

November 16, 2011

Dr. David Pilgrim, Chief Diversity Officer  
Ferris State University  
1201 S. State St. CSS 312  
Big Rapids, MI 49307

RE: Ferris State University Faculty and Staff Diversity Mini-Grant

Dear Dr. Pilgrim and Granting Committee,

Thank you for the opportunity to apply for a Ferris State University Faculty and Staff Diversity Mini-Grant. The enclosed application was authored by an ad hoc group of faculty who has organized to help foster awareness of Chinese culture on campus. It is for funds to put on a Chinese New Year Celebration with an accompanying “teach-in” on Chinese cultural practices. We are putting on this event as part of a larger project to make Ferris students more aware of Chinese culture, politics and economics. Chinese culture has become a significant influence on American culture and the effects on our domestic cultural life, foreign policy, and economic existence are likely to increase over time. Chinese students are making up an increasingly larger portion of the international students enrolled on campus. Furthermore, ethnic Chinese are well represented in Big Rapids and on the Ferris faculty. Despite this increase in diversity, there is unfortunately a widespread ignorance of Chinese cultural patterns and expectations. We believe that a Chinese New Year Celebration is an excellent way to increase student and community awareness of things Chinese. We plan to present Chinese music, dance, artwork (both ancient and modern) as well as other aspects of Chinese culture. We intend to have ethnic Chinese perform all the music and dance, so there should be real authenticity to the event.

We have already procured funds from the Office of International Education, but we need additional funding to make the event spectacular. Please do not hesitate to contact me should you have any questions.

Sincerely,

John Randall Groves

## Ferris State University Faculty and Staff Diversity Mini-Grant Application

### I. Identification

Name of Primary Applicant

J. Randall Groves

Members of Team

Daniel Ding

Mike Hu

Matt Yang

Katie Bolter

Department or Unit

Humanities (A&S) Lang/Lit. Plastics (Technology)/ College of Business

Campus Address

Johnson Hall 126

Telephone: 231-598-2378

E-mail: grovesj@ferris.edu address

### II. Event Title (25 words or less)

Ferris State University's Chinese New Year Celebration and Cultural Teach-in.

### 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)

Core Values: Collaboration, diversity, excellent, learning and opportunity.

FSU Strategic goals initiatives: 1.3, 1.5, 2.1, 2.2, 2.5, 2.6, 5.2, 5.4, 5.5

1.a :Create a University that is welcoming to diverse populations

4.e: Create environments for student learning that are inclusive of and sensitive to a diverse student population.

### 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.

As part of a larger project to make Ferris Students more aware of Chinese culture, politics and economics we have planned a Chinese New Year celebration and teach-in. The New Year's Celebration highlights primarily Chinese music, dance, artwork (both ancient and modern), and food all prepared by students and members of the Ferris community. The teach-in will focus on how Chinese culture has become a significant influence on American culture, especially, the effects on our domestic life, foreign policy, and economic existence. The Chinese New Year Celebration is an excellent way to increase student awareness of Chinese practices and the role that modern China has on the world stage.

**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.

Chinese New Year is one of the most important celebrations in Chinese culture. Marking the beginning of spring, it is traditionally a 15 day celebration during which firecrackers are lit, drums are sounded, red lanterns are hung, and red paper cutouts and calligraphy are placed on doors. We are planning on bringing a little bit of this celebratory atmosphere to Ferris State University, incorporating both fun and education.

This event will take place on the second day of Chinese New Year. Currently, we are planning on hosting a Chinese Dance troupe from Grand Rapids, offering tables where students will teach about Mandarin, calligraphy, and origami. We intend to have a demonstration of Chinese music, art, and martial arts. We will also serve Chinese food and have authentic decorations. As a component to the New Year's celebration, faculty will be speaking on topics that are important in terms of understanding modern China.

Each of the events will be accompanied by the teach-in component in which the individuals originating the activity will put it into context. Essentially, they will discuss the historical, geographical and religious basis for each of their presentations. A dance, for example, will be situated in terms of its history, where it originated, and if it has any connection to Buddhism, Confucianism or Daoism. We intend for this to provide a much richer experience for the audience.

***1.a :Create a University that is welcoming to diverse populations:***

China is quickly becoming one of the destinations from which Ferris State University attracts the largest number of students. From Fall 2010 to Fall 2011, the number of students enrolled at Ferris State University from China increased by over 180%. As one of the fastest growing international groups on campus, it is important to foster an environment that is welcoming and inviting to such students. This event will utilize the expertise and knowledge of our Chinese students in order to create something that is authentic. It will also serve as the first event spear-headed by the newly formed Chinese Cultural Group. It serves to demonstrate Ferris's greater commitment to making students feel welcome by having a celebration of their culture on campus.

***4.e: Create environments for student learning that are inclusive of and sensitive to a diverse student population:***

One of the components of this event is a teach-in is speaking about various topics concerning modern China. This will present students an opportunity to take this knowledge and interact with Chinese students to learn their perspectives. Furthermore, it creates an environment that will allow for students to experience Chinese culture through more than just the classroom setting. The event will be organized in an interactive manner and encourage participants to delve deeper into a culture different from their own.

We will also be reaching out to several RSO's for help in putting this event together including AIGA, Music Industry Management Association (MIMA), and Crafters Anonymous as well as Hospitality

Management students. This is an excellent opportunity for them to gain experience in their profession as well as in interacting with another culture. As China becomes a powerhouse in the world market, this will very likely be a necessary skill for such students. Gaining this knowledge now will be helpful for students who will be interacting in the global market.

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

A recent survey of 2 million American adults conducted by US-based Perspective Resources Inc (PRI), found that American’s, in general had a very low cultural literacy when it came to China. “When Americans were asked to think about China they mentioned words like "highly populated", "government or communism", "culture or history" and the color red. Asked about the most important issues in China, 39% said civil rights and freedom. Others mentioned a wide range of topics such as population control, pollution, Communism and Capitalism, the economy, labor issues, sweatshops, low quality products, US debt to China and Tibet.” While most American’s had a very cursory view of China, 49% still wanted to learn more about Chinese history and culture and 53% someday hoped to visit China.

The goals and intended outcomes of this event is to make our students more aware of Chinese culture and practices beyond the basic knowledge that is presented in the media. We hope to provide a much richer experience that presents a view of China as interpreted by Chinese students and faculty. Furthermore, we hope to dispel many schemas that preexist when it comes to Chinese culture and put many of the customs that American’s are aware of into proper context.

In order to measure this, our survey (discussed in the evaluation section) will include questions that pertain to this cursory knowledge as well as more in-depth knowledge. One of the factors that we will look for in comparing the control and experimental groups is whether or not the experimental group has more understanding of the Chinese culture after they attend this event. We hope to show a correlation between their participation and an increase in awareness beyond basic knowledge of China.

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

The event relates to the curricula in History, Humanities, Art, Business, Criminal Justice and Technology. Students in these areas will be positively affected by the event.

**d. A timeline.**

November 7 <sup>th</sup> -November 30 <sup>th</sup>	Preliminary Organization: Confirm room, find entertainment, organize menu, consult with Chinese student group.
December 1 <sup>st</sup> -December 23 <sup>rd</sup>	Finalize entertainment, decorations, menu, tables.
January 4 <sup>th</sup> -January 23 <sup>rd</sup>	Publicize event.
January 24 <sup>th</sup>	Chinese New Year Celebration

The event will be on January 24th. Preparations will be made prior to this date.

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

The target audience is the Ferris student body and faculty. The estimated number of participants will be ten to fifteen organizers, led by Randy Groves, Mike Hu and Dan Ding, as well as the RSO's and other student groups mentioned above. We expect that 200-300 students and community members will attend the event.

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

The expected impact is for students to understand some of the Chinese cultural practices involved in the Chinese New year, and for students to bring this increased understanding into the classroom. We also hope that this event will allow for the Ferris community to increase their awareness of Chinese culture.

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

**Timeline for Assessment**

January 3 <sup>rd</sup> -January 14 <sup>th</sup>	Prepare Survey
January 17 <sup>th</sup> -January 21 <sup>st</sup>	Administer control group survey
January 24 <sup>th</sup>	Administer experimental group survey
January 25 <sup>th</sup> - February 11 <sup>th</sup>	Code and analyze results
February 14 <sup>th</sup> -February 18 <sup>th</sup>	Prepare Final Report
February 20 <sup>th</sup>	Publish Final Report

Prior to the event, a survey will be distributed to a convenience sample of students to determine their knowledge of China. These questions on Chinese culture will be used to gauge student knowledge of the country (the control group). At the event, as students leave, they will be given the same set of questions (experimental group). We will analyze the results to determine if there is a correlation between an increase in cultural literacy and the attendance at cultural events such as these. To make sure that there is not a bias in the sample, (i.e. students that are already interested and knowledgeable about China will attend an event about China) specific classes that focus on China in their coursework will be targeted for the control group. The results of the questionnaire will be analyzed using SPSS. The final report will be distributed as part of evaluation of the event.

We will also be distributing questionnaires for attendees to gauge how helpful and interesting the event was for them as well as tracking attendance at the event as well as each of the tables.

**VI. Budget**

<b>Budget Overview</b>			
	<b>Requested Grant Funds</b>	<b>Funding from other Sources (OIE)</b>	<b>TOTAL BUDGET</b>
<b>STIPEND</b>	<b>\$1000</b>		<b>\$1000</b>
<b>HONORARIA</b>	<b>\$200</b>		<b>\$200</b>
<b>TRAVEL</b>	<b>\$200</b>		<b>\$200</b>
<b>FOOD</b>		<b>\$1200</b>	<b>\$1200</b>
<b>RENTALS</b>		<b>\$400</b>	<b>\$400</b>
<b>PRINTING &amp; DUPLICATING</b>		<b>\$300</b>	<b>\$100</b>
<b>PROMOTION</b>		<b>\$200</b>	<b>\$200</b>
<b>RESOURCE MATERIALS</b>	<b>\$700</b>		<b>\$700</b>
<b>ASSESSMENT TOOLS</b>			
<b>OTHER</b>		<b>\$300</b>	<b>\$300</b>
<b>TOTAL</b>	<b>\$2100</b>	<b>\$2400</b>	<b>\$4800</b>

The total amount requested from the Diversity Mini-Grant is **\$2100.00**. The majority of this funding will be to bring an authentic Chinese dance troupe to Big Rapids from Grand Rapids, this includes the STIPEND, TRAVEL, and HONORARIA expenses. The rest of the grant will cover RESOURCE MATERIALS for students to set up booths, i.e. materials for origami, and calligraphy as well as presentation materials for music and art.

**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:

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Submission Date: \_\_\_\_\_

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

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



<u>Comments:</u>		
<p><b>Quality of Evaluation Plan</b>  (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"> <li>❑ Goals, objectives, and outcomes produce quantitative or qualitative data (5 pt)</li> <li>❑ 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)</li> <li>❑ Assesses impact on Ferris and surrounding community (3 pt)</li> <li>❑ Indicates how assessment results will be used to develop future activities and plans (3 pt)</li> <li>❑ Indicates how information will be disseminated (2 pt)</li> </ul> <p><u>Comments:</u></p>	35 points	
<b>Total</b>	100 points	