



## ANNUAL ACTIVITY/PROGRAM REVIEW: COLLEGE OF COMMUNICATION AND EDUCATION

The IRA Advisory Committee is responsible for the oversight of approved IRA activities/programs. This template will enable the committee to evaluate activities/programs at a high level.

Please submit by **October 31, 2018** to Kim Williams at [kwilliams@csuchico.edu](mailto:kwilliams@csuchico.edu)

Signature of Dean/Director:  Print Name: Angela Trethewey Date: October 31, 2018

1. Please complete the following information for your college/unit's approved IRA activities/programs:

Approved IRA Activity/Program	Faculty Advisor	Website*
The Orion	Diego Aparicio	<a href="https://theorion.com/">https://theorion.com/</a>
Speech and Debate Team	Sue Peterson	<a href="http://www.csuchico.edu/forensics/index.shtml">http://www.csuchico.edu/forensics/index.shtml</a>
TGC (Tehama Group Communications)	Janell Bauer	<a href="https://www.csuchico.edu/jour/about/facilities/index.shtml">https://www.csuchico.edu/jour/about/facilities/index.shtml</a>

***\*All IRA activity/program websites require the placement of the official IRA logo on each page of the site. A high-resolution logo is included in the email with this form.***

College/Unit	IRA Prior Year (2017-18) Carryover	IRA Current Year (2018-19) Baseline Allocation	IRA Carryover as Percent of Baseline
College of Communication and Education	\$83,723.05	\$109,519	76%

2. List the total dollar amount allocated from the college/unit to each activity/program (actual expenses in T6300 which may include those for Exemplary Performance or one-time funding). Other sources should be entered in the "Other Sources of Funding" column. **Do not include Work Study (#3).**

Approved IRA Activity/Program	IRA Prior Year (2017-18) Baseline Allocation	IRA Current Year (2018-19) Baseline Allocation	IRA Prior Year (2017-18) Actual Expenses	Other Sources of Funding (RF, UF, GF, etc.)	Notes (explain the differences in baseline and actuals, etc.)
The Orion	\$65,012	\$25,012	\$82,215	\$2,000	from advertising sales
Speech and Debate Team	\$75,771	\$75,771	\$40,421	\$	
TGC (Tehama Group Communications)	\$8,736	\$8736	\$5,091		
Baseline held for future allocation (i.e., spring semester, one-time purchase, etc). [16-17 Rollover to 17-18]	\$61,931			\$	
Total Allocation*	\$211,450	\$109,519	\$127,727	\$2,000	

\* Must equal total IRA current year baseline allocation as shown in #1 above.

Please note: Budget transfers to activities/programs are required at the program level by September 30th each year. Additionally, the IRA Advisory Committee recommends determining all activity/program budget amounts by June 30<sup>th</sup> for the following year.

3. List the total IRA Work Study dollar amount allocated for each activity/program.

Approved IRA Activity/Program	2018-19 IRA Work Study Allocation	2017-18 Year IRA Work Study Actual Expenses
The Orion	\$5,000	\$4,066
Speech and Debate Team	N/A	
TGC (Tehama Group Communications)	N/A	
	\$5,000	\$4,066

4. Estimate student participation for each activity/program for this academic year (e.g., an activity has 15 members but only 10 attend competitions and incur expenses). Not all columns may apply to your activity/program. Do not include students attending/served by activities/programs.

a. Provide the following on estimated student involvement:

Approved IRA Activity/Program	Estimated # of Students Participating in Activity/Program	Estimated # of Students Incurring Costs	Estimated Per Student Out-of-Pocket Cost
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The Orion	100	90	\$50*
Speech and Debate Team	50	50	\$250
TGC (Tehama Group Communications)	55	55	\$1,000

\* Additional note for the Orion: this estimate doesn't consider that some students, like multimedia reporters and photographers, can spend anywhere from \$300-\$600 in camera equipment. It is important to note that students' out-of-pocket expenses that should be covered by the program include gas and parking for attending news coverage events; buying audio, photo and video equipment such as video and still cameras, microphones, light kits, tripods, SIM cards and even cell phone cases as students use their personal phones to do university-related work and phones do fall and break when recording interviews and news events.

b. Please list all known competitions/performances/events expected of each activity/program for this academic year:

Approved IRA Activity/Program	Name of Competition, Performance, Event, etc.	Location	Date	Estimated # of Students Directly Participating in Competitions, Performance, Events, etc.
The Orion	N/A Ongoing			
Speech and Debate Team	See calendar of Speech and Debate Tournaments attached below* Additionally, national finals are not included yet. This year the tournament will not require travel to a restricted state so participation is anticipated.	See Calendar below	See Calendar Below	Estimated number of students typically varies between 5-15 depending on preparation and qualifications
TGC (Tehama Group Communications)	Jobs vary based on client needs, etc.			

## Fall 2018

Golden Gate Opener

San Francisco State, 9/21-23

Santa Rosa Invitational

Santa Rosa JC, 10/5-6

Biggest Little City Classic

U of Nevada at Reno, 10/19-21

Delta Meets Pacific

Delta JC & UOP, 11/2-4

DVC Invitational

Diablo Valley College, 11/16-18

Steinbeck Invitational

Hartnell College, 12/1-2

## Spring 2019

Keeling Invitational

Chabot College, 2/1-2

Talk Hawk Invitational

Las Positas College, 2/8-10

NCFA Spring Champs

UOP, 2/22-24

Hornet Cup

Sacramento State, 3/2-3

Pi Kappa Delta Nationals

Hofstra University NY, 3/20-24

NFA Nationals

Santa Ana CA, 4/18-22

NCFA Spring Fling

Solano CC, 4/28

5. Please provide updated information for each of your activities/programs as requested in the tables below and provide appropriate explanations.

Approved IRA Activity/Program	Are any activities/ programs inactive or defunct? If yes, please explain.	Has student participation increased or decreased for any activity/ program? If yes, please provide the percentage and explain.	Has any activity/program's allocation or expenses significantly increased or decreased (5-10%)? If yes, please provide the percentage and explain.
The Orion		%	%
Speech and Debate Team		%	Forensics had a change in our expenses due to travel fluctuations (see #6). %
TGC (Tehama Group Communications)	No	No*	No

\* Tehama Group Communications has continued to operate at the level of the previous two years with 7-10 clients per semester and approximately 25 students. The scope of projects continues to include a high demand for multimedia storytelling necessitating the use of quality multimedia equipment to maintain our professional-level public relations services. Additionally the number of students who are served in the program remains the same. The goal this year is to use funds to collaborate with MADTECH on a shared photo/video lab space that will benefit TGC interns from both J&PR and MADTECH.

6. What process does your college/unit use to determine baseline budget allocations each year?

The Dean decides based on program history, spending, and need.

7. How are each of the activities/programs in your college/unit evaluated each year?

Individual departments and the dean evaluate the quality of their programs based on the annual IRA board review feedback, successes, and budget solvency.

8. Provide the College's IRA carryover amounts for the last three years. (Colleges/units are to limit their carryover to no more than 20% of baseline allocations. Balances of more than 20% may impact a college/unit's future IRA allocations.)

College/Unit	2017-18 IRA Carryover to 2018-19	2016-17 IRA Carryover to 2017-18	2015-16 IRA Carryover to 2016-17
College of Communication and Education	\$83,723.05	\$30,586.88	\$45,255.79

Please explain any carryover (unused) balances your college/unit's activities/programs have and how you plan to spend these funds.

Approved IRA Activity/Program	Carryover Balance	How will the carryover balance be spent?
The Orion	\$50,000	\$25,000 – Stipends \$11,000 – Operational expenses \$14,000 – Equipment (video and still cameras, lens, tripods, audio and light kits, transportation, police scanner)
Speech and Debate Team	\$26,449	Forensics had a large rollover last year because the travel restrictions impacted our ability to go to three tournaments (two in Texas and one in Tennessee), one of which was a national tournament that is four or five days in length typically, so a large chunk of our budget. In addition, the team was smaller than usual as it was a rebuilding year.
TGC (Tehama Group Communications)	\$7,274.39	The roll over in funds was a result of saving and planning for a photo studio. We have our equipment list outlined and will spend the funds this AY. Additionally, we now have clarity about the process for spending the allocated money to support student travel to PR site visits, which are an essential part of students' professional development in TGC.  Finally, we plan to use any additional funds to support student awards for their exemplary contributions to

		<p>multimedia and leadership within the agency. It is becoming increasingly difficult to attract and retain exceptional students for leadership when they are able to find other paid internships. Also, the financial burden of an unpaid internship also means that students who have the financial means to do unpaid work are disproportionately advantaged in their ability to select the TGC internship. The ability to offer small awards for leadership and exceptional skill sets will help us ensure that we can attract outstanding students, provide a quality learning experience and offer the best possible services to our campus, local businesses and nonprofit community.</p>
	\$83,723	