



**LARAMIE COUNTY
COMMUNITY COLLEGE
WYOMING**

Innovation Funds Proposal

FY 2015-16

Proposal by

Jake Sherlock, instructor in Mass Media/Multimedia

A. Project Area: Institutional Effectiveness

B. Executive Summary:

Laramie County Community College (LCCC) seeks to diversify, strengthen and modernize its student multimedia offerings to increase the institutional impact on the college and its constituency. LCCC has an opportunity to create student-driven multimedia platforms that will add value to the institution by 1) increasing student engagement, 2) maximize college resources to meet strategic goals, 3) refining organizational structures and 4) increasing effectiveness and efficiency.

A consultant will be hired to generate a multi-year strategic action plan to responsibly implement organizational change that will sustain and expand journalistic programming and educational excellence while improving the effectiveness of the LCCC public relations department. These academic experiences will create more transfer opportunities for students and help build a sense of community during this transitional time at LCCC.

Funding for this project is estimated at \$10,000.

C. Project Description:

Given the dynamic nature of news media and the multiple delivery platforms, the need exists to expand our student multimedia offerings to create more student engagement opportunities and also capitalize on college resources to maximize the effectiveness and efficiency.

The Knight Foundation, a private foundation that has long championed responsible journalism as a key tenement to successful community, notes that today's media professionals in journalism, public relations and marketing are expected to know how to produce professional content across multiple platforms for multiple audiences. In addition to the college's internal program review, an in-depth evaluation of the current Mass Media/Multimedia program by an outside consultant is necessary to ensure that students are receiving the training and experience needed to thrive in an industry that is constantly changing, evolving and innovating.

This project would necessarily be a cross-divisional collaborative experience because the student media interacts with every division on campus. Strengthening partnerships with all colleges across campus, including public relations, athletics and the arts, will increase the student-centered marketing experience while also adding significant value toward advancing the LCCC strategic plan. Increasing the sense of community at LCCC is vital at this transitional moment in the institution's history.

One such multimedia opportunity for review is the Channel 11 broadcasting potential. When assessing Channel 11 television station assets, Jim Hayes of Vanderbilt University & College media Association reported the following in May 2013:

LCCC has a tremendous asset in Channel 11. To assess the value of a local origination channel distributed via a local cable provider it is important to note the saturation of the local cable provider in the community. According to Optimum personnel, they provide

service to approximately 25,000 customers, which translates to a reach of approximately 50,000 potential television reviewers in the Cheyenne area. There is tremendous value in that market reach, especially if/when Channel 11 begins to pursue advertising for special broadcasts such as men's basketball, volleyball, etc.

My evaluation of Channel 11 in its present form is that it is a vastly underutilized resource. As an educational too, Channel 11 and its associated facilities has the potential to teach LCCC students valuable skills, such as video production, newswriting, video editing, promotions & marketing, media ad sales, media management, programming, and on-camera talent just to name a few. Channel 11 also has tremendous value for LCCC as an institution, in that programming options have the ability to present and promote athletics, arts, and other offerings that showcase LCCC to the Cheyenne community.

D. Goals, Objectives, Outcomes, and their Evaluation

Goal 1: Increase student-centered activities.

Objective 1.1: Revise curriculum to expand multimedia offerings.

Objective 1.2: Expand the number of student activities and engagement.

Outcome: Increase student engagement and the number of transfer programs in the field of multimedia.

Goal 2: Maximize college resources.

Objective 2.1: Audit the college resources, including human capital.

Objective 2.2: Make recommendation to increase the effectiveness and efficiency of college resources.

Objective 2.3: Create a strategic plan to successfully implement recommendations with clear benchmarks of success and return on investment.

Outcome: A fully developed plan to maximize college resources with clear market valuation allocated across multiple departments. Recommendations on reallocation of current resources and introduction of new resources to strategically advance the college.

Goal 3: Develop organizational structure with multimedia assets inclusive of broadcast and new media.

Objective 3.1: Develop clear criteria of student governance and programming oversight.

Objective 3.2: Make recommendations on structure and resources necessary to sustain program excellence.

Outcome: Develop organizational structure for faculty, staff, and students that contribute to a vibrant, dynamic, student-centered multimedia department.

E. Project Budget:

Contract Fee: \$9,000 (\$3,000 payable at contract execution)

Site Visit and Travel Fees: 4 hotel days at \$100 and \$500 plan ticket plus meals: \$1,000

TOTAL PROJECT PROPOSAL: \$10,000

F. Project Timeline:

January-February: Two-day site visit with consultant

March: Program positioning analysis and SWOT analysis

April: Resource allocation assessment and market valuation

May: Final site visit and presentation of final report

G. Project Team:

Dr. Daniel Powell, Dean of Arts & Humanities

Jake Sherlock, Instructor Mass Media/Multimedia

J O'Brien, Instructor Mass Media/Multimedia

Lisa Murphy, Associate Vice President Institutional Advancement

Ty Stockton, Director of Public Relations

Josh Thein, Promotions and Video Production Specialist, Public Relations

Terry Harper, Interim Vice President of Academic Affairs

Juan Antonio Bernabeu, COM, MMM and Languages Chair

The project team will be led by Jake Sherlock, instructor for Mass Media/Multimedia and adviser for Wingspan student media.

H. Supplemental Materials

One potential candidate for consultant is Charles Davis, Dean of Grady College (top 6 journalism schools in the nation) at the University of Georgia. Davis has experience with curricular reform to engage across multiple platforms. Here he describes his approach to this project:

The project should begin with a site visit, in which I interview all the stakeholders. I'd think that should include the appropriate faculty, your dean, and students. I envision two days on campus on the front end to get that done. The site visit will generate a modified SWOT analysis, in which I help create a positioning analysis for your program. The goal is to identify areas in which your program can differentiate itself from the competition while leveraging existing resources and opportunities unique to your situation. The key: creating a curricular vision that excites upper administration, and provides you with a viable, sustainable way forward.

I'd also need help assembling some primary documents: the current curriculum, a representative sample of peer and aspirant institutions, and an analysis of your competition.

Then, incorporating what I have learned on the ground, I would conduct a study of national comparative programs, model programs and provide two or three model pathways. This would include a far-ranging review of existent curricula and a number of interviews with peer and aspirant programs. Such an endeavor should help produce the elements of a curriculum, as we identify best practices and incorporate a wide range of what's out there. I have found that more than two or three confuses the strategy. Fewer than two or three, and the process can lack the choice inherent in designing new curricula.

The deliverable is a report detailing the research, followed by a second site visit that culminates in a visioning meeting with key stakeholders – a daylong retreat-like discussion of the various models with deliberation and in the most optimistic scenario, some decisions as to next steps with a model in hand. That model should emanate from our discussion while leaving room for modifications based on feedback on the ground, but the real key is to have the decision makers on board as we conclude.

I am fairly certain that the entire project can be done within the spring term and perhaps a bit of summer. A site visit in January could be ideal – depending on when you all are back on campus. Then I'd need the better part of three or four months to conduct the research and interviews, and draft the report.