

Faculty and Staff Diversity Mini-Grant Final Report



Project title: Produce, direct and develop a DVD to create awareness and equality for the LGBTQIA community. "The Alphabet Soup: Learning about LGBTQIA people and the SafePlace Program" (DVD).

Grant Recipients:

Connie L. Randle-Morcom, M.Ed., Associate Professor, Television and Digital Media Production
Michelle Richardson, M.A, College of Education
Joshua Pardon, M.A., Assistant Professor, Television and Digital Media Production

Date Project Started: 1/28/14

Amount of Money requested: \$3,893.65

Amount of Money Funded by the Mini-Grant: \$1,699.00

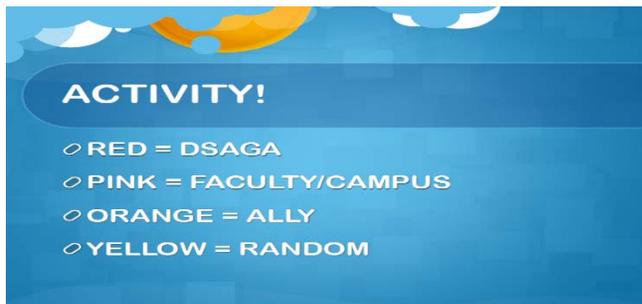
1. How was the grant used to address a diversity or inclusion related goal?

The goal of this DVD was to tell the stories of the LGBT community at Ferris State University and to enhance inclusion for students enrolled on campus and to beyond. Television and Digital Media Production (TDMP) student team, Amy Kumierz and Jacob Reed were the Producers of the DVD in Professor Connie Morcom's Instructional Design course TDMP 466. Michelle Richardson and Professor Michelle Stone served as clients for the project. The DSAGA Registered Student Organization provided a great deal of support and cooperation through their planned activities and events throughout the semester. A Power Point Presentation is also provided that details of a project timeline for producing the DVD. Many events were recorded to be shared with FSUS 100 courses and others on campus. Initial research included meetings with clients and D-Saga students to determine activities and events scheduled for semester. There were many meetings with LGBT supporters and participants to discuss how they wanted their stories told and to be sensitive to their needs and to promote inclusiveness for those who identify with the LGBT community. The first D-Saga meeting attended by the team was February 18th and the process of writing a creative treatment and script for the project commenced. Interviews were conducted with community members with D-Saga activities in February and March. Also supportive faculty, staff and administrators were interviewed for narratives and stories in March and April. Many of the events scheduled during Pride Week were recorded the week of April 8th, 2014. It was during this event that the TDMP students wanted to change the name of the DVD to "The New Normal". The SafePlace initiative was not yet available. After many hours of editing, a final presentation with a designed activity to engage participants who viewed the DVD was presented for allies and members of the LGBT community in the IRC the week of April 29th.

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

The primary audience for the DVD project included students, faculty and staff of Ferris State University to promote the understanding of equality and inclusiveness of the LGBT community on campus and for outreach to others interested in the history of inclusion and diversity at Ferris and the stories that members and allies wanted to share about resources and support on campus.

The TDMP Instructional Design student team invited DSAGA students, faculty, staff and FSU administrators to a DVD Presentation that was conducted in the IRC the week of April 29th. An engaging interactive presentation was designed by the team using skittles and colors that represented different members of the LGBT community.



Unfortunately, the Captivate software was never installed for the DVD activity as planned until this summer. However, an activity was presented using Skittles candy instead. Development will continue with the software during the 2014-2015 school year.

Many students were excited and encouraged about the future videos of additional stories being told and information about LGBT Allies on campus, joining DSAGA and Pride Week 2015.

Currently we have 16 names on a list for DVD's but plan to have at least 200 copies available for students, faculty and staff and the FSUS 100 courses.

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 idea of this project was pitched to Connie Randle-Morcom by Michelle Richardson and Mischelle Stone. A proposed DVD was discussed to promote the LGBTQIA community and materials that were being developed for a SafePlace Training Manual. Unfortunately, the materials were not completed in time for the DVD as planned and the storyline changed with the focus of the project more about the students involved in DSAGA and empowering them by sharing their stories and talking about what DSAGA stands for and what DSAGA does. There was a great deal of sensitivity about LGBTQIA and the research that was conducted through discussions and interviews evolved with a new name for the DVD. "The Alphabet Soup" title seemed outdated and the research was from the national organization MBLGTACC conference that Michelle Richardson attended in February was calling the movement "The New Normal". After interviewing many allies and students throughout the semester, it was agreed that it was a better title for the stories being told on the DVD. This is a project that as a Professor I (Connie Randle-Morcom) would personally like to continue to support telling their stories in the Television and Digital Media Production (TDMP)

Instructional Design course to promote awareness and inclusion and diversity of the LGBT community and their goals for more options and resources with support and housing on campus, events such as Pride Week and additional training that might be needed such as SafePlace Training.

Grant recipients involved with the project included in the project were:

Connie Randle-Morcom, Associate Professor TDMP served as the Executive Producer and oversaw the TDMP student team, Amy Kuzmierz and Jacob Reed. Michelle Richardson, College of Education served as a contact client working closely with the student team and reviewed the proposal, creative treatment and script and Dr. Michelle Stone, Professor, as a secondary client on the project. Amy Kuzmierz was assigned as the Project Manager and coordinated most of the events with the LGBT community and met with Dr. David Pilgrim, Vice President for Diversity and Inclusion and others on campus about the DVD. Joshua Pardon, Assistant Professor TDMP was consulted about initial camera gear for the project proposal but funding was not granted for equipment purchase. Students used TDMP equipment and their own DSLR camera equipment.

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

Final Budget

	Requested Grant Funds	Funding from other sources	Total Budget
Stipend – Faculty and staff project and grant review and digital asset management	\$300.00		\$300.00
Digital Media materials TDMP			\$300
Travel/Food			N/A
Rentals -Media Services	\$100 (duplicator)		\$100
Printing & Duplicating	\$100 (materials)		\$100
Assessment Tools Captivate Issues with licensing and installation.	\$899.00 More installations pending per license fees on student work stations.		\$899.00
Portable Hard Drive for Digital Storage		\$70.00 –Academic Service Learning Grant	
Resource Materials DSLR and accessories	\$2,174.65	Not funded	\$0
Total Budget	\$3,893.65		\$1,699.00

Primary Grant Recipient’s Signature: Connie L. Randle/Morcom

Date: 7/28/2014

