



Instructionally Related Activities Funds Request Spring 2015

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IRA Funds Request for UNIV 392: Intercultural Communication & Design

Instructionally Related Activities Funds Request Summary

Project Sponsor	Jacob Jenkins
Activity Title	UNIV 392: Intercultural Communication & Design
Activity/Event Date	June 29-August 7, 2015. Standard class meetings throughout the 5 weeks of Summer Session II (5 class meetings, 4.5 hours each, totaling more than 22 hours of face-to-face time), followed by 10 days of travel abroad.
Date Funding Needed By	January 20, 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	N/A
Academic Program(s) / Center Name(s)	Communication (Although the interdisciplinary focus of this course will draw students from a wide variety of programs/disciplines)
Estimated total Course Fee revenue	765
Amount Requested from IRA	26256.00
Estimated Number of Students Participating	15 - from multiple programs/disciplines across CI's campus
Conditions and Considerations	International Travel
Brief Activity Description	<p>Entitled "Intercultural Communication & Design," this UNIV 392 course is designed to increase students' awareness and appreciation for the intersection(s) that exist between communication and design.</p> <p>Through course readings, exams, lectures, written assignments, course journaling, peer discussions, group presentations, ethnographic "challenges," reflection papers and more, students will explore the ways in which intercultural communication processes influence the built environment, and vice versa. Students will also gain a better understanding of diverse cultural settings (e.g., Oldenburg's notion of "third places"), the communicative process</p>

	<p>of cultural identity construction, and the analytical skills needed to successfully examine intercultural conflict and interaction.</p> <p>Drawing upon my degree in Architecture, as well as my own study abroad experience in London, my work experience with Architectural firms across the US, my PhD in Communication, and my expertise in teaching and researching Intercultural Communication, I am uniquely positioned to lead this interdisciplinary course. I am excited to make the students' time in and around London a rich and academic experience by revealing the interrelationships that exist between (1) intercultural communication processes and the built environment, (2) the way these relationships in Europe differ from those in the US (particularly London), and (3) the reflexive effect of intercultural communication and design upon one another.</p> <p>The course will meet regularly throughout the 5 weeks of Summer Session II (5 class meetings, 4.5 hours each, totaling more than 22 hours of face-to-face time), followed by 10 days of travel abroad. Our class meetings will utilize two texts: "Intercultural Competence" (2013, Lustig & Koester) and "Buildings Across Time" (2012, Fazio). The subsequent travel portion of this course will allow students to move beyond mere intellectual knowledge in order to apply, test, and critique their newly obtained knowledge through an immersive and firsthand experience abroad.</p> <p>Due to its interdisciplinary focus, this course will also draw students from a variety of programs/disciplines; thus, it thoroughly addresses three of the university's pillars simultaneously: integrative studies, international affairs, and multicultural engagement.</p>
<p>Learning Outcomes and Relation to IRA to Course Offerings</p>	<p>This course - entitled "Intercultural Communication & Design" - will be offered and promoted to all CI students. Combined with its interdisciplinary curriculum, this course will serve as a much needed upper-level elective for several CI students across multiple programs/disciplines. It will also serve in place of COMM 321: Intercultural Communication, a required course for Communication majors.</p> <p>The six learning outcomes for this course, as stated within its completed syllabus include:</p> <ol style="list-style-type: none"> 1. To gain an enhanced understanding of intercultural communication processes, and their reflexive relationship to the built environment. 2. To demonstrate an understanding of cultural identity formation, and the patterns of shared communication within a foreign context. 3. To develop analytical skills for examining intercultural interaction and conflict. 4. To gain firsthand experience of Oldenburg's (1979) notion of "third place" and its cultural role in forming and maintaining human relationships. 5. To demonstrate a personal understanding of European culture, customs, and norms. 6. To gain an increased awareness of cultural and historical European landmarks - including parks, buildings, and public spaces - in and around the metropolitan area of London, England.
<p>Description of Assessment Process</p>	<p>There will be a multitude of assessment processes utilized throughout this course to measure student learning and comprehension.</p> <p>In total, students will complete 5 Reading Exams in relation to the 20 chapters of required reading. Students will also participate in In-Class Discussions and Group Activities throughout Summer Session II. In addition, students will be required to keep a Course Journal beginning - at minimum - 3 days prior to our departure for London and continuing - at minimum - for 3 days after our return. Students will complete a several Guided "Tabulations" and Ethnographic Workshops while in London. Together with their peers, they will complete an Ethnographic Study (including both participant-observations and interviews), and report their findings to the the class in a 45-minute Group Presentation. Students will also complete a series of "Cultural Challenges," connecting each to course concepts. After returning, students will write a 15-page Final Reflection Paper that draws connections between their experience and specific concepts/ideas/theories discussed during the class. Finally, after completing this course, students will be invited to share their experience with the rest of campus during CI's International Week, as well as to guest lecture in one my future classes, and potentially even to present their work at a regional conference (see "Promoting Participation" for more details).</p> <p>Each of these assessment processes will be used to appraise the course's aforementioned learning outcomes (see "Learning Outcomes and Relation of IRA to Course Offerings"); thus, forming the foundation for my final assessment report.</p>
<p>Activity Budget</p>	<p>JenkinsIRATravelBudgetInterculturalCommDesign.xlsx</p>
<p>CIA Budget</p>	<p>JenkinsBudgetWorksheetInterculturalCommDesign.pdf</p>
<p>CIA Proposal</p>	<p>JenkinsCourseProposallInterculturalCommDesign.pdf</p>
<p>Course Syllabus</p>	<p>JenkinsSyllabuswithAssignmentsInterculturalCommDesign.pdf</p>
<p>CIA Certification</p>	<p>I certify that students attending this trip are not previous or repeat attendees of a prior International UNIV 392 Trip</p>
<p>Other Sources of Funding</p>	<p>Currently, this course has not secured any additional sources of funding; however, I am actively seeking financial support from several external sources.</p> <p>The "Michael Brill Grant in Urban Communication and Design," for instance, is named in honor of Architect Michael Brill and seeks to encourage innovative projects that provide a bridge between the fields of communication and design. Redeemable up to \$2500 per grant proposal, the Michael Brill Grant in Urban Communication and Design is funded by the Urban Communication Foundation and administered in conjunction with the Environmental Design Research Association.</p>
<p>Target Audience/Student Marketing</p>	<p>The course is designed for all CI undergraduate students.</p> <p>Due again to its interdisciplinary focus, any matriculated CI student can benefit immensely from this course and is therefore encouraged to participate. Specific students outside of the Communication program who would also benefit from this course include: Art, English, Sociology, Liberal Studies, Anthropology, and Political Science, to name but a few.</p> <p>In effort to garner a broad range of students from across CI, posters and adverts will be posted throughout campus.</p> <p>The course will also be posted on the Centers for International Affairs website.</p>

	<p>In addition, announcements are planned for several classes both in and out of the Communication discipline: ART 343 Medieval Art; BIOL 345 Science & Public Policy; BUS Globalization & Development; COMM 331 Art, Society, & Mass Media; ENGL 250 British & European Literature; ESRM 205 Principles of Sustainability; GLST Global Cities; HIST 320 European History; POLS 352 International Relations of Europe; SOC 372 Urban Sociology; etc.</p> <p>Finally, after a colleague merely mentioned the possibility of this course during the Communication program's All-Student Fall information session, more than a dozen students approached me with an interest in going. For each of these reasons, I have no doubt there will be a high level of enthusiasm surrounding this course offering, resulting in no shortage of students.</p>
Bring Benefit to Campus	<p>The benefit of this course will be brought back to campus in a variety of ways, including (1) student presentations, (2) guests lectures, and even (3) potential conference presentations.</p> <p>After completing this course, students will be encouraged to present on their experience and the insights they learned with the rest of campus during CI's International Week.</p> <p>Students will also be invited into relevant Communication courses (COMM 321, COMM 442, etc.) to guest lecture on the specific concepts they learned during this course firsthand.</p> <p>Finally, it is my hope that the students' Ethnographic Studies and Final Reflection Papers will result in numerous conference presentations. In fact, during my time as a faculty member I have successfully followed up with numerous student research groups after the semester's end, offering to help them further develop their class papers/projects.</p> <p>To date, these efforts have resulted in 5 competitively selected research presentations at national and regional conferences. In the past year at CI, I followed up with 3 student research groups in this way. All three resulting papers are currently under review for presentation at the 2015 Western State's Communication Association's Annual Convention in Spokane, WA.</p> <p>It is my ambition to continue this trend of student mentoring and faculty-student collaboration with the present course. Following our return from London and the students' completion of their Final Reflection Papers, I will follow up with them, offering to help further develop their work for potential presentation at the Sage Undergraduate Research Forum on CI's campus and beyond.</p>
Sustainability	<p>Both the content and delivery of this course promote sustainability at CI.</p> <p>Europe – and specifically London – is a world leader in the environmental design movement and its subsequent promotion. In recent months the mayor of London has, in fact, published the “London Plan Policy 5.3 on Sustainable Design and Construction.” This policy offers specific guidelines for energy efficient design, carbon reduction targets, decentralized energy, retro-fitting measures, urban greening, and the list goes on.</p> <p>The emphasis that London places upon environmental design and promotion is also evident on both the micro and macro scale.</p> <p>On a micro scale, the city of London has some of the highest standards for sustainable design in the world, resulting in more than 625 LEED certified buildings within the city limits. Several of these buildings – and the cultural footprint they create – are the foci of this course: 25 Soho Square, The Shard, London City Hall, etc. We will not only discuss these spaces in-depth during class, but will also have the opportunity to visit them in person while abroad.</p> <p>On the macro scale, the city of London is a premier example of “New Urbanism,” a concept that is also at the heart of this course and its exploration of the interrelationships between intercultural communication and design. After discussing the tenants of New Urbanism in a classroom setting, students will have the life changing opportunity to experience it on the streets of London for themselves.</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	10/2/2014 9:39:19 AM
Validation	myCI-signin-FM-8135

Academic Affairs AVP Approval

Approval	I approve the IRA Funds Request described on this page
Name	Karen Carey
Date/Time	10/2/2014 9:44:54 AM
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