

TO: ERICA LEBLANC



COVER SHEET

880-0538  
Exp Date 12.31.99

# U. S. Department of Education GRANT PERFORMANCE REPORT

1 PR Award No (e.g., H185A200211-95)

Po16A990053

See Block 4 on your last Notification of Grant Award

2 Recipient Name and Address

Santa Monica College  
1900 Pico Blvd.  
Santa Monica, CA 90405-1628

Unless address has changed, repeat from Block 1 on your last Notification of Grant Award

3. Project Title:

Undergraduate International Studies and Foreign Language

This should be identical to the title of the approved application

4. Contact Person:

Name Randal Lawson  
Title Project Director  
Telephone Number 310-434-4360  
Fax Number 310-434-3613  
E-mail Address: lawson.randal@smc.edu

Provide the name and title of the project director or other individual who is most familiar with the content of the performance report. Also include telephone and fax numbers and E-mail address.

5. Performance Reporting Period:

September 1, 1999 - March 12, 2000

This is the time-frame for information requested in Parts III, IV and V on project status and supplementary information/changes. (See instructions for details.)

6. Current Budget Period:

July 1, 1999 - June 30, 2000

See Block 5 of your last Notification of Grant Award

Authorized Representative:

Name (Typed or printed) Randal Lawson Title Project Director  
Signature: [Handwritten Signature] Date 4/12/2000

- Contemporary Asian Media
- Contemporary Latin American Media
- Contemporary European Media
- Ethnic and International Media in Southern California

In the post-grant phase, the GMSC will become a locus for ongoing faculty and course materials development, for the dissemination of bilingual course materials to other institutions of higher education, and for lectures and events that promote greater awareness of international media as a vehicle for understanding other cultures and countries.

### III. Project Status

Santa Monica College's ambitious Title VI-A grant project has enabled a range of culturally and internationally enriching initiatives and activities during the first year of funding. A working team of administrators, outside domain experts, and faculty members from a wide range of disciplines has made substantial progress in implementing the programmatic objectives during the current grant year.

#### Progress Report by Objective

*Objective 1 – To establish a Global Media Studies Center (GMSC) as a permanent locus for faculty, curriculum, and course materials development activities that highlight the richness of media and other language resources, both imported and locally-produced, and that contribute to the erosion of language and cultural barriers between students, visitors, and residents of Southern California.*

Work is proceeding apace to establish a campus presence for the Global Media Studies Center (GMSC), and to integrate it fully with existing language and media instructional assets associated with the College's Modern Language Lab (MLL) and Academy of

Entertainment and Technology (AET). The initiative has aggressively leveraged existing technological resources, including the MLL-based Tandberg Media Authoring System, as well as Tegrity mobile instructional devices recently acquired by the college to facilitate multimedia-enhanced instruction across the curriculum. During the initial development stage, SMC Project Developer Tom Vest served as acting Departmental Internationalization Coordinator pending the completion of a faculty selection process to identify the best candidate to formally assume this role. As of May 1, 2000, the project coordinator will be Cristina Venegas.

*Objective 2 – To host two major events, one internal and one external, that promote greater awareness of the potential value of international media (e.g., magazines and newspapers, movies and television broadcasts, internet content) and other language-bearing artifacts as vehicles for promoting greater understanding of unfamiliar cultures and language groups.*

On April 11, 2000, the College hosted its first major event on international media and its potential as an educational and economic development tool. This event will bring together students, faculty members, and key decision-makers from both the international media industry and federal regulatory institutions charged with promoting U.S. competitiveness abroad. The agenda for this event was developed in consultation with the college's Professional Development Committee, to maximize the impact of this event for the diverse faculty members who have expressed interest in the College's overall (Title VI-B and Title VI-A funded) international media initiative. Students have also been involved in the event planning process via a contest to select the best international graphic design for event materials – an initiative that has both amplified student enthusiasm and materially demonstrated the career opportunities associated with international media know-how. Planning for the region-wide international media event

(Year Two) will begin at the next meeting of the President's Advisory Board for the International Institute, which will take place in late May 2000.

*Objective 3 – To promote the broadest possible awareness among SMC faculty of the value of international media by sponsoring one representative from each of the college's departments in a curriculum internationalization project to identify (1) the most significant language and intercultural issues affecting their domain of inquiry, and (2) the best strategy for incorporating GMSC-produced instructional materials to address those issues.*

Although the current campus environment has been complicated by protracted labor negotiations, many faculty members from the college's academic-oriented and pre-professional departments have supported and participated in GMSC development efforts during Year One of the project. As an agreement with the faculty was reached April 3, 2000, greater involvement among the general faculty is anticipated. Extensive consultations between faculty members, outside domain experts, and administrators have resulted in the selection of eight general cross-cutting themes to insure the broadest possible integration of project materials into existing foreign languages, humanities, social sciences, and pre-professional programs.

- Living Abroad
- Finding a Job
- Relationships
- Campus Life
- Family Life
- Politics
- Foreign Affairs
- Current Social Problems

Project participants were also enthusiastic about the career development opportunities that this new direction will present for current and future AET students. Animation-related components of the project will be supervised by AET Professor of Animation Jim Keeshan.

*Objective 4 – To develop a set of twelve bilingual, media-centered instructional modules for each of the seven languages offered through college's Modern Languages Department that correspond to both (1) the largest "new" and "old" immigrant population segments in the Southern California area, and (2) the largest and most important markets and language groups for Southern California's critical media industries.*

Work has begun on a variety of rich media instructional modules, which will be broadly incorporated into existing foreign languages, humanities, social sciences, and pre-professional programs across the campus. The format for these modules conforms to the parameters described in the original grant proposal. Each module is designed as a "stand-alone" product, capable of highlighting a particular national media industry, genre, language competency, and topical subject. However, the modular design of these materials also permits them to aggregate naturally into genre-specific, theme-specific, or language-specific clusters suitable for delivery in a classroom or online environment. Each includes the following elements, which will be supervised by faculty participants:

#### **Module Component**

- Brief introduction of module theme
- Description of the selected media source(s), their place in the target language media market, and explanation of any accompanying advertisements
- Partial English translation and vocabulary list
- Set of 4-8 associated grammatical rules with example

*Objective 5 – To promote global awareness and “foreign language across the curriculum,” by infusing selected humanities, social sciences, and pre-professional courses with topically-organized foreign media content*

Planning is already underway by project participants and associated faculty members on a variety of strategies for leveraging Title VI-A funded resources to enrich educational offerings across the campus with international content and perspectives. During Year Two of the project, project materials will be incorporated into the classes identified below. In addition, we are working toward the online publication of selected modules, to the creation of an international media radio documentary for possible broadcast by the College’s award-winning National Public Radio station, KCRW 89.9 FM.

*Objective 6 – To help students prepare for the linguistic and cultural challenges of an integrated global marketplace by developing and offering four new media-centered courses that combine “foreign” language content and social/cultural insights with critical, sector-specific business and economic information.*

Associated faculty members and other project participants have also begun laying the foundation for the development of four new comparative media courses during Year Two of the project. These courses will be based largely on the content developed in Year One for use in the stand-alone media modules, and will be made available to all students as elective courses offered through the Santa Monica Academy of Entertainment and Technology.

*Objective 7 – To encourage the development of significant cross-cultural skills, affinities, and experience by working with the U.S Commerce Department’s Office of Global Diversity to secure*

*internship opportunities for students and faculty with ethnic and international chambers of commerce, locally-based foreign corporate affiliates and government offices, and new media outlets and content providers for non-English language populations and markets.*

Efforts to establish a formal internship placement arrangement with the Los Angeles-based Office of Global Diversity of the U.S. Department of Commerce continue. Global Diversity Director Maria Solomon stepped down to accept an appointment to lead the State of California Office of Export Development. However, the new Title VI-A Project Coordinator, working in cooperation with the Internships Coordinators for both the Academy of Entertainment and Technology and the Business Department, will establish cooperative placement agreements with several key ethnic business institutions with significant international activities, including the Hispanic and Asian Business Associations. We are building on the remarkable successful internship program of the Academy of Entertainment Technology, which places students in over 90 companies. These opportunities will enable students to hone their language and intercultural communication skills at the same time that they enjoy hands-on experience in a variety of international commercial endeavors.

*Objective 8 – To provide students with resources and encouragement to extend their language and intercultural skills development efforts beyond the classroom, by inviting selected representatives from foreign language and international press outlets to visit SMC and speak on selected topics that promote global media awareness and expand knowledge of the media channels that provide Southern Californians with diverse experiences and language backgrounds with information about the international and global affairs.*

The strong support of faculty and administrators for the College's broad international media initiative is expected to persist well beyond the two-year funding periods of the associated federal (Title VI-A, Title VI-B) grants. One of the most important functions of the

Project Year One (1999-2000)

1. Key Personnel	Federal Funds	SMC Match
Project Director (Randal Lawson, 5% of 114,131 annual salary)		\$5,707
Project Coordinator (Joan Abrahamson @ 50% of annual salary)		31,200
Departmental Internationalization Coordinator (12 hours/week)	36,869	
Administrative Assistant	10,600	
Web Design (20 hours/year @ 45/hour)		900
Faculty Internship (30 hours/week for 6 weeks)	10,908	
Faculty Stipends*		
(*moved to support faculty internship, equipment, software, and supplies, as discussed with Christine Corey at site visit.)		
<b>Total Personnel</b>	<b>\$58,377</b>	<b>\$37,807</b>
2. Fringe Benefits		
Project Administrator @ 30%		1,712
Departmental Internationalization Coordinator @ 5%	1,844	
Faculty Internship Coordinator @ 5%	0	
Administrative Assistant @ 5%	530	
<b>Total Fringe Benefits</b>	<b>\$2,374</b>	<b>\$1,712</b>
3. Travel		
Title VI-A Project Direcots Annual Conference	190	
Latin American Media Conference*	0	
(*moved to Year 2)		
European Media Conference*	0	
(*moved to Year 2)		
<b>Total Travel</b>	<b>\$190</b>	<b>\$0</b>

**4. Equipment**

Language Lab: Maintenance, upgrades and depreciation		2,982	
Depreciation of lab equipment based on 3% of original cost (397,677) times the anticipated 25% use of project participants: $\$397,677 \times 3\% = \$11,930 \times 25\% = \$2,982$			
GMSC: Tegrity Cart	13,000		
<b>Total Equipment</b>	<b>\$13,000</b>	<b>\$2,982</b>	

**5. Supplies**

Desktop publishing software for language modules	1,200		
Library materials (CD ROMs) Books, Maps, Magazines, Journals and other Periodical Subscriptions, Videotapes)	3,400		
GMSC Supplies & Software	2,400		
Office Supplies		1,000	
<b>Total Supplies</b>	<b>\$7,000</b>	<b>\$1,000</b>	

**6. Contractual**

Outside Evaluator* (*moved to Year 2)	0		
<u>Conference Speakers</u> (2 keynote speakers for April 11, 2000)	1,000		
Refreshments for conference (For April 11, 2000 conference)	0	1,500	
Alameda Corridor Transportation Authority (Internship opportunities for students and faculty)			25,000
Institute for Distributed Work (Curriculum development and enhancement services)			25,000
<b>Total Contractual</b>	<b>\$1,000</b>		<b>\$51,500</b>

**7. Construction**

None			
<b>Total Construction</b>	<b>\$0</b>	<b>\$0</b>	

**8. Other**

Brochure Printing* (moved to Year 2)	0	
Reprographics	0	750
Mailing Costs	0	500
<b>Total Other</b>	<b>\$0</b>	<b>\$1,250</b>
<b>9. Total Direct Costs</b>	<b>\$82,043</b>	<b>\$96,251</b>
<b>10. Indirect Costs (at 8%)</b>	<b>\$6,563</b>	<b>\$0</b>
<b>11. Training Stipends</b>	<b>\$0</b>	<b>\$0</b>
<b>12. TOTAL COSTS</b>	<b>\$88,606</b>	<b>\$96,251</b>

## Project Year Two (2000-2001)

1. Key Personnel	Federal Funds	SMC Match
Project Director (Randal Lawson, 5% of \$114,131 annual salary)		\$5,707
Project Coordinator (Joan Abrahamson @50% of annual salary)		31,200
Departmental Internationalization Coordinator (9 hours/week * \$45/hour)	20,250	
Administrative Assistant (50%)	14,000	
Web Design (20 hours/year @ \$45/hour)		900
Internship Coordinator (3 hours/week @\$30/hour * 40 weeks)	3,600	
Faculty Stipends		
Departmental Internationalization Facilitators (22 departments * \$250 per year)	5,500	
Curriculum Development (24 faculty @ \$900 each)	28,800	
<b>Total Personnel</b>	<b>\$72,150</b>	<b>\$37,807</b>
<b>2. Fringe Benefits</b>		
Project Administrator @30%		1,712
Departmental Internationalization Coordinator @5%	1,013	
Internship Coordinator@5%	180	
Administrative Assistant @5%	700	
<b>Total Fringe Benefits</b>	<b>\$1,893</b>	<b>\$1,712</b>
<b>3. Travel</b>		
Project Director's Annual Conference:	1,500	
Airfare: \$1000		
Per Diem: \$60 x 2 days = \$120		
Hotel: \$125 x 1 night = \$125		
Registration: \$255		
Local Travel:	500	
Latin American Media Conference (4 x \$125 registration)		
Local Travel:	500	
European Media Conference (4 x \$125 registration)		
<b>Total Travel</b>	<b>\$2,500</b>	<b>\$ 0</b>
<b>4. Equipment</b>		
Language Lab: Maintenance, upgrades and depreciation	0	2,982
Depreciation of lab equipment based on 3% of the original cost (\$397,677) times the anticipated 25% use by project participants: \$397,677 x 3% = \$11930 x 25% = \$2,982		
<b>Total Equipment</b>	<b>\$ 0</b>	<b>\$2,982</b>

<b>5. Supplies</b>			
Library Materials (CD ROMs, Books, Maps, Magazines, Journals and other Periodical Subscriptions, Videotapes)	3,000		0
Office Supplies	0		1,000
<b>Total Supplies</b>	<b>\$3,000</b>		<b>\$1,000</b>
<b>6. Contractual</b>			
Outside Evaluator	500		
Year Two Region-wide International Media Faculty Development Conference Speakers (4 at \$500 each)	2,000		
Marketing brochure design, development and mailing list costs			1,500
Alameda Corridor Transportation Authority (Internship Opportunities for students and faculty)			25,000
Institute for Distributed Work (curriculum development and enhancement services)			25,000
<b>Total Contractual</b>	<b>\$2,500</b>		<b>\$51,500</b>
<b>7. Construction</b>			
None			
<b>Total Construction</b>	<b>\$0</b>		<b>\$0</b>
<b>8. Other</b>			
Brochure Printing	1,000		
Reprographics	0		1000
Mailing Costs	0		250
<b>Total Other</b>	<b>\$1,000</b>		<b>\$1,250</b>
<b>9. Total Direct Costs</b>	<b>\$83,043</b>		<b>\$96,251</b>
<b>10. Indirect Costs (at 8%)</b>	<b>\$6,643</b>		<b>0</b>
<b>11. Training Stipends</b>	<b>0</b>		<b>0</b>
<b>12. TOTAL COSTS</b>	<b>\$89,686</b>		<b>\$96,251</b>