



<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 Organizational Consulting Website**  
 (Materials/Equipment Purchase)

Project Sponsor/Staff (Name/Phone):

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

Activity/Event Date(s):

**Spring 2014-Fall 2019**

Date Funding Needed By:

**January, 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:

**\$650.00**

Estimated Number of Students Participating:

**80+ students** (40 students per section in Spring 2013, with an infinite number of students participating in future semesters).

## 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 -

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

**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). Increased comprehension and retention result 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 structure each of my COM 442: *Organizational Communication* courses as a hypothetical consulting firm. Students are required to actively "apply" for a job within the mock firm, lead and work alongside other "employees," and potentially even be "fired." 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 facilitate and support such a unique class structure, the present IRA grant will be used to create and host a mock website. A local web designer in the Camarillo area will be hired to design and create this site; a discount provider such as GoDaddy.com will be used to host the site. The resulting website will offer an overview of the mock consulting firm, a mission statement, a list of employee bios, and a description of current job openings. Thus, the website will allow students to search online for relevant employment information, just as they would during a "real world" job search. Once created, this website can also be hosted

for semesters to come at minimal cost (approximately \$9 per semester) using departmental funds and/or future IRA funding.

**2. Relation to Course Offerings:**

This IRA grant is directly and integrally related to each of the two sections of COM 442: *Organizational Communication* that are offered in the Spring of 2013. The entire course is structured as a hypothetical consulting firm. Thus, once the mock website is created, it can be hosted at a minimal cost for years to come. The present IRA activity will be integrated into the class activities on a daily basis, from semester's beginning to semester's end, for semesters to come.

Spring 2013: COM 442 (S-1): *Organizational Communication* (approx. 40 students)

Spring 2013: COM 442 (S-2): *Organizational Communication* (approx. 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 hiring processes 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 and its integration of a hypothetical website. Students will also be asked to write a 1-page assessment at semester's end, relating the course's use of a hypothetical website 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:**

Website design/creation	\$625
Web hosting for 12 months	<u>\$25</u>
<b>Total Request</b>	<b>\$650*</b>

*\*Please see attached application budget for more details*

**6. International Trips**

N/A

**7. Sources of Activity Support:**

There are no other identified sources of support for this instructionally related activity.

**Signatures and Dates**

IRA Proposal # 597

<u>                    </u> You:	J. JACOB JENKINS	<u>                    </u>	<u>9-30-13</u> Date
<u>                    </u> Prog	FRACY LEE CLARKE	<u>                    </u>	<u>9-30-13</u> Date
<u>                    </u> AcA	KAREN CAREY	<u>                    </u>	<u>10/1/13</u> Date

REQUIRED: Attach a copy of the completed IRA Excel Budget (Either the "Regular Budget" or the "Travel Budget" page (see form for further instructions)

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

# IRA Activity Budget

Activity Title: **Organizational Consulting Website**

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



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	\$625.00	Website design/creation
613001	Independent Contractor(s)		
	Other:		
	<b>Artist/Performer/Speaker/Consultant TOTALS</b>	<b>\$625.00</b>	
<b>B.. Supples &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		
660890	Registration- Conferences & Meetings		
660003	Supplies & Services- Other	\$25.00	Web hosting for 12 months
660003	Supplies & Services- Other		
660003	Parking (please describe)		
	<b>Other (specify)</b>		
	<b>Other (specify)</b>		
	<b>Supplies &amp; Services- Other TOTALS</b>	<b>\$25.00</b>	
	<b>TOTAL EXPENSES</b>	<b>\$650.00</b>	<b>TOTAL REQUESTED FROM IRA</b>
<b>C. Revenue</b>			
	A. Course Fees		
	B. Ticket Sales		
	C. Additional Sources of Funding		