponsorship events for the Santa Barbara Cottage Hospital, Goleta Valley Cottage Hospital and Santa Yanez Cottage Hospital.

During the lecture, Ms. Giardine shared with our students (1) what does event management entail, (2) what are some common job opportunities and employing organizations (e.g. healthcare, media and retail organizations), (3) how do students get their foot into the door, and (4) what are some of the anticipated challenges and rewards. These insights are invaluable to our graduating capstone students, as event management is a career that many of them would like to explore or pursue.

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

While the course learning outcomes of COMM499 Capstone Project are centered around the application of communication knowledge in a community engagement or research environment, these outcomes are designed to prepare students for the job market by demonstrating their competencies in completing a service learning or research project. As part of this job search preparation, students benefited greatly from the professional insights shared by Ms. Giardine.

Based on feedback gathered through a survey, Ms. Giardine's lecture was rated highly for its ability to enhance student knowledge about:

- What event planning and marketing entail
- What types of job opportunities are out there for those interested in event management
- How to get your foot in the door with event management
- What types of rewards and challenges are commonplace for event planners
- The application of a communication degree in a professional workplace

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

Ms. Giardine's guest lecture was relevant to our graduating seniors' professional pursuits. Even though the primary focus of her talk was on event management, Ms. Giardine tried to make the material relevant for everyone. She offered specific advice on how to get into the event management industry as well as general tips on resume writing, networking, interviewing and workplace etiquettes. While she spoke about her passion for the event management profession, she was honest about the challenges and high pressure that constantly confront event planners. She was also open about her own experience with entry-level jobs as a fresh college graduate, the process of adjusting her expectations, and the strong work ethic that led to her current success. She helped paint a realistic picture of the job market for fresh college graduates, but she also served as a role model to demonstrate that one could climb up the career ladder quickly with hard work, commitment, interpersonal skills, and passion. Ms. Giardine's professionalism, energy and honesty made her relatable and well received by the students.

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

Given that the audience consisted of 108 students from our capstone class, not everyone was interested in event planning. While many students wished that we had more time for Ms. Giardine to share her experience and engage in Q&A, a few felt that the talk was too focused on event management, a career that they would not pursue. Actually, Ms. Giardine and I anticipated this issue and discussed if we should make this guest lecture optional. At the end, we decided to ask all students to participate because we believed all graduating seniors from the Communication Program would benefit from the insights of a CI alumnae who has become successful in a profession that's closely related to her major.

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

If we had another opportunity to invite Ms. Giardine back to speak to the capstone students, I would title and promote her guest lecture differently to highlight that this talk provides professional advice that is relevant to all graduating communication students, not just those interested in event management.

(6) WHAT DID YOU LEARN FROM THE PROCESS?

I learned that it is invaluable for graduating students to connect with a role model who is open and honest about not only successes but also obstacles in life. This helps students put things into perspective and realize that they are not alone when facing challenges, and that they will succeed with perseverance.

(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)

Attendees were encouraged to fill out a questionnaire after Ms. Giardine’s guest lecture. Their responses to this lecture are overwhelmingly positive. Some qualitative comments from these questionnaires are provided below to provide a snapshot of the students’ reflections:

“She was very sweet and full of energy. I liked how she tried to make things relevant even to those who don’t want to pursue event planning.”

“The speaker had high energy, was very clear, and used humor to educate the students. I had considered a career in event planning and had not known the challenges involved, which was very insightful.”

“She was very engaging! Although it’s not the career I want to go into, she kept me listening. Love how she related it to all careers. Love her humor!”

“Very enthusiastic speaker, which motivated me to pursue a career in event planning.”

“I liked her energy and excitement about her career. She gives the pros and cons in a way that doesn’t deter future event planners but does prepare them for potential challenges.”

“Very informative, hilarious, did not sugar coat anything and yet still highlighted the rewards of becoming an event planner. Inspiring!”

“She is so inspiring. Although I don’t necessarily want to be an event planner, it is applicable to my life. Great speaker for how to get a job out of college.”

“She made me feel more comfortable applying to/taking an entry level job.”

“She covered all aspects of networking and promoting yourself by being resourceful, kind, hard-working, and staying ahead of the game.”

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

Speaker Stipend/Honoraria	\$250.00
Total	\$250.00

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

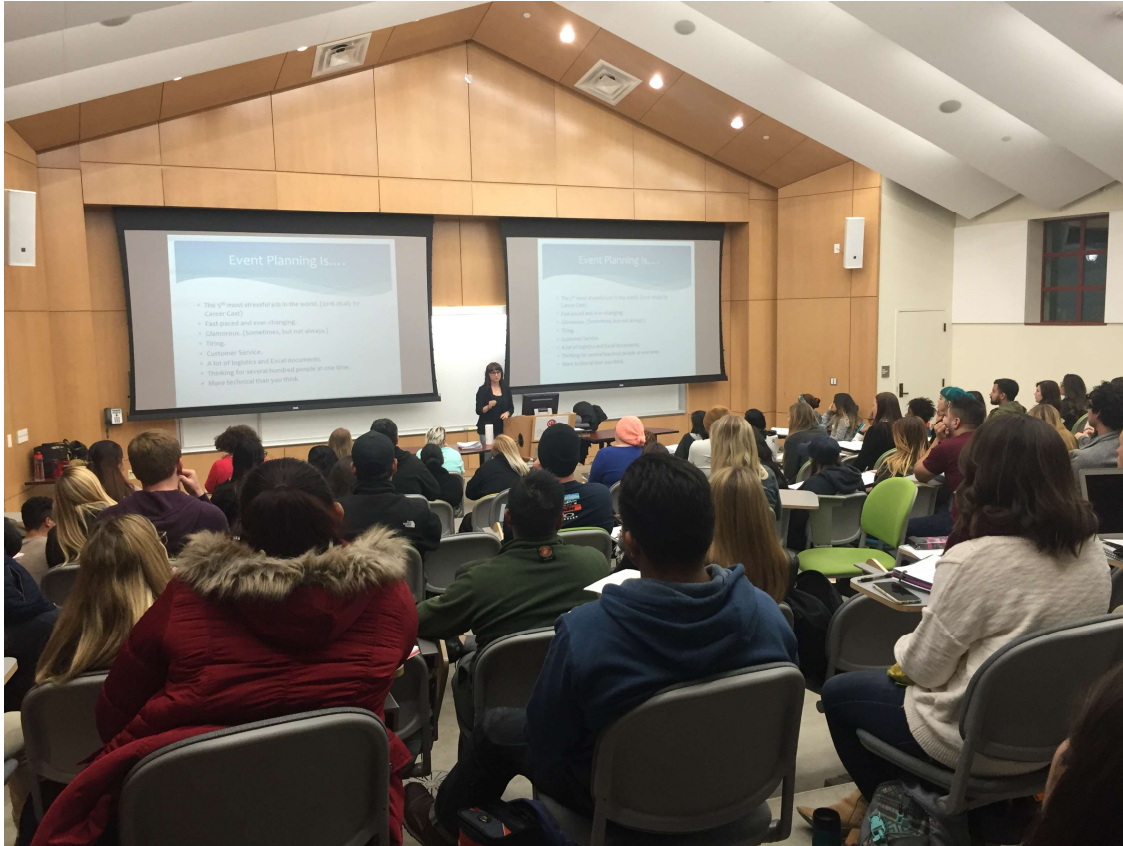


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**C. PLEASE INCLUDE UP TO 6 IMAGES AS ATTACHMENTS TO YOUR
SUBMISSION**





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