

## Instructionally Related Activities Funds Request Spring 2017

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## IRA Funds Request for Event Planning and Marketing Guest Lecture

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## Instructionally Related Activities Funds Request Summary

<b>Project Sponsor</b>	Nien Tsu Chen
<b>Activity Title</b>	Event Planning and Marketing Guest Lecture
<b>Activity/Event Date</b>	Spring 2017 (February)
<b>Date Funding Needed By</b>	Spring 2017 (February)
<b>Previously Funded?</b>	Yes
<b>Semester/Year</b>	May 2016, Dec 2015 & July 2016
<b>Proposal #</b>	#776, #734, #696 & #697
<b>Report submitted for previously Funded Activity?</b>	No
<b>Report submitted for previously Funded Activity</b>	<a href="#">IRAReport696.docx</a>
<b>Additional Report #1</b>	<a href="#">160509irareportformClarkeChen734SpringFinal.docx</a>
<b>Additional Report #2</b>	—
<b>Additional Report #3</b>	—
<b>Additional Proposers</b>	Christina Smith (COMM)
<b>Academic Program(s) / Center Name(s)</b>	Communication Program
<b>Estimated total Course Fee revenue</b>	0
<b>Amount Requested from IRA</b>	\$250.00
<b>Estimated Number of Students Participating</b>	120
<b>Conditions and Considerations</b>	Artist/Performer/Speaker Fees & Honoraria
<b>Brief Activity Description</b>	<p>The guest lecturer, Ms. Ashten Giardine, will provide a guest lecture on event planning and marketing to students enrolled in COMM499 Capstone Project, which typically number between 110 – 120 in the spring semester. Ms. Giardine is an alumnae of the CSUCI Communication Program who has developed expertise in event management. After graduation, she has worked as an event planning and marketing specialist for Turner Broadcasting in Atlanta, AmericasMart in Atlanta and Cottage Health in Santa Barbara. She has been involved in orchestrating events like the NCAA Final Four, NBA/All Star Weekend, Sundance Film Festival and Cartoon Network's Hall of Game Awards. As a marketing event coordinator at Cottage Health, Ashten currently manages hospitality and sponsorship events for the Santa Barbara Cottage Hospital, Goleta Valley Cottage Hospital and Santa Ynez Cottage Hospital.</p> <p>Event management has been a topic that many communication majors have expressed an interest in, and it is an attractive skill to potential employers. As the communication capstone students prepare themselves for the job market, we would like to invite Ms. Giardine for a 2-hour guest lecture to share with the students (1) what does event management entail, (2) what are some common job opportunities and employing organizations (e.g. healthcare, media and retail organizations), (3) how do students get their foot into the door, and (4) what are some of the anticipated challenges and rewards.</p> <p>In addition, we will also promote this event to the entire campus community so any student interested in pursuing a career in event planning can attend and benefit from this lecture.</p>
<b>Learning Outcomes and Relation to IRA to Course Offerings</b>	<p>While the course learning outcomes of COMM499 Capstone Project are centered around the application of communication knowledge in a community engagement or research environment, these outcomes are designed to prepare students for the job market by demonstrating their competencies in completing a service learning or research project. As part of this job search preparation, students will benefit from gaining professional insights into the world of event planning and marketing from Ms. Giardine's talk and identifying potential career opportunities within this field.</p> <p>Furthermore, this event will be open to all communication majors and students from other academic programs who are interested in event management. The content of Ashten's lecture is especially well connected with the learning outcomes of courses such as COMM225 Professional Communication, COMM/POLS/BUS 330 Nonprofit Leadership &amp; Innovation and MKT310 Principles of Marketing.</p>
<b>Description of Assessment Process</b>	Attendees to the guest lecture will be asked to fill out a questionnaire to provide feedback on the event and their key takeaways.
<b>Activity Budget</b>	<a href="#">160829IRAEventPlanningBudget.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>	The intended audience for the guest lecture will include all CSUCI students who are interested in event planning and marketing. Flyers about this event will be put up around campus at the beginning of the spring semester, and event announcements will be sent to Program Chairs to be forwarded to their students. In addition, this lecture will be advertised on the social media platforms of the Communication Program.
<b>Bring Benefit to Campus</b>	Not applicable - on-campus event.
<b>Sustainability</b>	Not applicable.
<b>Program Chair/Director</b>	christina.smith
<b>Dean</b>	james.meriwether
<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 Review**

<b>Recommendation</b>	I recommend approval of the IRA Funds Request described on this page
<b>Name</b>	Christina Smith
<b>Date/Time</b>	9/28/2016 8:35:12 PM
<b>Validation</b>	myCI-signin-LD-4594
<b>Comments</b>	—

**Dean Review**

<b>Recommendation</b>	I recommend approval of the IRA Funds Request described on this page
<b>Name</b>	James Meriwether
<b>Date/Time</b>	9/29/2016 5:25:11 PM
<b>Validation</b>	myCI-signin-K8-8016
<b>Comments</b>	—

**IRA Committee Decision**

<b>Decision</b>	—
<b>Comments</b>	—

**Current Tasks**

Task	Time Assigned	Assigned To
IRA Committee Decision	9/29/2016 5:25:11 PM	<a href="#">David Daniels</a>

**Completed Tasks**

Task	Time Assigned	Time Completed	Completed By
Review from james.meriwether, Dean	9/28/2016 8:35:12 PM	9/29/2016 5:25:11 PM	<a href="#">James Meriwether</a>
Review from christina.smith, Program Chair/Director	9/28/2016 5:33:22 PM	9/28/2016 8:35:12 PM	<a href="#">Christina Smith</a>
Fill out Request	9/28/2016 4:57:03 PM	9/28/2016 5:33:22 PM	<a href="#">Nien Tsu Chen</a>

**Actions**

- [IRA Committee Decision](#)
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