

# Instructionally Related Activities Funds Request Spring 2019

## ▼ Submitter

### Submitter Name

Christina Smith

### Submitter Email

christina.smith@csuci.edu

## ▼ 1. Basic Details

### Activity Title

Creating Campus Community Through Dolphin Radio

### Activity/Event Date

Spring 2019

### Date Funding Needed By

February 2019

### Previously Funded?

☒

No

☐

Yes

### Additional Proposers

### Academic Program(s)/Center Name(s)

Communication

### Estimated total Course Fee revenue

0

### Amount Requested from IRA

\$4200.00

## Estimated Number of Students Participating

50

### ▼ 2. Brief Activity Description

Describe the activity and its relationships to the educational objectives of the students' program or major

#### **Brief Activity Description**

The Communication Program at CI officially launched Dolphin Radio in April 2016. The goal was to implement and sustain a platform that will bring news, speakers, and campus events to students, faculty, staff, and the local community. During the past several years, the Communication Program has received Lottery and Foundation funding to purchase equipment and two years worth of the internet streaming service. In order to assist with the generation of original CI-specific content, the Program has created several courses by which students in Communication and other majors will learn to craft stories of relevance to CI and create short podcasts for broadcast (see below). The proposed IRA funds will be utilized to pay for 1) the Backbone internet streaming service for one year, 2) associated SoundExchange fees for music, 3) the PRX (Public Radio Exchange) service that allows access to additional content, and 4) a guest speaker to train the students in storytelling and audio production. The speaker would also mentor the students over the course of the semester as they created their podcasts – offering guidance and constructive criticism on both the creative and technical aspects of their productions. Thus, the speaker fee includes both a formal workshop on campus and consultation hours as the semester progresses.

Participation in Dolphin Radio allows students to meet several of the Communication Program Learning Outcomes. Many Communication students report a desire to pursue careers in marketing, advertising, non-profit advocacy, and public health campaigns, and the station affords a chance to grow their skills in these areas. It also allows them to craft a strong organizational message based on a diverse audience of students, faculty, staff, and members of the Ventura County area. Second, working at the station will be an inherently group-oriented process, whereby students must collaborate to create and critique one another's content. Finally, in learning to cover both sides of a story, students will grow their ability to analyze community conflict.

Moreover, the Radio initiative addresses an important educational objective of both CI and the Communication Program – community engagement. A primary goal of the station is to generate and disseminate content that is of interest and relevance to the campus community. Additionally, as the station grows in popularity and capability, stories will expand to cover important social, cultural, and political issues in Camarillo and surrounding areas. The station is entirely student run, providing an opportunity for developing communication, business, and technological skills. We believe Dolphin Radio reflects the CI mission.

It is important to note that the station has heretofore been completely funded by grants and Communication Program funds. The latter funding source is no longer sufficient to cover expenses. Though a permanent budget has been requested from Arts and Sciences every year, that request has yet to be granted. Thus, IRA funds are being sought to cover this year's expenses and we are grateful for any amount that can be offered.

### ▼ 3. Learning Outcomes and Relation of IRA to Course Offerings

All IRAs must be integrally related to the formal instructional offerings of the University and must be associated with scheduled credit courses.

1. Please list all classes that directly relate to the proposed activity.
2. For each class listed, describe in detail how exactly the IRA activity will be integrated with the class's activities, how often/ on what expected date(s), and to what extent

#### **Learning Outcomes and Relation of IRA to Course Offerings**

COMM 328: Community-Based Storytelling. This course, taught by Drs. Nancy Chen and Parul Malik, involves approximately 30 students. Here, students explore theories of community engagement, the public sphere, and digital storytelling. Their

final assignment of the semester is to create their own 3-5 minute podcast for broadcast.

COMM 499: Capstone. Every semester, 4-5 selected students participate in a Learning Community where they are trained in journalism and audio production. Over the course of the semester, they create a series of podcasts on a specific issue of relevance to CI students, for example, health and wellness, career planning, financial literacy, and environmental sustainability. These students also serve as the managers for the station over the course of the semester, programming and promoting the station.

COMM 494 (Special Topics): Broadcasting & Dolphin Radio. The Communication Program is currently developing a new 3-unit course based on feedback and revisions to a previous course. Open to students from all majors, the course will cover the history of radio broadcasting, FCC rules and copyright law, voice training, and journalistic storytelling. It is estimated that the course will serve approximately 30 students per semester.

It is important to note that, as the radio station grows, the Communication Program will actively seek partnerships with other Programs on campus, so the station could impact additional classes in the future. Finally, we will seek to highlight various groups on campus, such as student researchers, Veterans, and students participating in the Hank Lacayo internship program.

#### ▼ 4. Activity Assessment

Describe the assessment process and measures that the program will use to determine if it has attained its educational goals.

**Please note that a report will be due at the end of the semester.**

##### **Description of Assessment Process**

In order to assess the effectiveness of Dolphin Radio, social media analytics and a student engagement survey will be conducted. This will allow the station a clear means of determining how well the station is performing. In terms of the classes, students will be asked to complete a reflection about their audio production experience. Specifically, they will be asked to address how the presentation and mentoring experience helped them to craft skills in storytelling, audio production, and editing.

#### ▼ 5. Activity Budget

Please enclose a complete detailed budget of the entire activity. Indicate specific items that you are requesting IRA to fund.

You should use either the Regular Activity budget (for events on campus) or -- if your event involves any travel-- you MUST use the IRA Travel Budget Form.

You can download both of the IRA Excel Budget sheets at <http://www.csuci.edu/ira/application.htm>.

##### **Activity Budget**

[Smith\\_Radio\\_budget.xlsx](#)

#### ▼ 6. International Trips

If your event is an international trip submitted through the Center for International Affairs, you must include copies of:

1. Complete Center for International Affairs/ UNIV 392 proposal
2. The program budget as submitted to the Center for International Affairs (to ensure congruency between the two budgets)
3. as well as a copy of the course syllabus

## Center for International Affairs Budget

## Copy of Center for International Affairs Proposal

## Course Syllabus

## Certification

☐ I certify that students attending this trip are not previous or repeat attendees of a prior International UNIV 392 Trip

### ▼ 7. Sources of Activity Support

Please list the other sources of funding (including course fees), and exact expected amounts of additional support for the activity. Please indicate if there are no other sources of funding

#### Other Sources of Funding

As previously noted, I am working diligently to get permanent funding for Dolphin Radio. Sadly, there are no other sources of funding at this point.

### ▼ 8. Promoting Participation

#### What is your intended audience and how do you intend to market this to your students?

Dolphin Radio will be promoted primarily using social media. Currently, the Communciation Program has a robust presence on Facebook, Twitter, and Instagram – these mechanisms will all be used to promote the station. Additionally, the station has its own social media presence and will market itself accordingly. Often, Communication-related social media is 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. Moreover, the Communication Program is beginning an outreach campaign to solicit interest and content from other Programs and Centers on campus.

#### If this is an event that is off campus, how do you plan to bring back the benefit of this event to campus?

### ▼ 9. Sustainability

If appropriate, indicate how the content or delivery of the project promotes sustainability at CI.

#### Sustainability

While Dolphin Radio itself does not promote sustainability directly, there is certainly the possibility of creating programming and/or highlighting events that address sustainability efforts at CI.

### ▼ 10. Approval and Acknowledgement

#### Program Chair/Director

Smith, Christina

#### Dean

**Conditions and Considerations**

- ☒ **Artist/Performer/Speaker Fees & Honoraria:** On the Activity Budget, please indicate whether the vendor's price was set by you/CI Representative, or is a fee that was set by the vendor.
- ☒ **Large Event:** For a large event, consultation with the campus Event Coordinator's office at (805)437-8548 is required.
- ☒ **Field Trip:** Sponsor must comply with all policies found at:  
<http://www.csuci.edu/rm/programs/academic-field-trip-guidelines-and-forms.htm>. If approved, Identified Risks of Participation and Release Agreement must be submitted for each student to the Program Office (Public Folders-HR Forms).
- ☒ **Involves Human Subject Data Collection for Public Dissemination -Requires IRB Approval :** If Project Sponsor proposes to conduct research with human participants, the proposal may be subject to Institutional Review Board for the Protection of Human Subjects (IRB) review. All research that involves any type of interaction with human subjects - from simple surveys to complex biomedical procedures - must be reviewed and approved by the IRB prior to starting the research. Data for "Public Dissemination" indicates interviews/surveys that result in a journal/poster session/newsletter, etc.
- ☒ **IT Requirements:** If your activity has IT requirements, coordination with and approval from IT Administration is required.
- ☒ **International Travel:** Requires International Travel application be submitted to Center for International Affairs. Include copy of CIA budget and course syllabus in your IRA application. Must utilize the University's Foreign Travel Insurance Program (FTIP) and follow all International Travel Guidelines listed at: <http://www.csuci.edu/rm/insurance/foreign-travel.htm>
- ☒ **Risk Management Consultation:** Events that involve or engage students directly with a performer or artist (i.e. in a workshop or other than as a passive audience member) will require consultation with Risk Management. Requires proof of correspondence with Risk Management.
- ☒ **Space/Facilities Services Requirements:** Consultation and coordination with Facilities Services is required.

**Acknowledgement**

- ☒ I acknowledge that I have reviewed and accepted the Conditions and Considerations herein. Please check off boxes as appropriate.

**Chair Review****Recommendation**

- ☒ I recommend approval of the IRA Funds Request described on this page
- ☐ I DO NOT recommend approval of the IRA Funds Request described on this page

**Comments**

 Christina Smith

Oct 1 2018

**Dean Review****Recommendation**

- ☒ I recommend approval of the IRA Funds Request described on this page
- ☐ I DO NOT recommend approval of the IRA Funds Request described on this page

**Comments**

