



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

**Application**  
**Instructionally Related Activities Funds Request**  
**2013-2014 Academic Year**

**DEADLINES: Application Submitted to AVP:**  
**Fall and Academic Year 2013-14: 03/01/13**  
**Spring 2014 deadline: 10/01/13**

**Submittal Process:** Applications must be first be signed by your program chair and then submitted to the appropriate AVP for approval. AVP's will next forward application to the IRA Coordinator for review. If there are questions or concerns, you may be asked for revisions or additional information. The IRA Coordinator will then forward applications to the IRA Committee for consideration.

**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.

**Duplicate requests-** if Sponsor is submitting multiple proposals for recurring events involving speakers, musicians, etc., please combine your requests into one proposal.

**Activity Title:**

**Mock Consulting Firm** (Materials/Equipment Purchase)

Project Sponsor/Staff (Name/Phone):

**J. Jacob Jenkins, PhD / extension #3772**

Activity/Event Date(s):

**Spring 2014 (January-May)**

Date Funding Needed By:

**February, 2014**

Previously Funded by IRA?  YES  NO If Yes, what Semester/Year?

Proposal(s) # \_\_\_\_\_ (if known)

Report submitted for previously Funded Activity?:  YES  NO

**\*Please attach copy of previous IRA Report**

Academic Program or Center Name:

**Communication Program**

Estimated total Course Fee revenue:

N/A

Amount Requested from IRA:

\$288.00

Estimated Number of Students Participating:

80 students

## Conditions and Considerations Checklist

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

**Artist/Performer/Speaker Fees & Honoraria**- On the Activity Budget, please indicate whether the vendor's price was set by you / CI representative, or is a fee that was set by the vendor themselves.

**Large Event**- For a large event, consultation with the campus Event Coordinator's office at (805)437-8548 is required.

**Equipment Purchase**- If requesting large equipment purchase -over \$200, or will be a fixture installed on campus- Project Sponsor must show proof of correspondence with OPC Administration. In addition, all other purchases must follow Procurement Guidelines.

**Field Trip**- Sponsor must comply with all policies found at <http://www.csuci.edu/hr/AcademicFieldTripGuidelinesandForms.htm>. If approved, Identified Risks of Participation and Release Agreement must be submitted for each student to the Program Office (Public Folders-HR Forms).

**Involves Human Subject Data Collection for Public Dissemination -Requires IRB Approval.** If Project Sponsor proposes to conduct research with human participants, the proposal may be subject to Institutional Review Board for the Protection of Human Subjects (IRB) review. All research that involves any type of interaction with human subjects – from simple surveys to complex biomedical procedures – must be reviewed and approved by the IRB *prior to* starting the research. Data for "Public Dissemination" indicates interviews/surveys that result in a journal/poster session/newsletter, etc.

**Exempt from IRB Approval** –If your project is exempt from IRB review, include copies of correspondence with IRB Board. 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.

**IT Requirements**- If your activity has IT requirements, your application requires proof of correspondence and approval from IT Administration.

**International Travel**- Requires International Travel application be submitted to Center for International Affairs. Include copy of CIA budget and course syllabus in your IRA application.

**Risk Management Consultation**-Events that involve or engage students directly with a performer or artist (i.e. in a workshop or other than as a passive audience member) will require consultation with Risk Management. 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.

Other -

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**1. Brief Activity Description:**

In today's turbulent economic landscape (Smith, 2012), the student need for applicable and "real world" knowledge has never been greater (Reuteman, 2009; Sweet & Meiksins, 2012). Such a reality prompted the National Leadership Council for Liberal Education and America's Promise (LEAP) to emphasize the value of "providing students with important knowledge and skills but also experience putting those knowledge and skills to practical use in 'real-world' settings" (Peter D. Hart Research Associates, 2006, p. 2).

In addition, research has consistently indicated that students learn more when they are actively engaged in the learning process (Bonwell & Eison, 1991). Contemporary students are dynamic learners (Martyn, 2007). As a result, engagement in higher-order thinking tasks result in increased comprehension and retention. Such increases are especially evident when activities are integrated into the class structure, as opposed to merely following class lecture and discussion with a related activity or exercise (Kapur, 2010; McKeachie & Svinicki, 2006; Westermann & Rummel, 2012).

For these reasons, I model each of my COM 442: *Organizational Communication* courses after a hypothetical consulting firm. Consequently, students are required to actively "apply" for a position within said consulting firm, lead and work alongside other "employees," and potentially even be "fired." Students who are "hired" to the mock firm experience a number of employee benefits, including hypothetical "paychecks" which they can use to purchase certain items and incentives throughout the semester. By structuring the class in this way, students learn the "real world" skills that are necessary for success in today's challenging economic landscape: resume design, portfolio creation, job interviewing, etc. (Mumford et al., 2000; see also Sweet & Meiksins, 2012). This class structure also engages students in the learning process, and adds a level of interest and relevance to standard course material. In addition, this approach can be used to encourage students who need encouragement while simultaneously challenging students who need challenging.

In order to offer items and incentives for "employees" of the mock consulting firm to purchase, a small number of gift cards to local businesses must be procured,

as well as a variety of food/snacks and other "mystery surprises." I must also purchase certificates to be awarded to "Employees of the Month," along with frames to display said certificates within the classroom. This IRA request of \$288.00 will cover each of these expenditures for both sections of Organizational Communication (COM 442) in the Spring semester of 2013.

## 2. Relation to Course Offerings:

This IRA grant request is directly and integrally related to each section of Organizational Communication scheduled for the Spring 2013 semester. The entire course is structured as a hypothetical consulting firm; small incentives are a necessity in order to motive/engage current and potential "employees." Thus, the IRA activity will be integrated into the class activities on a daily basis, from semester's beginning to semester's end.

COM 442 (Section 1): *Organizational Communication* (approximately 40 students)  
COM 442 (Section 2): *Organizational Communication* (approximately 40 students)

## 3. Learning Outcomes:

(1) Students will actively engage with a variety of professional skills and concepts: resume design, portfolio creation, job interviewing, group/team work, etc.

(2) Students will experience the natural tensions and work dynamics that characterize many professional contexts.

(3) Students will expand their learning processes beyond the classroom setting alone.

(4) Students will connect their educational experiences with that of the "real world."

## 4. Activity Assessment:

In addition to standard course evaluations, students enrolled in COM 442: *Organizational Communication* will be asked to fill out a survey evaluating the course's unique class structure. Students will also be asked to write a 1-page assessment at semester's end, relating the course's use of a mock consulting firm to specific course concepts/teachings. Finally, it is my hope that this activity will result in a conference presentation and/or pedagogical publication for other university instructors to emulate.

## 5. Activity Budget:

Awards	\$48
Supplies and Services	\$240
<b>Total Request</b>	<b>\$288*</b>

\*Please see attached application budget for more details



# IRA Activity Budget

Activity Title: **Mock Consulting Firm**

Name of Sponsor: **J. Jacob Jenkins, PhD**



INSTRUCTIONALLY  
RELATED  
ACTIVITIES  
CHANNEL  
ISLANDS

Account	Operating Expenses	Amount	PLEASE EXPLAIN: Comments/Notes
<b>A. Artist/ Performer/Speaker</b>			
613802	Honoraria (Price set by CI)		
613802	Honoraria (Price set by CI)		
613801	Professional Svcs/ Speaker Fees (Price set by vendor)		
601801	Special Consultants (existing CI employees)		
613801	Other Consultants /Other Professional Services		
613001	Independent Contractor(s)		
	Other:		
	<b>Artist/Performer/Speaker/Consultant TOTALS</b>	<b>\$0.00</b>	
<b>B. Supplies &amp; Services- Other</b>			
660002	Printing		
660017	Advertising (such as in a magazine or publication)		
660831	Copier Chargeback		
660090	Event Signage (wayfinding on day of event)		
660835	Event or Parking-related Staffing		
660825	Rentals or Leases		
660833	Promotional Items (with logo)		
660834	Awards	\$48.00	"Employee of the Month" certificates and two frames
660890	Registration- Conferences & Meetings		
660003	Supplies & Services- Other	\$120.00	Small gift cards, snacks, etc. for COM 442 - Section 1
660003	Supplies & Services- Other	\$120.00	Small gift cards, snacks, etc. for COM 442 - Section 2
660003	Parking (please describe)		
	<b>Other (specify)</b>		
	<b>Other (specify)</b>		
	<b>Supplies &amp; Services- Other TOTALS</b>	<b>\$288.00</b>	
	<b>TOTAL EXPENSES</b>	<b>\$288.00</b>	<b>TOTAL REQUESTED FROM IRA</b>
<b>C. Revenue</b>			
	A. Course Fees		
	B. Ticket Sales		
	C. Additional Sources of Funding		