

Instructionally Related Activities Funds Request Spring 2017

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IRA Funds Request for UNIV 392: Intercultural Communication & Design

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Instructionally Related Activities Funds Request Summary

Project Sponsor	Jacob Jenkins
Activity Title	UNIV 392: Intercultural Communication & Design
Activity/Event Date	Summer 2017
Date Funding Needed By	Spring 2017
Previously Funded?	Yes
Semester/Year	Summer 2015
Proposal #	682
Report submitted for previously Funded Activity?	Yes
Report submitted for previously Funded Activity	JenkinsIRAMergedReportwRatings682.pdf
Additional Report #1	—
Additional Report #2	—
Additional Report #3	—
Additional Proposers	—
Academic Program(s) / Center Name(s)	Communication
Estimated total Course Fee revenue	\$15,000 (\$1,000 per student)
Amount Requested from IRA	\$34,884
Estimated Number of Students Participating	15 - from multiple programs/disciplines across CI's campus (with numerous more benefiting from our on-campus presentations and class visits upon returning)
Conditions and Considerations	International Travel
Brief Activity Description	<p>Entitled "Intercultural Communication & Design," this is a UNIV 392 course that will meet for 40+ in-class hours during Summer Session B, 2017. We will then travel abroad to London, England for 12 additional days in order to experience, explore, and critique those lessons learned in the classroom firsthand.</p> <p>As the instructor, this course utilizes my PhD in Communication and expertise in Intercultural Communication, combined with my undergraduate degree in Architecture, my four years of experience teaching Architecture & Engineering full-time, and my experience working in numerous Architectural firms across the United States – including Washington, DC – in order to increase students' awareness and appreciation for the intersection(s) that exist between intercultural communication and architectural design.</p> <p>Through course readings, exams, lectures, written assignments, peer discussions, group presentations, ethnographic "challenges" and an original semester-long research project, students will explore the ways in which communication processes influence the built environment, and vice versa. Throughout this time, students will also gain a better understanding of diverse cultural settings and the skills needed to successfully navigate them.</p> <p>For each of these reasons, the present course is a truly unique opportunity for all CI students, which uses several high impact practices (HIPs) and speaks directly to each of our university's mission pillars - namely (1) interdisciplinarity, (2) student research, and (3) international perspectives.</p> <p>1. Interdisciplinarity: This course is truly interdisciplinary because it draws upon the academic fields of both Communication and Architecture. As aforementioned I am a current faculty member within CI's Communication program who has taught Communication courses at the university level for nearly a decade. Meanwhile, I also have a Bachelors degree in Architecture, have taught Architecture and Engineering full-time for 4 years, and have worked with numerous Architectural firms across the United States. Such a rich background makes me uniquely qualified to teach this truly interdisciplinary course, and provides an opportunity like no other at CI for students to learn about issues of Architectural design.</p> <p>2. Student Research: This course also integrates a semester-long research project that requires students to complete an original study from beginning to end. While still stateside, students will decide on a research topic, complete a research proposal, and major sections of their paper. While abroad, they will be assigned 8 ethnographic challenges in order to gather their own original data, determine the results to their original hypothesis/RQ, and outline potential implications. To date, I have had great success integrating student research into my courses in this way. That success is evidenced by a total of 4 peer reviewed journal articles and 6 competitively selected conference papers that I've coauthored alongside undergraduate students - always granting the students first authorship.</p> <p>3. International Perspectives: Finally, and perhaps needless to say, this course addresses CI's emphasis on international perspectives. Not only will students be exposed to a foreign culture firsthand, but they will also learn about that culture for weeks prior to our trip, better preparing them to make the most of what they observe and experience while abroad.</p>
Learning	This UNIV 392 course will be offered to all CI students; students will also disseminate their experiences via several campus presentations. This

Outcomes and Relation to IRA to Course Offerings	<p>course also aligns with GE outcome 1.1b and meets CI's multicultural graduation requirement. Furthermore, because CI currently does not offer courses in Architectural design/theory, this class offers a learning opportunity like no other on campus.</p> <p>Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Gain an enhanced understanding of intercultural communication processes, and their reflexive relationship to the built environment. 2. Demonstrate an understanding of cultural identity formation, and the patterns of shared communication within a foreign context. 3. Develop analytical skills for examining and analyzing intercultural interactions. 4. Conceptualize an original research paper from beginning to end. 5. Collect and analyze original research data through a variety of methods on the relationship between space and human (inter)action. 6. Gain an increased awareness and personal understanding of British culture, customs, architectural history, and communicative norms. <p>GE outcome 1.1b: Students will utilize cross-cultural skills to articulate complex understandings of cultural differences. Through a semester-long research project, students will synthesize the relationship between complex issues on an international scale. Student will critically evaluate their own taken-for-granted assumptions about the way they (inter)act with one another, forming diverse understandings to address issues from multiple perspectives.</p> <p>Multicultural Graduation Requirement: This course delivers an in-depth exploration of intercultural communication, British/European design, and the ways in which each works to simultaneously shape the other via 40+ in-class hours and an additional 12 days of travel abroad.</p>
Description of Assessment Process	<p>There will be a multitude of assessment processes utilized throughout this course to measure the course's academic goals.</p> <p>Specific Course Content and Learning Objectives:</p> <p>During our 40+ hours of in-class time during Summer Session B, the assessment of students' learning will be measured by collecting 4 Architectural artifacts, completing 10 lecture exams, presenting an individual building presentation, completing 5 sections of their semester-long research paper, and participating in class discussions on course readings and lectures, in addition to various class activities and smaller assignments.</p> <p>During our time abroad, students student learning will continue to be assessed by requiring them to keep a daily course journal, lead a cultural presentation, complete 8 ethnographic challenges in/around London, participate in on-site lectures and discussions, and complete their semester-long research projects, among other things.</p> <p>Overall Course Design & Delivery:</p> <p>In addition to measuring student learning and comprehension, the success of this activity will also be measured through the Student Ratings of Teaching (SRTs) and the Center for International Affairs student evaluations – evaluations which revealed near perfect scores the last time this course was offered.</p> <p>In addition, assessment of whether this course attains its educational goals will be measured throughout the class via period check-ins with the students to discuss what is working well, what minor changes to the course we might consider, and so on. Such a "reflexive" approach to assessment not only supplies feedback after the fact, but also offers an opportunity to continually improve the course in real-time.</p>
Activity Budget	JenkinsIRATravelBudgetFormInterculturalCommunicationDesignSummer2017.xlsx
CIA Budget	JenkinsBudgetWorksheetInterculturalCommunicationDesignSummer2017.xls
CIA Proposal	CIAOnlineCourseProposalforUploadwithIRAProposalJenkinsUNIV392InterculturalCommunicationDesignSummer2017.pdf
Course Syllabus	JenkinsCourseSyllabusInterculturalCommunicationDesignSummer2017.pdf
CIA Certification	I certify that students attending this trip are not previous or repeat attendees of a prior International UNIV 392 Trip
Other Sources of Funding	<p>The student fee for this course is \$1,000, which will generate a total of \$15,000 toward its overall budget.</p> <p>This course has not secured any additional sources of funding; however, I am actively seeking financial support from the "Michael Brill Grant in Urban Communication and Design." Named in honor of Architect Michael Brill, this grant seeks to encourage innovative projects that provide a bridge between the fields of communication and design. Redeemable for up to \$2500 per grant proposal, the Michael Brill Grant in Urban Communication and Design is funded by the Urban Communication Foundation and administered in conjunction with the Environmental Design Research Association.</p> <p>If the Michael Brill Grant comes to fruition, I will notify the IRA committee immediately. In all likelihood, however, the potential for this course to offer what past students described in their evaluations as a "life changing" experience is entirely up to the IRA and its decision to supply financial support.</p>
Target Audience/Student Marketing	<p>When this course was offered in Summer 2015, student interest was overwhelming. I received nearly 60 individual student applications from more than a dozen programs across campus.</p> <p>In effort to choose 15 from among those 60 applications, I gave priority to students who had never had an opportunity to travel abroad, upper classmen/women, students with strong letters of recommendation, students representing different disciplines, etc. The result was a beautifully diverse cross-section of CI, with Juniors and Seniors from nearly 10 disciplines.</p> <p>Having said all that, great efforts will be taken again to promote this course offering to all CI undergraduate students.</p> <p>I have already arranged - pending IRA approval - to make personal announcements in 12 course sections, spanning 6 programs. I will make additional arrangements once funding is confirmed. In addition, I have created a full-color flyer to posted throughout campus, and I will post the course on CIA's website.</p> <p>Applicants will once again be required to complete a written application, which I've also created already. This application not only clarifies they've never been on an IRA funded trip before, but also if they've been abroad at all, along with questions about major, GPA, class level, etc. Finally, applicants will be required to obtain at least 1 letter of recommendation. Together, this approach will allow me to choose students who have never had the benefit of an international experience before, upper classmen/women, students representing a variety of disciplines, etc.</p>
Bring Benefit to Campus	<p>After the conclusion of this class in Summer 2015, students gave a 15-minute presentation at the ESRM program's inaugural BBQ event in Sierra Hall, hosted a 15-minute Q&A session, and wrote personal thank you notes to David Daniels and the entire IRA Committee to express their gratitude. In addition, three of the students from this previous course guest lectured on their experience abroad in my Organizational Communication classes, thus, further disseminating their positive experiences to approximately 105 CI students, as well as IRA's role in helping to make those experiences possible.</p> <p>Similarly, the benefit of this course will be brought back to campus in many of the same ways, as well as a potential conference presentation.</p> <p>Students will present on their experiences with the rest of campus during CI's International Week.</p> <p>Students will also be invited into several Communication courses to guest lecture on the specific concepts they learned.</p> <p>Finally, it is my hope the students' semester-long research papers will also result in a competitively selected conference presentation(s). In fact, during my time at CI, I have successfully worked with numerous students to develop conference quality research projects. To date, those efforts have resulted in 5 competitively selected research presentations at professional conferences, in addition to 4 peer reviewed journal articles coauthored alongside CI students – with students always granted first authorship. It is my ambition to continue this trend by developing the students' semester-long research projects with the goal of a conference presentation in mind.</p>
Sustainability	<p>Both the content and delivery of this course promote sustainability at CI.</p> <p>The course content promotes sustainability through its in-depth lectures and explorations of environmental design and Architecture.</p> <p>The course delivery also promotes sustainability by visiting London, England – a world leader in the environmental design movement. In recent months the mayor of London has, in fact, published the "London Plan Policy 5.3 on Sustainable Design and Construction." This policy offers specific guidelines for energy efficiency, carbon reduction, retro-fitting measures, urban greening, etc.</p> <p>The emphasis that London places upon environmental design and promotion is also evident on both the micro and macro scale. On a micro scale, the city of London has some of the highest standards for sustainable design in the world, resulting in more than 625 LEED certified buildings within the city limits. Several of these buildings – and the cultural footprint they create – are the foci of this course: 25 Soho Square, The Shard, London City</p>

	Hall, etc. We will not only discuss these spaces in-depth during class, but will also have the opportunity to visit them in person while abroad. On the macro scale, the city of London is a premier example of "New Urbanism," a concept that is also at the heart of this course and its exploration of the interrelationships between intercultural communication and design. After discussing the tenants of New Urbanism in a classroom setting, students will have the life changing opportunity to experience it on the streets of London for themselves.
Program Chair/Director	christina.smith
Dean	james.meriwether
Acknowledgement	I acknowledge that I have reviewed and accepted the Conditions and Considerations herein. Please check off boxes as appropriate.

Program Chair/Director Review

Recommendation	I recommend approval of the IRA Funds Request described on this page
Name	Christina Smith
Date/Time	10/2/2016 2:54:38 PM
Validation	myCI-signin-PX-0902
Comments	—

Dean Review

Recommendation	I recommend approval of the IRA Funds Request described on this page
Name	James Meriwether
Date/Time	10/3/2016 9:28:24 AM
Validation	myCI-signin-RT-2111
Comments	While approving the application, I also note that I have reservations about this proposal. While the materials are very nicely put together, there also is less there than meets the eye (e.g. "cultural time" in the syllabus is simply an alternate way to say "free time"). In the past, the CIA has been reluctant to rank proposals, yet that can do a disservice to the IRA Committee in its efforts to allocate resources. In case it is of use, other potential UNIV 392 course(s) rank clearly higher than this one.

IRA Committee Decision

Decision	—
Comments	—

Current Tasks

Task	Time Assigned	Assigned To
IRA Committee Decision	10/3/2016 9:28:24 AM	David Daniels

Completed Tasks

Task	Time Assigned	Time Completed	Completed By
Review from james.meriwether, Dean	10/2/2016 2:54:38 PM	10/3/2016 9:28:24 AM	James Meriwether
Review from christina.smith, Program Chair/Director	9/30/2016 12:52:47 PM	10/2/2016 2:54:38 PM	Christina Smith
Fill out Request	9/29/2016 12:17:20 PM	9/30/2016 12:52:47 PM	Jacob Jenkins

Actions

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