

CMAS FORENSICS IRA PROGRAM REVIEW QUESTIONS – SPRING 2016

Please answer the following questions for review by the IRA Board. Limit your responses to no more than a total of four typed pages (#12 type or larger).

1. *All IRA funded programs are outgrowths of the California State University, Chico educational curriculum. The IRA funds co-curricular activities to further the educational opportunities of students. Tell us how each of your IRA programs relates to your college/unit's educational mission and how co-curricular activities impact the college/unit and the students. Include the out-of-pocket costs paid by the student.*

Through the *Forensics* program, students are challenged to integrate Communication Studies as well as General Education course work (oral communication and critical thinking in particular) with a variety of experiences that prepare them for future careers and effective participation in their communities. The type of learning that takes place through the competitive tournament experience is one of challenging, deep-learning. The Communication Studies program in CMAS (where the Speech and Debate courses/team are housed) includes in its mission statement "We are committed to promoting ethical, responsible, and effective communication and to preparing students for their roles as citizens in a democratic society and as citizens of the world." The Speech and Debate Team (*Forensics*) provides students with the opportunity to build strong skills in research, speech making and delivery, audience analysis, as well as argumentation and debate through their participation in intercollegiate tournament competitions. This competitive setting provides students with motivation to constantly improve their performances and provides them with networking opportunities with faculty and students from across the nation. *Forensics* consistently has achieved regional and national awards, bringing recognition to the department, to the college, and to the university. The skills students build as team members have undoubtedly influenced their success in obtaining jobs in professions such as law, politics, advocacy, teaching and management as well as in their success in being accepted to and successfully completing Master's and Doctoral programs. A recent graduate from the team wrote to say that his experience on the Speech and Debate team was the single, biggest factor in his being chosen for a position in an international advocacy organization. IRA funding pays for travel, hotel, tournament registration, and meal money. Out-of-pocket costs for students are limited to paying for competition-appropriate clothing (business professional for many events), some small costs while traveling that are not covered by the meal money stipend, and sometimes materials for competition such as books, USB drives, etc. But, the vast majority of costs are covered by the IRA funding.

2. *Discuss how many students are directly and indirectly involved with your IRA programs and how many non-students are directly and indirectly involved as participants, audience members, etc. If you receive IRA funding for more than one program, discuss each program individually and identify the number of students for each program.*

In most semesters, there are between 20 and 35 students enrolled in the competitive Forensics team activities. Participants travel to tournaments and events hosted throughout

the Northern California region, as well as to national competitions when qualified. At these tournaments, team members are seen by faculty and students from other schools in the region and around the nation. Team members also plan the Rookie Tournament on campus each semester and act as judges for the event. The Rookie Tournament attracts between 250-300 students each semester from the CMST 131 and CMST 255 courses, providing them with an opportunity to move the skills they have learned all semester out of the comfort of their classroom and into a more public, competitive environment. It serves as a valuable introduction to Forensics and many students end up joining the team after this experience. The team is also highly involved in the Great Debate project, working with the First Year Experience program, the Chico City Council, and a number of departments on campus to provide a day of deliberative and civil discussion on a controversial issue in the local area. Participation by team members include working as moderators during the day, coaching local community members in preparing for the evening debate, as well as participating in the main debate in the evening. The reach of this program has grown exponentially over the past three years and the Speech and Debate team has been an integral part of the process and has been able to reach a large number of students and community members through their involvement. The team does a "Speech Showcase" each semester for the campus community and friends and family-members of speech team participants. Last semester the event attracted over 100 students as audience members. For the past two years in the Spring semester, team members have participated as moderators in the AS Candidates Forum. The students prepare in coordination with Nan Timmons and her assistant in crafting appropriate questions, moderating time limits and providing brief introductions of the candidates. This event has high levels of participation each Spring.

- 3. The IRA budget is based upon student fees and the number of students attending CSU, Chico, both of which can fluctuate year to year. If your overall IRA funding is reduced 10% in the future, describe how this would impact the individual programs and what steps you might take to mitigate the impacts. If your overall IRA funding is increased 10% in the future, describe how you would distribute the additional funding to the programs.*

The forensics program has had some recent reductions, but they have been tied to years when numbers were lower on the team. Any reduction in funding directly translates to a reduction in opportunity for students to be involved in competition, the number of tournaments team members are able to attend each semester and may even reduce the variety of events team members are able to choose from during the competitive season. This past year (2015-2016) has seen numbers increase and the competitive level of students increase overall as well. This means there are not only more students participating on the team this year, but we have qualified the largest number of students to NFA Nationals in the last decade or more. As the team improves competitively, the demands for national travel grows, driving up not only travel costs, but also registration fees and judging costs. A 10% reduction may mean sacrificing national competitions during the year, making our students less likely to qualify for national tournaments or less likely to be competitive once at those national tournaments. A 10% increase would make possible additional national travel, increasing both the competitiveness of our current students and the attractiveness of our program for high school and Community College Speech and Debate competitors looking for four year University programs.

4. *Explain your plan for any discretionary funds your program has or may have at the end of the current year. Describe how you will allocate any such funds in the future.*

Discretionary funds are held at the Dean's level for use by IRA programs. The Forensics team does not have any current plans for discretionary funds.

5. *Each Dean or Director is responsible for allocating Baseline IRA funds. Describe the criteria used within your college/unit to allocate the IRA funding to your IRA Certified Program.*

The College of Communication and Education monitors each IRA program to ensure that the program is being effective and following their mission. *Forensics* is encouraged to manage their budget closely and to utilize funding provided to them to foster a strong program given the available resources.

6. *Describe how you see each of your IRA funded programs developing in the future. Include any changes you foresee (discuss program development directions--growth, status quo, downsizing, program elimination, increased or decreased student participation).*

The goal of the Forensics program is to increase the size and competitive success of the team, while also allowing for a variety of competitive opportunities. We have attracted interest from successful Community College competitors who are looking to continue their success at Chico State. This will mean more national travel as we attain more experienced competitors on the team. In addition, we would like to continue to attract students from a variety of majors, but especially CMST majors who can use the class as an elective in the major.

7. *What is your policy on meal reimbursement for students during travel for competitions or performances?*

We have recently had to switch from a meal per diem for participants to only reimbursing for receipted meal expenses. We typically try to purchase meals as a team as often as possible, but because of tournament schedules differing for each student depending on events they are competing in, we sometimes have to do individual meals, which we reimburse by receipt.

8. *The IRA Board considers it important to have IRA programs involved in fundraising efforts to help support the full costs of a program. Please explain any fundraising your program currently does or plans to do in the future. (List the amounts on the Budget Form)*

The team's major form of fund raising in the past has been through hosting tournaments. But, with the changes in the fees for room usage on weekends, we are no longer able to do those events. Because many of our weekends are tied up with tournament travel (we go to approximately 13-15 weekend tournaments over the course of the year). We are looking into the possibility of doing some fundraisers via local restaurants.

9. *Please include and explain any rollover (unused) balances your IRA program has and how you plan to spend these funds. (List the amounts on the Budget Form)*

Forensics is currently using rollover amounts from last year. The team participant numbers were down last year, which meant we did not have as many students traveling and competing. This year, the team numbers have surged along with the success of the student competitors. As stated above, we have qualified more students for the NFA National tournament than in the last decade. We traveled a small group of students to a national tournament in the Fall semester and will travel to two national tournaments in the Spring semester. This travel, along with the larger numbers of students qualified to travel nationally, will use up much of the roll-over amount without having to ask for Exemplary Performance moneys.

10. *If you have any suggestions for streamlining this process please tell us your ideas.*

JOUR TEHAMA GROUP COMMUNICATIONS IRA PROGRAM REVIEW QUESTIONS

Please answer the following questions for review by the IRA Board. Limit your responses to no more than a total of four typed pages (#12 type or larger).

1. All IRA funded programs are outgrowths of the California State University, Chico educational curriculum. The IRA funds co-curricular activities to further the educational opportunities of students. Tell us how each of your IRA programs relates to your college/unit's educational mission and how co-curricular activities impact the college/unit and the students. Include the out-of-pocket costs paid by the student.

Tehama Group Communications is housed inside the Department of Journalism and Public Relations. It provides an intensive hands-on internship opportunity for public relations, news, graphic design and media arts students. Students enroll in course credit for the internship experience via JOUR 444 and/or JOUR 445, which is Public Relations Laboratory.

JOUR 444/445 are required for J&PR majors with an option in public relations. Students may choose to apply for Tehama Group or seek an on-site internship opportunity.

Media arts and graphic design majors are not required to participate in JOUR 444/445. For these students, Tehama Group is one option of many they can choose for their internship experience.

Students accepted into Tehama Group are typically in their final year and seek internship opportunities to build their portfolios and resumes, and to compete in the job market.

For the college and department, Tehama Group provides a valuable service to north state and campus entities while also bringing positive recognition to our students and programs. Each semester Tehama Group staff:

- Help nonprofits develop and execute fundraising programs such as the Chico Art Center's Treasures of a Collection.
- Create websites and business identities for small businesses.
- Script, film and edit promotional videos for local organizations.
- Support the university's diversity mission.

Student out of pocket

- Business casual attire, travel to client sites, common class supplies.
- Voluntary travel expenses for site visits to San Francisco, Sacramento and the Silicon Valley. These site visits are arranged with TGC alumni and occur at their place of work.

- Spring 2016 spring break trip to New York City as part of TGC's 25th anniversary. Students pay 100% of own expenses up front. IRA funds being used to help offset student costs to participate in this trip.
2. Discuss how many students are directly and indirectly involved with your IRA programs and how many non-students are directly and indirectly involved as participants, audience members, etc. If you receive IRA funding for more than one program, discuss each program individually and identify the number of students for each program.

Chico State Students:

TGC includes approximately 25 students each semester. These students are a mixture of journalism and public relations, media arts and graphic design majors.

Non-students:

TGC takes on 7 – 11 clients per semester. Students often work with boards of nonprofits, owners of companies and PR professionals involved with community groups. In any given semester, non-student participants would range from 7 – 20 individuals.

3. The IRA budget is based upon student fees and the number of students attending CSU, Chico, both of which can fluctuate year to year. If your overall IRA funding is reduced 10% in the future, describe how this would impact the individual programs and what steps you might take to mitigate the impacts. If your overall IRA funding is increased 10% in the future, describe how you would distribute the additional funding to the programs.

Tehama Group expects to request smaller funding next year. Our request was larger for the 2015-2016 year due to TGC's 25th anniversary. We've had more travel due to this anniversary and most of the student travel IRA funding for this year is to support our trip to New York City over spring break where we'll be visiting with 10 TGC alumni at the companies they work for.

4. Explain your plan for any discretionary funds your program has or may have at the end of the current year. Describe how you will allocate any such funds in the future.

Tehama Group plans to use its full IRA allotment of \$8,304 for this year. Funds are being spent on the 25th anniversary trip to New York City March 13-17 to support student travel, and for operational expenses to purchase new equipment.

5. Each Dean or Director is responsible for allocating Baseline IRA funds. Describe the criteria used within your college/unit to allocate the IRA funding to your IRA Certified Program.

The Dean currently allocates baseline IRA funds based on historical need, future needs of each program and IRA funding levels.

6. Describe how you see each of your IRA funded programs developing in the future. Include any changes you foresee (discuss program development directions--growth, status quo, downsizing, program elimination, increased or decreased student participation).

Tehama Group will remain about the same size for the next academic year.

7. What is your policy on meal reimbursement for students during travel for competitions or performances?

Tehama Group does not plan to reimburse students for food. Instead, we plan to help reimburse students for air travel expenses.

8. The IRA Board considers it important to have IRA programs involved in fundraising efforts to help support the full costs of a program. Please explain any fundraising your program currently does or plans to do in the future. (List the amounts on the Budget Form)

TGC's Income

Currently, Tehama Group financially supports itself by charging its clients fees for services. Client fees are on average about \$500. On average, five to seven clients are selected each semester. One to two of those clients are always a local nonprofit that receives pro bono services as part of our service to the north state. TGC's anticipated income for F15/S16 is approximately \$2,600.

Currently, the only material or financial support Tehama Group receives from the university is the use of Tehama Hall Room 310, which is our agency office and a critical component of our agency operation. The university also pays the PG&E bill for Tehama Hall.

The Department of Journalism and Public Relations pays the salary for the faculty adviser as part of the faculty's teaching assignment.

Beyond the above, Tehama Group receives zero direct funding or material support from the College of Communication and Education. 100% of our client fees goes back into the agency to fund our \$1,000 academic scholarship and to purchase anything the agency needs to operate.

9. Please include and explain any rollover (unused) balances your IRA program has and how you plan to spend these funds. (List the amounts on the Budget Form)

Tehama Group will not have any unused funds after the NYC trip.

10. If you have any suggestions for streamlining this process please tell us your ideas.

IRA PROGRAM REVIEW QUESTIONS -- THE ORION

Please answer the following questions for review by the IRA Board. Limit your responses to no more than a total of four typed pages (#12 type or larger).

- 1. Tell us how each of your IRA programs relates to your college/unit's educational mission and how co-curricular activities impact the college/unit and the students. Include the out-of-pocket costs paid by the student.**

Successful completion of JOUR 329, Journalism Lab, is a core requirement of the news option for Journalism & Public Relations majors and fulfills an elective requirement for both news and public relations students. The course is essentially credit for working at The Orion. An additional course, JOUR 331, News Laboratory Management, is also an elective for majors. Students in that course are Orion managers.

Out-of-pocket costs are difficult to estimate because there are no required expenses. Some students incur costs driving to assignments. Photographers and videographers sometimes provide their own equipment. Reporters are expected to have smartphones for social-media tasks related to their jobs. Some students are invited to an annual awards ceremony and many benefit from workshops and contests they have the option to attend. The Orion has been covering some but not all of their expenses for those events.

- 2. Discuss how many students are directly and indirectly involved with your IRA programs and how many non-students are directly and indirectly involved as participants, audience members, etc. If you receive IRA funding for more than one program, discuss each program individually and identify the number of students for each program.**

While a number of students volunteer to work at The Orion without participating in JOUR 329, 331 and JOUR 330 for non-majors, the majority of The Orion staff is enrolled. Here are the enrollments for the past several semesters:

S16 – 52

F15 – 77

S15 – 82

F14 – 50

S14 – 56

F13 – 41

The Orion also increasingly serves as an internship site for students in related programs, primarily Communication Studies and Communication Design.

The Orion provides news, information and commentary to print newspaper readers on and off campus (5,000 weekly circulation), a smartphone app (1,141 users and about 4,500 page views in January), and an average of about 6,000 weekly website visitors (since school resumed this semester). It also provides an important publicity and advertising channel for campus groups and programs.

- 3. If your overall IRA funding is reduced 10% in the future, describe how this would impact the individual programs and what steps you might take to mitigate the impacts. If your overall IRA funding is increased 10% in the future, describe how you would distribute the additional funding to the**

programs.

The Orion is an exceptional case because its IRA funding is earmarked to cover part of the printing costs for the newspaper and most of the compensation for its office manager. Any reduction or increase in funding would affect the amount of printing costs covered (it's currently just over 60 percent).

- 4. Explain your plan for any discretionary funds your program has or may have at the end of the current year. Describe how you will allocate any such funds in the future.**

The Orion usually uses up its IRA allocation in the middle of spring semester, so I don't see the possibility of having surplus funds. The paper's financial situation on the Research Foundation side is still in the red, so any revenue that exceeds costs goes to paying down the deficit.

- 5. Each Dean or Director is responsible for allocating Baseline IRA funds. Describe the criteria used within your college/unit to allocate the IRA funding to your IRA Certified Program.**

I understand that the dean considers written requests from each IRA-eligible program and allocates funds based on her perception of need, taking into consideration the funds available.

- 6. Describe how you see each of your IRA funded programs developing in the future. Include any changes you foresee (discuss program development directions--growth, status quo, downsizing, program elimination, increased or decreased student participation).**

Since my arrival in the fall of 2012, The Orion has gone through several rounds of cost-cutting to address the continued decline of print advertising, including reducing the hours of a paraprofessional to two a week from 20 (a person who was once full-time), stipends for student managers have been reduced in both number and amount, spending on journalism conferences has been cut in half, spending on equipment has been severely reduced and the paper has asked the university for help with its printing bills.

On the revenue side, the paper has taken the following steps to reduce its reliance on print advertising and improve its overall advertising effort:

- Secured equipment grants from IRA, the AS Sustainability program and the California Newspaper Publishers Association
- Added Google ads to its smartphone app
- Initiated an online donation campaign through its website
- Restructured its advertising team, replacing student salespeople with a part-time recent graduate and a part-time graduate student with sales experience
- Changed its news rack vendor to ensure a more stable revenue stream
- Put a plan in place to reintroduce classified advertising on theorion.com

On the editorial side, the paper has or has plans to:

- Focus its marketing efforts on its smartphone app to serve students on their preferred information platform, increase the number of student downloads, and make the app more attractive to advertisers
- Changed the format of the paper from broadsheet to tabloid to make it more attractive to student readers
- Bolstered its social media presence on Facebook, Twitter and Instagram to grow its audience by serving students, faculty and staff better
- Put more resources into its web staff and multimedia efforts, especially video

- Changed web hosting services to improve the dependability of theorion.com
- Expanded and improved its events calendar
- Reduced circulation by 1,000 copies a week to more closely match the number of print-edition readers and reduce paper waste.

In the future, The Orion expects to continue publishing news and information for the campus community on its current three media platforms, maintain an excellent learning environment for students, continue to utilize a variety of revenue sources, and eventually reduce its reliance on IRA funding.

7. What is your policy on meal reimbursement for students during travel for competitions or performances?

We have asked students to be responsible for their own meals. The exception is the annual California College Media Association awards banquet. The paper pays the admission price (\$65 this year) for students who are receiving awards.

8. The IRA Board considers it important to have IRA programs involved in fundraising efforts to help support the full costs of a program. Please explain any fundraising your program currently does or plans to do in the future. (List the amounts on the Budget Form)

As noted above, The Orion initiated an online giving program this year through the university foundation (much like Kickstarter and other online efforts)

Roughly 85 percent of its current budget comes from advertising

The paper is working to diversity its advertising efforts to increase revenue

9. Please include and explain any rollover (unused) balances your IRA program has and how you plan to spend these funds. (List the amounts on the Budget Form)

We do not anticipate unused funds. The printing costs now covered by our IRA allocation usually run out in the middle of spring semester. We anticipate asking for an increase in work-study funds to cover a combined office manager and advertising manager position.

10. If you have any suggestions for streamlining this process please tell us your ideas.