

RECEIVED
APR 05 2010
Dean's Office

<http://www.csuci.edu/ira/index.htm>

Application

Applications must first be sent to the appropriate program chair. Chairs will recommend and route them to the Dean's Office for review and authorization. The Dean's Office will then forward them to the IRA Committee for consideration.

Activity Title:

Project Sponsor/Staff (Name/Phone): Christine Thompson/ 805-437-3273

Activity/Event Date(s): Readership Program

Date Funding Needed By: August 2010

**Please Note that for Fall Requests the earliest that you will be notified of funding availability will be early June 2010 and for Spring Requests early January 2011.

Please check if any of the following apply to your IRA:

- | | |
|---|---|
| <input type="checkbox"/> Equipment Purchase | <input type="checkbox"/> Field Trip |
| <input type="checkbox"/> Event | <input type="checkbox"/> Participant data collection for public dissemination, i.e. interviews/surveys that result is a journal/poster session/newsletter |
| <input type="checkbox"/> IT Requirements | |
| <input type="checkbox"/> International Travel | |
| <input type="checkbox"/> Space/OPC Requirements | <input type="checkbox"/> Risk Management Consultation |
| <input type="checkbox"/> Infrastructure/Remodel | Late Submission |
| x Other <u>Literature Disseminated (Newspapers)</u> | |

Previously Funded: XYES NO Yes, Request # 0196

Does your proposal require IRB (Institutional Review Board) approval: Yes No

Assessment submitted for previously Funded Activity: YES NO

Academic Program or Center Name and Budget Code: 530 Student Leadership, Career and Health

Date of Submission:4/2/10

Amount Requested: \$10,000
(Should match item 2. E. on page 4)

Estimated Number of Students Participating: 200 daily

Application
Instructionally Related Activities Funds Request
2010-2011 Academic Year

Conditions and Considerations

Equipment Purchase-If requesting large equipment, Project Sponsor must show proof of correspondence with OPC Administration. In addition, all other purchases must follow Procurement Guidelines

Events-Attach copy of Events and Facilities Use Request Form (Public Folders-Events & Facilities folder) Consider time frame for set-up and take down.

Participant Data Collection for Public Dissemination-If Project Sponsor proposes to conduct research with human participants then it may be subject to IRB (Institutional Review Board for the Protection of Human Subjects) review. It is the Project Sponsor's responsibility to inquire with the IRB **prior** to IRA application submission to determine if the project is exempt from IRB review so that funding is not delayed. Please indicate on the cover page if your project is exempt from IRB review.

Field Trip-If approved, Identified Risks of Participation and Release Agreement must be submitted for each student to the Program Office (Public Folders-HR Forms).

IT Requirements-Requires proof of correspondence and approval from IT Administration

International Travel-Requires International Travel application be submitted to Center for International Affairs.

Risk Management Consultation-Requires proof of correspondence with Risk Management.

Space/OPC Requirements, Infrastructure/Remodel-Requires proof of correspondence with OPC Administration .

Late Submission - Requires explanation for emergency funding.

Fiscal Management: Project Sponsor's program will be responsible for all costs incurred over and above what is funded through the IRA award and will be responsible for seeing that any revenue that is intended to offset the amount of the IRA award is transferred accordingly.

Application
Instructionally Related Activities Funds Request
2010-2011 Academic Year

Requirements and Signatures

Please provide the following in your application:

1. **Brief Activity Description.** Describe the activity and its relationship to the educational objectives of the students' program or major.

Student Government at CSU Channel Islands believes that students have a pressing need for current, trust-worthy, up-to-date news information covering our community and the world. Many of the students' courses cover current events and require them to be knowledgeable. Besides news from television sound bites or internet services the demand for regular newspaper reading in most courses is at an all time high. The USA Today product focuses on college students which we find very beneficial in academic careers. The program's mission and self-proclaimed benefits include:

Program Mission:

The goal of The Collegiate Readership Program is to enhance the learning environment on campus, by exposing students to the news in their living, learning, and community spaces. The program is designed to promote civic literacy and global awareness on campus through students' daily exposure to print news.

Program Benefits:

Provides students with the ability to access newspapers, share them with their peers, and create a community of awareness.

- Prepares students to live and work in a global society.
- Promotes a sharing of ideas related to responsible citizenship
- Encourages students to examine diverse viewpoints and multiple perspectives.
- Empowers students to seek knowledge outside of the classroom and sets them on a path toward lifelong learning.

The program is described by USA Today as follows:

History

The Collegiate Readership Program was developed at Penn State University in 1997. Penn State's President, Graham Spanier, created the program as a way to ensure that his students were exposed to the world beyond the bricks and mortar of the campus. The program's success at Penn State quickly became evident, and has since served as a model that is now replicated on nearly 400 campuses nationwide.

Program Components

The Collegiate Readership Program is a multi-faceted campus initiative and can take on many forms. At each school, there are differing components that make the program unique to that campus. There are a few key elements, however, that are shared among all campuses. They include: The distribution of three different newspaper publications on campus, access to academic

resources for use in and out of the classroom, Programming ideas, Marketing and Recycling. USA Today has partnered with over 300 local and national newspapers to bring this program to campuses nationwide.

USA Today offered CSU Channel Islands a four week free trial program in fall 2006 so that the students of the campus could see if the program would truly be utilized. After doing considerable research, ASI decided that the students would benefit from the continuation of this Campus Readership Program. As part of that research, students spoke with faculty members, students and staff to get their ideas on which papers to offer.

Initially CSU Channel Islands Student Government, through involvement of student leaders, identified newspapers thought most beneficial to the greatest and most diverse student population based upon feedback from students, faculty and staff:

- USA Today
- The Ventura County Star

The campus then identified the following central locations to circulate the papers:

- Student Life Lounge
- Main Lobby, Bell Tower
- Vending Room BT 1601
- Islands Café
- Aliso Hall

USA Today delivers these papers every academic day and picks up any left over papers from the day before. Students pick up any newspaper, or multiple newspapers they wish, without charge to the student. In the past, ASI and IRA would split the costs of the program, only being charged for the newspapers removed from the bins. This year, we are requesting full funding of the Collegiate Readership Program from IRA.

The program is now in its third year of operation and by all accounts is a tremendous success. Multitudes of papers are being picked up by students on a daily basis. Professors are assigning their classes reading materials from the newspapers.

2. **Relation to 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. Please list all classes that relate to the program proposed.

Many faculty and staff members have contracted the ASI and Student Government to voice their approval and hope for the continuation of the Campus Readership Program. While we are not aware of every course curriculum that directly involves the newspapers offered on campus on a daily basis, several courses do come to light:

3. **Activity Assessment.** Describe the assessment process and measures that the program will use to determine if it has attained its educational goals. **Please note a report will be due at the end of the semester.**

Assessment of the quality, consistency and popularity of the Campus Readership Program is ongoing. The rise in readership and distribution, tracked on a daily basis, tell us that this program

is becoming increasingly popular as faculty become aware of its availability to students. And, as students become dependent on this program as a source of information, the program will require expansion over the years.

4. **Activity Budget.** Please enclose a complete detailed budget of the entire Activity **bold** specific items of requested IRA funding. (Page 4)

Attached please find the Collegiate Readership Cost Estimate Worksheet provided by the USA Today organization.

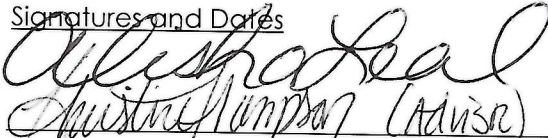
5. **Sources of Activity Support.** Please list the other sources of funding, and additional support for the activity.

Last year, ASI spent approximately \$8,000 for the program. This year total costs will be close to \$10,000

As this program becomes more integrally related to the instructional program, we believe that the IRA fee should pay for the entire cost of this program.

7. **Acknowledgment.** Project Sponsor and Program Chair acknowledge that they have reviewed and accepted the Conditions and Considerations detailed on page 2.

Signatures and Dates

	4/5/10
Project Sponsor (Advisor)	4/5/10
_____	Date

Program Chair/Director	_____
	Date

	4/12/10
Dean	_____

Application
Instructionally Related Activities Funds Request
2010 - 2011 Academic Year

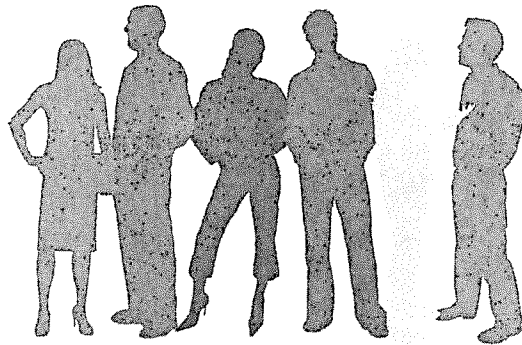
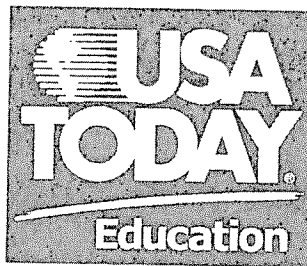
ACTIVITY BUDGET FOR 2010-2011

1. Operating Expense Budget

A. Supplies	_____
B. Vendor Printing	_____
C. In-State Travel	_____
D. Out-of-State Travel	_____
E. Equipment Rental	_____
F. Equipment Purchase	_____
G. Contracts/Independent Contractors	_____ 10,000
H. Honorarium	_____
I. OPC Chargeback	_____
J. Copier Chargeback	_____
K. Other (Please Specify)	_____
 TOTAL Expenses	 _____ 10,000

2. Revenue

A. Course Fees	_____
B. Ticket Sales	_____
C. Out of Pocket Student Fees (exclusive of course fees)	_____
D. Additional Sources of funding (Please specify And indicate source)	_____
E. Requested Allocation from IRA	_____
 Total Revenue	 _____



USA TODAY Collegiate Readership Program Proposal

Delivered by: Diane Steele
Delivered on: March 16, 2010



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I. SUMMARY

The Collegiate Readership Program is designed to promote civic engagement, global awareness, and media literacy on campus by exposing students to the news in their living, learning, and community spaces. The Readership Program is managed by USA TODAY on nearly 500 campuses nationwide, providing students with access to a daily assortment of newspapers on campus in an effort to enhance their critical and analytical thinking skills and be set on a path towards lifelong learning.

The following document outlines the components of the Collegiate Readership Program, its benefits, learning outcomes and value.

II. Background

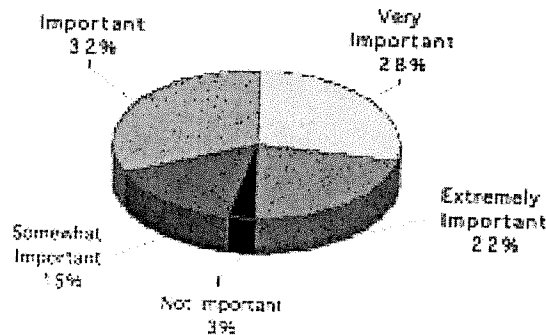
“Recent research suggests that newspapers play an important role in helping all readers – young and older-become active and informed citizens. Young readers first learn about their community about public issues through such reading. We learn about elections, candidates and public issues from newspapers in more depth than other media. Along with a sound education in civics and government, newspapers are an essential resource in guiding the younger generation to fulfill their civic responsibilities.”

-Sandra Day O'Connor, Associate Justice (Retired) U.S. Supreme Court

A Student's Perspective:

Importance of Keeping Up with the News

The majority of students (82%) feel that keeping up with current news is extremely important or very important or important.



From 2005-2007: 9,909 students from 44 colleges and universities across the U.S. responded to the Collegiate Readership Survey.



A Professor's Perspective:

"It is time to once again make current events an essential part of the curriculum. Families and schools must instill in students the habit of following what is happening in the world. A global economy will have little use for a country whose people are so self-absorbed that they know nothing of their own nation's present or past, much less the world's. There is a fundamental difference between shouldering the rights and responsibilities that come with citizenship — engagement, participation, debate — and merely inhabiting the land."

-Ted Gup is a professor of journalism at Case Western Reserve University and author of Nation of Secrets: The Threat to Democracy and the American Way of Life (Doubleday, 2007).

An Employer's Perspective:

Employers gave new graduates the highest marks for teamwork, ethical judgment and intercultural skills, and the lowest scores for global knowledge, self-direction and writing.

Employers were asked on a scale of 1-10 how well prepared new college graduates are in 12 areas. In none of those areas did a majority of employers give college graduates a rating of 8, 9 or 10.

- SKILL MEAN RATING
- Teamwork 7.0
- Ethical judgment 6.9
- Intercultural skills 6.9
- Social responsibility 6.7
- Quantitative reasoning 6.7
- Oral communication 6.6
- Self-knowledge 6.5
- Adaptability 6.3
- Critical thinking 6.3
- Writing 6.1
- Self-direction 5.9
- Global knowledge 5.7

Source: In 2008, Peter D. Hart Research Associates surveyed 301 business leaders. Study was released by the Association of American Colleges and Universities



III. BENEFITS

- Prepares students to live and work in a global society
- Promotes a sharing of ideas related to responsible citizenship
- Encourages students to examine diverse viewpoints and multiple perspectives
- Enables students to relate personal experiences and classroom knowledge to real world

IV. PROGRAM ASSESSMENT

“The data overwhelmingly support the relationship between newspaper readership and developing cognitive skills; increasing one’s awareness, understanding and ability to articulate views on current issues, and developing civic mindedness. In addition there is a strong relationship between newspaper readership and student engagement both on campus and in the community.”

Source: Penn State Pulse, <http://www.sa.psu.edu/sara/newspapers.shtml>. February 2008 Newspaper Readership Survey, page 7

“There is a powerful relationship between following the news and being civically engaged. For every one of 19 forms of civic engagement... those who use news sources regularly are more likely to participate than those who do not.”

Source: Center for Information and Research on Civic Learning and Engagement (CIRCLE), www.civicyouth.org The 2006 Civic and Political Health of the Nation, page 5. (For a list of the 19 forms of civic engagement, see above report, page 7.)

Civic Engagement

Percent who participated at least once during the current academic year

	2005	2008
Attended cultural events	63.1%	70.0%
Participated in political activities	49.9%	50.0%
Participated in a community event/organization	39.9%	44.4%
Volunteered on campus or in the community	53.1%	59.7%

Campus Engagement

Percent who participated at least once in the last seven days

	2005	2008
Discussed/debated current events outside of class	84.3%	92.2%
Participated in class discussions	84.8%	89.1%
Participated in campus clubs or organizations	52.5%	59.5%

Source: Penn State Pulse, <http://www.sa.psu.edu/sara/newspapers.shtml>, February 2008 Newspaper Readership Survey, page 5.



V. PEER INSTITUTIONS

The Collegiate Readership Program partners with nearly 500 campuses across the country. Please note the below sampling of programs:

- American University
- Art Center College
- Brandeis University
- Cal Poly Pomona
- California Baptist University
- California Lutheran University
- Carnegie Melon University
- Chapman University
- Colorado State University (2 campuses)
- Concordia University
- Cornell University
- CSU Bakersfield
- CSU Channel Islands
- CSU Fullerton
- CSU Long Beach
- CSU Los Angeles
- CSU San Bernardino
- Dartmouth College
- Duke University
- Emory University
- Georgetown University
- Northwestern University
- Tulane University
- University of Arkansas
- University of California, Riverside
- University of California, San Diego
- University of California, Santa Barbara
- University of Illinois – Urbana Champaign
- University of Missouri
- University of Nebraska
- University at Notre Dame
- University of Redlands
- University of Rochester
- University of San Diego
- University of Utah
- Vanderbilt University
- Washington University in St. Louis
- Whittier College
- Woodbury University



VI. PROGRAM COMPONENTS:

- Selection of up to three different publications delivered to various campus locations.
 - Total number of newspapers distributed each day should be 1/10 students
 - Typical number of distribution points should be equal to 1/1000 students
 - Newspaper selection typically includes a local, regional, and national newspaper
- Newspaper displays and customized signage for your campus.
 - Closed access displays that read a student ID for access provided in public areas.
 - Open-air wire displays provided in private areas.
- Recycling program customized for your campus.
 - Offering off-campus recycling, on campus recycling, or the opportunity to tie into existing recycling program
 - Recycling bins provided near each newspaper display (unless otherwise requested)
- Access to USA TODAY academic website at www.usatodaycollege.com.
 - Access to case studies designed for curricular and co-curricular use
 - Access to Voices initiative online, where students can engage their peers in discussions or debates about important issues
 - Opportunity to sign up to receive newsletters from USA TODAY Education

VII. COST PROPOSAL

You will be charged only for the newspapers that are read by students each day. You will be billed monthly based upon consumption from the previous month. Based on CSU Channel Islands' approximate enrollment of 3,000 students we estimate that demand will be as follows:

Newspaper	Rate	Papers/Day	Daily Cost	Days	Cost/Year	Cost/Student/ Semester
USA TODAY	\$.45	100	\$45	140	\$6,300	
Ventura County Star	\$.25	100	\$25	140	\$3,500	
Total		200	\$70		\$9,800	\$1.63

*This cost projection is an estimate. The number of newspapers that are delivered to your campus will be adjusted based on demand, and billing will reflect the number of papers consumed by students each day (determined by the number of newspapers delivered each day minus the number remaining on the racks the following day).

** Cost proposal and rates are valid only for the academic year beginning Fall 2010 and exclude any applicable state sales tax.



VIII. TESTIMONIALS

“Now, more than ever, it is essential for undergraduate students to be familiar with the events that shape the world we will soon lead. With the help of the Collegiate Readership Program, colleges and universities (with the help of the Student Government) can provide copies of newspapers to keep our students informed. There is nothing better than reading a hard copy of the news when sitting on a bus, waiting for a friend in a dining hall, or passing time between classes.

For many years, student leaders at Cornell have been appreciative of the great work, service, and dedication provided by administrators at the CRP. The newspapers that are provided give us a variety of perspectives on world events and truly add to the education we receive.”

- C.J. Slicklen '09
Student Assembly President Emeritus
Cornell University

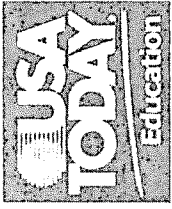
“Frankly, I am very impressed with the Collegiate Readership Program for a number of reasons. Primarily, effective management of the program can raise the level of awareness and discourse on our campuses about national and world events that seems to be lacking in much of our general population. College graduates who have engaged in serious discussions on important societal issues will be much better leaders in the years ahead. Exposure to these issues through the reading of newspapers and magazines helps to develop this national and world view.”

- James Studer
Associate Vice Chancellor for Student Affairs
The University of Texas System

“Assignments to read a newspaper with an eye to salient topics can help students connect course concepts to current events. Newspapers are in use as texts on many campuses in an effort to graduate informed and educated citizens who have an understanding of issues from multiple perspectives.”

- Michael Prewitt, PhD
Vice Provost for Academic Studies
University of Missouri

Learning Reconsidered: Collegiate Readership Program’s Map of Student Learning Outcomes



USA TODAY Education is a proponent of Learning Reconsidered – a philosophy which “redefined learning as the integration of academic learning and student development [and] emphasized the broad scope in which learning occurs both inside and outside the classroom.”* As such, we believe in the transformative education of the whole student by converting the *whole* campus into a learning community. Offering the Collegiate Readership Program on campus is an excellent way to begin transforming your campus and students, and USA TODAY provides ongoing educational resources to ensure that active newspaper readership become an integral part of holistic campus learning. Assuming active readership, below are the Learning Outcomes of the program.

Category of learning	Student Outcome	Dimensions of Outcome	Assessment Measures
Knowledge acquisition	Students will be well-informed on local, national and global issues.	<ul style="list-style-type: none"> Identify and understand national and international concerns State intricacies of current issues 	<ul style="list-style-type: none"> Survey pre- and post-program to compare difference in knowledge of contemporary issues and trends
Cognitive complexity; knowledge integration	Students will be able to analyze and evaluate national and global issues.	<ul style="list-style-type: none"> Evaluate political and social problems Draw inferences and conclusions Formulate comparisons and contrasts Generalize solutions Critique leadership and proposed plans 	<ul style="list-style-type: none"> Survey pre- and post-program to compare difference in students’ critical thinking of contemporary issues.
Humanitarianism; knowledge application	Students will knowledgeablely and proactively volunteer to solve local, national and global problems.	<ul style="list-style-type: none"> Inform others of the issues Volunteer to solve problems, better lives or inform others 	<ul style="list-style-type: none"> Provide pre- and post-survey on knowledge of issues and volunteer habits
Civic engagement; knowledge application	Students will be informed and engaged voters and citizens.	<ul style="list-style-type: none"> Vote in local and national elections Volunteer with political and social organizations 	<ul style="list-style-type: none"> Survey and compare student voter data
Interpersonal and intrapersonal competence	Students will intelligently debate today’s political and social concerns. Students will be better able to engage in self-examination.	<ul style="list-style-type: none"> Initiate town hall meetings and forums Debate contemporary issues intelligently Clarify today’s issues for others Make connections between self and issues Recognize the impact of issues on self and others Learn about self by learning about others 	<ul style="list-style-type: none"> Compare number of pre- and post-program student-initiated forums Evaluate student articulation at forums Evaluate in-class discussions
Practical competence	Students will be able to search for and evaluate the validity of additional information.	<ul style="list-style-type: none"> Identify credible sources Judge validity and relevance of information Assemble reliable research Support a chosen judgment or opinion 	<ul style="list-style-type: none"> Compare pre- and post-Readership Program research paper grades.
Persistence and academic achievement	Students will make connections between their course content and relevant information from newspapers.	<ul style="list-style-type: none"> Identify connections between current advancements and trends and course content Draw conclusions as to the implications and ramifications of those connections 	<ul style="list-style-type: none"> Compare course evaluations and student grade of courses that use and don’t use newspapers. Evaluate in-class discussions

Consider including the Readership Program in your map of campus learning. Perhaps begin with a pilot program; then assess the success of the learning outcomes.

* Source: www.learningreconsidered.org

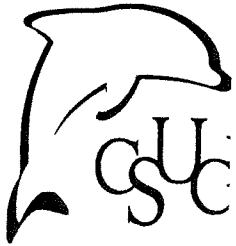
**Collegiate Readership Program
Cost Estimate Worksheet**

**CSU Channel Islands
2010/2011**

Campus Info./Assumptions:

Total Enrollment 3000
Number of school days 140

2 pub option	Cost Per Copy	Market Share	Consumption	Daily Cost	Cost Estimate per semester	Cost per student
USA TODAY	\$0.45	50%	100	\$45.00	\$6,300.00	
Ventura County Star	\$0.25	50%	100	\$25.00	\$3,500.00	
		100%	200	\$70.00	\$9,800.00	\$1.63



**Instructionally Related Activities Funds (IRA)
2010-2011 Academic Year**

Budget Request & Program Set-Up

Date: August 24, 2010
To: Accounting & Budget
From: Mary Devins
Subject: IRA Funding Transfer Request # 359

IRA Approved Campus contact: Christine Thompson
 Faculty Support Coordinator: Mary Devins

Program Set-Up	
Name of Program (limit to 30 characters)	Campus Readership Program

IRA Funding Source				
Account	Fund	Dept	Program	Monetary Amount
660003	TK910	530	90315	\$11,760

Fiscal Year for Budgeting and Spending:	2010/2011
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*** Program codes will become inactive at the end of the Budgeted/Spending Fiscal Year ***

Mary Devins 8-24-2010
 IRA Committee Representative Date

Jessie Cole 8/25/10
 Accounting Department Date

Attached: Applications for Approval Signed by University President or Representative Provost/Dean.
 Please return copy of completed/signed form to Mary Devins, Academic Affairs.

Budget Office Use						
Program Set-Up:		PS Finance Chartfield		Notification		Update PubChartfield
Budget Set-Up:		Budget Journal Entry		Journal Entry #		Completed Date

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**Collegiate Readership Program
Cost Estimate Worksheet**

**CSU Channel Islands
2010/2011**

Campus Info./Assumptions:

Total Enrollment 3000
Number of school days 140

Station	Cost Per Copy	Market Share	Consumption	Daily Cost	Cost Estimate	per semester	Cost per student
USA TODAY	\$0.45	50%	100	\$45.00	\$6,300.00		
Ventura County Star	\$0.25	50%	100	\$25.00	\$3,500.00		
		100%	200	\$70.00	\$9,800.00		\$1.63

Station	Cost Per Copy	Market Share	Consumption	Daily Cost	Cost Estimate	per semester	Cost per student
USA TODAY	\$0.45	33%	70	\$31.50	\$4,410.00		
NY Times	\$0.50	33%	70	\$35.00	\$4,900.00		
Ventura County Star	\$0.25	33%	70	\$17.50	\$2,450.00		
		100%	210	\$84.00	\$11,760.00		\$1.96