

UWUCC AP-1/18/11 DS-75  
Senate App 1/25/11 10-5a

### Undergraduate Distance Education Review Form

(Required for all courses taught by distance education for more than one-third of teaching contact hours.)

#### Existing and Special Topics Course

Course: COMM 390 Practicum in Communications Media

Received

Received

FEB 16 2011

APR 29 2011

Instructor(s) of Record: Dr. Richard Lamberski

Email: rlambers@uwu.edu Liberal Studies

Liberal Studies

Phone: 724-357-3771

#### Step One: Proposer

A. Provide a brief narrative rationale for each of the items, A1- A5.

1. How is/are the instructor(s) qualified in the distance education delivery method as well as the discipline?

Dr. Richard Lamberski is a distinguished professor in the Communications Media Department at IUP. For 28 years, he has taught a full range of courses, from introductory freshmen courses to doctoral level courses. A technologist at heart, Dr. Lamberski has served on technology committees within the University and has received innovative grants for technology applications. He became interested in WebCT many years ago and has attended the IDC workshops in Web development. Over the years, Dr. Lamberski has attended the following workshops at IUP in order to prepare him for the production of this online course: Sakai Training/Orientation, Migrating Courses to WebCT, WebCT Workshop, and the Distant Education Workshop.

Additionally, Dr. Lamberski will have the support of the Distance Education Technician assigned to his department to provide support with distance education technologies, to assist him in formatively and summatively evaluating the teaching strategies employed and the course content presented, and to consult on possible technological and methodological alternatives.

2. How will each objective in the course be met using distance education technologies?

Practicum objectives vary by practicum and are developed by the practicum student in conjunction with the Faculty Sponsor and finally approved by the Department Practicum Coordinator. A student participating in the practicum must prepare a practicum proposal in which he or she describes the project, how the project benefits him or her academically and/or professionally, the outcomes of the project, and conclusions and goals for the practicum. Based on this information, individual practicum goals and objectives will be derived.

Many practicums in Communications Media involve research or project-oriented work that can be accomplished at a distance. Distance education technologies will be used in this course primarily for the purposes of preparing students for practicum activities and communicating with students during the practicum experience. Materials guiding students through the practicum application process are available via the COMM 390 WebCT. These materials include the actual practicum forms and sample practicum application materials and final reports. During the course of the practicum, students and practicum Faculty Sponsors are expected to carry on regular contact. The method for this contact will be dictated through individual agreement between the practicum Faculty Sponsor and individual student. Among the methods available include, e-mail, discussion, chat, live conferencing through live classroom, and telephone contact.

3. How will instructor-student and student-student, if applicable, interaction take place?

Because practicums are tailored to individual student needs and often involve the student working on a project or research activity, interactions will primarily take place between the student and the practicum Faculty Sponsor and, depending on the practicum design, the student and experts, professionals, etc. as required by the practicum. These interactions will take place as dictated by the practicum. Means by which these interactions take place may include discussion boards, chat rooms, e-mail, telephone, and Web conferencing software.

Forward form and supporting materials to Liberal Studies Office for consideration by the University-wide Undergraduate Curriculum Committee. Dual-level courses also require review by the University-wide Graduate Committee for graduate-level section.

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**Step Three: University-wide Undergraduate Curriculum Committee Approval**

Recommendation:  Positive (The objectives of this course can be met via distance education)  
 Negative

Carl Sedriest 1/18/11  
Signature of Committee Co-Chair Date

Forward form and supporting materials to the Provost within 30 calendar days after received by committee.

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**Step Four: Provost Approval**

Approved as distance education course       Rejected as distance education course

Gene Hutchinson 2/18/11  
Signature of Provost Date

Forward form and supporting materials to Associate Provost.

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## **Syllabus of Record**

### **COMM 390: Practicum in Communications Media**

#### **I. Catalog Description**

COMM 390

var. 1-3cr

Practicum in Communications

Prerequisites: COMM major, departmental permission

A specialized study under the supervision of a faculty sponsor. Students make media service contributions to department and campus media-related facilities, while receiving credit. For each practicum credit, students will log a minimum of 90 hours of service. A maximum of 6 practicum credits can be used within a 120-credit degree program. The combination of practicum and internship credits cannot exceed 15 credits can be used within a 120-credit degree program.

#### **II. Course Outcomes**

At the completion of this course, the student will

1. Apply knowledge of Communications Media theory to practice.
2. Construct recommendations and solutions to communications problems.
3. Evaluate performance through critical reflection.

**PLEASE NOTE:** The above objectives are the basic objectives for the practicum. Practicum objectives may vary depending upon the student practicum assignment. The variances/additions will be spelled out in the practicum proposal and application prepared by the student and presented to the faculty sponsor for feedback. This proposal consists of the following components:

- **Project Title and Brief Description**—A brief description of the practicum.
- **Project Advantages**—An explanation of why the student has elected to do the practicum and how it is pertinent to his or her career.
- **Project Outcomes**—A detailed description of what the student will produce at the end of the practicum.
- **Context and Contact Information**—A description of any previous practicum experiences and any pertinent coursework that will help the student with the practicum. Also, a listing of the number of credits being requested for the practicum and contact information for the student's residence during the term of the practicum.

#### **III. Detailed Course Outline**

The practicum is designed to take place over the course of a semester. While the actual practicum schedule and tasks vary per practicum assignment, the basic course outline can be summarized in terms of stages. Each stage listed below includes the practicum stage and the activities to be completed at each stage:

1. **Professional Journal** - the journal must include the days and hours worked and what was accomplished during that time. The following table depicts how many hours should be logged in correspondence with the amount of credits the Practicum is worth:

1-Credit	90 hours
2-Credits	180 hours
3-Credits	270 hours

2. **Copies of deliverables** - students are to collect and keep copies of all deliverables produced or obtained throughout the semester.
3. **Project Portfolio** - At the end of the semester students must provide a project portfolio which includes a Professional Journal, copies of all deliverables, a 2-3 page summary report of their experience, an improved proposal document, and all outcomes produced throughout the semester.

#### **IV. Evaluation Methods**

The final grade for the Practicum is determined based on the following criteria:

- 50% - objectives and deliverables from original Practicum Proposal have been met
- 30% - final Project Portfolio evaluation
- 20% - interaction and professional working relationship with faculty sponsor

Each faculty sponsor is supplied with an evaluation form that can be used for evaluation at the end of the semester. This evaluation provides performance feedback to the Practicum student.

Final grades for the Practicum experience will be determined based on the following scale:

- 90-100% = A
- 80-89% = B
- 70-79% = C
- 60-69% = D
- below 60% = F

#### **V. Required textbooks, supplemental books and readings**

Students will be required to provide an adequate number of Daily Log pages for their Practicum experience.

## **Online Syllabus**

## Practicum in Communications Media

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Practicum Coordinator: Dr. Richard Lamberski  
Stouffer Hall, Room 127  
1175 Maple Street  
Indiana, PA 15705  
Phone: 724-357-3771  
E-Mail: [rjl@iup.edu](mailto:rjl@iup.edu)

Online Office Hours: [To be entered in the term the course is offered]

[Course Description](#) | [Course Objectives](#) | [Texts and Materials](#) | [Required Technology Skills and Software](#) | [Technical Support](#) | [Participation Requirements](#) | [Grading](#) | [Student Evaluation](#) | [Course Schedule](#) | [Bibliography](#) | [Appendix-Student Outcomes Assessment Matrix](#)

### Course Description

Title: Practicum in Communications Media

Credits: var. 1-3 credits

Prerequisites: Department Chair Approval

Description: An opportunity with credit for students to make contributions to department and campus media-related facilities and offices including WIUP-TV, WIUP-FM, *The Penn*, Media Relations, and Media Resources. Repeatable for a maximum of 6cr.

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### Course Objectives

Objectives for the practicum are developed by the student and approved by the professor (Faculty Sponsor) with whom he or she is working. These objectives are spelled out in the Practicum Proposal, which is attached to the Department Practicum Application.

The Practicum Proposal consists of the following sections:

1. **Project Title and Brief Description:**

A brief description of the practicum. What is your practicum about? (5-10 sentences)

2. **Project Advantages:** Explain why you want the practicum and how it will enhance your career.

3. **Project Goals and Objectives:**

Include a bulleted list of goals (objectives) or activities/tasks you will be doing during your practicum and the ways in which you will benefit by obtaining that objective. (Include at least 5-10 goals/tasks.)

4. **Project Outcomes:**

Give a detailed description of what your practicum will produce. In other words, from your practicum, what could be added to your portfolio? (1 paragraph)

5. **Context and Contact Information:**

Describe if you have had a practicum before (with whom, when, number of credits received, outcomes). Explain courses the you have taken or will take concurrently to help you with the practicum. Indicate the number of credits desired (1,2, or 3) and your complete contact information for where you will be residing for the term of the application process and subsequent practicum. (1 paragraph)

A detailed run-down, as well as samples of completed practicum proposals, have been included in the online course materials under Course Content and Related Materials on the COMM 390 WebCT page.

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## Texts and Materials

### Required

- . Course materials will be provided through WebCT.
- . Students, depending on their individual projects, should be prepared to cover the cost of production and shipping of project materials and/or telephone conversations with their Faculty Sponsor.
- . Other required materials should be determined as part of the practicum proposal and negotiation process.

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## Required Technology Skills and Software

### Technology Skills

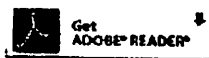
Students enrolled in this course should possess the following technology skills:

- . The ability to access information via the Web
- . The ability to use WebCT system and associated tools, including discussion/chat, quizzing, and assignment submission features
- . The ability to use Microsoft Office or similar productivity software and to save in desired formats
- . The ability to use Internet communication tools
- . The ability to demonstrate netiquette (appropriate online conduct)
- . Other technology skills as dictated by the needs of the practicum assignment

### Software

The following software is required in order to view course content and to participate in planned course activities. If you do not have this software currently loaded on your computer or are unsure, you can download the software for free by clicking on the following links:

[Adobe Reader](#)



[Flash Player](#)



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## Technical Support

To obtain technical support for computer issues related to this course, please contact Indiana University of Pennsylvania's student helpdesk at 724-357-4000 between 7 a.m. and 6 p.m. Eastern Time. You should be prepared to give specific details regarding your technical issue(s), including what you were doing before the error occurred and the exact text of any error messages received.

If you experience issues outside of the normal helpdesk hours, you can also submit your error via e-mail at [it-support-center@iup.edu](mailto:it-support-center@iup.edu) or via electronic form available online at <http://www.iup.edu/page.aspx?ekfrm=36009>.

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## Participation Requirements

### Course Participation

Participation requirements and expectations will be negotiated with the individual student's Faculty Sponsor and spelled out in the practicum proposal. In general, students are expected to fully participate in their practicum, to



conduct themselves professionally, and to meet the objectives spelled out in the practicum proposal. In negotiating with the Faculty Sponsor, you should take careful attention to determine exact job duties, preferred methods of communication and contact information, the methods by which you will share files and other information, and practicum schedules and deadlines.

### *Online Etiquette*

Throughout the practicum, students are expected to conduct themselves professionally in all electronically mediated interactions (telephone, e-mail, and chat).

### *Students with Disabilities*

If you are a student who has a documented disability and need special accommodations, the instructor will work with you to provide reasonable accommodation to ensure you a fair opportunity to perform in the class. Please advise the instructor in the first week of the semester regarding the disability and the desired accommodations.

### *Academic Integrity Policy*

Indiana University of Pennsylvania expects a full commitment to academic integrity from each student. This syllabus represents a contract between you and the instructor of this course and that you agree to follow the rules and expectations set up therein. Academic integrity means:

- Providing or receiving unauthorized assistance in coursework, including papers, quizzes, and examinations.
- Using unauthorized materials and resources during quizzes and tests.
- Possessing course examination materials without the prior knowledge of the instructor.
- Plagiarizing which is the use of papers, dissertations essays, reports, speeches and oral presentations, take-home examinations, computer projects, and other academic exercises or the passing off of ideas or facts beyond common knowledge without attribution to their originators.
- Engaging behaviors that are disruptive or threatening to others.
- Using computer technology in any way other than for the purposes intended for the course.

Please note that IUP faculty uses a variety of technologies to check the authenticity of student work. Violations of academic integrity will be handled per IUP's Academic Integrity Policy and Procedures. Failure to comply with the policies and procedures may result in a decrease in grade, involuntary withdrawal from an academic program, suspension, expulsion, or rescission of a conferred degree. IUP's full policy on academic integrity is available in the Undergraduate Catalog under Academic Policies or online at <http://www.iup.edu/WorkArea/downloadasset.aspx?id=49753>.

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### **Student Evaluation**

Throughout the semester, the student will be expected to document a number of assignments. The material must be collected or kept in order to produce a final Project Portfolio which is submitted at the end of the semester. Additional materials may be required by an individual student's Faculty Sponsor as dictated by the practicum proposal. The following will be required of all practicum students:

- **Practicum Journal**--The practicum journal includes a log of the days and hours worked and what was accomplished during that time. Your journal should reflect the correct number of hours per credit (90 hours per credit minimum).
- **Copies of Deliverable(s)**--Hard and/or electronic copies of items produced as part of your practicum should be kept and submitted as proof of your efforts during the practicum.
- **Evaluation Form**--Your Faculty Sponsor will complete a form evaluating your practicum performance. The evaluation will assess your job performance and interpersonal skills.
- **Practicum Reflection Paper**--In the reflection paper, you will describe your practicum experience (2-3 pages).
- **Practicum Portfolio**--The portfolio will include your practicum journal, summary report of the practicum

experience, and the deliverables produced during the practicum.

**Exit Interview**--At the end of your practicum, you will conference with your Faculty Sponsor regarding your practicum performance and review your practicum evaluations.

All evaluations are described in further detail in the online course materials under Course Content and Related Materials on WebCT.

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### Grading

The final grade for the practicum will be determined using the following criteria and weighting:

Final Project Evaluation (Practicum Portfolio)	50%
Objectives and deliverables from original proposal met	30%
Practicum Supervisor Evaluation	20%
Total 100%	

### Incomplete Grades

Incomplete grades will only be granted only in the event of "major life crises." The instructor reserves the rights of judgment as to what qualifies as a "major life crisis."

### Withdrawal Grade

According to IUP policy, if you wish to receive a withdrawal (W) grade for the course, you must do so by the University deadline for processing withdrawals, which can be found on the IUP URSA page in the academic calendar. Students who fail to meet this deadline must file for a deadline waiver through the dean of his or her college and provide documentation of extenuating circumstances preventing the student from completing the course/semester. In the event withdrawal would be required, failure to process a withdrawal will result in a failing grade for the course.

### Disagreement

If you disagree with your grade or feel an error exists in the grade calculation, please contact your instructor to arrange a conference regarding your grade.

### Changes

Once grades have been recorded, they may be changed only in the case of clerical and/or calculation error or in the event of a grade appeal. A grade appeal is not appropriate for grade handling options, such as supplemental assignments. The deadline for corrections of clerical and/or calculation errors is the end of the next regular class session, the following semester after the grade has been awarded.

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### Course Schedule

The practicum must be completed within the confines of the semester in which the student is registered. Practicum students should discuss with the Faculty Sponsor timelines and schedules.

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### Bibliography

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Wise, C.C. (2009). *The vault guide to top internships* (2009 Ed.). New York: Vault, Inc.

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### Appendix—Student Outcomes Assessment Matrix

COE&ET Conceptual Framework	Program Objectives	Course Objectives	Assessment Technique
1,2,3,4	1,2,3,4,6,7,8	1	Performance Review

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## **Sample Course Modules**

## 2. COMM 390 Overview (page 1 of 3)

Introduction to COMM 390

Practicum Overview (Page 1 of 3)

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Welcome to COMM 390: Practicum. This introductory section and the video below have been included to introduce you to the practicum process, including what a practicum entails and how to obtain a practicum.

*Video: Introduction to COMM 390: Practicum*

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## 3. COMM 390 Overview (page 2 of 3)

Introduction to COMM 390

Overview (page 2 of 3)

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A practicum is a specialized study under the supervision of a Faculty Sponsor and is considered an honorary program. Participation in practicum provides a great way to build resume credentials and portfolio materials, in addition to furthering your knowledge within a particular area of interest. Practicum students earn credit while making contributions to departmental and campus media-related facilities (e.g., WIUP-TV, WIUP-FM, *The Penn*, Media and Public Relations, and communications) or completing a personal project of interest to a Faculty Sponsor.

Typically only students with an overall grade point average of 3.0 or greater (exceptions can be made), a strong work ethic, an excellent attitude, and the ability to work independently are offered practicums. A student typically contacts a possible faculty member for sponsorship of a practicum or a faculty member might suggest the practicum during advising/counseling.

Practicums are offered as 1, 2, or 3 credits per semester. Usually for each practicum credit, you will log a minimum of 90 hours of service during the semester. A maximum of 6 practicum credits can be used within a 120-credit degree program. Thus, multiple practicums are possible over several semesters. Typically practicums are taken by students of junior or senior rank.

**CAUTION:** The total number of practicum credits and internship credits a student can apply toward their 120-credit degree cannot equal more than 15 credits. Additional practicum or internship credits must be in excess of the 120 credits.

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## 4. COMM 390 Overview (page 3 of 3)

Introduction to COMM 390

Overview (page 3 of 3)

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### The Practicum Process

The practicum process begins with an invitation to participate from a faculty member or through a student inquiry about a practicum program. The Faculty Sponsor will provide additional details regarding the student practicum assignment. Following the student and Faculty Sponsor's mutual acceptance of a practicum, it is incumbent upon the student to continue the practicum process. The student completes a practicum proposal and associated forms and submits them to his or her Faculty Sponsor for review. Once accepted, the practicum proposal and associated forms are given to the Department Practicum Coordinator for final approval.

If the Department Practicum Coordinator does not approve the practicum, often a revised set of materials is necessary for acceptance. Ultimately, the Department Chair has the *final* approval for a practicum experience between a Faculty Sponsor and a student.

Following Department Practicum Coordinator approval, students selected to participate in the practicum will begin their assignment. Past practicums have included work on Web sites, instructional and research projects, graphic design projects, multimedia productions, and marketing and promotions projects. Practicums will vary depending on availability and the projects in progress for the current semester. During the practicum, the student is responsible for maintaining a detailed practicum journal, copies or documentation of project work and other evaluation materials.

At the completion of the practicum, the student may be asked to submit an evaluation form, practicum log, and project portfolio and/or to complete an exit interview. The Faculty Sponsor will use these items to evaluate student performance throughout the semester, assess student learning, and to award a practicum grade.

Following the practicum, students are recommended to complete a series of post-practicum activities, such as publishing their project or research results. These post-practicum activities provide additional areas of learning and resources for use in future Communications Media major requirements.

The graphic below summarizes the stages of the practicum.



*The Practicum Process*

#### Initiating the Process

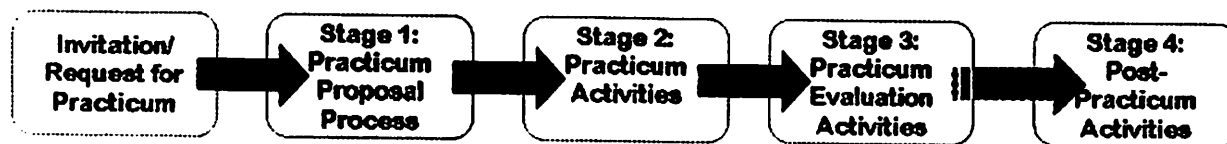
If you would like to be considered for a practicum, please schedule an interview with a Communications Media faculty member. Communications Media faculty are profiled on the IUP Department of Communications Media Web site. Each faculty member has a unique set of interests and resources. If you have already been invited to do a practicum, please proceed to the next section.

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## 2. Stage 1 Overview

### Stage 1: Practicum Proposal Process

#### Overview



Following your invitation or special permission to obtain a practicum from a Faculty Sponsor, you must prepare the practicum proposal and forms. The following sections outline the guidelines for creating the practicum proposal, practicum application and override form.

#### Practicum Proposal Document

A Practicum Proposal is a 1-2 page position paper regarding your goals and tasks during your proposed Practicum. The proposal should include 5 main sections:

1. **Project Title and Brief Description:** What is your practicum about?
2. **Project Advantages:** Explain why you want the practicum and how it will enhance your career.
3. **Project Goals and Objectives:** Include a bulleted list of goals (objectives) or activities/tasks you will be doing during your practicum and the ways in which you will benefit by obtaining that objective. (Include at least 5-10 goals/tasks.)
4. **Project Outcomes:** Give a detailed description of what your practicum will produce. In other words, from your practicum, what could be added to your portfolio? (1 paragraph)
5. **Context and Contact Information:** Describe if you have had a practicum before (with whom, when, number of credits received, outcomes). Explain courses the you have taken or will take concurrently to help you with the practicum. Indicate the number of credits desired (1,2, or 3) and your complete contact information for where you will be residing for the term of the application process and subsequent practicum. (1 paragraph)

A Sample Proposals Packet is available by clicking here. You may use these samples to assist you in developing your own practicum proposal.

#### Departmental Practicum Application

Download the Departmental Practicum Application, available by clicking here. This application must be submitted along with the Practicum Proposal Document and the Communications Media Course Override Form.

A sample of a completed Practicum Application is included here.

#### Communications Media Course Override Form

You can download the Course Override Form by clicking here. You need only fill in your Banner ID, semester and year of your practicum, and your contact information.

A sample of a completed Course Override Form is included here.

The next page includes instructions for completing this documentation and submitting it for review.

## 3. Stage 1 Instructions

### Stage 1: Practicum Proposal Process

#### Instructions

#### Completing and Saving the Proposal and Forms

Once you have reviewed the sample practicum proposal and have downloaded the practicum forms, use the following procedures to complete the necessary proposal documentation and to submit your proposal:

- Practicum Proposal Document-Using your word processing program, respond to the required sections of the proposal. Save the document in Rich Text (.rtf) format. You must save the document using the following file name [your last name and first initial] 390proposal.rtf (e.g., smithj390proposal.rtf).
- Departmental Practicum Application-Using the downloaded application form, click on each gray area (see diagram below) and type or select from the drop-down menu the necessary information. When you have completed the entire application form, save it in Rich Text (.rtf) format. Name the file [your last name and first initial] 390application.rtf (e.g., smithj390application.rtf).
- Communications Media Course Override Form-Using the downloaded course override form, click on each gray area and type or select from the drop-down menu the necessary information. When you have completed the entire form, save it in Rich Text (.rtf) format. Name the file [your last name and first initial] 390override.rtf (e.g., smithj390override.rtf).

## COMM 390: Practicum in Communications Media

### **Sample Practicum Proposals**

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The following PDF document contains several sample practicum proposals. The names on the proposals have been changed to satisfy confidentiality concerns.



Jill Smith  
1234 Mary Way  
Indiana, PA 15701  
(555) 555-5555  
[Jsmith15@iup.edu](mailto:Jsmith15@iup.edu)

January 1, 2009

Dr. Professor  
Professor of Communications Media  
Indiana University of Pennsylvania  
Stouffer Hall, Room 121  
1175 Maple Street  
Indiana, PA 15705-1087

Regards: Proposal for a one-credit practicum in Spring semester 2009

Dear Dr. Professor:

I would like to complete a one-credit practicum with you in the spring of 2009 aiding in the preparation of your LBST 499: Images that Shaped America course. I am interested in expanding my skills in the areas of course and web development.

I had volunteered to work with you in May 2008 when you piloted your first offering of this course as a one-week workshop. I feel that I am more than aware of the basic content of the material.

I would like to aid in analyzing the class exit survey data from the Summer 2008 workshop. I will also do a literature review to see if there are additional references that could be added as optional readings to the course and/or books to be placed in the library. I would like to validate the current textbook, *100 Photographs that Changed the World*, and then develop a series of quizzes that will test the review of the textbook for extra credit for the course, since the textbook is optional and supportive. I will then revisit all the electronic material that was submitted by the pilot class and integrate it into the course. This will include all the information the students recommended to add for each decade section. I will develop a WebCT example where two or three of the best student examples can be displayed.

I will review the History Channel *Decades* video series (that has been ordered) and then analyze and add to WebCT and/or the library for a class resource. I will also try to identify additional resources that can be used as part of this course. I will work with Dora Gomez to make her library presentation meaningful to the students.

When all is complete, three versions of this course will be designed for: a one-week workshop, a semester-long course, and a distance learning course. I will develop senate materials with Brad Jennings so that this course can be approved for distance learning.

Thank you for your time, and I look forward to working with you throughout the semester during this practicum.

Respectfully,

Jill Smith

**Jill Smith  
Practicum Proposal  
One Credit—Spring 2009**

**Faculty Sponsor:**  
Dr. Professor

**Project Description:**

To aid in the preparation of Dr. Professor's LBST 499: Images that Shaped America course. I will first analyze the pilot data that was collected when this course was first offered as a one-week workshop in Summer 2008. After the analysis is complete, I will then work with Dr. Professor to turn the course into a semester-long course that will be offered in Spring 2009. I will also work with Brad Jennings of the Office of Special Projects to develop the course for online delivery.

**Project Advantages:**

By working with Dr. Professor, I will be able to learn course and web development and also to see what it is like working with a professional in an area that I wish to pursue. Furthermore, I hope to enhance my writing and communicating skills, and also to develop a strong and practical skill in researching. My primary goal is to expand my skills in the areas of course and web development.

**Project Outcome:**

From the analysis and research gained by this practicum, the LBST 499: Images that Shaped America course will be able to be offered in three formats: a one-week workshop, a semester-long course, and as an online course.

**Tasks:**

- A. Analyzing the class exit survey data from the Summer 2008 workshop.
- B. Literature review to see if there are additional references that could be added as optional readings to the course and/or books to be placed in the library.
- C. Validate the current textbook, *100 Photographs that Changed the World*, and then develop a series of quizzes that will test the review of the textbook for extra credit for the course, since the textbook is optional and supportive.
- D. Revisit all of the electronic material that was submitted by the pilot class and integrate it into the course. This will include all the information the students recommended to add for each decade section.
- E. Develop a WebCT example where two or three of the best student examples can be displayed and modeled.
- F. Review the History Channel *Decades* video (that has been ordered) and then analyze and add to WebCT and/or the library for a class resource.
- G. Identify additional resources that can be used as part of this course.
- H. Work with Dora Gomez to make her library presentation meaningful to the students.
- I. When all is complete, three versions of this course will be designed for a one-week workshop, a semester-long course, and an online course.
- J. Develop senate materials with Brad Jennings so that this course can be approved for distance learning.

**Conclusion:**

This practicum will allow me to develop new skills in course and web development and to also enhance my writing, communication, and research skills. In addition, working with Dr. Professor would provide me with an ample amount of knowledge and skills that will grant me significant advantage in continuing my education with graduate studies.

Dr. Mary Wells  
Professor of Communications Media  
Indiana University of Pennsylvania  
Stouffer Hall, Room 121  
1175 Maple Street  
Indiana, PA 15705-1087

Bill Jones  
594 Tifton Ct.  
Indiana, PA 15701  
(321) 555-3646  
JonesWill@yahoo.com

March 4, 2004

Regard: Proposal for possible practicum for Fall 2004.

Dear Dr. Wells:

I have proposed the idea of completing another practicum sponsored by you and hosted by the Center for Student Life, because this will provide me with significant skills and experiences that will be beneficial to my career.

While the previous practicum focused mostly on entertainment selection and event preparation, the new one would concentrate more on the marketing, promotions, and public relations aspect. Through the practicum completed during Spring Semester 2003, I learned a great deal about the entertainment industry, specifically promotions and booking. I learned what booking a show involved, from the selection process, contract negotiation, and handling the day of show details and problems. Through this experience, I have become better at problem solving, business details, and professional interaction with the colleagues and customers. As I enter the final semester of my college career, I realize that my interests have changed and developed. I am most interested in pursuing a career in an entertainment field working with promotions and specifically on membership and marketing. This will increase my leadership skills and attention to detail. The new practicum will also enforce the skills and information that I learned last spring, through continued involvement with selection, negotiation, and execution of our events.

I have already met with my host, Mr. Greg Abrahams, Assistant Director of the Center for Student Life, several times to outline my projected responsibilities. The document containing the nine objectives is attached to this letter.

This practicum will be a great addition to my portfolio. Through my experiences, I will to add several physical items, such as radio ads, fliers, and graphic designs. I also plan to work out an education program that will be used to inform students on the different programming organizations, which will hopefully provide me with a physical product for my portfolio.

There are many specific skills that I plan to obtain through this practicum. I plan to become better versed in the language and approach of marketing, which will involve learning more about my target market and the optimum ways of reaching them. I will also become more experienced in leadership and organizational skills through the supervision of the OnStage Ambassadors. My public speaking and public relations abilities will improve through speaking to various audiences about the numerous benefits of joining and supporting the programming organizations on campus. I will also improve my time management skills through working specifically on the marketing aspect of this

practicum and still assist within the programming and event planning areas. I plan to find effective ways to funnel my creativity to market and reach the student audience of Indiana University of Pennsylvania.

The evaluation of this practicum will be completed in two parts. The first will involve the Performance Review form that will be downloaded and printed from your website, [www.coe.iup.edu/rjl](http://www.coe.iup.edu/rjl), and then submitted to Mr. Greg Abrahams for his completion. The second part will involve an exit interview with you, where I will show you my log of daily activities, a presentation of my methods for completing the practicum, an evaluation and revision of my projected objectives, and recommendations to continue and improve the relationship and experience for the future.

I appreciate your time, support and assistance in helping me to better myself through this experience.

Sincerely,

Bill Jones

**MAJOR EVENT PROGRAMMING  
PRACTICUM POSITION  
Center for Student Life  
Sponsored by Dr. Mary Wells  
Hosted by Mr. Greg Abrahams**

The Major Events practicum student will:

1. Assist in planning and implementation of the fundraising projects.
2. Develop an understanding of the role of the Lytle Group in the marketing of Major Events, and supervise marketing staff members.
3. Continue to assist in the selection and implementation of the OnStage Arts & Entertainment, Ideas & Issues and University Concert Committee, including:
  - a) Assist in the negotiation and review of contracts.
  - b) Assist in complying with contractual agreements. This includes: hiring and training of state and technical crews, hospitality crews, promotions crews, security crews and box office personnel.
  - c) Assist in all aspects of marking the OnStage Arts & Entertainment, Ideas & Issues and University Concert Committee Events. This includes: managing and tracking newspaper ads, email blasts, radio ads, poster and flyer distribution, etc.
  - d) Assist in all facets of major productions. This includes: ticket sales and distribution, technical set-up, facility management and house management on performance night, and coordinator of speaker/performer stay at IUP (i.e. receptions, dinners, classroom presentations).
4. Work to build and develop an audience for events among students.
5. Work to coordinate events and promotions with WIUP-FM and WIUP-TV.
6. Assist in planning and organizing events for the OnStage Ambassadors. Work to develop an educational program to educate the students of the different programming organizations with hopes of increasing student involvement.
7. Increase student participation in the Major Events Committee.
8. Be available in the Center for Student Life approximately 12 hours per week, including weekend and evening commitments, as determined by the associate director.
9. Complete other duties as assigned by the associate director in the Center for Student Life.



# Communications Media Practicum Application Form

**Instructions:** Students are requested to initiate this application and have it processed through the Department as early as possible.

## I. Contact Information

Name: \_\_\_\_\_ Banner ID: \_\_\_\_\_  
Last Name First Name MI

IUP E-Mail Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Secondary Phone Number: \_\_\_\_\_

Total QPA (end of last semester): \_\_\_\_\_ Major QPA (end of last semester) \_\_\_\_\_

Anticipated Graduation Date: -Choose from the dates below- Academic Advisor: \_\_\_\_\_

## II. Practicum Information

Semester and Year of Practicum -Choose the term and year from the list below-

CRN No. \_\_\_\_\_ Dept. COMM Course No. 390 Course Title: Practicum Credits No. of credits

Comm Media faculty sponsoring practicum: \_\_\_\_\_

Minimum hours to log during the practicum experience: -Choose from the list-

## III. Practicum Guidelines

**This form will not register you for your practicum. Once you are notified that your practicum is approved by the Communications Media Department Chair, you will be able to schedule your practicum through URSA.**

**You may not take more than 3 credits of practicum(s) per semester. The maximum number of practicum credits cannot exceed 6 within your 120-credit degree requirements. The combination of practicum credits (COMM 390) and internship credits (COMM 493) cannot exceed 15 within your 120-credit degree requirements. No student may be paid through federal or state work study for credit-bearing hours.**

*Short purpose statement of practicum:*

*Primary duties and responsibilities to be performed during the practicum:*

**By submitting this form, you certify that you are aware and understand the practicum criteria and the practicum program.**

Practicum Sponsor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Department Chairperson's Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# Communications Media Practicum Application Form

**Instructions:** Students are requested to initiate this application and have it processed through the Department as early as possible.

## I. Contact Information

Name: Smith John Q Banner ID: @00116688  
Last Name First Name MI

IUP E-Mail Address: jsmith@iup.edu

Phone Number: 724-555-8888 Secondary Phone Number: 412-555-9999

Total QPA (end of last semester): 3.0 Major QPA (end of last semester) 3.2

Anticipated Graduation Date: Fall 2008 Academic Advisor: Dr. Sam Jones

## II. Practicum Information

Semester and Year of Practicum Spring 2008

CRN No. \_\_\_\_\_ Dept. COMM Course No. 390 Course Title: Practicum Credits 2

Comm Media faculty sponsoring practicum: \_\_\_\_\_

Minimum hours to log during the practicum experience: 180 (2 credits)

## III. Practicum Guidelines

**This form will not register you for your practicum. Once you are notified that your practicum is approved by the Communications Media Department Chair, you will be able to schedule your practicum through URSA.**

**You may not take more than 3 credits of practicum(s) per semester. The maximum number of practicum credits cannot exceed 6 within your 120-credit degree requirements. The combination of practicum credits (COMM 390) and internship credits (COMM 493) cannot exceed 15 within your 120-credit degree requirements. No student may be paid through federal or state work study for credit-bearing hours.**

### *Short purpose statement of practicum:*

The purpose of my practicum is to develop a new guide for using the Standard Software package. The Standard Software package will be utilized for the purposes of information between faculty and departmental committees. The software requires minimal training to use the basic features. However, the more advanced features required for the day-to-day departmental communications requires some additional documentation and job aids to assist faculty in successfully coding data and using the program.

### *Primary duties and responsibilities to be performed during the practicum:*

As part of my practicum experience my responsibilities will include:

- Attend departmental online training geared toward teaching the Standard Software package to learn the basics of the software.
- Correspond with departmental faculty regarding the requirements of the project and individual training needs.
- Conduct an assessment of faculty training needs.
- Produce faculty training aids and forms.

**By submitting this form, you certify that you are aware and understand the practicum criteria and the practicum program.**

Practicum Sponsor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Department Chairperson's Signature: \_\_\_\_\_ Date: \_\_\_\_\_



## **Communications Media Course Override Form**

Name: \_\_\_\_\_

Banner ID: @ \_\_\_\_\_

Semester/Year of Practicum (e.g., Spring 2007):     --Choose the term of your practicum from the list-

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Course: COMM \_\_\_\_\_

CRN: \_\_\_\_\_

Reason for Override: \_\_\_\_\_

Approved: \_\_\_\_\_ Date: \_\_\_\_\_





## **Communications Media Course Override Form**

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Name: John Smith

Banner ID: @ 00116688

Semester/Year of Practicum (e.g., Spring 2007): Spring 2007

Phone: 724-555-8888

E-Mail: jsmith@iup.edu

Course: COMM 390

CRN: \_\_\_\_\_

Reason for Override: \_\_\_\_\_

Approved: \_\_\_\_\_ Date: \_\_\_\_\_





## Screen Captures




myWebCT Resume Course Course Map Check Browser Log Out help

**COMM 390 DE Practicum in Communications**

Homepage

Welcome to COMM 390:  
**Practicum in Communications Media**


 Syllabus and Orientation (Start Here)
 
**Announcements Updated 02.10.2009**

 Course Content
 
 Assignments


 Communication Tools
 
 Student Tools
 
 Technical Support

**UWUP**

*Screen Capture: COMM 390 WebCT Homepage*

myWebCT Resume Course Course Map Check Bro

**COMM 390 DE Practicum in Communications**

Homepage > **Course Content**

**Course Content**

Module 0: Introduction to COMM 390

Module 1: Stage 1: Practicum Proposal Process

Module 2: Stage 2: Practicum Activities

Module 3: Stage 3: Practicum Evaluation Activities

Module 4: Stage 4: Post-Practicum Activities

Compile

*Sample Outline of Content in Course Content and Related Materials Section of the Course*