



Instructionally Related Activities Report Form

SPONSOR: DR. MEGAN KENNY FEISTER & DR. J. JACOB JENKINS

DEPARTMENT: COMMUNICATION

ACTIVITY TITLE: Campus-Wide Colloquium: "Organizing for Social Change"

DATE (S) OF ACTIVITY: MONDAY, FEBRUARY 5TH, 2018

Please submit via email to the IRA Coordinator along with any supporting documentation at david.daniels@csuci.edu within 30 days after the activity. Thank you for your commitment to engaging our students!

A. ADDRESS THE FOLLOWING QUESTIONS:

(1) PROVIDE A DESCRIPTION OF THE ACTIVITY

This campus-wide colloquium – entitled "*Organizing for Social Change*" – brought together four internationally renowned scholars in the field of Communication for a once-in-a-lifetime and truly historic event.

(1) Dr. Brenda J. Allen is Vice Chancellor for Diversity & Inclusion and Professor of Communication at University of Colorado Denver; (2) Dr. Patrice M. Buzzanell is Department Chair and Professor of Communication at University of South Florida; (3) Dr. Eric M. Eisenberg is Dean of the College of Arts & Sciences and Professor of Communication at University of South Florida; and (4) Dr. Linda L. Putnam is Distinguished Research Professor Emeritus at University of California, Santa Barbara. (Please see the attached "News Release" and "Program Flyer" for more information on each esteemed speaker).

In light of today's social and political climate, *Organizing for Social Change* focused on Communication's ability to address the most pressing issues facing our world today (e.g., DACA, #metoo, Black Lives Matter, etc.)

The colloquium was open to all CI staff, faculty, students and administrators, and was advertised as such through a division-wide email from Karen Gundelfinger, a social media campaign promoted by Tom Emens and Communication Capstone students, individual emails by Dr. Kenny Feister and Dr. Jenkins, personal word of mouth, interdepartmental mailings, and more. This event was also advertised to the surrounding community beyond CI through a News Release written by Kim Gregory and the aforementioned social media campaign promoted by Tom Emens and Communication Capstone students.

As a result, approximately 400 people attended the event in CI's Grand Salon, with standing room only at start time.



In addition to participating in the campus-wide colloquium, Dr. Eric M. Eisenberg visited a COMM/BUS/POLS: Nonprofit Management class earlier in the day to discuss the role of organizational leadership in today's nonprofit sector. Approximately 30 students were present for that lecture as well. Dr. Brenda J. Allen also met one-on-one with a member of CI's Inclusive Excellence Taskforce (Dr. Jose Alamillo) prior the colloquium to initiate a conversation about best practices for this new campus initiative.

Commented [KFM1]: Should we include this, too?

(2) HOW DID THE ACTIVITY RELATE TO A COURSE(S) AND/OR LEARNING OBJECTIVES?

In light of today's social and political climate, the campus-wide colloquium related to a wide variety of curricular and co-curricular activities. This event was particularly oriented toward Organizational Communication majors, who were able to see real-world examples and applications of the theories and ideas they are learning in class. However, the discussion was far-reaching and valuable to students of all majors.

According to student signup sheets, academic programs that were represented at the colloquium included – but were not limited to – History, Nursing, Business, Sociology, Psychology, Communication, and Political Science. In many classes, instructors tailored assignments and discussions to debrief after the event and link the talk with course materials.

In addition, Dr. Eric M. Eisenberg's classroom presentation was tailored specifically to address the following three SLO's from COMM/BUS/POLS 333: Nonprofit Management:

- (1) Identify and describe the core characteristics of successful leadership in nonprofit settings.
- (2) Describe the key features that differentiate nonprofit and for-profit organizations.
- (3) Integrate content, ideas, and approaches from integrative perspectives across disciplines

(3) WHAT DO YOU SEE AS THE STRENGTHS OF THE ACTIVITY?

This event presented an opportunity for students to draw connections between the content they are learning in their courses and real-world events in our world today. It is invaluable to expose our students to some of the leading scholars in the field of Organizational Communication, so that they are able to see how their learning can be applied widely outside the classroom, and to help contextualize the information they are learning. An opportunity like this is often only available at national and international conferences, which most students are unable to attend due to availability and lack of funding. Thus, offering such an experience on campus and via video recording afterward increases our students' access to such enlightening and transformative conversations.

(4) WHAT WOULD YOU SAY ARE/WERE THE ACTIVITY'S WEAKNESSES?

With approximately 400 attendees, the student interest and engagement in this event exceeded all expectations. A potential weakness of this activity, however, was the limited amount of time students had to interact one-on-one with each of the panel



participants. A brief meet-and-greet was offered after the formal colloquium ended. However, there was less time left for the meet-and-greet portion than we anticipated. This lack of time, combined with the high number of students and faculty who remained back to speak with the panelists, resulted in a higher demand than our limited time frame could accommodate.

(5) HOW WOULD YOU IMPROVE THIS ACTIVITY FOR NEXT TIME?

As aforementioned, CI's students could have benefited from even more one-on-one time with the colloquium's four internationally renowned panel participants. For this reason, to improve the activity for next time we might consider scheduling more time and opportunity for students to meet and interact with the guest speakers in an informal setting. This could be accomplished through an extended meet-and-greet following the formal colloquium time, or through additional opportunities earlier in the day (e.g., more classroom visits, an informal time for coffee or lunch, etc.)

(6) WHAT DID YOU LEARN FROM THE PROCESS?

From the colloquium itself, we learned a great deal about the importance of visualizing one's social network and the sphere of influence we all have at the present moment to bring about positive change.

From an instructor standpoint, we learned how eager and engaged our students truly are for opportunities for professional development and critical thinking beyond classroom discussions. Many students were prepared with thoughtful questions for the speakers, and when the event ended there were many students still waiting for their turn to ask.

From a procedural perspective, we also learned the aforementioned importance of scheduling one-on-one time for the colloquium participants to interact with CI students on more personal basis.

(7) WHAT ARE STUDENT RESPONSES TO THE ACTIVITY? ATTACH STUDENT EVALUATIONS OR ASSESSMENTS (IN ACCORDANCE WITH FERPA RESTRICTIONS YOU MUST REMOVE ALL PERSONALLY IDENTIFIABLE STUDENT INFORMATION)

The student response to this event was overwhelmingly positive, as evidenced by the (1) attendance, (2) survey responses, and (3) thank you notes.

In total, approximately 400 staff, students, and faculty attended the event. This number is based on number of chairs setup in Grand Salon, as well as the 311 individual attendees who signed in at the event – a number that does not include a majority of Dr. Jenkins' 120+ students, who were asked to evidence their attendance differently.

Second, the event's positive reception was also evidenced by the oral and written feedback received from students afterward. From the 24 surveys collected from Jenkins'



COMM/BUS/POLS 333 students, the average overall rating on a scale from 1-4 was 3.65 (with 1 = poor and 4 = excellent).

Finally, the event's success was evidenced by how CI students took it upon themselves to organize, purchase, and write nearly 60 individual thank you notes that have since been mailed to each of the four colloquium speakers.

8) GIVE A SUMMARY OF EXPENSES FOR THE ACTIVITY.

The total expenses for this campus-wide colloquium equaled \$7,903.63. This total covered \$3,000 for honoraria (\$750 per participant), \$3,700 for travel expenses (gas, hotel, airfare, rental cars, etc.), \$883.63 for event refreshments, and \$320 for a post-dinner with the participants at Lure Fish House in Camarillo, CA. (Please see the attached "Budget Actuals" for a more detailed breakdown of activity expenses).

B. ATTENDEE LIST- SUPPORTING DOCUMENT:

In addition to the report form, *in a separate document*, attach to your email a list of attendees complete with each student major and grade level. This for IRA Committee reference only and will not be published on the IRA website. Include your name and the title of your IRA activity on the document.

The attached "Student Signin" includes the aforementioned list of 311 attendees who signed in at the event. An estimated 90 additional students were present from Dr. Jenkins' classes, who were asked to evidence their attendance differently.

C. IMAGES FROM ACTIVITY:

Finally, attach to your email up to 6 images demonstrating student participation (under 2 MB total) with captions/titles. Please attach these photos in .JPEG format directly to email. Thank you!

Please see attached photos (4 total).

In addition, the event was video recorded in its entirety by CI's T&LI group and uploaded to Youtube: <https://www.youtube.com/watch?v=JuoWtlFr-lo>

This video has since been shared via social media, with CI students and with each of the four colloquium participants, and through the National Communication Association's listserv.

Four distinguished Communication scholars to hold a panel on social change at CSUCI

News Release: Camarillo, CA, January 30, 2018 – CSUCI Communications & Marketing Div.

Few would argue that the state of communication in the United States today leaves something to be desired.

“Communication is the thread that weaves through every issue we face today and the thread that has potential to bring every problem to a solution,” said Assistant Professor of Communication J. Jacob Jenkins, Ph.D. “Yet sadly, we seem to have become even more polarized in recent years. There seems to be less middle ground, less compassion, and less compromise than ever before.”

With this sentiment in mind, Jenkins and a colleague, Assistant Professor of Communication Megan Kenny Feister, Ph.D., put their heads together and organized a campus-wide panel discussion with four internationally-known communication experts from across the U.S.

“Organizing for Social Change” will be held from 3 to 5 p.m. Monday, Feb. 5 in the Grand Salon. The event is open to students and the public.

“There are a lot of social movements right now that need to be addressed that affect our students,” said Feister. “With all of that in mind, we thought bringing these scholars to the campus would help give students the language to talk about these things.”

During the colloquium, students and other members of the audience will have a chance to ask the panel about any relevant social issue they choose, from DACA to the #MeToo movement or any other area on the campus or national radar right now.

“We strategically picked people with different areas of expertise,” Feister said.

Vice Chancellor for Diversity & Inclusion and Professor of Communication Brenda J. Allen, Ph.D., is from the University of Colorado, Denver. Her specialty is difference in organizational contexts. In other words, how communication varies in social or business settings among people from diverse cultural backgrounds: age, gender, sexuality, race/ethnicity, and able-bodiedness, to name but a few. An “organization” can be a corporation, family, or even country—anywhere groups of people communicate for a common goal.

Patrice M. Buzzanell, Ph.D., is the Chair and Professor of Communication at the University of South Florida and former Distinguished University Professor at the Brian Lamb School of Communication and Endowed Chair and Director of the Butler Center at Purdue University. Her specialty is communication with a feminist viewpoint. She also researches every day interactions and social structures and how these dynamics affect the workplace—especially in the science, technology, engineering, math (STEM) work environments.

Eric M. Eisenberg, Ph.D. is the Dean of the University of South Florida College of Arts & Sciences and Professor of Communication. His work focuses on positive change in organizations.

Finally, Distinguished Research Professor Emeritus Linda L. Putnam, Ph.D., from UC Santa Barbara, specializes in negotiation and conflict management as well as the differences in communication between the sexes.

There will be five conversational prompts from Jenkins and Feister that are designed to launch a panel discussion, but topics will be largely up to the audience.

Jenkins and Feister said the prompts will include links that the experts see between communication in groups (organizational communication) and today's political climate, as well as questions about the Me Too, DACA and Women's March social movements.

"This is truly a historic moment," Jenkins said. "To have these four internationally recognized communication scholars on stage together at CSUCI is a once-in-a-lifetime opportunity for both our students and for our local community."



“Organizing for Social Change”

California State University Channel Islands

Dr. Brenda J. Allen

Vice Chancellor for Diversity & Inclusion
Professor of Communication
University of Colorado Denver

Diversity/Difference in Organizational Contexts



Dr. Patrice M. Buzzanell

Department Chair
Professor of Communication
University of South Florida

Work-Life, Gender, Micro-Macro Engineering Design

Dr. Eric M. Eisenberg

Dean of the College of Arts & Sciences
Professor of Communication
University of South Florida

Positive Organizational Change



Dr. Linda L. Putnam

Distinguished Research Professor Emeritus
University of California, Santa Barbara

Negotiation & Conflict Management, Gender, Discourse

**3:00-5:00pm - Monday, February 5th, 2018 - Grand Salon
California State University Channel Islands, Camarillo, CA**

This event was made possible by support from the CSU Channel Islands' Instructionally Related Activities (IRA) fund.



