

Ferris State University Faculty and Staff Diversity Mini-Grant Application

I. Identification

Name of Primary Applicant: _____ Sandy Alspach, Sports Communication Champion _____
 Members of Team: Career Services (Angie Roman), Office of Multicultural Student Services (Mike Wade), Entertainment Unlimited, TDMP (Glen Okonowski), Journalism (Steve Fox), Recreation Leadership and Management (Susan Hastings-Bishop)

Department or Unit _____ Humanities/Communication _____
 Campus Address _____ 127 Johnson Hall _____
 _____ 1009 Campus Drive _____
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II. Event Title (25 words or less)

The Sports Communication program "Sports Speaker Series" featured speaker 2012: Drea Avent, Fox Sports News sidelines reporter

III. Specific core value, strategic initiative, or goal related to diversity that the event will address. (See the University Strategic Plan and the Diversity Plan)

The Sports Communication program brings together a **collaborative** effort among four Colleges and University support services including Career Services and the Office of Multicultural Student Services to prepare Ferris State University students for **careers** in the rapidly-expanding sports industry. Drea Avent, a graduate of Cal State Long Beach's broadcasting program, is a **woman of color** who has moved into a high profile position as a sports reporter. Her story demonstrates for Ferris students, and the community, the importance of good academic preparation and determination to seize **opportunities** to succeed in their chosen career field.

IV. Abstract (150-200 word, use additional paper if necessary). If the application is approved the abstract will be posted on the Diversity and Inclusion Office website. (See above)

V. Event Narrative (up to 4 pages single-spaced)

a. The conceptual framework that explains how the event will augment Ferris's long-term commitment to diversity and inclusion.

Ferris State University has historically championed both men and women who seek opportunity to succeed in their desired careers, to contribute to their communities, and to achieve personal fulfillment. Ms Avent leads a new generation of sports industry reporters, who are turning the monochromatic male-dominated industry of the last 50 years into a technicolor rainbow of both male and female voices from every race and ethnicity.

b. The goals and intended outcome(s) of the event.

Ms Avent's visit with the Sports Communication class (COMM 389) and her campus-wide presentation will serve as the keynote address of the inaugural year for the Sports Communication (SPTC) program.

This event will introduce the Sports Communication (SPTC) program to the campus community and to the Big Rapids and surrounding community. This program has potential to attract students to attend Ferris State University to prepare for entry-level careers in the sports industry.

Ms Avent will talk about leadership, career roadblocks, and overcoming diversity challenges as an African-American woman.

Students who attend either the class presentation or the campus-wide presentation will learn the characteristics of a leader who overcame diversity obstacles; how to recognize roadblocks to career success and how to overcome them; how women and others of diverse backgrounds can enter careers that are historically dominated by white men; and, the characteristics of sports industry careers.

c. A statement on how the event relates to the curriculum or a specific discipline, if appropriate.

Students in the Sports Communication (SPTC) program, especially COMM 389 Sports Communication, will gain experience in planning, promoting, presenting and assessing a sports special event.

d. A timeline.

November/December, 2011:

- Secure funding and sponsorship partners
- Reserve Williams Auditorium; submit application for 5-Star Event
- Secure the presentation date with Ms Avent's agent

- Prepare a marketing brochure for the Sports Communication (SPTC) program

January, 2012:

- Create a publicity/marketing plan and establish an appropriate support team, including University Advancement and Marketing and the Torch
- Identify project teams within the COMM 389 class, anchored by Sports Communication (SPTC) program majors and minors

February/March, 2012:

- Enact the marketing plan, with appropriate reporting by project teams

April, 2012:

- Manage the event, emphasizing Sports Communication (SPTC) program student leadership

May, 2012:

- Evaluate the event and report to collaborators and supporters

e. Description of the target audience, including the estimated number of participants.

The target audience will be primarily students at Ferris State University interested in sports and the sports industry, especially women and minorities. Additional publicity/marketing will target area K-12 schools, especially students interested in careers in sports and their families. Community-wide publicity/marketing will target sports enthusiasts in general.

With anticipated identification as a 5-Star Event, the estimated number of participants will be 600-800 people.

The class presentation at 4:30 PM will be open to campus and community visitors; the campus-wide presentation at 7:30 PM will be free of charge and open to campus and community visitors.

f. The expected impact that the event will have on Ferris.

The community at large will appreciate the significance of the sports industry as a growing career field and will learn about the Sports Communication (SPTC) program and its partner programs, including Television and Digital Media Production, Journalism, Sports Marketing, and Sports Management; and affiliate programs, including Public Relations, Events Planning, Printing Technology/Graphic Communications, Graphic Design, and Facility Management.

Ferris will be seen as a leader in undergraduate education in the sports industry. The event will attract students within the institution and prospective students to these sports-related programs.

Students, especially women and minorities, who attend either the class presentation or the campus-wide presentation will be empowered to be persistent leaders in overcoming diversity obstacles.

g. A specific plan to assess the impact of the event on the University.

Sports Communication (SPTC) program students, including students in COMM 389 Sports Communication, will design and implement strategies for assessing the immediate impact of the event on the University, including attendance data, event exit surveys and interviews and post-event surveys and interviews. SPTC students will prepare recommendations for the 2013 Featured Speaker event. SPTC students will design strategies for longitudinal (1-3 year) assessment of the residual impact of the event for the University.

VI. Budget

a. Anticipated expenses (itemize and briefly explain).

\$6100	Inclusive contract with Ms Avent: transportation, lodging, meals, speaking fee
\$ 600	Williams Auditorium rental fee
\$1000	Publicity/advertising: posters, pluggers, Torch ad, Pioneer ad
\$ 200	Meal with invited guests on speaking day
\$7900	total

b. Funds anticipated from other sources (please list).

\$ 600	Career Services (Williams Auditorium rental)
\$ 500	Office of Multicultural Student Services (advertising)
\$1500	Entertainment Unlimited / Student Government Finance Division
\$3000	Sports Communication Provost's Grant (Academic Incubator)
\$5600	total

c. Total amount requested from Faculty and Staff Diversity Mini-Grant.

\$2300

VII. Final Report

A final report is required and it will appear on the Diversity Office's website. That report is due no later than three months after the funded activity. The final report should address:

- a: A self-evaluation
- b: Results of the event assessment
- c: Attendance figures
- d: Final budget

Applicants' Signatures:

Sandy Alspach

Submission Date: November 15, 2011

Submit applications to Patty Terryn, Diversity and Inclusion Office, CSS 312. Review of applications will begin upon receipt and continue contingent on available funds.

Budget Overview			
	Requested Grant Funds	Funding from other sources	TOTAL BUDGET
STIPEND			
HONORARIA	\$2300	\$2150	
TRAVEL		\$1500	
FOOD		\$ 200	
RENTALS		\$ 600	
PRINTING & DUPLICATING		\$ 500	
PROMOTION		\$ 500	
SUPPLIES & POSTAGE		\$ 50	
RESOURCE MATERIALS		0	

ASSESSMENT TOOLS		\$ 100	
OTHER			
TOTAL	\$0	\$5600	\$0

Criteria	Points Possible	Points Received
<p>Need For Project</p> <ul style="list-style-type: none"> ❑ The activity/program/event has a strong conceptual framework that can be identified as strengthening Ferris' long-term commitment to diversity. (5pts) ❑ The activity/program/event reflects the mission and core values of Ferris as expressed in the University's Strategic Plan. (5pts) ❑ The activity/program/event has a direct impact upon a significant portion of the University community or targets an under-represented or under-served group at the University and has broad visibility. (5pts) ❑ The activity/program/event brings clear and valuable benefits to the FSU community (5 points) ❑ The activity/program/event is new and/or innovative to the Ferris community (10pts) <p><u>Comments:</u></p>	30 points	
<p>Quality of Project Design (The activity/program/event is clearly defined with easily identified starting and ending points, specific activities, specific goals, and measurable outcomes, and a plan for assessing learning.)</p> <ul style="list-style-type: none"> ❑ Goals, Objectives, and Outcomes Specified (4 pt) ❑ Goals, Objectives, and Outcomes Measurable (4 pt) ❑ Clear description of activities (3 pt) ❑ Clearly defined project leader and project team with roles specified and information about qualifications. (5 pt) ❑ Clearly specifies the audience and, if different, the beneficiaries of the project (5 pt) ❑ Has a clear project timeline, specifying what events will occur, when, and in what order (3 pt) ❑ The project design makes use of specific and relevant data (1pt) <p><u>Comments:</u></p>	25 points	
<p>Budget</p> <ul style="list-style-type: none"> ❑ Itemized budget indicates all funding required for the project with a clear delineation of what funding is being requested in this application (10 pt) <p><u>Comments:</u></p>	10 points	

<p>Quality of Evaluation Plan (The activity/program/event is clearly defined with easily identified starting and ending points, specific activities, specific goals, and measurable outcomes, and a plan for assessing learning.)</p> <ul style="list-style-type: none"> ❑ Goals, objectives, and outcomes produce quantitative or qualitative data (5 pt) ❑ Assessment has a clear time-frame, with a schedule for completion, and itemized activities that assess the impact of the activity/program/event. (22 pt) ❑ Assesses impact on Ferris and surrounding community (3 pt) ❑ Indicates how assessment results will be used to develop future activities and plans (3 pt) ❑ Indicates how information will be disseminated (2 pt) <p><u>Comments:</u></p>	35 points	
Total	100 points	