



Instructionally Related Activities Funds Request Spring 2015

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IRA Funds Request for “Careers in Strategic Communication” and “Crafting Successful Health Campaigns”

Instructionally Related Activities Funds Request Summary

Project Sponsor	Christina Smith
Activity Title	“Careers in Strategic Communication” and “Crafting Successful Health Campaigns”
Activity/Event Date	Spring 2015
Date Funding Needed By	February 2015
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	Christina Smith, Tracylee Clarke, Nancy Chen
Academic Program(s) / Center Name(s)	Communication
Estimated total Course Fee revenue	0
Amount Requested from IRA	\$1000.00
Estimated Number of Students Participating	125
Conditions and Considerations	Artist/Performer/Speaker Fees & Honoraria, Large Event, Field Trip, Involves Human Subject Data Collection for Public Dissemination -Requires IRB Approval, IT Requirements, International Travel, Risk Management Consultation, Space/Facilities Services Requirements
Brief Activity Description	<p>“Careers in Strategic Communication”</p> <p>All students in the Communication major are required to complete a Capstone course. Here, students are given two options: 1) apply their knowledge and skills through a 90-hour service learning project with a local non-profit organization, or 2) complete a semester-long research project and paper.</p>

	<p>For many students, their service learning projects involve participation in a strategic campaign aimed at generating awareness of an issue or event, or raising funds for an organization's constituents.</p> <p>Additionally, the course provides extensive career preparation for graduating seniors, including workshops on graduate school, resume and cover letter writing, interviewing techniques, and financial literacy. Surveys of alumni suggest that a majority of students were "satisfied" or "highly satisfied" with the Capstone experience, including the job preparation element. Therefore, the proposed activity involves bringing in a distinguished guest speaker Lena Dibble to discuss career options in strategic communication.</p> <p>"Crafting Strategic Health Campaigns"</p> <p>In addition, the speaker will hold a presentation on crafting strategic health campaigns that will be open to the wider campus. Before her current position at ancestry.com, Ms. Dibble worked as Campaign Manager for the State of Utah's Department of Health. In this capacity, she managed an anti-smoking campaign from conception to evaluation. Additionally, she has experience in managing social media for health campaigns. Thus, students currently completing COMM 325: Media Campaigns would benefit from hearing about her experience designing, implementing, and evaluating the campaign. Though COMM 443: Health Communication will not be offered in spring, students in that emphasis will also be invited to attend the presentation. Finally, students in relevant majors such as Nursing, Health Sciences, and Business will also find value in Ms. Dibble's health campaign-based background.</p> <p>Communication students and the wider campus community will greatly benefit from hearing guidance and advice from Ms. Dibble due to her diverse and distinguished background in media, public health, and marketing.</p> <p>The guest speakers' presentations will address two educational objectives of the Communication program. First, her positions provide an example of how communication theory is applied in a specific context (health campaigns and multicultural marketing). Often, Communication students need guidance in connecting the knowledge and skills obtained in the program with professional opportunities. Thus, a specific case study in the form of her career trajectory (from Campaign Strategist of health campaigns to Director of Marketing at ancestry.com) illustrates the various ways that Communication theory serves to inform both the government and corporate sectors. Second, Ms. Dibble's discussion addresses program learning outcomes regarding message construction and multicultural awareness. In both her positions, she utilized these Communication competencies to successfully meet stated goals.</p>
<p>Learning Outcomes and Relation to IRA to Course Offerings</p>	<p>COMM 499: Capstone. Here, Ms. Dibble will offer advice pertaining to a career in strategic communication to graduating seniors. Her diverse background in several facets of applied communication make her an excellent speaker to students considering career options and graduation. Many Communication students report a desire to pursue careers in marketing, advertising, non-profit advocacy, and public health campaigns, thus, Ms. Dibble's successful background in these industries will be invaluable. In spring, there will be approximately 100 seniors in the Capstone course. The activity will involve one guest lecture of 45 minutes, followed by a question and answer session.</p> <p>COMM 325: Media Campaigns. In this class, Ms. Dibble will overview her experience as a campaign strategist for several health-related campaigns. She will discuss campaign design, implementation, and evaluation. In preparation for her lecture, students will be provided with campaign materials, including sample ads, longitudinal evaluation results, and information about the health issue (for example, smoking). The opportunity to hear from an expert in campaign design will be invaluable to students in the class. Additionally, students in the Health Communication emphasis (as well as the campus community as a whole – including nursing, the new health sciences program, and business) will be invited to attend the presentation. It will involve one presentation of one hour.</p>
<p>Description of Assessment Process</p>	<p>In order to assess the effectiveness of Ms. Dibble's presentation to the Capstone course, students will be asked to complete a reflection about careers in strategic communication. Specifically, they will be asked to address how the presentation helped them to determine their own strengths and weaknesses as Communication majors, how the presentation revealed ways in which Communication theory is successfully applied in the corporate and non-profit sectors, and how the presentation will assist them in better preparing job-seeking materials. This will lead effectively into the pre-existing assignment of resume/cover letter writing.</p> <p>Regarding the wider campus presentation, the program will assess educational goals both quantitatively and qualitatively. Attendance numbers and participation of audience members during the question-and-answer session will provide the quantitative measure. Second, students in the Media Campaigns class will be asked to complete a brief reflective essay on the presentation.</p>
<p>Activity Budget</p>	<p>CareersinStrategicCommunication_Budget.xlsx</p>
<p>CIA Budget</p>	<p>—</p>
<p>CIA Proposal</p>	<p>—</p>
<p>Course Syllabus</p>	<p>—</p>
<p>CIA Certification</p>	<p>—</p>
<p>Other Sources of Funding</p>	<p>Not applicable.</p>
<p>Target Audience/Student Marketing</p>	<p>The audience of the presentations are two-fold. First, approximately 100 students in the Communication Capstone course will be marketed to via traditional, class-based methods (in-class announcement, promotion on CI Learn).</p> <p>The wider campus event will be promoted primarily using social media. Currently, the Communication Program has a robust presence on Facebook, Tumblr, Twitter, and Instagram – these mechanisms will all be used to promote the event. Often, Communication-related social media and picked up and further disseminated by the CI social media initiatives. Thus, we will seek to ensure this happens by collaborating with Tom Emmonds and his team to disseminate the promotional materials to the wider campus community. Finally, we will reach out to colleagues in related fields (nursing, Business) to promote the event.</p>
<p>Bring Benefit to Campus</p>	<p>Not applicable.</p>
<p>Sustainability</p>	<p>Not applicable.</p>

Program Chair/Director	tracy.clarke
Academic Affairs AVP	karen.carey
Acknowledgement	I acknowledge that I have reviewed and accepted the Conditions and Considerations herein. Please check off boxes as appropriate.

Program Chair/Director Approval

Approval	I approve the IRA Funds Request described on this page
Name	Tracylee Clarke
Date/Time	9/30/2014 10:05:17 AM
Validation	myCI-signin-TF-1311

Academic Affairs AVP Approval

Approval	I approve the IRA Funds Request described on this page
Name	Karen Carey
Date/Time	9/30/2014 10:31:19 AM
Validation	myCI-signin-VP-8276

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