





Faculty Member Contact Information

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Contact Info	
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Department	Mass Communications

1 Funded, 2 Unfunded URCA Assistant

	This position is ONLY open to students who have declared a major in this discipline.	M
X	This project deals with social justice issues.	
X	This project deals with sustainability (green) issues.	
	This project deals with human health and wellness issues.	
X	This project deals with community outreach.	
	This mentor's project is interdisciplinary in nature.	I

Are you willing to work with students from outside of your discipline? If yes, which other disciplines?

Yes

How many hours per week will your student(s) be required to work in this position?

(Minimum is 6 hours per week; typical is 9)

9

Will it be possible for your student(s) to earn course credit?

MC 471 - Special Topics in Mass Media 3

Location of research/creative activities:

Brief description of the nature of the research/creative activity?

Students will join in open educational resources efforts at SIUE. To keep faculty, staff and students aware of the opportunities and potential benefits of OER on campus, it requires constant promotion and discussion. Students will learn about social media, static marketing, and in-person promotion, and they will learn the ropes of what Open Ed. Resources are and what SIUE is doing to promote their adoption and development. The paid student will be expected to submit an app. for an URCA Associate position. Other students may wish to develop proposals as well.

Brief description of student responsibilities?

Students will join bi-weekly OER Committee meetings to keep up with OER efforts on campus. They will be given a set of basic readings to complete to understand what Open Educational Resources are, and they will work with me and other members of the committee to promote the OER faculty incentive. This is clearly a creative/research project because we will set and measure key performance indicators for social media and in-person outreach. In a sense, this is a creative marketing project. As we begin to work with SIU-Carbondale on System-level efforts, the student(s) may also help in System-level messaging.

URCA Assistant positions are designed to provide students with *research or creative activities* experience. As such, there should be measurable, appropriate outcome goals.

What exactly should your student(s) have learned by the end of this experience?

By the end of this experience students should learn the following: How to take a topic they are relatively unfamiliar with, educate themselves about the topic, and promote solutions to targeted audiences. They will have to examine the best platforms and messages for reaching faculty, staff and students, who use different social media and on-campus media platforms and whose orientation to OER are all different.

Students will learn how to craft calls to action (by promoting the faculty OER incentive, for example) and how to measure rates of engagement and success with success being OER faculty incentive submissions, greater awareness of OER on campus, etc.

Requirements of Students

If the position(s) require students to be available at certain times each week (as opposed to them being able to set their own hours) please indicate all required days and times:

Students will be asked to join bi-weekly meetings on Friday mornings at 9 a.m. Other meetings will be worked out according to the student's schedule.

If the location of the research/creative activities involves off campus work, must students provide their own transportation?

N/A

Must students have taken any prerequisite classes? Please list classes and preferred grades:

N/A

Other requirements or notes to applicants:

This is creative communications and marketing project, but there are opportunities to publish in academic journals about open educational resources, their use and pedagogical implementation. Thus, this is most appropriate for a student interested in the creative work of promoting ideas through various media platforms on and around campus as well as someone interested in looking at pedagogy (the science of teaching) from academic and practical points of view.