

Instructionally Related Activities Funds Request Spring 2019

▼ Submitter

Submitter Name

Megan Schraedley

Submitter Email

megan.schraedley@csuci.edu

▼ 1. Basic Details

Activity Title

Strategically Speaking: Diversifying Organizational Messages & Audiences

Activity/Event Date

Guest speakers in classroom/ 1/29/2019; 2/05/2019;
2/12/2019; 2/19/2019

Date Funding Needed By

1/22/2019

Previously Funded?

- ☒ No
☐ Yes

Additional Proposers

Academic Program(s)/Center Name(s)

Communication Program

Estimated total Course Fee revenue

N/A

Amount Requested from IRA

\$418.00

Estimated Number of Students Participating

33

▼ 2. Brief Activity Description

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

Brief Activity Description

Strategically Speaking: Diversifying Organizational Messages & Audiences

Strategic communication refers to the purposeful management of symbols (text, images, video, etc.) to promote, maintain, enhance, or repair the perceived relationship between an organization and its stakeholders or constituents (think of different audiences), also known as publics. Strategic communication is used to help organizations—including for-profit and non-profit organizations—fulfill their vision, mission, goals, and objectives. Four speakers will each come to visit the classroom over a four week period to discuss their practical experience building and disseminating communication campaigns. Students will benefit from hearing presentations about real-world strategic messaging campaigns, how to build relationships with community stakeholders, and the challenges of targeting diverse audiences from organizational members in their nearby communities. Community members from both for-profit and non-for-profit organizations have agreed to come speak to the students. These speakers will focus on describing their experiences targeting diverse audiences in Ventura County.

Relationship to education objectives of the course: After the presentations, students will be able to apply strategic communication and messaging concepts based upon the speaker series to the diverse world of organizations by

1. Understanding the motivations of various publics;
2. Using communication to promote an organization's self-interest as well as the relevant publics' interest;
3. Exploring and participating in small group dynamics; and
4. Designing and delivering strategic organizational messages

▼ 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

- 1.) Communication 350: Strategic Communication
- 2.) The speakers' presentations and content will coincide with readings and chapters from the course textbook: Strategic Communications Planning: For Effective Public Relations and Marketing (Ogden & Wilson, 2015).

For 1/29/2019: Proposed topic and speaker #1: Tim Ballaret, Special Olympics Chapter of Ventura County - He addresses messaging and the strategic communication tactics used by a small branch of a larger non-profit organization. Special Olympics' communications discuss physical and mental disabilities with diverse audiences. Chapter 1: Trust and Relationship Building; Chapter 7: Key Publics

For 2/05/2019: Proposed topic and speaker #2: Martine Hunter, Associate Marketing Manager for Sensortech Systems - She will discuss how to set organizational goals/objectives for a larger, local for-profit technology company. Her focus will be on aligning organization values/beliefs/attitudes through messaging that goes out to targeted audiences. Chapter 2: Public Information and Persuasive Communication; Chapter 4: Using Research for Communication Planning

For 2/12/2019: Proposed topic and speaker #3: Alyssa DePompa, N2 Publishing | Area Director & Content Director - She

plans to discuss how to find and maintain relationships with "key publics and audiences." A self-starter and entrepreneur, Alyssa will explain how a small, for-profit publishing organization identifies primary/secondary audiences for messaging and services. Chapter 7: Key Publics; Chapter 8, Designing Strategies and Tactics to Send Messages

For 2/19/2019: Proposed topic and speaker #4: Tess Potchen, Volunteer Coordinator of Community Roots Garden - She will emphasize the importance of bilingual messaging for diverse audiences, social media presence, and coming up with creative ideas for engaging community members. One of the students' central assignments of the semester will be to create a communication campaign for a local, non-profit organization taking into account diverse audiences of Ventura County. Chapter 6: Creativity and Big Ideas; Chapter 9: Social Media for Message Delivery;

Speakers would spend 45-50 minutes presenting their organizations through the above proposed topics. The students will then have 10-15 minutes to interact and ask questions of the speakers. We have access to TV monitors and a projector for powerpoint presentations or videos. The class is made up of approximately 33 communication majors (juniors/seniors). The students range widely in age/experience: some work/have worked for organizations; others have not yet had an internship or job experience.

▼ 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

As instructor, I will create a brief Qualtrics assessment form that will be distributed via a link in a Canvas announcement to the students after the speaker has presented. The students will have 48 hours to complete their assessment for participation points. The assessment will have both Likert-type questions and open-ended qualitative questions, including the following:

- 1.) I was able to follow the speaker's presentation during the entire class period (1-Strongly Agree to 5 Strongly Disagree)
- 2.) I understood how the speaker's presentation related back to the class content and reading (1-Strongly Agree to 5 Strongly Disagree)
- 3.) After listening to the speaker, I now have a deeper understanding of the strategic communication strategies used by a local organization (1-Strongly Agree to 5 Strongly Disagree)
- 4.) How likely are you to discuss the content of the presentation with a friend or family member? (1-Very likely to 5 Very unlikely)
- 5.) Watching this presentation provides me with new knowledge about strategic communication campaigns (1-Strongly Agree to 5 Strongly Disagree)
- 6.) How did this speaker's content relate to a chapter from Ogden & Wilson (2015)? Explain.
- 7.) Comments? Suggestions?

▼ 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

[Schraedley_2018_IRA_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

N/A - There are no other sources of funding.

▼ 8. Promoting Participation

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

My intended audience is COMM 350 - Strategic Communication in Spring 2019. I will market this speaker series to my students by emphasizing the importance of listening to community organizational members who have real-world experience with the course topics. I have an agenda on each lecture powerpoint and will highlight the coming speakers with images and short blurbs. Additionally, I can market this event to other Communication majors through the Communication Club, the undergraduate organization of the Communication Program. I am a co-advisor faculty member overseeing the club activities and can promote the four speakers on the Club's Instagram and Twitter pages.

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

N/A - this is not an event that is off campus.

▼ 9. Sustainability

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

Sustainability

While the speakers will not directly address sustainability on CI, the four speakers will actively promote the importance of building strong communities by hiring educated and new creative organizational members in Ventura County.

▼ 10. Approval and Acknowledgement

Program Chair/Director

Smith, Christina

Dean

Adler, Mary

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 2 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

I would suggest marketing the event to other majors such as BUS/ECON as well.

 Marion Adler Oct 10 2018