PROPOSAL 3: EWU Community-Minded Design Competition

Project Lead: Lance Kissler, Graduate Student and Graduate Teaching Assistant (Department of Engineering & Design)

Contributors: Mindy Breen, Professor (EWU Department of Engineering & Design)
Barb Richey, Director (EWU University Relations)

Facilities: This organization has offered to host the exhibition in their art gallery and auditorium.
Spokane Interplayers Theatre
(Mary Ann McCurdy, Executive Director)

Additional Funding: The following organizations have pledged to underwrite the reception at the exhibition.

Seven2 Interactive
(Nick Murto, Principal/Director of Client Services)
Funding level: up to $500

Thinking Cap Communication & Design
(Marvin Reguindin, Creative Director)
Funding level: $50

Spokane Teachers Credit Union
(Keely Barrett, Media & Community Relations Manager)
Funding level: to be negotiated

Supporters: The following organizations have communicated support for this project.

Girl Scouts Inland Empire Council
(Sharon Robertson, Marketing & Gifts Manager)

Community-Minded Enterprises
(Julie Gardner, Communications Administrator)

Desautel Hege Communications
(Tamitha Anderson, Account Coordinator)

The Arc of Spokane
(Carol Snyder, Director of Development & Communications)

Dr. Galina Sinekopova
(Faculty Fellow for Service-Learning and Professor, EWU Dept. of Communication Studies)

Nancy Hathaway
(Professor & Chair, EWU Dept. of Art)

Spokane Chapter of the American Red Cross
(Abi Weaver, Public Affairs & Community Education Coordinator)

Shriners Hospital for Children
(Maggie Crabtree, Public Relations Director)

Northwest Museum of Arts & Culture
(Joyce M. Cameron, Director of Development & Communications)

Hospice of Spokane
(Dale Hammond, Marketing & Development Specialist)

Children’s Miracle Network
(Angie Kelleher, Annual Fund Coordinator)

EWU Public Relations Student Society of America Chapter

Description/Narrative: This decade finds us in a crisis of values in the United States. Our increasingly multicultural society is experiencing a breakdown in shared values – national values, tribal values, personal
values, even family values – consensual motivating values that create a common sense of purpose in a community.¹

Service learning, social responsibility, altruism – concepts and ideals that are important to society, drive non-profit organizations, professional groups and higher education curricula, and need to be instilled in every citizen. As graphic designers, public relations practitioners, and advertising managers, we will be working for corporations and organizations, sending their messages, selling their products and influencing society with our work. It is this influential power that we must learn to utilize in a meaningful and productive way, not just for the company, but for the rest of society.

Designers must be good citizens and participate in the shaping of our government and society. As designers, we could use our particular talents and skills to encourage others to wake up and participate as well. ²

This program allows our students to utilize the skills they have acquired and developed in college to benefit local community non-profit organizations and raise awareness about social issues. It provides a forum for public exhibition of promotional and informational materials, open to discussion and commentary by industry professionals and community members. This project will also benefit non-profit organizations and the general public by communicating social responsibility and service through the design and production of professional materials.

“What I have in mind is nurturing a crop of active citizens – informed, concerned participants in society…”¹

The proposed competition will call upon the interdisciplinary talents and diverse backgrounds of students from institutions throughout the region. The Eastern Washington University Community-Minded Design Competition will bring together the best and brightest of tomorrow’s citizen designers, communicators and advocates. A collaborative partnership between industry professionals and non-profit organizations will make a positive impact on the community. Moreover, it will fulfill the mission of Eastern, by preparing broadly educated, technologically proficient, and highly productive citizens to make contributions to a culturally diverse society.

This design competition will begin in January 2006, culminating with a two-week exhibit of entries at Interplayers Theatre in late October 2006. Entries will consist of groups of students from interdisciplinary backgrounds (art, communications, visual communication design, technical writing, journalism, marketing, public relations, etc.) throughout the region, including the following higher education institutions: Whitworth College, Gonzaga University, the Community College of Spokane, WSU, Whitman College, Columbia Basin Community College, Big Bend Community College and EWU. Submissions may also be accepted from other independent and technical colleges (e.g. ITT Technical Institute).

The theme of the event will be centered on creating a print campaign for a community non-profit organization that deals with social issues such as: poverty, hunger, developmental disabilities, healthcare, disaster relief, homelessness, minority group awareness, and other issues. Other non-profit organizations may include those engaged in the arts, cultural as well as community development. Entries will be judged by industry professionals who will provide feedback to the students. Prizes will be awarded for first place ($500), second place and honorable mention ($250 each). In addition, those who attend the opening night of the exhibition will be able to cast their vote for a “People’s Choice Award” to the entry they deem worthy of the award; the designers of that entry will receive a certificate of recognition.

**Goals Met:** Goals I and III of the strategic plan are met by this event in that it:

Goal I: Engages the students to learn more about their community and social issues, collaborate with other students from diverse backgrounds, conceptualize and produce high-quality and effective design solutions with a practical application.

Goal III: Engages the institution with local community organizations, encouraging inter-institutional student development, strengthening professional civic connections and supporting the organizations that "give back" to the community.

Priorities Met: Student success: the region does not currently have a prominent design competition for students interested in visual communication design, marketing, advertising, public relations and social action. This competition would bring together students of various and differing backgrounds, cultures and skill-levels. In addition, it will provide them with feedback from industry professionals which they may infuse in their future work, better preparing them for professional careers. Students can then take these ideas and concepts back to their respective institutions and communities and share them with faculty, staff, students and organizations. Other benefits include: raising community awareness about particular social issues, encouraging more student participation in civic-minded activities, exposing students to diverse populations and topics, and professional networking.

Participation: The Department of Engineering & Design and the Division of University Relations are currently the primary sponsors of this event. In addition, the following organizations serve as sponsors to this project and have agreed to provide supplemental funding by underwriting the exhibition for this competition: Seven2 Interactive, Thinking Cap Communications & Design and Spokane Teacher’s Credit Union (STCU).

The project will also partner with community organizations such as the Spokane Public Relations Council and the Spokane Chapter of the Public Relations Society of America, which includes membership from a variety of non-profit organizations (i.e. America’s Second Harvest, American Red Cross, Vanessa Beehan Crisis Nursery, Shriners Hospital, Spokane Symphony, and the ARC of Spokane). These community organizations serve as the primary pool for the selection of the featured non-profit organization for the design competition. Other institutional partnerships may include: EWU Marketing Association, the EWU Student Career Center, Public Relations Student Society of America, and the academic departments of public relations, technical writing, marketing, art, communications, electronic media, theatre and film. Lastly, we are also looking for possible logistics and functional support from the graphic design program at Spokane Falls Community College.

Outcomes: In addition to the aforementioned outcomes (student success, community engagement, and social action with local non-profit organizations), this competition will be sustainable based on interest from local organizations, students, faculty and staff. Future events may be funded by donations from local private companies, entry fees (if needed), and future grant funding. The non-profit organizations will benefit from this event by having a professional print campaign designed for them, as well as printed materials for their use. The requested funding amount includes funds for printing a substantial amount of printed pieces of the winning entry for use by the non-profit organization – a key component that all of the supporting non-profit organizations stated is crucial to them benefiting from this project.

Timetable: January 3-6, 2006: Develop call for non-profit proposals
Each year we will send out a call for proposals to local non-profit organizations requesting a one-page narrative stating why they should be the featured non-profit organization for that year’s competition.

January 7, 2006: Announce call for proposals
Communication channels include: letters and e-mails, announcements through Spokane Public Relations Council, the Spokane Chapter of the Public Relations Society of America, Spokane Ad Federation, and media releases.

March 11, 2006: Non-profit proposals due

April 24-30, 2006: Develop and print “call for entries” posters
We will design and print posters advertising the event and calling for student entries. These will be disseminated to the regional higher education institutions. We plan to partner with a local print shop to receive reduced or at-cost printing (e.g. Eagle Printing and Johnston Printing).

May 1-7, 2006: Announce call for entries
The posters announcing the call for entries will be delivered to the regional higher education institutions for distribution by their respective academic departments. Announcements will also be made via local public relations and design organizations.

September 17-23, 2006: Develop and print “exhibition” posters
We will design and print posters advertising the exhibition of the entries displayed at Interplayers Theatre. The target audiences for these materials include students, faculty, staff, community organizations, industry professionals and the general community. Once again, we plan to partner with a local print shop to receive reduced or at-cost printing. These posters will be distributed throughout the region (including the institutions where the call for entry posters were displayed).

September 25-29, 2006: Contact judges
We have already begun to compile a list of names of local industry professionals in order to establish a selection pool (three judges with two alternates in case of scheduling conflicts). Currently, we have commitments from Desautel Hege Communications, Seven2 and Thinking Cap Communication & Design to provide judges. These businesses are regional leaders in public relations, graphic design, and marketing communications.

October 2, 2006: Entry deadline
Student project entries must be received by this date.

October 3-13, 2006: Judging
Judges will be selected from the pool of judges.

October 16, 2006: Opening night of the Exhibition at Interplayers Theatre
This will be the culmination of the design competition, where the student entries will be displayed in the art gallery at Interplayers Theatre in downtown Spokane. We will open the night with commentary, and award presentations in the auditorium, followed with a reception.

October 16-29, 2006: Exhibition at Interplayers Theatre
The art gallery will be open to the public throughout this time period, with no charge for admission to the gallery.

Funding/Costs
Breakdown:

**Event Promotion**
- Call for entries poster: $1,000
- Exhibition poster: $1,000
- Call for proposals: $500
  
**Total Event Promotion:** $2,500

**Awards**
- 1st place: $500
- 2nd & 3rd place: $500 ($250 each)
  
**Total Awards:** $1,000

**Non-profit Printing Budget**
- Budget for non-profit printing: $1,000
  
**Total Non-profit Printing Budget:** $1,000

**Administrative**
- Stipend for project lead (includes reimbursement for time spent on communication; outreach; design; planning, implementation and follow-up; and exhibition setup): $500
  
**Total Administrative:** $500

**Supplies**
- Supplies (includes spray mount, matte board, Exacto knives, photocopying and printing, mail/shipping, exhibition materials and labels): $500
  
**Total Supplies:** $500

**Facilities**
- Energy and utilities for exhibition facilities: $500
  
**Total Facilities:** $500

**Total Budget/Funding Request:** $6,000

*This budget request reflects the amount of funding required in addition to the external funds that have already been secured.

**Sustainability:**
We are currently working with several organizations to help underwrite the reception to be held on the opening night of the exhibition. Both Spokane Teachers Credit Union and Desautel Hege Communications have expressed interest in supporting this event. We are hoping to secure a small amount of funding from them (approximately $500 to $1,000), which will help to fund the competition each year. If the design competition is a success, we strongly believe that local businesses will be apt to support this endeavor.

**Evaluation & Assessment:**
As part of the competition process, we plan to collect feedback regarding participant satisfaction, overall participation, quality of product and process. The purpose of the assessment is to provide us with information and insights to improve the competition’s effectiveness and quality. Based on assessment results, adjustments will be made for future competitions. Our assessment methods will include a post competition survey for participants. The survey will ask questions on topics such as organization, communication, and outcome. The other assessment tool will be a summative portfolio – a collection of work from the design competition that reflects products, achievement, and progress. It is a valuable tool that will be used to evaluate, validate, and improve the design competition. We will also evaluate the success of the design competition based on number of non-profit proposals, number of design entries, and number of attendees at the exhibition. And finally, the non-profit entity will write a narrative assessing the effectiveness of the winning design for their organization. The survey, portfolio, quantitative data, and narrative assessment tools will help to determine whether the design competition is meaningful to participants, the university, and community; it will allow us to reflect on strengths and needs, revise goals, and monitor progress over time.