Ferris State University
Faculty and Staff Diversity Mini-Grant Application

I.   Identification:

Name of Primary Applicant – Connie L. Randle-Morcom, Associate Professor Television and Digital Media Production.
Members of Team – Michelle Richardson
                          Dr. Mischelle Stone

Department or Unit: Television and Digital Media Production, School of Digital Media
Campus Address – Bishop Hall 312
                          1349 Cramer Circle
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II.   Event Title:

The Television and Digital Media Production program, Instructional Design course would produce, direct and develop a DVD titled "The Alphabet Soup: Learning about LGBTQIA people and the SafePlace Program" (DVD). Three to four videos would be published to teach the Ferris learning community and others about the Safe Place Program (SP) a network of lesbian gay, bisexual, transgender, queer, intersex, allies, and questioning (LGBTQIAQ) people who contribute to the open and safe environment at Ferris State University.

III.   Specific Goals:

Goal 1: Become a demons ratable center of excellence in educational quality and student
           learning.
                    Strategic Initiative 3: Cultivate a stimulating, student centered learning
                    environment that integrates theory and practice.

Goal 2: Develop a university community where all are valued, welcomed, and informed.
                     Strategic Initiative 1: Implement and sustain the Ferris State University
                     Diversity Plan.

        Diversity Goal 1: Create a University that is welcoming to diverse population
        Diversity Goal 4: Create environments for student learning that are inclusive of and
        sensitive to a diverse population.
        4A.Diversity issues will be introduced in all Ferris State University Seminar (FSU
        100) courses.
        4C. Resources will be provided for faculty who want to infuse diversity issues and
        content into their courses.

4E. The University will support and encourage the establishment of culturally-sensitive and inclusive learning environments

Goal 5: Foster collaborative internal and external working relationships.
    Strategic Initiative 2: Develop and implement strategies for increasing collaboration and among divisions, colleges, programs and student organizations.
University Vision:
Ferris State University will be:

- A stimulating, student-centered academic environment that fosters life-long engagement, leadership, citizenship, and continuing intellectual development
- A university that aligns its practices and resources in support of its core values of collaboration, diversity, ethical community, excellence, learning, and opportunity.

IV.   Abstract:

TDMP students would research materials provided by the client to write a script that tells the story of the LGBTQIA people. The story would include a definition, purpose, assumptions and history of the Safe Place Program.

SAFE stands for Safe and Friendly Environment. The SAFE Place Project helps make Ferris a safer and friendlier place for lesbian, gay and bisexual students by giving a visible sign for support. The story will also include the importance of displaying the SAFE Place logo to demonstrate to students the purpose of the design of the SAFE Place logo as it was designed especially for gay, lesbian, and bisexual students. Many of these students will recognize the pink triangle, because it is often used as a symbol of gay liberation.

a. Students enrolled in the Television and Digital Media Production Program (TDMP) Instructional Design course under the guidance of Associate Professor, Connie Morcom are required to interview a prospective client each semester to determine their needs to develop an instructional project. Michelle Richardson and Professor Mischelle Stone would serve as clients with a TDMP team to produce videos to educate faculty, staff and students about the unique challenges that these students face as they pursue their educational goals. Providing an environment grounded in respect and dignity where every student is free to thrive personally, academically, and professionally is a core value of the University and is essential n fulfilling its greater mission.

b. the goals and intended outcome(s) of the events recorded over the Spring 2014 semester would be included as a three to four videos packaged in a DVD and web ready for distribution on a video blog that could be used to educate the Ferris learning community about the "Alphabet Soup: Learning about LGBTQIA people and the SafePlace Program".

c.The TDMP students would plan to cover events that these students participate in depending on the budget and schedule. The following is a list of potential events.

MBLGTACC- Midwest Bisexual Lesbian Gay Transgender Intersect Clear Ally College Conference 02/7-02/9/2014. http://mblgtacc2014.org/about-the-conference/
Students have submitted to do a workshop there- they are waiting to see if they are chosen.

Pride week with different themes everyday mid April in the Quad at Ferris.
Themes such as: Ally day, LGBTQ History, Break the Stereotypes, Day of Silence

Queer Monologues (similar to Vagina Monologues quite moving, offered an evening during pride week)

FSU Drag-Off is a drag show with amateurs and professionals (from GR& Muskegon) performing. It is a food fundraiser for the Manna Pantry

Pride Panels for classes that are requested will be videotaped.

Students may also cover a how good is your Gaydar as a learning tool.   This has been done at the stars conference and some of the dorms this semester.

d.*TDMP* students would research materials provided by the client to write a script that tells the story of the LGBTQIA people. The story would include a definition, purpose, assumptions and history of the Safe Place Program.

e.SAFE stands for Safe and Friendly Environment. The SAFE Place Project helps make Ferris a safer and friendlier place for lesbian, gay and bisexual students by giving a visible sign for support. The story will also include the importance of displaying the SAFE Place logo to demonstrate to students the purpose of the design of the SAFE Place logo as it was designed especially for gay, lesbian, and bisexual students. Many of these students will recognize the pink triangle, because it is often used as a symbol of gay liberation.

f.Students **enrolled in TDMP 466 are required to complete the following:**
- Conduct and develop a Needs Assessment with an **approved client.**
- Determine and apply project proposal, budget and project management timeline for rapid prototyping of a client-based media prototype.
- Apply media content design principles and performance outcomes for prototyping of outreach and learning materials with measurable outcomes.
- Demonstrate the effect of the need for the project through communication with clients as partners in community-based learning through reflection in Ferris Connect Journals and documentation of the process.
- Determine and demonstrate pre-production planning in creating a Needs Assessment (RFP), designing a media script and develop a media prototype to support pre-visualization tools for rapid prototyping of learning media.
- Produce, direct and/or support production of learning video(s) for distribution on DVD or the Web as part of a collaborative team to support client needs.

- Determine and develop appropriate media and materials needed for an instructional presentation and review of the media prototype DVD/Blog with client.
- Determine design and develop measurable outcomes for the media prototype.
- Performing as an essential part of a media design team with a client, pre-production visualization, writing, designing and developing a media prototype for a client is required.

g.This project will assist students in TDMP to create diverse content that will create awareness and support through the project theme, "Alphabet Soup: Learning about LGBTQIA people and the SafePlace Program".

Not all events are determined but a proposed schedule will include at least the following with many more planned video shoots and events as they are researched and determined by the student team and project "clients".

January 2014 – Conduct client interview and determine needs for client-based project for the "Alphabet Soup: Learning about LGBTQIA people and the SafePlace Program". Meetings with clients and subject matter experts on or off the FSU campus. Determine assessment methods including interactivity like gamification strategies.

February – Develop project script through research and determine resources through organizations and conferences such as MBLGTACC- Midwest Bisexual Lesbian Gay Transgender Intersect Clear Ally College Conference 02/7-02/9/2014 for example.

Create a creative concept for the visual graphics and branding of the Alphabet Soup. Interview students who may be attending conference. Determine all of the events and LGBTQIA people and participants of Safe Place that will interviewed to tell their story.

March – Production Phase of Project shooting many interviews, creating graphics including titles, lower thirds for Alphabet Soup and the Safe Place Program. Shooting stories of Pride Panels.

April – Final production shooting of events such as Pride week with different themes everyday mid April in the Quad at Ferris. Themes such as: Ally day, LGBTQ History, Break the Stereotypes, Day of Silence and Queer Monologues.

TDMP students will plan for post-production editing, authoring of interactivity with possible gamification assessment events and interviews and final "client" presentation the end of April.

May – All revisions for project must be made not later than May 7th, 2014 with TDMP students.

The audience for this project will include the Ferris learning community and others involved with the Safe Place Program (SP) a network of lesbian gay, bisexual, transgender, queer, intersex, allies, and questioning (LGBTQIAQ) people who contribute to the open and safe environment at Ferris State University.

The specific impact of the events and stories that are recorded and told will introduce diversity issues and resources for faculty who want to infuse the research provided with the "Alphabet Soup and the Safe Place Program" at Ferris State University.

Assessment techniques will be researched. Possible assessments created through gamification design and development of material presented for FSUS 100 faculty and students.

Interactivity of learning outcomes through the DVD will also be considered and may include rubrics and surveys provided with DVD.   Links through social media and the development of the internet blog will allow for polling and additional assessment.

Applicants' Signatures:

Associate Professor, Connie Randle/Morcom, Television and Digital Media Production

Michelle Richardson, Student Academic Affairs, College of Education and Human Services

Assistant Professor, Joshua Pardon, Television and Digital Media Production

 Submission Date:11/15/2014

Submit applications to Patty Terryn, Diversity and Inclusion Office, CSS 312. Review of applications will begin upon receipt and continue contingent on available funds. **At the committee's discretion, applicants may be asked to participate in a brief interview to better explain their proposal.**

Budget Overview			
	Requested Grant Funds	**Funding from other sources**	**TOTAL BUDGET**
STIPEND-Faculty and staff project and grant review. The Stipend for faculty and staff would allow for compensation for each person to review the project and make any necessary changes. Compensation is	**$300.00**		

divided equally, however Associate Professor Connie Morcom will be responsible for overseeing TDMP student team, with research, previsualization, scripting, production, post-production and distribution of the video working with Michelle Richardson in the TDMP Instructional Design course as a SME for a client-based project with a student team. Both Michelle Richardson and Connie Morcom will conduct a final review and assist in submission of the final report. Josh Pardon, TDMP Assistant Professor will assist with initial equipment purchases and production and content reviews of the project and technical support.			
HONORARIA			
TRAVEL Travel has been appropriated for students shooting on campus and off campus events. Mileage and time on task will be documented by the student team with a project proposal required in the course through client interviews and event planning with faculty review. **$200.00**			
FOOD Food has been appropriated for students shooting on campus and off campus events and working with other students during this project. **$100.00**			
RENTALS A rental fee is included if any additional equipment is needed for the project and events planned. There are many events planned and this may be needed for props or participation fees. **$100.00**			

PRINTING & DUPLICATING Printing and duplication is included for duplication of DVD's through Media Services at FSU. This is an area that might need the additional rental fee if more DVD's are required. A website blog will be created at no additional cost.	**$100.00**		
PROMOTION			
SUPPLIES & POSTAGE			
RESOURCE MATERIALS **DSLR Camera and accessories** **See attachment-(Appendix A)** Resource Materials include the purchase of a DSLR Camera and accessories. This is an estimate of costs from B&H Photo which a vendor that we use in Television and Digital Media Production for equipment. Technology continues to evolve with new equipment specs./pricing. The TDMP Program is in need of a new DSLR camera and supporting gear. Also budgeted is software to develop interactivity with gamification to create more interactivity and engagement for students who view this content in the FSUS 100 courses.	**$2,174.65 Video equipment**		
ASSESSMENT TOOLS **Captivate e-Learning Gamification**	**$899.00 (est)**		
OTHER			
TOTAL	**3,873.65**	**$0**	**$0**

Appendix A: Resource Materials		
Equipment	Accessories	Costs
The Canon EOS Rebel T3i DSLR Camera with EF-S 18-55mm IS II Lens Kit provides you with the T3i body and a Canon EF-S 18-55mm IS II lens.		$569.00 (approx.)
JuicedLink DT 414 4-Channel DSLR Camera Microphone Preamplifier		*$319.00 (approx.)
	Custom Brackets HDV PRO Rig/Light/Microphone/Monitor Kit	*$807.90 (approx.)
	Lexar 32GB SDHC Memory Card Professional Class 10 600x UHS-I	*$49.95@3=149.85
Canon LP-E8 Rechargeable Lithium-ion Battery Pack (7.2V, 1120mAh)		*$44.95 (approx.)
Canon EF 50mm f/1.8 11 lens		*$110.00 (approx.)
Genaray LED-6200T 144 LED Variable-Color On-Camera Light		*$99.00 (approx.)
	Pearstone Digital Video Camera Bag	*$74.95
	Adobe Captivate Software for authoring interactivity with student engagement through gamification that can be used as a supplement for online instruction and resources.	*$899.00
	Total amount of equipment and software cost requested.	$3, 073.65 *specifications of equipment may vary after further review of TDMP Department Chair.

Criteria	Points Possible	Points Received
Need for Project ❑ The activity/program/event has a strong conceptual framework that can be identified as strengthening Ferris' long-term commitment to diversity. (5pts) ❑ The activity/program/event reflects the mission and core values of Ferris as expressed in the University's Strategic Plan. (5pts) ❑ 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) ❑ The activity/program/event brings clear and valuable benefits to the FSU community (5 points) ❑ The activity/program/event is new and/or innovative to the Ferris community (10pts) Comments:	30 points	
Quality of Project Design (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.) ❑ Goals, Objectives, and Outcomes Specified (4 pt) ❑ Goals, Objectives, and Outcomes Measurable (4 pt) ❑ Clear description of activities (3 pt) ❑ Clearly defined project leader and project team with roles specified and information about qualifications. (5 pt) ❑ Clearly specifies the audience and, if different, the beneficiaries of the project (5 pt) ❑ Has a clear project timeline, specifying what events will occur, when, and in what order (3 pt) ❑ The project design makes use of specific and relevant data (1pt) Comments:	25 points	
Budget ❑ Itemized budget indicates all funding required for the project with a clear delineation of what funding is being requested in this application (10 pt) Comments:	10 points	

Quality of Evaluation Plan
(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.)
 	
    ❑ Goals, objectives, and outcomes produce quantitative or qualitative
        data (5 pt)
    ❑ 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)
    ❑ Assesses impact on Ferris and surrounding community (3 pt)
    ❑ Indicates how assessment results will be used to develop future
        activities and plans (3 pt)
    ❑ Indicates how information will be disseminated (2 pt)
 	
Comments:
	35 points	

Total	100 points	