

Instructionally Related Activities Funds Request Fall 2015

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IRA Funds Request for Communication for Social Change: Class Presentations & Campus-Wide Speaking Event

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Instructionally Related Activities Funds Request Summary

Project Sponsor	Nien Tsu Chen
Activity Title	Communication for Social Change: Class Presentations & Campus-Wide Speaking Event
Activity/Event Date	Fall 2015 (November)
Date Funding Needed By	Fall 2015 (November)
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	Nien-Tsu Nancy Chen (COMM), Jacob Jenkins (COMM), and Andrea Grove (POLS)
Academic Program(s) / Center Name(s)	Communication Program & Political Science Program
Estimated total Course Fee revenue	n/a
Amount Requested from IRA	\$820.00
Estimated Number of Students Participating	160
Conditions and Considerations	Artist/Performer/Speaker Fees & Honoraria, Space/Facilities Services Requirements
Brief Activity Description	<p>The Communication Program and Political Science Program will co-sponsor a campus-wide speaking event entitled, "Communication for Social Change" featuring Andrea Wenzel. Ms. Wenzel is a radio journalist and media development consultant who has worked at WBEZ and on media projects in the Afghanistan, Sri Lanka, Ghana, and Iraq for organizations such as BBC Media Action, Internews Network, and other international NGOs. She has an MA in Interdisciplinary Social Sciences from the University of Chicago and is currently a doctoral student at University of Southern California's Annenberg School for Communication and Journalism. Ms. Wenzel's experience in bridging theory and practice in the realms of communication for development and social change will benefit students majoring in Communication, Political Science, Health Sciences, Business and many other disciplines.</p> <p>In addition to the all-campus lecture, Ms. Wenzel will give classroom presentations tailored to the interests of students enrolled in Communication and Political Science courses such as COMMNRS 441 Health Communication, COMMPOLS/BUS 330 Nonprofit Leadership & Innovation, and POLS 427 Model United Nations. Her presentations will explore some examples of media and communication strategies for social change, from health campaigns in India to radio soap operas in Afghanistan. She will also provide a critical reflection on what can go wrong and connect lessons learned with communication theory and structural issues within the international development industry.</p>
Learning Outcomes and Relation to IRA to Course Offerings	<p>This all-campus lecture relates to wide variety of programs, including but not limited to Communication, Political Science, Health Sciences, and Business. The overarching goal is to introduce students to the field of communication for development and social change and to potential career opportunities in this field.</p> <p>Additionally, three in-class presentations will be given, and they are designed with the learning outcomes of the following courses in mind:</p> <p>1. COMMNRS 441 Health Communication: Ms. Wenzel will share her experience in designing, implementing and evaluating health campaigns in developing countries with the class. She will also explain some of the sociopolitical, economic and cultural realities that shape individuals' health behaviors and the effectiveness of health campaigns in these countries, demonstrating the multilevel nature of health communication with real-world</p>

	<p>examples. Throughout her talk, students will learn the importance of using theory and research to inform health communication efforts.</p> <p>2. COMM/POLS/BUS 330 Nonprofit Leadership & Innovation: Ms. Wenzel will share her experience in working with international and local non-profit organizations to implement communication campaigns for social change. Throughout her talk, students will learn about the latest innovations and challenges within the international development industry.</p> <p>3. POLS 427 Model United Nations: Ms. Wenzel will share her insights into pressing issues in developing countries where she has worked, such as health, education and gender equality. She will reflect on some of the points of contention among donor agencies, area experts and local community members, and she will discuss some structural issues within the international development industry.</p>
Description of Assessment Process	Attendees to the campus-wide lecture and the class presentations will be asked to fill out a questionnaire to provide feedback on the event and their key takeaways. Students in the COMM/NRS 441 Health Communication will also write a reflection essay to connect what they learned from Ms. Wenzel's talk with the course's required readings on health campaigns, cultural conceptions of health, and entertainment-education.
Activity Budget	140216IRACommforSocialChangeBudgetFall2015doc.xlsx
CIA Budget	—
CIA Proposal	—
Course Syllabus	—
CIA Certification	—
Other Sources of Funding	There are no other identified sources of support for this instructionally related activity.
Target Audience/Student Marketing	<p>The intended audience for the campus-wide speaking event includes all students, faculty and staff at CSUCI. The in-class presentations are tailored for students enrolled in COMM/NRS 441 Health Communication (approximately 35 students), COMM/POLS/BUS 330 Nonprofit Leadership & Innovation (approximately 35 students), and POLS 427 Model United Nations (approximately 35 students). Furthermore, emails will be circulated to all communication and political science majors to encourage them to sit in during these presentations.</p> <p>Members of Omega Alpha, the CSUCI Chapter of the National Communication Honor Society, will be in charge of promoting the event to the campus community in partial fulfillment of their service requirement for the society. They will design and put up flyers about the campus-wide lecture, visit classes to announce this event, circulate information about this event to campus organizations and engage in promotion via their own interpersonal and social media networks. We anticipate that these promotional activities will lead to an attendance of about 60 students, faculty members and staff.</p> <p>Additional announcements regarding the all-campus lecture and in-class presentations will be made by Communication and Political Science faculty during their classes and via emails to students and colleagues.</p>
Bring Benefit to Campus	Not applicable
Sustainability	Not applicable
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	2/23/2015 10:32:49 AM
Validation	myCI-signin-XZ-3758

Academic Affairs AVP Approval

Approval	I approve the IRA Funds Request described on this page
Name	Karen Carey
Date/Time	2/23/2015 10:46:49 AM
Validation	myCI-signin-SD-0164

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