



# Instructionally Related Activities Funds Request Fall 2015

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## IRA Funds Request for Campus-Wide Colloquium: Media Campaigns and Hospice Care

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### Instructionally Related Activities Funds Request Summary

<b>Project Sponsor</b>	Jacob Jenkins
<b>Activity Title</b>	Campus-Wide Colloquium: Media Campaigns and Hospice Care
<b>Activity/Event Date</b>	Fall 2015 (November)
<b>Date Funding Needed By</b>	Fall 2015 (November)
<b>Previously Funded?</b>	Yes
<b>Semester/Year</b>	—
<b>Proposal #</b>	—
<b>Report submitted for previously Funded Activity?</b>	—
<b>Report submitted for previously Funded Activity</b>	—
<b>Additional Report #1</b>	—
<b>Additional Report #2</b>	—
<b>Additional Report #3</b>	—
<b>Additional Proposers</b>	J. Jacob Jenkins (COMM), Nien-Tsu Nancy Chen (COMM)
<b>Academic Program(s) / Center Name(s)</b>	Communication
<b>Estimated total Course Fee revenue</b>	N/A
<b>Amount Requested from IRA</b>	1570.00
<b>Estimated Number of Students Participating</b>	This activity will serve the entire campus community as an all-campus event. In addition, approximately 105 students in COMM442 and COMMNRS 441 will benefit directly from in-class presentations.
<b>Conditions and Considerations</b>	Artist/Performer/Speaker Fees & Honoraria
<b>Brief Activity Description</b>	<p>The Communication program will sponsor a campus-wide speaking event entitled, "Media Campaigns and Hospice Care" featuring Dr. Patrick J. Dillon.</p> <p>Dr. Dillon is an Assistant Professor of Health Communication at the University of Memphis whose ongoing and award-winning research centers on health disparities at the end-of-life. Thus, this event will focus on the interdisciplinary connections between institutionalized health, health campaigns, policy development, etc. The event will be open to all students.</p> <p>In addition to an all-campus event, Dr. Patrick J. Dillon will also give three classroom presentations, tailoring each of his presentations to compliment current course curriculum. Dr. Dillon will speak to students enrolled in two separate sections of COMM442: Organizational Communication (approximately 70 students) and to students enrolled in one section of COMMNRS 441: Health Communication (approximately 35 students) about critical approaches to language and symbolism as it relates to our social construction of healthcare and other health-related issues.</p>
<b>Learning Outcomes and Relation to IRA to Course Offerings</b>	<p>Students who attend of one Dr. Dillon's presentations will:</p> <ol style="list-style-type: none"> <li>(1) gain and awareness of ongoing health disparities within the United State's current healthcare system,</li> <li>(2) explore the interrelated role of language and symbolism as it relates to our social construction of healthcare and other health-related issues,</li> <li>(3) expand their learning processes beyond the classroom setting alone, and</li> <li>(4) connect their educational experiences with that of relevant, timely, and "real world" issues (e.g., public debates that currently surround The Patient Protection and Affordable Care Act).</li> </ol> <p>This all-campus event relates to wide variety of programs on campus, including Communication, Sociology, Psychology, Nursing, Political Science, and History, to name but a few. In addition, the classroom presentations will be tailored specifically to address issues of critical communication within each of the following courses:</p>

	COMM442 (S-1): Organizational Communication (approx. 35 students) COMM442 (S-2): Organizational Communication (approx. 35 students) COMM/NRS 441 (S-1): Health Communication (approx. 35 students)
<b>Description of Assessment Process</b>	Students attending the all-campus event will be asked to fill out a survey evaluating the presentation.  In addition, students enrolled in COMM442: Organizational Communication and COMM/NRS 441: Health Communication will be asked to write a 1-page assessment of Dr. Dillon's classroom presentation in order to relate his comments to specific course concepts/material.
<b>Activity Budget</b>	<a href="#">JenkinsCampusWideColloquium2015Budget.xlsx</a>
<b>CIA Budget</b>	—
<b>CIA Proposal</b>	—
<b>Course Syllabus</b>	—
<b>CIA Certification</b>	—
<b>Other Sources of Funding</b>	There are no other identified sources of support for this instructionally related activity.
<b>Target Audience/Student Marketing</b>	This activity will serve the entire campus community, as it is an all-campus event. In addition, approximately 105 students (from two sections of COMM442: Organizational Communication and one section of COMM/NRS 441: Health Communication) will benefit from in-class presentations and personal interaction with the guest speaker, Dr. Patrick J. Dillon.  This event will be communicated to COMM442 and COMM/NRS 441 students by the instructors during class and within the course syllabus.  Additional announcements regarding the all-campus event will be made by Communication faculty and lecturers in other Communication courses.  Finally, the all-campus portion of this event will be promoted through campus flyers, posters, and various online/social media outlets – such as the Communication program's Facebook page and Tumblr accounts.
<b>Bring Benefit to Campus</b>	N/A
<b>Sustainability</b>	—
<b>Program Chair/Director</b>	tracy.clarke
<b>Academic Affairs AVP</b>	karen.carey
<b>Acknowledgement</b>	I acknowledge that I have reviewed and accepted the Conditions and Considerations herein. Please check off boxes as appropriate.

**Program Chair/Director Approval**

<b>Approval</b>	I approve the IRA Funds Request described on this page
<b>Name</b>	TracyLee Clarke
<b>Date/Time</b>	2/23/2015 10:29:30 AM
<b>Validation</b>	myCI-signin-PG-7880

**Academic Affairs AVP Approval**

<b>Approval</b>	I approve the IRA Funds Request described on this page
<b>Name</b>	Karen Carey
<b>Date/Time</b>	2/23/2015 10:32:00 AM
<b>Validation</b>	myCI-signin-NF-5613