

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

**Application**  
**Fall 2009**

Applications must first be sent to the appropriate program chair. Chairs will the 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: January 2009

\*\*Please Note that for Fall Requests the earliest that you will be notified of funding availability will be early June 2008 and for Spring Requests early January 2009.

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

- ☐ Equipment Purchase ☐ Field Trip  
☐ Event ☐ Participant data collection for public dissemination, i.e. interviews/surveys that result is a journal/poster session/newsletter  
☐ IT Requirements ☐ Risk Management Consultation  
☐ International Travel ☐ Space/OPC Requirements ☐ Late Submission (Passed Deadlines: **Fall 3/14,**  
☐ Infrastructure/Remodel **Spring 10/15**)  
x Other Literature Disseminated (Newspapers)

Previously Funded: xYES ☐NO

Yes, Request # \_\_\_\_\_

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

Assessment submitted for previously Funded Activity: xYES ☐NO

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

Date of Submission: 3/16/09

Amount Requested: \$6000  
(Should match item 2. E. on page 4)

Estimated Number of Students Participating: 200 daily

**Application**  
**Instructionally Related Activities Funds Request**  
**2008-2009 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 (Deadlines: Fall 3/14, Spring 10/15)**-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**  
**2008-2009 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.

Last fiscal year of CSUCI Associated Students Inc. (ASI) believed that students had a pressing need for current, trust-worthy, up-to-date news information covering our community and the world. Many of the students' courses covered current events and required them to be knowledgeable. Most students got their news from television sound bites or internet services and were not regular newspaper readers. The students soon discovered a USA Today product that was focused on college students. That program's mission and self-proclaimed benefits were:

### **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 CSUCI a four week free trial program in fall 2006 so that the students of CSUCI 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 the CSUCI Student Government, through involvement of student leaders, identified three papers thought most beneficial to the greatest and most diverse student population based upon feedback from students, faculty and staff:

- USA Today
- The New York Times
- 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 the three newspapers 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. Currently, ASI pays for the program in its entirety, but is only charged for the newspapers removed from the bins.

The program is now in its second 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 have come to light (Please see Appendix A for documentation of inclusion in course offerings and faculty support).

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 next two years. (Please see Appendix B for current assessment of the Campus Readership Program).

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, as well as a copy of the invoice for distribution of papers broken down by paper, location and quantity.

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

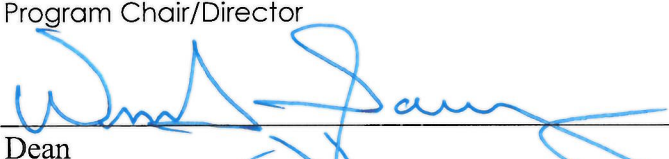
The success of this program translates to costs rising dramatically. Last year, ASI spent approximately \$8,000 for the program. This year total costs will be close to \$12,000.

ASI fully intends to continue to support the Campus Readership Program, but does not believe it appropriate to fully or solely fund the cost. As this program becomes more integrally related to the instructional program, we believe that the IRA fee should pay for half the cost of this program and ASI pays the remainder each year. ASI fees are not assessed, intended nor designed to directly support the instructional program. They are designed to support co-curricular education and developmental programs and to engage the students in any number of ways outside the classroom.

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

Christine Thompson /  3/16/09  
Project Sponsor Date

Program Chair/Director Date  
 3/16/09  
Dean

A-h Vardon

3/17/09

Application  
Instructionally Related Activities Funds Request  
2008-2009 Academic Year

## ACTIVITY BUDGET FOR 2008-2009

### 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	\$ 6000
H. Honorarium	_____
I. OPC Chargeback	_____
J. Copier Chargeback	_____
K. Other (Please Specify)	_____

TOTAL Expenses	\$ 6000
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### 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	\$ 0
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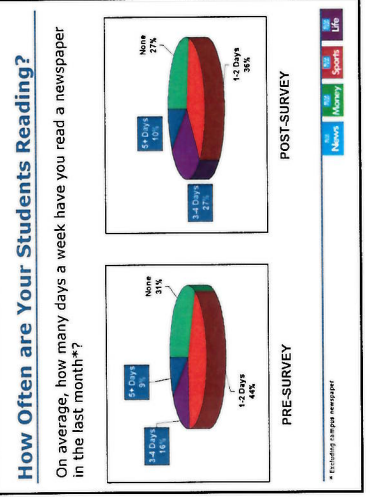
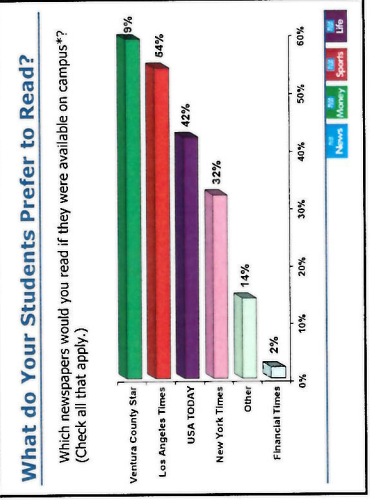
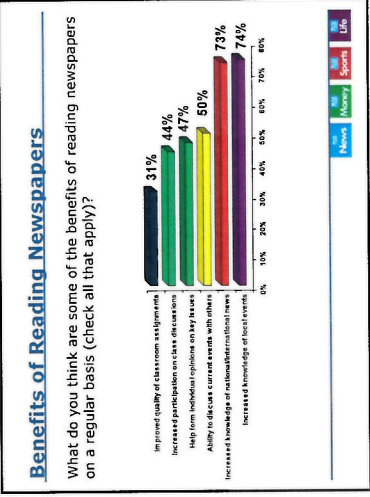
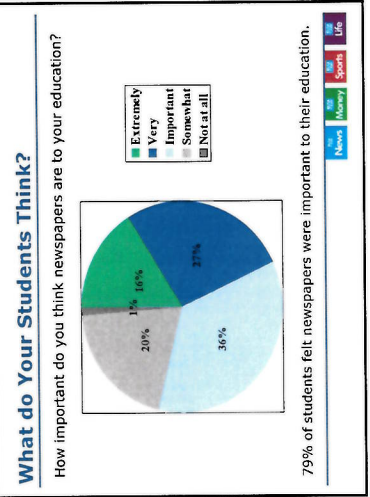
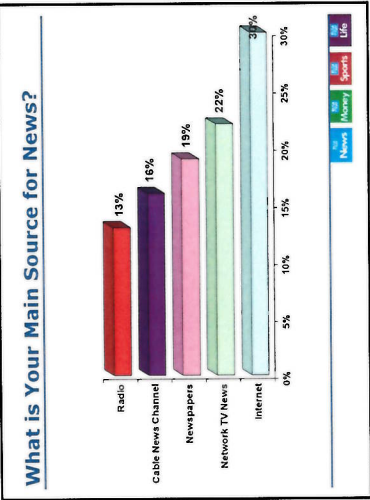
# The Collegiate Readership Program

## Student Survey Results

### CSU Channel Islands







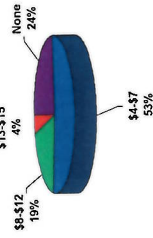
### What do Your Students Think?

- 80% of students surveyed at CSU Channel Islands believe that it is important for them to keep current with news in general.
- 63% of students surveyed at CSU Channel Islands say that on- campus availability influences their decision to pick up a newspaper.
- 64% of students surveyed at CSU Channel Islands prefer to get their newspapers from their residence halls or multiple "on campus" locations.
- 84% of students surveyed at CSU Channel Islands say they would pick up a newspaper at least 1-2 days a week if newspapers were available on campus.

News Money Sports Life

### What do Your Students Think?

What do you feel is the value (per semester) of having a selection of newspapers available Monday-Friday on your campus?



75% of students surveyed would be willing to pay the amounts indicated above as part of their student fees to continue The Collegiate Readership Program.

News Money Sports Life



# Collegiate Readership Program (CRP)

## What is the CRP?

The Collegiate Readership Program provides free newspapers (the New York Times, Ventura County Star and USA Today) to the CSUCI campus Monday – Friday during the academic year. This program is considered a high impact initiative, because all students have access to the benefit, not just a select group of individuals.

The CRP supports CSUCI's civic engagement mission. It is a means to raise students' awareness of local, national and international issues so that they can serve as active citizens in our community.

The CRP also offers a variety of online resources, sponsorship opportunities, and faculty benefits (see below). Online resources can be accessed at [www.usatodaycollege.com](http://www.usatodaycollege.com) and [www.newyorktimes.com/college](http://www.newyorktimes.com/college).

## How is the CRP funded?

The Collegiate Readership Program is funded through student government. An average of 215 newspapers are distributed across campus daily.

## Where are the papers available?

Papers are available in high traffic locations across campus, based on a pilot study in Fall of 2006. Locations have open access to students to obtain the newspapers. Locations are tracked based on their usage and sites may be adjusted to better serve the CSUCI community.

### Current locations:

Student Life Lounge  
Bell Tower, Main Lobby  
Bell Tower, Vending  
Islands Cafe  
Aliso Hall  
Broome Library (to be added in Fall 08)

## How does this program benefit our students?

- 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 towards lifelong learning.

### How can the CRP benefit academic units?

There are a variety of online resources available for faculty members to utilize in their courses. Online resources can be accessed at [www.usatodaycollege.com](http://www.usatodaycollege.com) and [www.newyorktimes.com/college](http://www.newyorktimes.com/college).

In addition, faculty members who utilize either USA TODAY or The New York Times newspapers in their courses can receive a free home subscription to aid in their course development. Either USA Today or the New York Times must be mentioned in the course syllabus to receive this benefit. Syllabi can be emailed to Alexandra Mitchell ([Alexandra.mitchell@csuci.edu](mailto:Alexandra.mitchell@csuci.edu)) and she will contact the CRP campus representatives.

## 2008/2009 Proposal

Funding is needed for the 2008/2009 school year if the Program is to continue.

### Cost Estimate

<u>Publication</u>	<u>Qty.</u>	<u>Rate</u>	<u>Daily Cost</u>
NY Times	70	0.45	31.50
USA TODAY	70	0.40	28.00
Ventura County Star	<u>70</u>	0.25	<u>17.50</u>
	210		77.00

**Total Estimate 139 days X \$77 = \$10,703**

**w/tax = \$11,500**

### Instructional Related Activities Report Form

SPONSOR	DEPARTMENT
Jerry Clifford	Physics

ACTIVITY TITLE	DATE (S) OF ACTIVITY
New West Symphony concert for Physics of Music class	Friday, April 16, 2010

**PLEASE EXPLAIN (1) DESCRIPTION OF ACTIVITY; (2) HOW DID THE ACTIVITY RELATE TO A COURSE(S); AND (3) WHAT YOU LEARNED FROM THE PROCESS.**

**\*\*Please attach assessment forms from students, list of attendees, peoplesoft program report**

E-mail to the Dean's Office  
30 days after activity

#### **Description of Activity:**

Our Physics of Music students attended the New West Symphony concert in Oxnard on April 16, 2010. Most of our students had never seen a professional orchestra performing a live concert. The New West Symphony is local and very high caliber. They play often-recognizable classical pieces. The students heard in concert the instruments they have studied in class. Students are more familiar with rock concerts that incorporate different musical instruments. Hopefully, this was a memorable introduction for students to a lifetime of music appreciation beyond the rock concerts.



The evening was titled “East Meets West”. The performance started with Tchaikovsky Symphony No. 2, the “Little Russian” symphony. Many themes based on Russian folk dances were played by a large orchestra with a full component of brass and percussion pieces. Then we heard Ravel’s “Mother Goose Suite” with its blend of Eastern and Western themes. New instruments for the students to hear included the contrabassoon, with its deep bass resonance, and the angelic harp.

The highlight of the evening was the internationally-renown soloist George Gao playing the Chinese erhu, a two-string instrument that is bowed like a violin but held vertically. The bow is actually captured between the two strings rather than played on top of them. The small resonating chamber has a skin top, like a small drum, to provide a unique sound. Introducing a new instrument like the erhu provided the class an excellent opportunity to extend their knowledge of the violin into an unknown musical instrument. They found that many of the concept they had learned easily transferred to the erhu. Gao played 3 pieces, including two of his composition.



**Gao** Erhu Capriccio No. 3, "Xuan Dong" (world premiere)

**Huang** *Ancient Scores from Dunhuang*, Opus 53 (West Coast premiere)

**Gao** Erhu Capriccio No.2, "Mongolian Fantasy"

He concluded with an encores of a Gypsy dance for violins which was unbelievable for its range and speed. The students who had front-row seats were mesmerized by Gao’s performance.

Eighteen students attended the concert, many bringing friends to share the experience.

Babel, Stacey – with friend

Bohnett, Emily – with friend

Burns, Andrea

Caya, Robert

Gilreath, Jennifer (free because she is a NWS intern)

Gourley, Gregory – with friend

Huynh, Ivy

Juarez, Joseph

Keldgord, Preston

Mercer, Jeannean

O’Neal, Jennifer

Reyes, Maritona

Ruehl, Kylie – with friend

Sanchez, Timothy

Saqui, Harrison

van Tamelen, Janna

Wilkes, Jevon – with friend

Wood, Sean



This activity was not a field trip because the choice of a concert and venue was up to the students and they could go any time prior to the report due date. We offered, however, a great deal on group-discount tickets.

### **Activity Related to Course:**

The Physics of Music course is designed to give a useful and fun understanding of music and sound for general education, physics and performing arts students interested in music and speech. The format includes lectures, demonstrations, and hands-on activities. After covering the basic foundations of sounds and music, the students investigate each musical instrument group, including percussion, plucked strings, bowed strings, air pipes, reed instruments, horns and the human voice. To enhance the course, we wanted to expose students to a professional orchestra's live performance.

This project directly supports the Physics of Music course, by expanding the class presentation on instruments to an exciting live performance. The many instrument, which they studied individually, are integrated into one unit. Many of the instruments, like the violin, trumpet, flute, clarinet, oboe and timpani, had been covered in class but many other instruments were only mentioned, like the cello, double bass, bassoon, piccolo, French horn, trombone, cymbal, and many percussion instruments. The students also saw and heard the erhu, which was a totally new experience.

### **Learned from Activity:**

After the concert, the students wrote a paper for course credit about the concert. The reports were to evaluate the extent of understanding students showed for the physics of the instruments and the sounds observed. Student interest in this activity was also assessed. The paper had to address these four points:

- What musical instruments were particularly interesting in the first piece by Tchaikovsky, the "Little Russian" symphony?
- What new musical instruments did you hear in Ravel's Mother Goose suite?
- Describe your impressions of the sounds George Gao's made on the Erhu. What did you notice in the encore piece – Gypsy dance?
- What did you like about a live symphony performance? What did you learn from it?

All but one student thought the symphony performance was outstanding (one thought it was interesting but boring). They were amazed by the fullness of the sounds and the complexity of the playing. Many commented on Maestro Boris Brott's animated conducting.

As the University's Performing Arts Music program grows, we hope CSUCI will have orchestra performances that we can attend on campus rather than off-campus events. But seeing a professional



orchestra is a wonderful experience for our students. The New West Symphony has been trying for years to establish a relationship with the university and was very excited to be a part of our Physics of Music class curriculum.

**Accounting:**

NWS originally offered \$25 group tickets, which is much less than the normal single-seat ticket prices of \$78. But Sandy Galin of the NWS office, who was especially interested in getting students interested in the symphony, offered \$10 tickets. The students originally had to pay half price, but after the symphony I reimbursed them the full cost. I found that student do not show up if they don't have any "skin in the game". Students did pay for their guests. Students also paid for their own transportation.

Number of students who got tickets	17	(does not include 5 guests)
Cost at \$10 per ticket	\$170	
Cost for host ticket	<u>\$25</u>	
Total cost	\$195	



California State University Channel Islands  
Check Request Form

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To be used for transactions other than employee travel or those requiring a purchase order or service agreement.

MAKE CHECK PAYABLE TO:

Name: ASI

Address 1: 1 University Drive

Address 2: \_\_\_\_\_

City, State Zip: Camarillo, CA 93010

PeopleSoft Vendor ID: \_\_\_\_\_

Note: New vendors must complete a Form 204

Check will be:

- ☐ Mailed to the address at left  
☒ Picked up from Cashier - Ext \_\_\_\_\_

Description as it should appear on reports (30 characters)

Amount \$ 6,000.00

IRA co-sponsorship Readership Pgm

TYPE OF PAYMENT (Attach original receipts and invoice, if applicable)

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Accreditation Fee                       | <input type="checkbox"/> Membership/Dues      | <input type="checkbox"/> Postage                              |
| <input type="checkbox"/> Advertising                             | <input type="checkbox"/> Non-Employee Reimb** | <input checked="" type="checkbox"/> Refund                    |
| <input type="checkbox"/> Freight/Shipping                        | <input type="checkbox"/> Parking/Bank Fee     | <input type="checkbox"/> Registration Fee (w/ Travel Request) |
| <input type="checkbox"/> Honorarium                              | <input type="checkbox"/> Payroll Advance*     | <input type="checkbox"/> Subscription/Periodical              |
| <input type="checkbox"/> Interpreting/Notetaking Svc             | <input type="checkbox"/> Permit/License Fee   | <input type="checkbox"/> Utilities                            |
| <input type="checkbox"/> PO Closed ***                           | <input type="checkbox"/> Tax Remittance       | <input type="checkbox"/> Sodexo (w/ Meal Approval Frm)        |
| <input type="checkbox"/> CSU Overhead Costs                      | <input type="checkbox"/> Art Models           | <input type="checkbox"/> Prizes/Awards (Non-General Fund)     |
| <input type="checkbox"/> Lodging-Hampton/Country Inn (Camarillo) |   |   |

\* To be used by payroll department only.

\*\*Please attach a signed Non-Employee reimbursement form to this check request.

\*\*\*To be used at year end only when PO on invoice has been closed and prior year funds have been reverted.

Description and/or explanation of payment.

IRA co-sponsorship Campus Readership program ASI Inv#A09-07.

☐ PLEASE SEND ATTACHED FORM WITH CHECK

CHARGE

Account	Fund	Dept ID	Program	Class	Project/Grant	Amount
608005	TK910	530	90254			\$6,000.00
Total						\$6,000.00

Requested

Mary Devins x  
Printed Name & Extension 3253

Mary Devins  
Signature

10/29/09  
Date

Approved by:

[Signature]  
Printed Name

[Signature]  
Signature

11/2/09  
Date