

**Coppell Education Development Corporation**  
**Grant Application**

<b>Project Title:</b>	Convergence Journalism
<b>Principal Applicant:</b>	Donna Carpenter
<b>Title of Principal Applicant:</b>	CHS Career & Technology Coordinator
<b>ISD Represented in Application:</b>	Coppell
<b>Project Period</b> (Start & Finish of Entire Project):	February 2008-August 2008
<b>Total Amount Requested:</b>	\$45,000

**Printed Names & Titles of Grant Author(s) & Approvers, Signatures & Dates:**

<i>Principal Applicant</i>	Signature	Date
<i>Donna Carpenter Coppell High School CTE Coordinator</i>		
<i>Team Member</i>	Signature	Date
<i>Irma Kennedy Coppell High School Media Technology Instructor</i>		
<i>Principal of School Involved</i>	Signature	Date
<i>Brad Hunt Coppell High School Principal</i>		
<i>District Superintendent</i>	Signature	Date
<i>Dr. Jeffrey Turner</i>		
<b>** School Board President</b>	Signature	Date
Kathie Gaultille		

\*\* Signifies approval by the School Board of Trustees

## **I. Abstract of Project/ Activity**

Across the globe, technology is changing; broadcast journalism and Coppell High School (CHS) are joining in this transformation. It is no longer sufficient to provide information via traditional means of broadcast. A good journalist must produce news via a deliverable means that can reach the audience wherever they may be. Journalism schools are offering degrees in **Convergence Journalism**, and CHS wants to be on the cutting edge as we prepare our students for a future in communications careers.

**Convergence Journalists** produce print, broadcast and online reports in an effort to reach a wider audience. The goal is to prepare our students to be contributors in all aspects of production for news organizations across existing and emerging media platforms.

For the last ten years, broadcast journalism classes at CHS have been a collection of English electives with limited career application. CHS is redesigning the program to move into the 21<sup>st</sup> Century. The first step has been to move the broadcasting and print journalism programs into the Career and Technical Education Department, aligning with Achieve Texas Career Cluster: Arts, Audio-Visual Technology and Communication (see Appendix 1 Convergence Journalism & the Media Ecology).

The second step in moving this program forward is to provide students with the necessary tools to achieve real world experiences. Therefore, Coppell High School is requesting \$45,000 from the Coppell Education Development Corporation to procure production equipment that will sustain a project-based curriculum designed to emulate the working environment of the diverse field of communication. Through a coherent sequence of courses equipped with industry-standard technology, students will be able to

develop a strong broadcasting foundation, as well as be prepared for certification in Apple's Final Cut Pro. This industry-standard certification will also provide students with the opportunity to work while pursuing post secondary endeavors.

## ***II. Description of Proposal & Nature of Request***

Technology has forever changed the way we communicate information to one another. Traditional hardcopy books, magazines, and newspapers are being repurposed into e-books, e-zines, and online newspapers. Radio and television broadcasts can now be made via the Internet, catering to a diverse, worldwide audience. Radio, television and newspaper are all disseminated via satellite. We now have the ability to design and tailor our communication medium to our lifestyle.

**Convergence Journalism** at CHS involves project-based learning programs designed to provide opportunities for students to have exploratory as well as more in-depth study in communication careers. Instruction will address real-world career opportunities by consolidating the efforts of broadcasting, podcasting and newspaper to diversify the educational opportunities and prepare students for careers in the 21<sup>st</sup> Century. The students will learn and apply traditional and new delivery methods of communications. Opportunities will be provided to explore careers in media technology, digital media, and video technology and to develop specific knowledge, skills and behaviors foundational for the success in post-secondary choices.

Students in **Convergence Journalism** work under the joint direction of CHS communications instructors and a select group of senior students who have earned the title of program directors and editors, learning to work with their peers in a real-world work environment. **Convergence Journalism** students write, produce and edit materials tailored to the new savvy audience in a variety of delivery methods. They will examine and capitalize on the new delivery methods available as a result of the creation of iPod,

Zune, XM2go, Treo, Blackberry and countless other products to create an environment which allows the consumer to decide what method he or she uses to receive and interact. Rotation of job assignments will be utilized to allow students to gain experiences in a full range of communication career roles, starting at the research level and progressing through program director and editors.

Coppell ISD will offer **Convergence Journalism** to address the expanding college and career opportunities, while improving the communication needs of the school and district as stated in the CHS Strategic Plan (see Appendix 2 CHS Strategic Plan).

In recognizing the changes in the field of communication, Coppell ISD plans to equip students with the technology needed to prepare them to be competitive post-secondary students in the 21<sup>st</sup> century. CISD proposes to design the **Convergence Journalism** studio, instructional classrooms and labs to meet the needs of the changing technology. Students will have the opportunity to gain the foundation needed to take and pass the *Final Cut Pro* Editing Certification exam, to give them skills needed for success in college **Convergence Journalism** programs and the opportunity to work in a skilled job while continuing their education. The studio and labs will be equipped with cameras, lighting and audio equipment appropriate for an educational institution preparing students in **Convergence Journalism**. The computers and software essential to this educational plan are being purchased in this time frame with funds from TEA in an Achieve Texas Redesign Grant, as we redesign the curriculum to expand and execute the lessons and activities to elevate the program to 21<sup>st</sup> Century Education. Without grant funding, the **Convergence Journalism** program would still be offered to CHS students; however, the technology equipment component would not be implemented and the career related

resources would be severely limited based on availability of campus budget funds.

**Convergence Journalism** will offer twelve courses of study during the four years at CHS. Students enrolled will receive instruction through two methods: classroom instruction and project-based real-world journalism experiences. **Convergence Journalism** students will work with traditional newspapers, broadcasting, webcasting, podcasting and more, reporting news and sharing their art of production through stories, photos or short films to better serve its CHS audience and the Coppel community.

**III. Detailed Budget**

<b>Description of Items Needed for Convergence Journalism</b>	<b>Appendix 3 Page</b>	<b>Cost</b>
<b>Cameras and Camera Components</b>	1	\$21,240
<b>Wireless Audio equipment</b>	1	\$3604
<b>Wired Audio Equipment</b>	2	\$4630
<b>Studio Lighting Equipment</b>	2	\$1796
<b>Mobile Lighting Equipment</b>	3	\$1380
<b>Crew Communication Equipment(Radios)</b>	3	\$1395
<b>Storage and Travel Bags</b>	3	\$905
<b>Room Redesign</b>	3	\$4050
<b>Studio furniture for equipment</b>	3	\$6000

<b>Total of all Equipment and Redesign</b>		<b>\$45,000</b>
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#### ***IV. Project Measurements and Evaluation***

In the current year, the combined **Convergence Journalism** classes serve almost 300 students in the 9<sup>th</sup> through 12<sup>th</sup> grade with twelve sections of courses ranging from one semester to double-block, full-year. Although the changes in the **CHS Convergence Journalism** will not require any additional teaching units in the beginning, it is anticipated that the program will expand and could eventually require more staffing. Staffing for this program is being funded through district personnel; no grant funds are being requested for staffing.

At first glance, the impact of educating almost 300 students through the **Convergence Journalism** program out of the enrollment of approximately 3,000 students may seem negligible. However, the full impact of this program must be considered. When it is taken into account that the 300 students will provide improved communication for school, district and community, then a much larger impact can be recognized.

To determine the dollar-per-student cost of this project, it must be considered that this grant will fund non-consumable technology hardware and software which will conservatively last five years. With that in mind, if enrollment figures are based at a low projection of almost 300 students per year, over a five year period the estimated cost per student is \$30.00.

The greatest measure of success will be the improved communication between CHS and CISD and the community of Coppell. For more measurable feedback, the effectiveness of the **Convergence Journalism** program as a whole and its component parts will be evaluated annually from the following perspectives:



- Effectiveness in achieving the course objectives as defined by the Texas Essential Knowledge & Skills (TEKS)
- Number of students taking and demonstrating success in the Video Editing Certification: Final Cut Pro
- Number of students receiving job shadowing with area media affiliates
- Number of students entering and placing in product competitions; including film, public service announcements and more.
- Number of students successful transitioning into the many post-secondary opportunities through the country
- Effectiveness of the growth in communication opportunities for our students, staff and administration
- Effectiveness of training and supervision of students participating in hands-on experiences as they simulate real-world journalism opportunities
- Program effectiveness from the perspective of district administrators, campus administrators and other personnel directly involved in program activities

In order to evaluate the above criteria, end of the year Program Evaluations will be completed by all **Convergence Journalism** instructors, **Convergence Journalism** students, campus and community surveys and school administrators. The evaluation process as well as the Program Evaluation tool itself is provided by the Texas Education Agency and locally developed tools and surveys.

## References

“Convergence Journalism.” Landmark U.S. Media and University Study. 2003. November 2007 <http://www.convergencejournalism.com/>.

“Convergence Journalism at Missouri University.” 2007. Missouri University. November 2007 <http://convergence.journalism.missouri.edu/>.

*Coppell High School Strategic Plan*, Coppell, 2007

“*Convergence Journalism & the Media Ecology*”, William Buchanan, Dallas, Texas 2007