

**ELLA GRANTS FOR 2012**  
**ENGAGED LEARNING IN THE LIBERAL ARTS**  
 Application for Funding



College of Humanities and Social Sciences, Utah Valley University

Deadlines: First round of applications is due at 4pm on December 6, 2011.  
 If funds remain after this deadline, a second round of applications will be due at 4pm on February 1, 2012.

ELLA grants support research, scholarly, and creative projects in the College of Humanities and Social Sciences that aim to increase and promote engaged learning. The college funds a wide variety of faculty projects each year. Though each application will formulate its specific articulation of engaged learning, in general successful projects will be directed by faculty members and will clearly involve students and student learning. Faculty who seek support for projects that are focused exclusively on faculty scholarship/research or faculty travel cannot be considered for this grant and should seek alternate funding sources (see a list of such sources on the last page of this application). Previously funded applications can be reviewed in the Dean's office.

Please submit completed applications in hardcopy or electronically to:

**Jolene Arnoff**  
**Dean's Office**  
**College of Humanities and Social Sciences**  
**LA 209**  
**arnoffjo@uvu.edu**  
**(801) 863-8743**

GENERAL INFORMATION	
Name:	Stephen L. Whyte
Department:	Communication Department
Phone:	801-863-7321
E-Mail:	Stephen.Whyte@uvu.edu

PROJECT				
Date of Application:	December 6, 2011			
Title of Project:	PR in the BIG APPLE			
<b>Others Involved in the Project:</b>				
Name:	Dr. David Scott	Faculty, Dept. Chair	E-Mail:	scottdw@uvu.edu
Name:	Marsha Haynes	Director, UVU Internship Services	E-Mail:	haynesma@uvu.edu

**ABSTRACT FOR PROPOSAL**

*Not to exceed 500 words. On a separate sheet attached to this application, please include project time frame and specific objectives, and discuss how the project will contribute to the goals of engaged learning. The committee is looking for well-written abstracts that articulate clearly the goals and scope of the project.*

**PROJECT ASSESSMENT AND RELEVANCE TO ENGAGED LEARNING IN THE LIBERAL ARTS**

- 1) **ELLA funding not only encourages projects in engaged learning, but will provide you with opportunities to enhance your professional development as well. How will your proposal complement your teaching, service, and scholarship?**

The proposed ELLA funding for "PR in the BIG APPLE" will allow me and UVU PR students to engage in the next level of competency and professionalism. Teaching: Being exposed to the most up-to-date PR industry trends and advancements used by the practitioners and organizations with whom we will meet will enhance my teaching ability to ensure our students are head and shoulders above the competition when they enter the job market. Service: Having worked in New York City, I will open my rolodex of PR and communication professionals located in top-tier PR firms, media, government, education, advertising, international relations, etc. to our PR students. Scheduling appointments and preparing the students for these once in a lifetime opportunities will also enhance the reputation of UVU and the Communication Department. Scholarship: Directing my applied strategic and tactical approach to PR with the individuals and organizations in New York City will further my understanding of and professional competency in the global public relations community.

- 2) **How do you intend to assess and measure the results of your grant? (At the conclusion of the grant year recipients will be asked to discuss informally the results of their projects with ELLA committee members.)**

Each student will be required to: 1) keep a journal of their experiences, 2) write a paper summarizing the personal and professional value of the trip, 3) post a blog about their experiences to share with other PR students, 4) share their experiences and new knowledge gained on the trip with their upcoming PR classmates during Communication classes and with the UVU Public Relations Student Society of America (PRSSA) Chapter. In addition, follow-up with each appointment will be made to further open the doors for future PR internships. Surveys will also be administered to the students and those with whom we will meet regarding the experiential areas provided by the requested funding.

**BUDGET INFORMATION**

*Please include on a separate sheet a detailed, itemized budget that breaks down the monetary request and explains clearly how the money will be used.*

Amount Requested: \$2,652.00

Has previous ELLA funding been requested?

Yes

If yes, when?

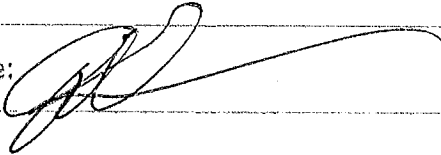
Spring Semester 2011

**DEPARTMENT CHAIR ENDORSEMENT**

*An application will not be considered without a Department Chair's endorsement.*

Comments:

I fully endorse this and recognize the needs of the funds for this course and experience. This project is a vital component of the engaged learning process for these students.

Signature: 

Date: DECEMBER 6, 2011

**PLEASE CONSIDER THE FOLLOWING UVU SOURCES TO COMPLEMENT YOUR REQUEST FOR ELLA GRANT FUNDING**

Center for Engaged Learning	<a href="http://www.uvu.edu/cel">www.uvu.edu/cel</a>
Scholarly and Creative Activities Council	<a href="http://www.uvu.edu/fsca">http://www.uvu.edu/fsca</a>
Institute for Professional Engagement	<a href="http://www.uvu.edu/ipe">www.uvu.edu/ipe</a>
Faculty Flexible Grant Program	<a href="http://www.uvu.edu/facultycenter">www.uvu.edu/facultycenter</a>
Supplemental Faculty Travel Grants	<a href="http://www.uvu.edu/facultycenter">www.uvu.edu/facultycenter</a>
Presidential Scholar Award	<a href="http://www.uvu.edu/urip/undergrad/">www.uvu.edu/urip/undergrad/</a>
Exceptional Merit Grant	<a href="http://www.uvu.edu/meritgrants/">www.uvu.edu/meritgrants/</a>

## **ABSTRACT FOR PROPOSAL:**

### **OVERVIEW:**

The purpose of this ELLA grant application is to propose a collaborative engaged learning experience in New York City, the PR capital of the world, for Utah Valley University Public Relations students and professors. Objectives of the trip including helping students make out of classroom connections to real world public relations professionals and globally driven organizations. Students will have face-to-face meetings with industry leaders over a four-day period and will be required to keep a journal, write a paper, make presentations in UVU Comm courses and to the UVU Public Relations Student Society of America students upon their return (a combined impact of 150+ comm. students). Benefits to the students include faculty mentored learning, contacts with potential employers and improved strategic skills in research, relationship development, application of knowledge and creative problem solving. Benefits to the University include opening doors of Internship opportunities and career placement of UVU alumni and elevating the reputation of the University. At her own expense, Marsha Haynes, Director of UVU Internship Services, will travel with the group to each meeting for the purpose of securing UVU PR Internships.

Funding in the amount of \$2,652.00 is requested, enabling 10 students and 2 faculty members to experience "PR in the BIG APPLE," which will also positively impact 150+ communication students. To create a vested interest and help them have a more meaningful experience, students would be required to contribute a non-refundable contribution toward the overall cost of the trip. A financial overview of university support and estimated expenses is enclosed.

### **PROBLEM / SOLUTION:**

Universities throughout Utah provide engaged learning opportunities in Boston for their PR students. UVU currently does not offer these types of opportunities. While other top-tier universities throughout the nation take their PR students to New York City, most UVU Public Relations students have never had an opportunity to go to New York City – the PR capital of the world. This grant would give UVU the opportunity to forge relationships for future student internships. For UVU students that are planning to pursue PR as a profession, being introduced to the real-world complexity of the PR profession, meeting the key players and seeing the mechanisms that drive PR initiatives for our entire nation and world is a must-have experience that will put UVU students head and shoulders above the competition when they enter the job market.

### **PROJECT RELATED ACTIVITIES & TIMELINE:**

Due to a GEL Phased Grant for this project, which is funding the majority of the expense, planning is underway.

Advertising: Advertisement of the trip began November 16, 2011 through the PR program at UVU, specifically targeting juniors and seniors. Fliers, Blackboard Announcements, Twitter, Facebook, email, career services announcements, etc. were made.

Student Selection: Students were required to submit a cover letter, resume, official transcript and statement of career goals. A selection committee composed of the Communication Department's faculty and staff have reviewed the applications and interviewed the candidates to determine which students will participate in this program.

#### Itinerary Scheduling:

While it is difficult to determine specific appointments this far in advance, very likely appointments will include (appointments will be schedule in January, 2012):

- New York Times
- Wall Street Journal
- MTV
- Good Housekeeping
- Martha Stewart Living Omnimedia
- United Nations
- Edelman Public Relations (nation's largest privately held PR firm)
- Hunter Public Relations (nation's top-tier firm representing Fortune 500s)
- Ogilvy & Maher (nation's largest advertising and public relations firm)
- Global headquarters for the Public Relations Society of America

Student Research: All students selected will be expected to become cohorts in preparation for this trip by doing background research on the editors/reporters, executives and organizations with whom we will be scheduled to meet. Student participation in this valuable exercise will prepare them to ask relevant questions and cultivate respect for the individual's credentials and time.

Trip Preparation: All participants will be required to enroll in Comm 350R Special Topics Course "PR NYC Experience."

Timeline:

November 16, 2011	Begin advertising
November 30	Application deadline
December 5-6	Review and determine finalists for interviews
December 9	Interview finalists and select participants
February 28, 2012	Students enroll in Comm 350R course and prepare for trip
March 31	Travel to New York City
April 1 - 4	Appointments in New York City
April 4	Travel to Utah
April 6	Student papers due
April 9 - 13	Students speak in communication classes and present to PRSSA

Budget:

<b>Operating Expenses (March 31 - April 4, 2012: 5 day/4 nights)</b>	
Airfare / transportation (NYC airport shuttles, subway, parking)	\$825
Hotel	\$575
Food	\$300
City Pass	\$85
10 students attending	\$17,850
2 faculty members attending	3,740
UVU thank you gifts for each meeting	\$320
Printing briefing books	\$75
Total expense	\$21,985
<b>Operating Revenue</b>	
Student fee: each student pays \$600	\$6,000
GEL Phased grant (received in July 2011)	\$13,333
Revenue from student fee, GEL phased grant	\$19,333
<b>Total amount of funds requested from ELLA Grant</b>	<b>\$2,652.00</b>