Center for Global Communication (CGC) Call for Proposals: College-Level Funding

As part of Texas Tech University’s Quality Enhancement Plan (QEP): Communicating in a Global Society, the Center for Global Communication invites college-level proposals to advance the QEP by promoting global communication experiences for Texas Tech undergraduates. CGC College-Level Grants are designed to enhance undergraduate education in the area of global communications through programing, educational activities and/or scholarships.

Students participating in the College-Level Grant program will create archival work that communicates, in a discipline-defined manner, understanding of a global issue. The archival work will be evaluated for demonstrated competence in the three QEP student-learning outcomes: [i] demonstrate competent communication skills; [ii] demonstrate knowledge of global challenges via archival work; and [iii] articulate global openness to differences in cultures among diverse human groups.

It is recommended that proposed activities focus on one or more of the following seven global challenge themes, taken from the Association of American Colleges & Universities:

- **Population** (Growth, Aging, Migration and Urbanization)
- **Resources** (Food, Water, Energy, Climate and Sustainability)
- **Technology** (Computation, Biotechnology, Nanotechnology and Transhumanism)
- **Information** (Data Growth, Access/Internet Penetration Rates, Social Networking, Information Integrity and Knowledge)
- **Economics** (Interconnections, Emerging Players, Domestic/International Debt and Poverty)
- **Conflict** (Causes, Nature and Resolution)
- **Governance** (State Actors, International Organizations, Multi-National Corporations and Non-Governmental Organizations)

**Funds**
Funds may support speakers, lecture series, films, events and symposia that lay a foundation for student generation of discipline-defined archival works that demonstrate competence in global communication. Funds may also be used to incentivize student engagement to acquire knowledge and create global communication archival works via competitive funding for educational activities such as conferences, workshops and/or study abroad programs. Funds may be used to develop collaborations with existing University-wide programs (i.e., Presidential Lecture and Performance Series, Office of International Affairs), other colleges and/or Texas Tech co-curricular programs, provided a global-communication assessment component is included in the evaluation of student archival work.
Funds may not be used to support research trips or salaries. Principal Investigators who are awarded funds should include this funding as a competitive educational award for consideration in annual performance reviews and tenure and promotion dossiers if applicable.

**Resources**
The Center for Global Communication will provide educational opportunities for colleges and their faculties to learn more about the identified global challenge themes. The Communication Training Center (CTC) will provide colleges and their faculties training for evaluating and assessing global-communication archival work featuring oral presentation (e.g., presentation of a paper, poster presentation, PowerPoint or other slide-based visual presentations). The CTC will also connect proposers with faculty members in the College of Media and Communication whose areas of expertise align with types of communication expected for certain archival work submissions. The QEP Global Communication Rubric (Attachment A) is for standardized assessment of student archival work.

**Maximum Award and Duration**
It is anticipated that maximum awards will be $40,000 per college and $90,000 for submissions involving multiple colleges; increased funding per college may be available pending the total number of submissions. All projects should cover a two-year period (2017-2019), with the second year funding contingent on submission of the first-year annual report including assessment data.

**Eligibility**
One or more proposals can be submitted from each Texas Tech main campus college that is directly involved in undergraduate education; joint proposals from multiple colleges are also encouraged. Dean’s approval from the home college is required and a maximum of three proposals may be submitted from an individual college. There is no limit on the number of joint proposals that can be submitted.

**Application Process**
Proposers must complete the application form describing the project as specified. In addition, applicants should attach a projected budget with clear budget justification, a timeline indicating significant milestones and a listing of other resources (e.g., infrastructure, space, personnel, funding) provided by the college that will contribute to the program’s success.

Proposals will be evaluated by the CGC Executive Committee (see the [QEP website](#) for more information). Other relevant faculty may be consulted at the discretion of the CGC Executive Committee. Accepted proposals will satisfactorily address the following components:

- Relevance of the proposed activities to the college-selected global-challenge theme(s).
- Engagement by a significant cohort of Texas Tech undergraduates.
- Creation of archival work that demonstrates competence in the QEP student learning outcomes.
- Annual assessment of archival work using Texas Tech’s QEP Global Communication Rubric.

Grantee colleges will be required to provide a first year summary of sponsored activities, archival student work and assessment results. Second year funding is contingent on the submission of this summary.

**Deadline**
Completed proposals for the two-year 2017-2019 academic years are due to CGC Director [Paul Pare](#) by Friday, April 14, 2017. If you have any questions, please do not hesitate to contact the CGC.
## Texas Tech University QEP Global Communication Rubric

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<td><strong>Content, organization and delivery</strong></td>
<td>Content and organization are sophisticated for the genre. Delivery choices effectively communicate content to the target audience.</td>
<td>Content and organization are appropriate for the genre. Delivery choices communicate content to the target audience.</td>
<td>Content or organization is minimal for the genre. Delivery choices do not effectively communicate content to the target audience.</td>
<td>Content, organization or delivery is inappropriate for genre and/or target audience, resulting in very low or no audience communication.</td>
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<td><strong>Applying Knowledge to Contemporary Global Contexts</strong></td>
<td>Applies knowledge and skills to implement sophisticated, appropriate and workable solutions to address complex global problems using interdisciplinary perspectives independently or with others.</td>
<td>Plans and evaluates more complex solutions to global challenges that are appropriate to their contexts using multiple disciplinary cultural, historical and/or scientific perspectives.</td>
<td>Formulates practical yet elementary solutions to global challenges that use minimal disciplinary perspectives (<em>e.g.</em> cultural, historical and scientific).</td>
<td>Does not define global challenges in a basic way and does not provide varying perspectives and solutions.</td>
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<td><strong>Cultural and intercultural awareness and engagement</strong></td>
<td>Articulates sophisticated insights into own and other cultures, and makes connections between own worldview and civic engagement.</td>
<td>Compares and contrasts own culture with other cultures, and identifies appropriate connections between own worldview and civic engagement.</td>
<td>Recognizes minimal components of one’s own and other cultures and understands what civic engagement means.</td>
<td>Does not show understanding of own or other cultures, and is not able to describe civic engagement.</td>
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