

Faculty and Staff Diversity Mini-Grant Final Report

Project title ___ International Association for Communication and Sport (IACS) 2017 Summit

Grant Recipients Dr. Sandra Alspach

Date Project Started ___ March 30th, 2017 _____

Amount of Money Funded by the Mini-Grant _____ \$3,801 _____

- 1. How was the grant used to address a diversity or inclusion related goal?** _____

At the International Association for Communication and Sport (IACS) Summit, Ferris students were exposed to research and critical analysis from diverse disciplinary and theoretical perspectives presented by researchers from all around the world. One of the Diversity Plan Strategic Goals is to “build upon existing partnerships and create new partnerships that enhance the University’s commitment to and work with diverse populations.” Those in attendance were able to continue to build upon Ferris State University’s partnership with the International Association for Communication and Sport as an Organizational Member, since 2014.

- 2. Describe the audience that was impacted by the grant’s implementation. Provide quantitative data, if available.**

There were two audiences impacted by the Grant. One was the student group who attended the IACS Summit to present their research and to listen to reports of other research in communication and sport. The six students attended on average six sessions where from 3 to 4 papers were presented; and they attended at least one plenary session where leaders offered observations about the state of research in the field. The other audience was faculty in the Department of Humanities and Communication Area students and friends who attended the Department Colloquium in March where the two principle investigators Dr. Alspach and Mr Zube and the two student co-researchers Alex Freeman and Scott Vander Sloot presented a report of the research project to approximately thirty individuals who were in attendance. The Grant gave the undergraduate students an opportunity to present their work at an international conference and to bring their learning back to the Ferris State community including other students, faculty, and staff.

Grant recipients are required to provide a short narrative that details the specific efforts each of the collaborators made to the implementation of the grant.

Dr. Alspach coordinated the project, soliciting student research volunteers from Sports Communication courses. She worked with student Scott Vander Sloot during the summer on an independent study to build the literature review on the research question.

Mr. Zube led the data collection and analysis team, including student research team leaders Alex Freeman and Vander Sloot, and four student “coders”: Nick Owens, Dylan Helms, Megan Jean, and Sean Williams.

Both Dr. Alspach and Mr. Zube accompanied the students to Phoenix/Scottsdale to participate in the IACS Conference; and they framed the presentation, with Vander Sloot summarizing the literature review and Freeman summarizing the method and results.

All eight participants identified on this Grant attended sessions including international speakers, dispersing to three or four separate rooms, so they were able to interact with more members of the International Association. At the end of each day, the research team reported their experiences to their research fellows. The students also made it a priority to interact with researchers from other countries, including two students taking opportunity to eat breakfast with a member of the Association from England.

3. What is your overall assessment of the project’s impact on the Ferris community? How did this impact compare to what you expected?

The fact that this research project was conducted primarily by undergraduate researchers laid the groundwork for future research by Ferris State University students in the Sports Communication program. The paper that they presented was selected through blind review from other projects submitted by predominately graduate or professional level researchers. Of the six students who were listed on the project, three have graduated, and three are engaged in a new research project that has been selected for presentation at the IACS Summit in 2018.

Mr. Zube and Dr. Alspach report that the project presentation provoked several conference attendees to inquire on separate occasions about the “level of graduate study” the students were in. The students report that they felt comfortable and confident that their work was respectfully received as significant research, and that they were able to engage in meaningful listening and critical thinking about the work that they heard from other presenters.

In short, while Ferris students have presented their work at previous IACS Summits, we felt that in 2017 Ferris State University earned a legitimate seat at the table of the international community of scholars in communication and sport.

4. Present a final budget including all funds received and spent related to the project, with special focus on the funds received via the Diversity Mini-grant.

Expense	Amount	Explanation
Airfare	\$4,172.00	Round trip flight for 6 students and 1 faculty (Mr. Zube secured separate travel funding.)
Food	\$663.00	6 Students given \$110.50 Stipend for meals not included in Conference registration
Lodging	\$2,016.18	3 nights at Embassy Suites Phoenix/Scottsdale, at \$672.06 per night for 4 rooms
Registration	\$1,040.00	6 Students @ \$140 per attendee, 1 Faculty @ \$200 (Dr. Alspach's registration included in Organizational Membership for Ferris State University)
Fees	\$300.00	\$150 each way for shuttle: airport to hotel and return
Total	\$8,191.18	
Funding Sources		
\$1,000	Dept. of Humanities Faculty Development Grant: Dr. Alspach	
\$ 955	Dept. of Humanities Student Travel Grant	
\$2,000	Student Government Finance Division Student Travel Grant	
\$3, 801	Faculty/Staff Diversity Mini-grant	
\$ 88	College of Arts and Sciences Student Travel Grant	
\$7,844	Total Funding	
-\$347.18	Shortfall absorbed by Communication Area budget (\$400 was requested from CAS Student Travel Grant, however, only \$88 remained in that fund when the request was made.)	

Primary Grant Recipient's Signature _____

Date _____