Instructionally Related Activities Funds Request Spring 2017

Workflows | Current Tasks | My Workflows | My History

IRA Funds Request for Communication Asset Mapping: A New Approach To Building Community Capacity Through Communication Focused Interactive Mapping

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Instructionally Related Activities Funds Request Summary

Project Sponsor	RJ Maher
Activity Title	Communication Asset Mapping: A New Approach To Building Community Capacity Through Communication Focused Interactive Mapping
Activity/Event Date	01/15-4/15, 2017
Date Funding Needed By	12/15/2016
Previously Funded?	No
Semester/Year	—
Proposal #	—
Report submitted for previously Funded Activity?	—
Report submitted for previously Funded Activity	—
Additional Report #1	—
Additional Report #2	—
Additional Report #3	—
Additional Proposers	—
Academic Program(s) / Center Name(s)	Environmental Communication
Estimated total Course Fee revenue	N/A
Amount Requested from IRA	4275
Estimated Number of Students Participating	20
Conditions and Considerations	Artist/Performer/Speaker Fees & Honoraria, IT Requirements, Space/Facilities Services Requirements
Brief Activity Description	Communication Asset Mapping is a process where we look to identify places in the built environment on campus that contribute most effectively to the neighborhood communication environment. Such communication assets can be leveraged by practitioners and researchers as places to conduct outreach to gain a better understanding of why these spaces are important communication resources. The process starts by holding participatory communication asset mapping workshops where subject matter specialists present ideas on key environmental communication variables and a cross section of campus community stakeholders have a chance to contribute their perceptions of neighborhood communication assets. This enables student researchers to get a layered understanding of how the campus and its communication assets can be viewed from multiple vantage points. Next, in order to get specific place-specific feedback of the actual communication assets that exist on campus, student participant researchers will conduct communication asset mapping fieldwork on campus to take account of specific types of communication assets mentioned by residents in surveys and focus groups, and note any additional spaces that they determine might have the potential to be developed or enhanced as communication assets. From the data collected, student research team members will create a database of communication assets, map them out visually in an overview map and by sub-area, and create a visual picture gallery of all the communication assets identified. All of this data can then be posted on various pages of the campus website for more general access.
Learning Outcomes and Relation to IRA to Course Offerings	The development of strong campus community relies on open access to opportunities to engage in meaningful face-to-face dialogues in the built environment. Since the built environment can either discourage or encourage said communication, focus on increased understanding, development and maintenance of communication assets is an attempt to move away from a deficit model of understanding community development (i.e., studies that look only at community problems) to a model of understanding focused on recognizing the assets that exist in a community as a way to improve neighborhood vitality. By identifying what are recognized as 'communication hotspots' – where residents gather to talk – and 'communication comfort zones' – communication assets can be used as 'capacity-building blocks' by campus organizations, outside entities, researchers and community members themselves in efforts to build stronger campus communities and strengthen communication networks.
Description of Assessment Process	In addition to surveys and interviews, participatory communication asset mapping workshops will be held to assist researchers and the community in the development of a layered understanding of how a neighborhood and its communication assets can be viewed from multiple vantage points. Summaries of the data collected and communication assets maps created will be made available to the campus community.
Activity Budget	COMMASSETMAPPINGBUDGET.pdf

CIA Budget	—
CIA Proposal	—
Course Syllabus	—
CIA Certification	—
Other Sources of Funding	Other sources of funding are possible (if, for example, the workshops are opened to public registration and/or make use of registration fees), but no other funding sources identified at this point.
Target Audience/Student Marketing	Posters and directional signage in known campus community gathering sites and online announcements will target campus community development stakeholders as to time and place of asset mapping workshops and subject matter specialist speaker presentations.
Bring Benefit to Campus	—
Sustainability	Identification and development of optimized communication assets facilitates more sustainable, effective and efficient use of existing campus communication resources and outreach, encourages relocation to campus events that might otherwise occur elsewhere, thereby decreasing the ecological footprint of communication and event participation while increasing revenues derived from on campus revenues.
Program Chair/Director	christina.smith
Dean	james.meriwether
Acknowledgement	I acknowledge that I have reviewed and accepted the Conditions and Considerations herein. Please check off boxes as appropriate.

Program Chair/Director Review

Recommendation	I recommend approval of the IRA Funds Request described on this page
Name	Christina Smith
Date/Time	9/28/2016 8:38:35 PM
Validation	myCI-signin-B3-5902
Comments	—

Dean Review

Recommendation	I recommend approval of the IRA Funds Request described on this page
Name	James Meriwether
Date/Time	9/29/2016 5:22:48 PM
Validation	myCI-signin-VB-5461
Comments	—

IRA Committee Decision

Decision	—
Comments	—

Current Tasks

Task	Time Assigned	Assigned To
IRA Committee Decision	9/29/2016 5:22:48 PM	David Daniels

Completed Tasks

Task	Time Assigned	Time Completed	Completed By
Review from james.meriwether, Dean	9/28/2016 8:38:35 PM	9/29/2016 5:22:48 PM	James Meriwether
Review from christina.smith, Program Chair/Director	9/28/2016 12:58:59 PM	9/28/2016 8:38:35 PM	Christina Smith
Fill out Request	9/28/2016 8:39:20 AM	9/28/2016 12:58:59 PM	RJ Maher

Actions

- IRA Committee Decision
- View IRA Funds Request