

Ferris State University
Faculty and Staff Diversity Mini-Grant Application

I. Identification

Name of Primary Applicant **2010 FSU MLK Celebration Planning Committee**
Members of Team **Michael Wade, Jes Berndt, Sandy Gholston, Hurdylyn Woods, Joseph Karafa, Sandy Alspach, Allissa Witucki, Todd Stanislav, Luzia Tartari, Joy Paquette, Matt Valleau, Andy Denardo**
Department or Unit **Multicultural Student Services & Various FSU Depts.**
Campus Address **1010 Campus Drive, FLITE 159, Big Rapids, MI 49307**
Telephone **231-591-2617**
E-mail address **michaelwade@ferris.edu**

II. Event Title (25 words or less)

The 2010 MLK Celebration featured Presentation
“The NWC Show”

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 2009 MLK Week Celebration at Ferris State University will address the following:

1. **Collaboration** - Through this event, faculty, staff and students will build partnerships in both the planning and implementation of this presentation
2. **Diversity** - The presentation will embrace a diversity of ideas, beliefs & cultures through speakers, both live and interactive presentations will be used
3. **Excellence** - through this endeavor, the committee plans to display both creative and innovative programming that will represent of FSU in bringing a nationally recognized presentation to connect with the University community
4. **Learning** - Co-curricular programming is a part of the learning/assessment objective of his program as we hope to foster an environment of learning, creating the atmosphere of critical thinking, enhancing knowledge and promoting active learning of various cultures
5. **Opportunity** – The aim of the committee is to create an environment where individuals are encouraged to participate in a meaningful dialogue, civil discourse

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

The 2010 Martin Luther King, Jr. Celebration’s theme is to focus on “The Jim Crow Era: Then and Now” in a critical reflection of its impact in society. We aim to educate the University community, through a reflection on the past, a significant examination of the present, and a collective commitment to a more inclusive community in the future.

A featured presentation of this year’s MLK Celebration is the **NWC Race Show**. Our overall goal in bringing the NWC Race Show to FSU is to educate the campus on the

impact of hateful words, is for individuals to evaluate perceptions/stereotypes of groups in society, as well as encourage individuals to have continuous dialogue for understanding with race and ethnicity on campus.

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.
- b. The goals and intended outcome(s) of the event.
- c. A statement on how the event relates to the curriculum or a specific discipline, if appropriate.
- d. A timeline.
- e. Description of the target audience, including the estimated number of participants.
- f. The expected impact that the event will have on Ferris.
- g. A specific plan to assess the impact of the event on the University.

VI. Budget

- a. Anticipated expenses (itemize and briefly explain).
- b. Funds anticipated from other sources (please list).
- c. Total amount requested from Faculty and Staff Diversity Mini-Grant.

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:

Submission Date: **October 28, 2009**

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

Event Narrative

The 2010 MLK Celebration featured presentation the NWC Show at Ferris State University will strengthen Ferris' long-term commitment to diversity by fostering an environment of learning, self-reflection, and the importance of taking action. The MLK Planning Committee feels that the NWC Show will serve as a presentation to broaden the spectrum of understanding race and ethnicity on campus.

Goals outlined:

1. To foster an environment of learning.

The NWC Show is a production blending theater, hip-hop, stand-up comedy, slam poetry, and true-life stories taking on racial slurs, stereotypes, and the concept of race. In addition to the presentation, a workshop/discussion is offered for individuals to discuss with the presenters about their stories, what they have learned from traveling around the country, as well as how students on this campus can learn from each other. The environment of learning fostered by the production is interactive, engaging and informative.

2. For individuals to engage in self-reflection.

The NWC Show will force individuals to look at the role that perceptions and stereotypes has on their lives. Scenes of the production will highlight the usage of hateful words, slurs and race in general. It is our hope that participants will evaluate their own identity, and how they may be a part of the problem or solution to bridging the gap of understanding with race and ethnicity.

3. The importance for individuals to take action.

A primary goal this year is for individuals to engage and be empowered to create relationships with people from diverse backgrounds. Throughout the presentation of the NWC Show, participants will witness various scenes and monologues that directly address diverse backgrounds. It is our hope that from presentations like this, individuals will understand the power in relationships and how they create a culture of learning and understanding. The NWC Show will expose individuals to cultures, which should be a major point of interest in strengthening diversity on campus and overall within the University community.

Assessment of Goals:

Consistently providing opportunities of reflection is a goal for the 2010 MLK Celebration. Utilizing new and innovative presentations such as the NWC Show, participants will have the opportunity to openly share their experiences and thoughts.

Immediately after the presentation, individuals who are present at the show will be encouraged to fill out a survey outlining the following questions:

Rate the Presentation that you attended:	Circle 1, 2, 3, 4, or 5				
	(1=best		5=least)		
Presentation was informative & helpful	1	2	3	4	5
Speakers had a thorough knowledge of the information presented	1	2	3	4	5
I learned more about the impact of hateful words	1	2	3	4	5
Presentation assisted me in identifying my own perceptions on race	1	2	3	4	5
I learned the benefit of establishing diverse relationships	1	2	3	4	5
I would attend a presentation like this again in the future	1	2	3	4	5

How would you rate the Overall Presentation:	Circle 1, 2, 3, 4, or 5				
(1=least 5=best)					
	1	2	3	4	5

Do you have any additional comments or suggestions about the Presentation?
(Use back of paper as well) _____

As a portion of assessment, we would like to give students an opportunity to voice their opinions on the presentation in an open discussion. The open discussion will take place after the Show as a follow-up lunch discussion and will focus on reactions to the NWC Show and how it applies directly to students' lives.

Also, we will work with faculty & staff members to encourage follow-up essays and written responses on the presentation. Students will be able to respond and discuss how the NWC Show influenced them, and what they learned.

We feel that offering a survey, discussion, and follow-up essays will be reliable and successful measures to assess the outlined goals for the NWC Show presentation.

The Target Audience:

The target audience for the 2010 MLK Celebration featured presentation the NWC Show is FSU students, faculty and staff as well as members of the Big Rapids community. The estimated number of participants at events includes 300+, as the event will take place in the Williams Auditorium which seats close to 1300+. In addition the MLK Committee is applying for this event to become a 5-Star Event which will be appealing to 220 Registered Student Organizations. Due to the content and use of words, we expect overall the attendance to consist of an 18 and up crowd.

Timeline:

The timeline for the NWC Show includes the following:

- **October 15th** Book Williams Auditorium for the event; apply for event to be a 5-Star Event; seek co-sponsorship from Entertainment Unlimited

- **October 28th** Apply for the event to be funding by the Diversity Grant
- **November 12th – December 4th** Solidify all additional funding for the event
- **December 9th – January 20th** Advertise event
- **January 20th** Pre-presentation Workshop@11am, Presentation @ 7pm
- **January 21st** Post-presentation Open Discussion @ 11am

Event Budget:

Budget Overview			
	Requested Grant Funds	Funding from other sources	TOTAL BUDGET
STIPEND			
HONORARIA	4,000	\$5,500	\$9,500
TRAVEL			
FOOD			\$0
RENTALS			\$0
PRINTING & DUPLICATING			\$0
PROMOTION			\$400
SUPPLIES & POSTAGE			\$0
RESOURCE MATERIALS			\$0
ASSESSMENT TOOLS			\$0
OTHER			\$0
TOTAL	\$4,000	\$5,500	\$9,500

Honararium for NWC Show

**Other Funding - OMSS, Entertainment
Unlimited(pending)
Promotion - Campus-wide posters, Torch Ads, all other forms
of promotion will be free**

