



Graduate School of Education

APPLICATION TO BECOME A FIELD EXPERIENCE SITE

Ed.M in College Student Affairs Program

Name of Field Experience Site: Campus Information Services – RU-info/RU-tv/Off-Campus Housing Services.

Name of Site Supervisor: Matthew J. Weismantel

Phone: 732-932-9342 x2609

Email: matt.weismantel@rutgers.edu

Job Title: Senior Director – Campus Information Services

The following information is required to assist the College Student Affairs program in its efforts to comply with the CAS Standards for Master's Preparation Programs.

Please list degree, field of study and conferring institution for each degree you hold:

1. BA – Geography (Social Science) – Cook College, Rutgers University
2. MA – Historical Geography (Social Science) – Graduate School New Brunswick, Rutgers University

Do you currently supervise full time professional staff? Yes No

If your answer above is No, have you supervised full time professional staff in the past?

Yes No

If your answer is Yes, please specify when and where:

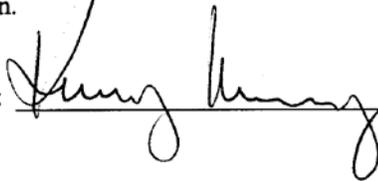
Signature: _____

Supervisor's Approval. Name and title of Supervisor:

Kim Manning, Vice President University Relations

My signature denotes my approval for the agency named above and for the person applying to be a Field Experience Supervisor to serve as a placement site for Field Experience students in the College Student Affairs program in the Graduate School of Education as represented in this application.

Signature: _____

 7/22/09

1. Please indicate the time frames when you might expect a student to be present at your site. Would you want the student to begin before the semester begins or to extend beyond the end of the semester? Would you expect evening hours? Is a summer experience possible? Do you have a preference for days of the week when the student would be present?

Our operation/program is quite flexible and operates year round, and we can easily accommodate the potential intern's schedule. We would not expect hours before or after semesters although this would not be a problem if a student would like this type of schedule. Evening hours are available but not required. We are very active in summer and could provide a highly valuable experience during that time. For supervision and guidance purposes it would be easier for the student to schedule hours on weekdays, although again not required.

2. Please list or attach a statement of the Goals for your Site.

Goal Statement attached at end of document.

3. Please list or attach a list of selected readings that you might assign to a student as part of their learning contract.

Dean, Laura (Ed). (2009) *CAS Professional Standards for Higher Education* (7th edition), Washington, DC: Council for the Advancement of Standards in Higher Education

- *Campus Information and Visitor Services Standards and Guidelines*
 - *Commuter and Off-Campus Living Programs Standards and Guidelines*
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Strayhorn, T. L. (2006). *Frameworks for Assessing Learning and Development Outcomes*. Washington, DC: Council for the Advancement of Standards in Higher Education.

McClellan & J. Stringer (Eds.), (2009) *The handbook for student affairs administration* (3rd ed). San Francisco, CA: Jossey Bass.

- Selected sections

Fink, Arlene. (2002) *The Survey Kit* (2nd Edition) . Thousand Oaks, CA.: Sage Publications.

4. The student will be expected to complete a project during their placement at your site. Projects should 1) enhance the student's knowledge or skills of the practice of student affairs in the Site; 2) the project should be consistent with and demonstrate completion of Field Experience goals, and 3) the project should be useful to the Site Supervisor and his/her agency. The project will be added to the student's electronic portfolio. Professional staff in the agency, other than the site supervisor, may supervise the student in the project. Please list two or three possible projects so that the student can have some idea of what they might be working on while completing their Field Experience in your agency. It is understood that actual projects may differ from those noted here. In listing the projects, please specify who would be supervising the project

Option 1 - Student Staff Analysis and Applications

1. Use typology theories (perhaps modified Myers-Briggs and/or Holland assessment tools) to analyze CIS student colleagues for certain personality types and their likelihood of long-term success.
2. Enhance and expand existing leadership development and training programs for CIS student colleagues and living communities.
3. Refine specific student learning outcomes within Campus Information Services programs and services and research and impleme appropriate assessment instruments/tools that could be utilized for this work.

Option 2 - Living-Learning Community Analysis

4. Undertake a case study of one or more of the RU-tv Living-Learning communities.
5. Undertake benchmarking research of other higher education based living-learning communities with a focus on journalism and/or communications.

Option 3 - Marketing and Campus Outreach

6. Investigate new student marketing opportunities that can broaden knowledge and interest in RU-tv programming within our residence hall populations.

Campus Information Services 2010-11 Strategic Plan

Mission Statement

Campus Information Services provides academic and personal support through the distribution of timely and accurate, information to the Rutgers Community with a commitment to learning and education, innovative technology, and quality service.

CIS Beliefs

- WE BELIEVE in providing the highest level of service excellence.
- WE BELIEVE that through a commitment to student development and learning, we support the mission of the university.
- WE BELIEVE all interactions must emphasize respect for all people as individuals.
- WE BELIEVE in timely, accurate and accessible delivery of comprehensive information through our programs and services.
- WE BELIEVE in providing objective programming that is reflective of the diverse Rutgers University community.
- WE BELIEVE in innovation and the flexible use of resources to achieve our goals.

CIS Staff Philosophy

- WE ARE COMMITTED to fostering a trusting and respectful environment with open honest, and constructive communication.
- WE ARE COMMITTED to a genuine respect for the dignity and uniqueness of each individual, and the appropriate acknowledgement and recognition of contributions.

- WE ARE COMMITTED to professionalism, and strive for a productive and collaborative work environment that is both rewarding and enjoyable.
- WE ARE COMMITTED to providing regular assessment and timely feedback to all staff on the quality and productiveness of their work.
- WE ARE COMMITTED to the education and development that produces a dynamic and professional environment encouraging creativity, innovation, and ownership.

Goals

1. Identify and enhance opportunities for collaboration in support of the University's marketing and outreach efforts.

- 1. Produce video promos about lesser-known majors, new classes, interesting researchers, etc.** *Note: This task will be coordinated by student production manager working together with a RU-info supervisor.*

Assigned to Jennifer Toone

1st & 2nd Quarter

- 1.1. Collect information about the Byrne Seminar program to determine possible classes to highlight.
- 1.2. Poll CIS student colleagues to find out about their favorite faculty members, classes, and majors.
- 1.3. Investigate developing a PSA series (e.g., Academic Minute, Faculty Favorites).
- 1.4. Incorporate information in RU-tv productions that refers back to the call center to find out more about academic programs.

- 2. Leverage the knowledge contained in RU-info to enhance RU-tv programs and productions.**

Assigned to Geraldine Garrett

2nd & 3rd Quarter

- 2.1. Have the Call Center review scripts and posted information items for accuracy.
- 2.2. Develop an "RU-info minute" for use on the RU-tv Network.

- 3. Implement RU-info-led public information sessions (e.g., webinars).**

Assigned to Ryan Confroy

1st & 2nd Quarters and through year

- 3.1. Determine the most appropriate technology solution that could facilitate these sessions.
- 3.2. Choose discussion topics (e.g., admissions, off-campus housing, etc.).
- 3.3. Create a promotion plan to inform inquirers about the sessions and the topics.

- 4. Increase video collaboration with other University Relations areas.**

Assigned to Jennifer Toone

1st Quarter and through year

- 4.1. Adjust video package lengths to better fit with other needs (2 - 3 minutes).

4.2. Find further ways to provide video information to content providers, including aggressively utilizing the new UR Content Sharing listserv.

5. Increase collaboration within Campus Information Services.

Assigned to James Stapleton

2nd Quarter and through year

5.1. Look at ways to increase information sharing between all CIS colleagues (e.g., emerging issues on campus, etc.).

5.2. Conduct regular internal surveys to find out what kinds of activities student colleagues are involved with on campus and use that information for development of outreach efforts.

6. Strategically use social media within all CIS areas.

Assigned to Geraldine Garrett

1st Quarter

6.1. Review existing social media systems and develop the processes and procedures for their use to both inform the community and as a method of environmental scanning to gather campus information.

6.2. Look for opportunities to make social media a 2-way communication medium to encourage dialogue in the information retrieval and delivery process.

6.3. Establish a committee to develop a plan, processes, and procedures.

6.4. Develop a marketing and promotion plan to inform the Rutgers community about the social media tools used by CIS.

7. Re-envision the *New Brunswick Official Student Listserv* in coordination with the *Faculty & Staff Bulletin*.

Assigned to Tasha Tharrington

1st Quarter

7.1. Look for opportunities to connect students and professors for research opportunities through these communication tools.

7.2. Develop new content for the email lists and website links for information.

7.3. Consider the addition of a "Did You Know" section to the NBOSL along with other options for expansion of sections and information.

7.4. Develop a marketing and promotion plan for these reworked communication tools.

8. Research more opportunities to present hyperlocal content on RU-tv.

Assigned to Brenton Smith

2nd Quarter and Through Year

8.1. Include Mason Gross performances on RU-tv.

8.2. Partner with RUSA to broadcast meetings.

8.3. Collaborate with RUPA to broadcast appropriate campus events.

8.4. Develop ties with faculty and/or student groups related to movies shown on RU-tv.

8.5. Collaborate with the Student Centers on broadcasting campus events.

8.6. Look for opportunities for RU-tv to be active in major campus activities including Dance Marathon, Rutgers Day, Homecoming, Orientation, etc.

8.7. Develop closer ties between RU-tv and the Residence Life programs (connection with Student Affairs Intern).

2. Analyze CIS programs, services, and operations looking for potential operational efficiencies and for alternative revenue generating opportunities.

1. Prioritize core functions of CIS and determine services and programs that can be decommissioned or reduced.

Assigned to James Stapleton & Brenton Smith

1st Quarter

1.1. End the Historical Tour program and decommission "Flying Dutchman" golf cart.

1.2. Transfer the map request process to the Business area.

1.3. Reduce the copies of the printed maps by 5,000.

1.4. Complete changeover of the Rutgers Maps to Google servers.

1.5. Review technology to determine web applications that can be decommissioned.

1.6. Eliminate walk-in hours at the Off-Campus Housing Service (OCHS).

1.7. Investigate the migration of the OCHS listing service to an external vendor.

1.8. Transfer of Rutgers pop-up display to Strategic Communications.

1.9. Discontinue posting of RU-tv videos to iTunesU.

- 1.10. Use You Tube as the main RU-tv video posting site.
 - 1.11. Reduction and reconsideration of CIS telephone lines and placement.
 - 1.12. Implement the CIS full-time and type 4 staffing reorganization.
 - 1.13. Create a report from RU-info and RU-tv staffs reviewing further options for budget reductions and review for implementation at CIS staff meeting.
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2. **Analyze RU-info and Master Control staffing needs to ensure that anticipated peak times are appropriately covered.**
Assigned to James Stapleton & Brenton Smith
1st and 2nd Quarter
 - 2.1. Examine the tasks assigned to the special projects team and determine the most efficient use of time and resources.
 - 2.2. Collect information and ideas from staffs in each area about ideas for where scheduling adjustments can be appropriately made.
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3. **Implement the combining of the RU-tv and RU-info hiring teams.**
Assigned to Deborah Kim
1st Quarter
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4. **Establish a children's and high school summer camp and seminar program for video.**
Assigned to James Stapleton & Alex Herrero
All Year
 - 4.1. Take existing research and develop a plan so that promotion can begin in December 2010.
 - 4.2. Recruit staff in early spring 2011 to work at the camps.
 - 4.3. Implementation of camp program for Summer 2011.
 - 4.4. Develop potential WeatherWatcher 1-day seminar programs.
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5. **Explore all advertising and underwriting opportunities on CIS websites and RU-tv to enhance potential sources of revenue.**
Assigned to Brent Smith, Tasha Tharrington, Billy Sarras, & Deborah Kim
1st Quarter and Through Year
 - 5.1. Implement advertising on Channel 6/Channel Guide.
 - 5.2. Establish a project team to develop a RU-tv sales program.

- 5.3. Implement advertising on the OCHS website.
- 5.4. Consider developing a student sales team that can earn commissions for sales.
- 5.5. Explore advertising on the You Tube channel.
- 5.6. Investigate commercial production opportunities.
- 5.7. Research RU-iptv underwriting possibilities.
6. **Explore all grant and gift opportunities for CIS operations, services and programs.
Assigned to Brent Smith, Jeffrey Arban, & Deborah Kim
2nd Quarter and Through Year**
 - 6.1. Deliver a presentation to the Foundation in the Fall of 2010 about RU-tv and the Living Learning Programs.
 - 6.2. Research possibilities of grants opportunities.
 - 6.3. Pursue student organization designation to establish groups connected with the living-learning programs.
7. **Explore ways to make RU-tv available via fee basis to commuters, faculty, and staff.
Jeffrey Arban
3rd and 4th Quarter**

3. Identify and implement opportunities for enhanced campus information communications through cooperative involvement and outreach.

1. Improve faculty and staff communications through the establishment of the *Rutgers Faculty & Staff Bulletin*.

**Assigned to Tasha Tharrington & Ryan Confroy
1st and 2nd Quarter**

- 1.1. Develop the newsletter and website design and content.
- 1.2. Create web forms and site for submissions.
- 1.3. Implement a marketing plan.
- 1.4. Develop a style guide.
- 1.5. Finalize contract with Campus Ave and implement online classifieds.
- 1.6. Create and confirm the approval process for submissions.

2. Explore improved methods of communicating critical information to the student population.

**Assigned to Tasha Tharrington & Ryan Confroy
1st and 2nd Quarter**

- 2.1. Redesign the *New Brunswick Official Student Listserv (NBOSL)* in context with the *Rutgers Faculty & Staff Bulletin (FSB)*.
- 2.2. Investigate the development of a website for the *NBOSL* that would contain the guidelines and submission forms.
- 2.3. Investigate adapting the RU-info Channel to reflect the new direction with the *NBOSL* and *FSB*.
- 2.4. Look into the possible use of the RU-info Channel as a video signage system around the campus, and especially with regard to the New Brunswick Campus Centers.

3. Streamline procedures for reporting campus emergencies and vital campus information.

**Assigned to James Stapleton & Jeffrey Arban
All Year**

- 3.1. Revamp the NB campus status page and integrate it within the NB core site.
- 3.2. Clarify the standard operating procedures for the distribution of this information and review documentation (this includes social media).
- 3.3. Eliminate antiquated email lists associated with emergency communication.

3.4. Improve graphic display for current EAS system on RU-tv.

4. Continue planning for the administration of the Rutgers You Tube channel.

Assigned to Brenton Smith & Ryan Confroy

1st and 2nd Quarter

4.1. Implement a new "skin" for the interface.

4.2. Create playlists based on content and community needs.

4.3. Research master control changes for video posting processes, including the use of You Tube as the primary on-line distribution site.

4.4. Develop a marketing and promotion plan on-line distribution of Rutgers video.