



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

Application
Instructionally Related Activities Funds Request
2011-2012 Academic Year
DEADLINE: Fall and Academic Year 3/31/11
Spring 2012 deadline is 10/31/11

Applications must first be sent to the appropriate program chair. Chairs will then 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: *Campus Readership*

Project Sponsor/Staff (Name/Phone): *Chris Scholl*

Activity/Event Date(s): *AY 2011-2012*

Date Funding Needed By: *ASAP*

***Please Note that for Fall Requests the earliest that you will be notified of funding availability will be early June 2011 and for Spring Requests early January 2012.*

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"/> Risk Management Consultation |
| <input type="checkbox"/> International Travel | <input type="checkbox"/> Late Submission |
| <input type="checkbox"/> Space/OPC Requirements | |
| <input type="checkbox"/> Infrastructure/Remodel | |
| x Other <u>Literature Disseminated (Newspapers)</u> | |

Previously Funded: X YES NO Yes, Request # 0196

*If previously funded, please attach copy of IRA Report

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

Assessment submitted for previously Funded Activity: X YES NO

Academic Program or Center Name and Budget Code:

Date of Submission:

Amount Requested: \$12,000

(Should match item 2. E. on page 4)

Estimated Number of Students Participating: 200 daily

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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-For a large event, consultation with the events coordinator is recommended.

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.

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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.

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 or internet services the demand for regular newspaper reading in many courses is in high demand. The USA Today product focuses on college students to assist in their academic endeavors. The program's mission and 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 CI a four week free trial program in fall 2006 so that the students of CI could see if the program would truly be utilized. After doing considerable research, it was 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 CI 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 Mission Lounge
- Student Union Building
- Vending Room BT 1601
- Islands Café
- Aliso Hall

USA Today delivers the three newspapers every academic day and picks up any leftover papers from the day before. Students pick up any newspaper, or multiple newspapers they wish, without charge to the student. The program only charges for the newspapers removed from the bins.

The program is now in its six 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.

POLS 150-02 & 150-05, 103-01, 329-01 and GLST 200-01. All five of the classes require the reading of a reputable national paper, preferably the New York Times. In addition the 150 classes require knowledge of local events (the VC Star). These are used on a daily basis to apply theory and concepts learned in class to actual events confronting our local community, country and/or the global community.

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. (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.

No other sources of funding are available. Possibility of partnering with ASI, however, this is an instructionally related resource that assists CI students in many of their courses.

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

Signatures and Dates

AP: 8/1/11

Project Sponsor: _____ Date: 10/10/11

Program Chair: _____ Date: _____

~~Academic~~ _____ Date: 10/24/11

Chris Scholl

Karen Carey

Application
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2011-2012 Academic Year

ACTIVITY BUDGET FOR 2011-2012

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	_____ 12,000 _____
H. Honorarium	_____
I. OPC Chargeback	_____
J. Copier Chargeback	_____
K. Other (Please Specify)	_____
 TOTAL Expenses	 _____ \$12,000 _____

2. Revenue

A. Course Fees	_____
B. Ticket Sales	_____

C. Out of Pocket Student Fees
(exclusive of course fees)

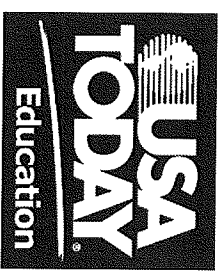
D. Additional Sources of
funding
(Please specify
And indicate source)

Total Revenue

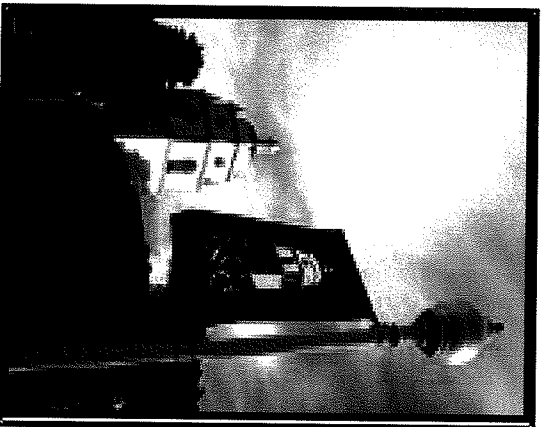
E. **Total Requested from IRA**

The Collegiate Readership Program

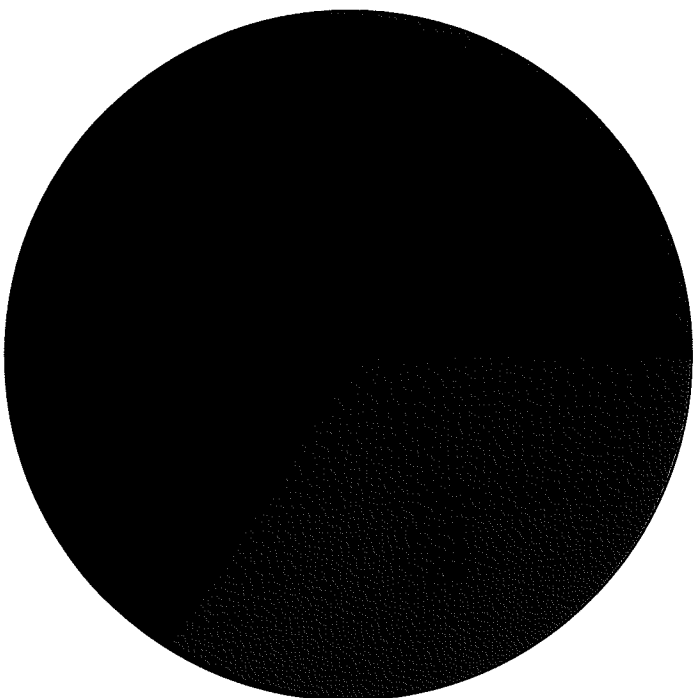
CSU Channel Islands



- Locations: Student Life Lounge, Bell Tower Main Lobby, Bell Tower Vending, Islands Café and Aliso Hall
- Participating Publications: New York Times, Ventura County Star, and USA TODAY. (Participation varies by year)



Consumption by Newspaper Product



- Ventura County Star
- USA TODAY
- NY Times

28,850 total newspapers read!
17.6% increase over prior year

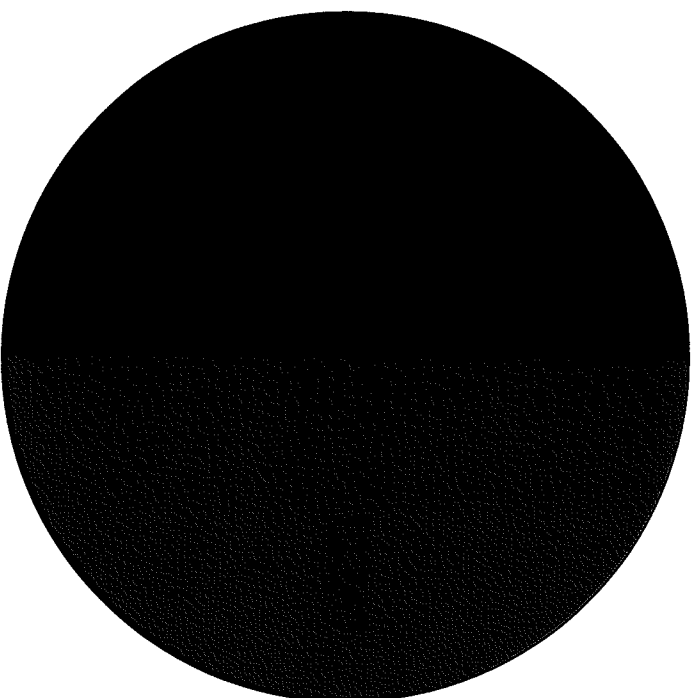
Financial Review

<u>Publication</u>	<u>Qty.</u>	<u>Rate</u>	<u>Cost</u>	<u>Del.</u>
NY Times	64	0.50	32.00	
USA TODAY	70	0.45	31.50	
Ventura County Star	<u>68</u>	0.25	<u>17.00</u>	
	202		80.50	

Total Cost 143 days X \$80.50 per day = \$11,512

Contract \$11,760

Consumption by Newspaper Product



■ Ventura County Star
■ USA TODAY

174 newspapers read per day

24,534 total newspapers read

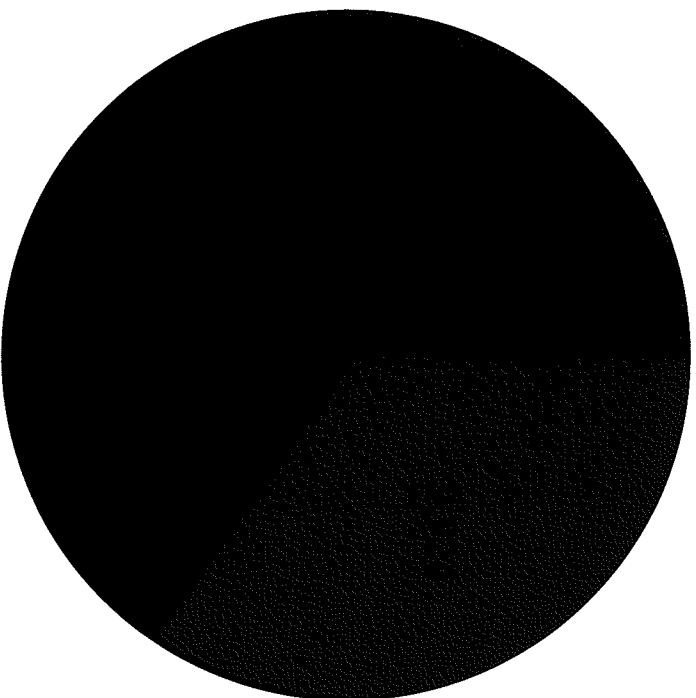
Financial Review

<u>Publication</u>	<u>Qty.</u>	<u>Rate</u>	<u>Cost</u>	<u>Del.</u>
USA TODAY	87	0.40	34.80	
Ventura County Star	<u>87</u>	0.25	<u>21.75</u>	
	174		56.55	

Total Cost 141 days X \$56.55 per day = \$7974

Contract \$7,700

Consumption by Newspaper Product



- Ventura County Star
- USA TODAY
- NY Times

28,881 total newspapers read!

5.5% increase over prior year

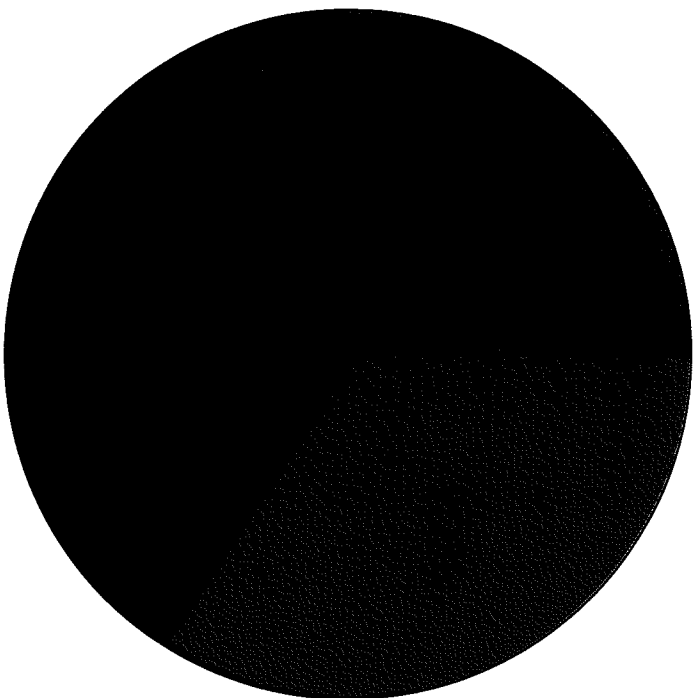
Financial Review

<u>Publication</u>	<u>Qty.</u>	<u>Rate</u>	<u>Cost</u>	<u>Del.</u>
NY Times	62	0.45	27.90	
USA TODAY	67	0.40	26.80	
Ventura County Star	<u>68</u>	0.25	<u>17.00</u>	
	197		63.60	

Total Cost 146 days X \$71.70 per day = \$10,468

Contract \$11,700

Consumption by Newspaper Product



- Ventura County Star
- USA TODAY
- NY Times
- Slice 4

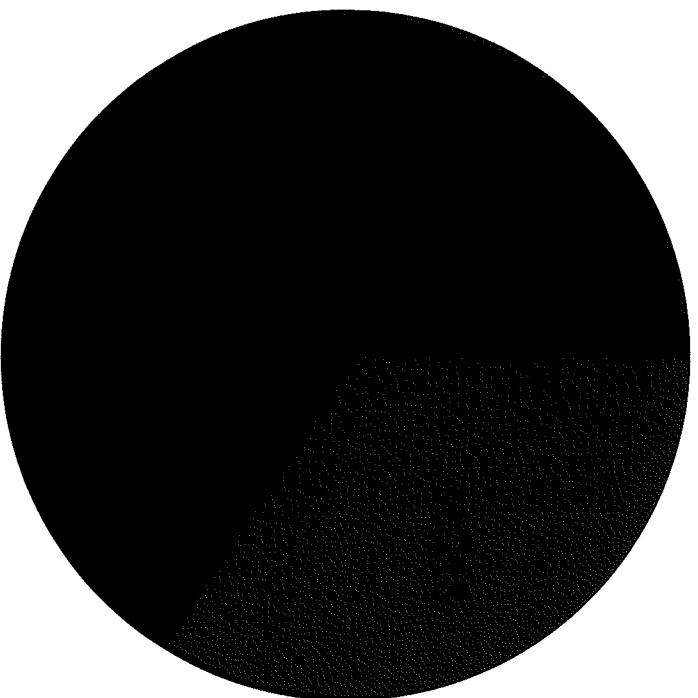
27,353 total newspapers read!

Financial Review

<u>Publication</u>	<u>Qty.</u>	<u>Rate</u>	<u>Daily Cost</u>
NY Times	61	0.45	27.45
USA TODAY	57	0.40	22.80
Ventura County Star	<u>60</u>	0.25	<u>15.00</u>
	178		65.25

Total 154 days X \$65.25 = \$10,049

Consumption by Newspaper Product



- Ventura County Star
- USA TODAY
- NY Times

33,201 total newspapers read!

Financial Review

<u>Publication</u>	<u>Qty.</u>	<u>Rate</u>	<u>Cost</u>	<u>Del.</u>
NY Times	64	0.40	25.60	
USA TODAY	63	0.35	22.05	
Ventura County Star	<u>64</u>	0.25	<u>16.00</u>	
	191		63.60	

Total Cost 117 days X \$63.60 day = \$7,441.20

Note, program did not run the entire academic year.



**USA TODAY
Collegiate Readership
Program Proposal**

Delivered by: Diane Steele
Delivered on: August 16, 2011



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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

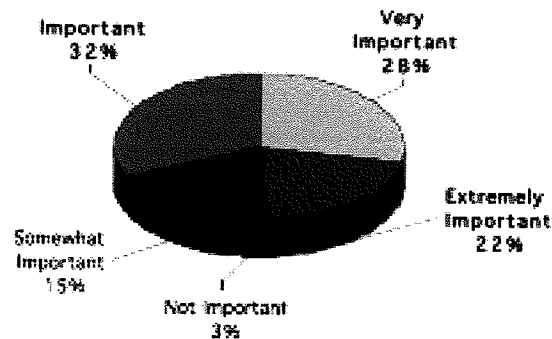
“Recent research suggests that newspapers play an important role in helping all readers – young and older-become active and informed citizens. Young readers first learn about their community about public issues through such reading. We learn about elections, candidates and public issues from newspapers 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.



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 Mellon 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	70	\$31.50	143	\$4,504.50	
New York Times	\$.50	70	\$35.00	143	\$5,005	
Ventura County Star	\$.25	70	\$17.50	143	\$2,502.50	
Total		210	\$84.00	143	\$12,012	\$2.00

*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 2011 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