

Global Center For Journalism And Democracy (GCJD)
Assessment Plan Summary

Global Center For Journalism And Democracy (GCJD)

Building Recognition And Credibility

Goal Description:

The GCJD strives to bring more recognition and credibility to SHSU's dept of Mass Communication.

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Educating Journalists

Learning Objective Description:

Educating journalists about specific topics

RELATED ITEM LEVEL 2

Workshop Evaluations

Indicator Description:

For each training, attendees will complete a locally developed evaluation containing qualitative and quantitative questions to measure both experiential and learning gains. This evaluation is given at the end of the training experience.

Attached Files

 [Sample Workshop Evaluation](#)

Criterion Description:

At least 70% of respondents indicate a deeper understanding of the subject matter.

Findings Description:

Attached, please find a combined PDF showing the evaluation results for the following training workshops that were conducted in FY2016. Based on the results of the attached evaluations, GCJD met and/or exceeded the goal of having at least 70% of respondents indicate a deeper understanding of the workshop subject matter.

Please note, evaluations are still pending for the "Tribal Journalists" workshop, as the program is on-going.

DOMESTIC TRAINING FOR INT’L PARTNERS: [U.S. Social & Cultural Issues Workshop](#)

September 12-19, 2015

Polish students and journalists visited SHSU's Huntsville campus for a week in September. The group wanted to fully explore journalism in the United States, and discuss the hot topics that U.S. journalists are tackling. They met with various journalism outlets including the Texas Tribune and Community Impact newspapers and participated in a few U.S. cultural experiences.

LOCATION: Huntsville, Texas

PARTNERS: Jan Kochanowski University (Kielce, Poland)

DOMESTIC TRAINING FOR INT’L PARTNERS: [U.S. Oil & Gas Sector Workshop](#)

September 20-27, 2015

As part of an ongoing project with the Samir Kassir Foundation, Lebanese journalists spent a week getting a firsthand look at the U.S. oil and gas sector. They met with energy industry corporate executives, environmentalists, security experts, and other journalists who cover the energy beat. They also made several site visits to witness the various stages of oil and gas production in the Houston corridor.

LOCATION: Huntsville, Texas

PARTNERS: Samir Kassir Foundation and Norwegian Govt.

DOMESTIC TRAINING: [Covering Law Enforcement](#)

September 30, 2015

Local journalists from half a dozen news organizations joined GCJD for a half-day workshop aimed at helping journalists better cover law enforcement. Bryan Carlisle, the assistant police chief from Shenandoah, Texas and Patricia Villafranca, special agent with the FBI in Houston shared their knowledge with reporters about how to navigate information gathering and storytelling when covering the police beat.

LOCATION: Huntsville, Texas

ATTENDEES: 21

INT'L TRAINING: [Data Journalism Workshop](#)

October 10-19, 2015

GCJD headed to China with a group of trainers to teach young journalists how to collect, organize, and use data for accurate storytelling. The center joined forces with The International Center for Journalists and Tsinghua University, one of the oldest and most prestigious universities in China. The first part of the conference featured a series of frank discussions on the state of journalism in China and where it was, or should be headed. The second day was devoted to graduate student journalists enrolled in Tsinghua's Global Business Journalism Program. The GCJD trainers included senior journalists from the New York Times, Reuters, NPR, and freelancers.

LOCATION: Beijing, China

ATTENDEES: 42 for 2 days

PARTNERS: Tsinghua University

INT'L TRAINING: [Election Coverage and Reform](#)

December 8-15, 2015

GCJD traveled to Beirut in December to work with student journalists on how to effectively cover elections and to work with social reform NGOs on messaging their cause to international media outlets.

LOCATION: Beirut, Lebanon

ATTENDEES: 35 +

PARTNERS: Samir Kassir Foundation

DOMESTIC TRAINING: [Audio Storytelling Workshop for Educators](#)

February 2, 2016

GCJD hosted a workshop on Audio Storytelling for high school journalism teachers. Podcasts are growing in popularity, and with the majority of people owning smart phones, they are more accessible than ever. But creating an interesting and engaging podcast- and then launching it digitally can be harder than you think. This highly interactive workshop will take attendees from story idea on through actually launching their own podcast feed.

LOCATION: Huntsville, Texas

ATTENDEES: 12

DOMESTIC TRAINING: [Taking Control of the Narrative – Tribal Journalists](#)

April 9-16, 2016

GCJD and the [Global Press Institute](#) teamed up to train journalists for GPI's Tribal Nations news desk. Participants from the [Pine Ridge Reservation](#) traveled to Huntsville for a week of intensive journalism training. GPI trainers will then spend at least six months working with trainees to help them start producing news content.

LOCATION: Huntsville, Texas

PARTNERS: Global Press Institute

INT'L TRAINING: [Transition to Digital Journalism Workshop in Costa Rica](#)

May 12-13, 2016

GCJD partnered with the Colegio de Periodistas de Costa Rica to share tips, tricks, and tools with its member journalists on transitioning from print to digital journalism. GCJD took along four experts to conduct the training; Manuel Canales from National Geographic, Erica Berenstein from the New York Times, Fernando Nunez-Noda with 3kats Corp., and Willie Lora, the former Washington DC bureau chief for CNN Español and head of Lora Media. The 2-day training focused on visual storytelling, digital video, data journalism and social media.

LOCATION: San Jose, Costa Rica

ATTENDEES: 130+ each day for 2 days

PARTNERS: Colegio de Periodistas de Costa Rica

Attached Files

[Evaluation Summaries ALL FY16](#)

RELATED ITEM LEVEL 1

Journalist Trainings

Performance Objective Description:

GCJD will develop and implement 3 topic-based journalist trainings each year.

RELATED ITEM LEVEL 2

Workshop Tracking

KPI Description:

GCJD will track the number of journalism training workshops it conducts annually. GCJD will also track the number and types of participants that attend each workshop.

Results Description:

Below, please find a summary of each journalism training GCJD conducted, along with the number of participants who attended each workshop and who they were (students, professionals, etc.).

The TOTAL number of participants for FY 2016 was 286.

Please also note, the TITLE of each training is also a hyperlink to a final report on the training, hosted on the GCJD website.

[Polish Journalists – US Journalism Topics](#)

Dates: September 12 – 19, 2015

Location: Huntsville, Texas

Description:

Polish students and journalists visited SHSU's Huntsville campus for a week in September. The Global Center for Journalism and Democracy worked with the group to explore hot topics that U.S. journalists are tackling.

Total Attendees: 15 (polish journalists and students, SHSU students and faculty)

[US Oil & Gas Sector Workshop](#)

Dates: September 20 - 27, 2015

Location: Galveston, Austin, Huntsville, Houston, and The Woodlands, Texas

Description:

As part of an ongoing project with the Samir Kassir Foundation, journalists from Lebanon spent the week getting a first-hand look at the U.S. oil and gas sector. Journalists met with corporate executives, environmentalists, security experts, and other journalists. They also made several site visits to witness the various stages of oil and gas production in the Houston corridor.

Total Attendees: 6

[Journalism & Law Enforcement Training](#)

Dates: September 30, 2015

Location: Huntsville, Texas

Description:

Local journalists from half a dozen news organizations joined GCJD for a half day workshop aimed at helping journalists better cover law enforcement. Bryan Carlisle, the assistant police chief from Shenandoah, Texas and Patricia Villafranca, special agent with the FBI in Houston shared their knowledge with reporters about how to navigate information gathering and storytelling when covering the police beat.

Total Attendees: 23 (9 professional journalists, 14 students)

[Data Journalism Workshop](#)

Dates: October 13 - 14, 2015

Location: Beijing, China

Description:

GCJD is partnered with Tsinghua University's Global Business Journalism Program to create a two-day, interactive, workshop on Data Journalism for student and young professional journalists.

Workshop sessions gave attendees the necessary tools and knowledge to extract compelling stories from raw data, and gave them an opportunity to put the theory to use through hands-on activities.

The first part of the conference featured a series of frank discussions on the state of journalism in China and where it was, or should be headed. The second day was devoted to graduate student journalists enrolled in [Tsinghua's Global Business Journalism Program](#).

Total Attendees: 42 (both days)

[Election Coverage Journalist Workshop](#)

Dates: December 12 - 13, 2015

Location: Beirut, Lebanon

Description:

GCJD joined with the Samir Kassir Foundation and the Lebanese Association for Democratic elections to work with nearly two dozen young journalists based in Lebanon to discuss how to effectively serve the public in this environment. Sessions on how elections are run and covered in other countries, to ethical considerations, to a journalist's role in civic debate were offered over a two day conference.

Total Attendees: 25

[Taking Control of the Narrative - Tribal Journalists](#)

Dates: April 11-15, 2016

Location: Huntsville, Texas

Description:

GCJD and the Global Press Institute teamed up to train journalists for GPI's Tribal Nations news desk. Participants from the Pine Ridge Reservation traveled to Huntsville for a week of intensive journalism training. GPI trainers will then spend at least six months working with trainees to help them start producing news content. All of the participants are women, as GPI only employs female journalists. After several long days of training, they engaged in field exercises, interviewing various city and campus leaders for stories.

Total Attendees: 15 (Tribal Journalists and SHSU students)

[Transition to Digital Journalism Workshop](#)

Dates: May 12-13, 2016

Location: San Jose, Costa Rica

Description:

GCJD joined forces with the Colegio de Periodistas de Costa Rica to create a two-day, interactive, workshop on the Transition to Digital Journalism. The first day of the conference focused on using and visualizing data, and the second day examined the mediums of digital video and social media as tools for journalists.

Total Attendees: 160

RELATED ITEM LEVEL 3

Improving Training's Action

Action Description:

Based on the feedback from training attendees, GCJD will work to ensure that all trainers try to make their training's as interactive as possible. We will also encourage our trainers to make their sessions practical so attendees are able to truly grasp the information being relayed and can directly apply it to their work.

RELATED ITEM LEVEL 3

Workshop Tracking Action

Action Description:

GCJD will utilize digital registration methods to better streamline our attendee contact information process so that we can continue to better track our attendees.

RELATED ITEM LEVEL 1

On-Campus Events

Performance Objective Description:

GCJD will host at least 2 social awareness events annually on one of the SHSU campuses.

RELATED ITEM LEVEL 2

On-Campus Event Tracking

KPI Description:

GCJD will track the number of on-campus events it conducts annually, and when possible will track the number of participants.

Results Description:

In FY2016, GCJD hosted 10 on-campus events (9 in Huntsville & 1 in The Woodlands), reaching a total of 2329 people, including SHSU students, staff & faculty, as well as community members. Included in this list are 4 trainings (either for journalists or other community partners) that were held on the SHSU main campus, which were always open to SHSU students, faculty, and staff.

Summaries of the on-campus events are listed below:

DOMESTIC TRAINING FOR INT'L PARTNERS: [U.S. Social & Cultural Issues Workshop](#)

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LOCATION: Huntsville, Texas

PARTNERS: Jan Kochanowski University (Kielce, Poland)

Total Attendees: 15 (polish journalists (1) and students (3), 11 SHSU students and faculty)

DOMESTIC TRAINING FOR INT'L PARTNERS: [U.S. Oil & Gas Sector Workshop](#)

September 20-27, 2015

As part of an ongoing project with the Samir Kassir Foundation, Lebanese journalists spent a week getting a firsthand look at the U.S. oil and gas sector. They met with energy industry corporate executives, environmentalists, security experts, and other journalists who cover the energy beat. They also made several site visits to witness the various stages of oil and gas production in the Houston corridor.

LOCATION: Huntsville, Texas

PARTNERS: Samir Kassir Foundation and Norwegian Govt.

Total Attendees: 6 (professional journalists from Lebanon)

DOMESTIC TRAINING: [Covering Law Enforcement](#)

September 30, 2015

Local journalists from half a dozen news organizations joined GCJD for a half-day workshop aimed at helping journalists better cover law enforcement. Bryan Carlisle, the assistant police chief from Shenandoah, Texas and Patricia Villafranca, special agent with the FBI in Houston shared their knowledge with reporters about how to navigate information gathering and storytelling when covering the police beat.

LOCATION: Huntsville, Texas

ATTENDEES: 23 (9 professional journalists, 14 students)

CIVIC ENGAGEMENT: [#ImmigrationNation](#)

October 22 -- November 17, 2015

The GCJD Academic Community Engagement Class hosted a series of events to raise awareness about immigration issues leading up to GCJD guest speaker, Sonia Nazario, an author and Pulitzer Prize Winner.

ACTIVITIES:

- Students hosted a series of events on the LSC Mall to raise awareness about immigration issues:
 - Two Truths & A Lie
 - Candidate's Corner
 - Negative Label Demonstration
 - International Coffee Tasting
- Wrote stories about personal immigration experiences for a special section in The Houstonian
- Created videos for online
 - [Truth or Lie? #ImmigrationNation](#)
 - [#ImmigrationNation](#)
 - [My Immigration Story](#)
- Hosted guest GCJD Speaker Sonia Nazario
- **LOCATION:** Huntsville, Texas
- **REACH:** 450+

GUEST SPEAKER: [“Unequal Justice” \(Sonia Nazario\)](#)

November 17, 2015

There is a fine line between advocacy and journalism, and Sonia Nazario says it took her quite a long time to cross it. The author of the best-selling book Enrique's Journey detailed how her own journey was impacted by spending time with children trying to get to the United States from Central and South America. Nazario's visit was part of GCJD's semester long discussion on immigration.

LOCATION: Huntsville, Texas

ATTENDEES: 200

PARTNERS: SHSU Common Reader and College of Criminal Justice

CIVIC ENGAGEMENT: [Hands Across Sam](#)

December 3, 2015

In light of all the racial tensions on campuses across the U.S., GCJD students demonstrated to promote racial unity.

ACTIVITIES:

- Demonstration and “flashmob” on the LSC Mall. Students, faculty and staff joined hands to show racial unity in light of racial tensions popping up across the nation.
- Used #OneSamFam on social media to encourage positive dialog.
- Gave out “I Was There” buttons to participants

LOCATION: Huntsville, Texas (SHSU Campus- LSC Mall)

ATTENDEES: 120

REACH: 350+

PRESENTATION: [Zika and Mosquito-borne Viruses](#)

March 29, 2016

As mosquito season approaches, there is growing concern in Texas about the Zika virus, but much misinformation abounds. GCJD invited health communicators from throughout Texas to a lunch with CDC associate director of communications, David Daigle in an effort to give stakeholders relevant and accurate information.

LOCATION SHSU- The Woodlands Campus

ATTENDEES: 50 +

CIVIC ENGAGEMENT: [#StartByBelieving- Sexual Assault Awareness Month](#)

April 2016

GCJD and our Campus & Community Partners hosted #StartByBelieving in April; a civic engagement project to help combat sexual assault. The effort will be aimed at educating citizens and law enforcement to respond in a more productive way so that reporting of the crimes increases. #StartByBelieving featured a variety of events throughout April.

ACTIVITIES:

- GCJD students, along with more than 2 dozen campus and community partners joined together to host a series of events and to raise awareness about sexual assault on campus, and to combat the way we respond when someone tells us they've been raped or sexually assaulted.
 - Joined the national movement, #StartByBelieving
 - Walker County Proclamation
 - City of Huntsville Proclamation
 - Ignite the Night event
 - Not a Number event
 - 2nd Annual AXO Flag Football Tournament (fundraiser for SAAFE House)
 - Walk a Mile in Her Shoes
 - Denim Day
 - Tabling in LSC mall
 - Handed out #StartByBelieving t-shirts and information booklets
 - Houstonian Articles
 - Videos
 - [City and County Proclamations](#)
 - [#StartByBelieving](#)
 - [Stop the Cycle #StartByBelieving](#)

LOCATION: Huntsville, Texas

ATTENDEES: Ignite the Night- 125; Not a Number- 50+; Walk-A-Mile- 300+

REACH: 850+

PARTNERS: Alcohol & Drug Abuse Initiative, Alpha Chi Omega, Bearkat Democrats, CJ Graduate Student Organization, College of Business Administration, College of Criminal Justice, College of Health Sciences, Counseling Center, Crime Victim Services Alliance, Crime Victims Institute, Delta Xi Nu, Episcopal Student Center, Leadership Initiatives, Montgomery County Women's Center, Residence Life, SAAFE House, SHSU Communications, Terry Scholars, Title IX, University Police Department, Reeders's Kung Fu San Soo School

CIVIC ENGAGEMENT: [World Press Freedom Day](#)

April 28, 2016

Every year, World Press Freedom Day is a day to celebrate the fundamental principles of press freedom; to evaluate press freedom around the world, to defend the media from attacks on their independence and to pay tribute to journalists who have lost their lives in the exercise of their profession. This year, GCJD took a close look at press freedom in the USA.

ACTIVITIES:

- Cemetery in the LSC Mall honoring journalist who died in line of duty
- Information table and demonstration to raise awareness about the journalists who have died in the line of duty in 2015 and the first part of 2016
- Houstonian article
- Created a video highlighting their activities
 - [Watch here](#)

LOCATION: Huntsville, Texas

REACH: 250+

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LOCATION: Huntsville, Texas

PARTNERS: Global Press Institute

Total Attendees: 15 (4 Tribal Journalists and 11 SHSU students)

RELATED ITEM LEVEL 3

On-Campus Event Action

Action Description:

GCJD will utilize student volunteers to be posted at the entrances of each on-campus event to have attendees sign in before participating in the event. The students will then compile the sign in sheets and create a master sign in list so that GCJD may determine how many attendees it has at each event and the classifications of those attendees.

Engaging The Student Body

Goal Description:

GCJD also hopes to engage the student body in new ways to challenge students to become more valuable citizens.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

On-Campus Events

Performance Objective Description:

GCJD will host at least 2 social awareness events annually on one of the SHSU campuses.

RELATED ITEM LEVEL 2

On-Campus Event Tracking

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Results Description:

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REACH: 850+

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RELATED ITEM LEVEL 1

Student Travel

Performance Objective Description:

GCJD will sponsor SHSU students to participate in our international trainings when possible.

RELATED ITEM LEVEL 2

Student Travel Tracking

KPI Description:

GCJD will track the number of students that accompany it on overseas trips and have each student participate in the trainings, write a reflection, and if applicable, produce a finished product for their resume or portfolio.

Results Description:

In FY2016, five students traveled with GCJD to international training conferences. Please see the attached document to read their reflections and view their videos.

In summary:

CHINA: Christian Bermea & Danielle Martin

COSTA RICA: Jacqueline Jaramillo, Grace Ngo, Jacqueline Garcia

Attached Files

 [GCJD Student Travel Tracking](#)

RELATED ITEM LEVEL 3

Student Travel Action

Action Description:

GCJD will actively plan all international travel opportunities and reach out to students in disciplines that would have a vested interest in that particular international training. We will also actively engage the students in helping to plan the training's and assist in their implementation once abroad.

Forming Community Bonds

Goal Description:

GCJD is also intent on forming new bonds between SHSU and the community it serves.

RELATED ITEMS/ELEMENTS -----

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Educating Journalists

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October 10-19, 2015

GCJD headed to China with a group of trainers to teach young journalists how to collect, organize, and use data for accurate storytelling. The center joined forces with The International Center for Journalists and Tsinghua University, one of the oldest and most prestigious universities in China. The first part of the conference featured a series of frank discussions on the state of journalism in China and where it was, or should be headed. The second day was devoted to graduate student journalists enrolled in Tsinghua’s Global Business Journalism Program. The GCJD trainers included senior journalists from the New York Times, Reuters, NPR, and freelancers.

LOCATION: Beijing, China

ATTENDEES: 42 for 2 days

PARTNERS: Tsinghua University

INT’L TRAINING: [Election Coverage and Reform](#)

December 8-15, 2015

GCJD traveled to Beirut in December to work with student journalists on how to effectively cover elections and to work with social reform NGOs on messaging their cause to international media outlets.

LOCATION: Beirut, Lebanon

ATTENDEES: 35 +

PARTNERS: Samir Kassir Foundation

DOMESTIC TRAINING: [Audio Storytelling Workshop for Educators](#)

February 2, 2016

GCJD hosted a workshop on Audio Storytelling for high school journalism teachers. Podcasts are growing in popularity, and with the majority of people owning smart phones, they are more accessible than ever. But creating an interesting and engaging podcast- and then launching it digitally can be harder than you think. This highly interactive workshop will take attendees from story ideation through actually launching their own podcast feed.

LOCATION: Huntsville, Texas

ATTENDEES: 12

DOMESTIC TRAINING: [Taking Control of the Narrative – Tribal Journalists](#)

April 9-16, 2016

GCJD and the [Global Press Institute](#) teamed up to train journalists for GPI’s Tribal Nations news desk. Participants from the [Pine Ridge Reservation](#) traveled to Huntsville for a week of intensive journalism training. GPI trainers will then spend at least six months working with trainees to help them start producing news content.

LOCATION: Huntsville, Texas

PARTNERS: Global Press Institute

INT’L TRAINING: [Transition to Digital Journalism Workshop in Costa Rica](#)

May 12-13, 2016

GCJD partnered with the Colegio de Periodistas de Costa Rica to share tips, tricks, and tools with its member journalists on transitioning from print to digital journalism. GCJD took along four experts to conduct the training; Manuel Canales from National Geographic, Erica Berenstein from the New York Times, Fernando Nunez-Noda with 3kats Corp., and Willie Lora, the former Washington DC bureau chief for CNN Español and head of Lora Media. The 2-day training focused on visual storytelling, digital video, data journalism and social media.

LOCATION: San Jose, Costa Rica

ATTENDEES: 130+ each day for 2 days

PARTNERS: Colegio de Periodistas de Costa Rica

Attached Files

[📎 Evaluation Summaries ALL_FY16](#)

RELATED ITEM LEVEL 1

Community Partner Trainings

Performance Objective Description:

GCJD will develop and implement at least 2 trainings for entities such as law enforcement, civil society groups, or political parties each year.

RELATED ITEM LEVEL 2

Community Partner Training Tracking

KPI Description:

GCJD will track the number of Community Partner trainings it conducts and the number of participants.

Results Description:

In FY2016, GCJD conducted 4 community partner trainings (3 domestic, 1 international). We reached a total of 118 people. Summaries of each training are listed below.

DOMESTIC TRAINING: [Covering Law Enforcement](#)

September 30, 2015

Local journalists from half a dozen news organizations joined GCJD for a half-day workshop aimed at helping journalists better cover law enforcement. Bryan Carlisle, the assistant police chief from Shenandoah, Texas and Patricia Villafranca, special agent with the FBI in Houston shared their knowledge with reporters about how to navigate information gathering and storytelling when covering the police beat.

LOCATION: Huntsville, Texas

ATTENDEES: 21

INT’L TRAINING: [Election Coverage and Reform](#)

December 8-15, 2015

GCJD traveled to Beirut in December to work with student journalists on how to effectively cover elections and to work with social reform NGOs on messaging their cause to international media outlets.

- LOCATION:** Beirut, Lebanon
- ATTENDEES:** 35 +
- PARTNERS:** Samir Kassir Foundation

DOMESTIC TRAINING: [Audio Storytelling Workshop for Educators](#)

February 2, 2016

GCJD hosted a workshop on Audio Storytelling for high school journalism teachers. Podcasts are growing in popularity, and with the majority of people owning smart phones, they are more accessible than ever. But creating an interesting and engaging podcast- and then launching it digitally can be harder than you think. This highly interactive workshop will take attendees from story ideation through actually launching their own podcast feed.

- LOCATION:** Huntsville, Texas
- ATTENDEES:** 12

PRESENTATION: [Zika and Mosquito-borne Viruses](#)

March 29, 2016

As mosquito season approaches, there is growing concern in Texas about the Zika virus, but much misinformation abounds. GCJD invited health communicators from throughout Texas to a lunch with CDC associate director of communications, David Daigle in an effort to give stakeholders relevant and accurate information.

- LOCATION** SHSU- The Woodlands Campus
- ATTENDEES:** 50 +

RELATED ITEM LEVEL 3

Community Partner Training's Action

Action Description:

GCJD will actively network and seek out new community partnerships in an effort to continuously diversify our work.

RELATED ITEM LEVEL 1

Journalist Trainings

Performance Objective Description:

GCJD will develop and implement 3 topic-based journalist trainings each year.

RELATED ITEM LEVEL 2

Workshop Tracking

KPI Description:

GCJD will track the number of journalism training workshops it conducts annually. GCJD will also track the number and types of participants that attend each workshop.

Results Description:

Below, please find a summary of each journalism training GCJD conducted, along with the number of participants who attended each workshop and who they were (students, professionals, etc.).

The TOTAL number of participants for FY 2016 was 286.

Please also note, the TITLE of each training is also a hyperlink to a final report on the training, hosted on the GCJD website.

Polish Journalists – US Journalism Topics

Dates: September 12 – 19, 2015

Location: Huntsville, Texas

Description:

Polish students and journalists visited SHSU's Huntsville campus for a week in September. The Global Center for Journalism and Democracy worked with the group to explore hot topics that U.S. journalists are tackling.

Total Attendees: 15 (polish journalists and students, SHSU students and faculty)

US Oil & Gas Sector Workshop

Dates: September 20 - 27, 2015

Location: Galveston, Austin, Huntsville, Houston, and The Woodlands, Texas

Description:

As part of an ongoing project with the Samir Kassir Foundation, journalists from Lebanon spent the week getting a first-hand look at the U.S. oil and gas sector. Journalists met with corporate executives, environmentalists, security experts, and other journalists. They also made several site visits to witness the various stages of oil and gas production in the Houston corridor.

Total Attendees: 6

Journalism & Law Enforcement Training

Dates: September 30, 2015

Location: Huntsville, Texas

Description:

Local journalists from half a dozen news organizations joined GCJD for a half day workshop aimed at helping journalists better cover law enforcement. Bryan Carlisle, the assistant police chief from Shenandoah, Texas and Patricia Villafranca, special agent with the FBI in Houston shared their knowledge with reporters about how to navigate information gathering and storytelling when covering the police beat.

Total Attendees: 23 (9 professional journalists, 14 students)

Data Journalism Workshop

Dates: October 13 - 14, 2015

Location: Beijing, China

Description:

GCJD is partnered with Tsinghua University's Global Business Journalism Program to create a two-day, interactive, workshop on Data Journalism for student and young professional journalists.

Workshop sessions gave attendees the necessary tools and knowledge to extract compelling stories from raw data, and gave them an opportunity to put the theory to use through hands-on activities.

The first part of the conference featured a series of frank discussions on the state of journalism in China and where it was, or should be headed. The second day was devoted to graduate student journalists enrolled in [Tsinghua's Global Business Journalism Program](#).

Total Attendees: 42 (both days)

Election Coverage Journalist Workshop

Dates: December 12 - 13, 2015

Location: Beirut, Lebanon

Description:

GCJD joined with the Samir Kassir Foundation and the Lebanese Association for Democratic elections to work with nearly two dozen young journalists based in Lebanon to discuss how to effectively serve the public in this environment. Sessions on how elections are run and covered in other countries, to ethical considerations, to a journalist's role in civic debate were offered over a two day conference.

Total Attendees: 25

Taking Control of the Narrative - Tribal Journalists

Dates: April 11-15, 2016

Location: Huntsville, Texas

Description:

GCJD and the Global Press Institute teamed up to train journalists for GPI's Tribal Nations news desk. Participants from the Pine Ridge Reservation traveled to Huntsville for a week of intensive journalism training. GPI trainers will then spend at least six months working with trainees to help them start producing news content. All of the participants are women, as GPI only employs female journalists. After several long days of training, they engaged in field exercises, interviewing various city and campus leaders for stories.

Total Attendees: 15 (Tribal Journalists and SHSU students)

Transition to Digital Journalism Workshop

Dates: May 12-13, 2016

Location: San Jose, Costa Rica

Description:

GCJD joined forces with the Colegio de Periodistas de Costa Rica to create a two-day, interactive, workshop on the Transition to Digital Journalism. The first day of the conference focused on using and visualizing data, and the second day examined the mediums of digital video and social media as tools for journalists.

Total Attendees: 160

RELATED ITEM LEVEL 3

Improving Training's Action

Action Description:

Based on the feedback from training attendees, GCJD will work to ensure that all trainers try to make their training's as interactive as possible. We will also encourage our trainers to make their sessions practical so attendees are able to truly grasp the information being relayed and can directly apply it to their work.

RELATED ITEM LEVEL 3

Workshop Tracking Action

Action Description:

GCJD will utilize digital registration methods to better streamline our attendee contact information process so that we can continue to better track our attendees.

RELATED ITEM LEVEL 1

On-Campus Events

Performance Objective Description:

GCJD will host at least 2 social awareness events annually on one of the SHSU campuses.

RELATED ITEM LEVEL 2

On-Campus Event Tracking

KPI Description:

GCJD will track the number of on-campus events it conducts annually, and when possible will track the number of participants.

Results Description:

In FY2016, GCJD hosted 10 on-campus events (9 in Huntsville & 1 in The Woodlands), reaching a total of 2329 people, including SHSU students, staff & faculty, as well as community members. Included in this list are 4 trainings (either for journalists or other community partners) that were held on the SHSU main campus, which were always open to SHSU students, faculty, and staff.

Summaries of the on-campus events are listed below:

DOMESTIC TRAINING FOR INT'L PARTNERS: U.S. Social & Cultural Issues Workshop

September 12-19, 2015

Polish students and journalists visited SHSU's Huntsville campus for a week in September. The group wanted to fully explore journalism in the United States, and discuss the hot topics that U.S. journalists are tackling. They met with various journalism outlets including the Texas Tribune and Community Impact newspapers and participated in a few U.S. cultural experiences.

LOCATION: Huntsville, Texas

PARTNERS: Jan Kochanowski University (Kielce, Poland)

Total Attendees: 15 (polish journalists (1) and students (3), 11 SHSU students and faculty)

DOMESTIC TRAINING FOR INT'L PARTNERS: [U.S. Oil & Gas Sector Workshop](#)

September 20-27, 2015

As part of an ongoing project with the Samir Kassir Foundation, Lebanese journalists spent a week getting a firsthand look at the U.S. oil and gas sector. They met with energy industry corporate executives, environmentalists, security experts, and other journalists who cover the energy beat. They also made several site visits to witness the various stages of oil and gas production in the Houston corridor.

LOCATION: Huntsville, Texas

PARTNERS: Samir Kassir Foundation and Norwegian Govt.

Total Attendees: 6 (professional journalists from Lebanon)

DOMESTIC TRAINING: [Covering Law Enforcement](#)

September 30, 2015

Local journalists from half a dozen news organizations joined GCJD for a half-day workshop aimed at helping journalists better cover law enforcement. Bryan Carlisle, the assistant police chief from Shenandoah, Texas and Patricia Villafranca, special agent with the FBI in Houston shared their knowledge with reporters about how to navigate information gathering and storytelling when covering the police beat.

LOCATION: Huntsville, Texas

ATTENDEES: 23 (9 professional journalists, 14 students)

CIVIC ENGAGEMENT: [#ImmigrationNation](#)

October 22 -- November 17, 2015

The GCJD Academic Community Engagement Class hosted a series of events to raise awareness about immigration issues leading up to GCJD guest speaker, Sonia Nazario, an author and Pulitzer Prize Winner.

ACTIVITIES:

- Students hosted a series of events on the LSC Mall to raise awareness about immigration issues:
 - Two Truths & A Lie
 - Candidate's Corner
 - Negative Label Demonstration
 - International Coffee Tasting
- Wrote stories about personal immigration experiences for a special section in The Houstonian
- Created videos for online
 - [Truth or Lie? #ImmigrationNation](#)
 - [#ImmigrationNation](#)
 - [My Immigration Story](#)
- Hosted guest GCJD Speaker Sonia Nazario
- **LOCATION:** Huntsville, Texas
- **REACH:** 450+

GUEST SPEAKER: ["Unequal Justice" \(Sonia Nazario\)](#)

November 17, 2015

There is a fine line between advocacy and journalism, and Sonia Nazario says it took her quite a long time to cross it. The author of the best-selling book *Enrique's Journey* detailed how her own journey was impacted by spending time with children trying to get to the United States from Central and South America. Nazario's visit was part of GCJD's semester long discussion on immigration.

LOCATION: Huntsville, Texas

ATTENDEES: 200

PARTNERS: SHSU Common Reader and College of Criminal Justice

CIVIC ENGAGEMENT: [Hands Across Sam](#)

December 3, 2015

In light of all the racial tensions on campuses across the U.S., GCJD students demonstrated to promote racial unity.

ACTIVITIES:

- Demonstration and “flashmob” on the LSC Mall. Students, faculty and staff joined hands to show racial unity in light of racial tensions popping up across the nation.
- Used #OneSamFam on social media to encourage positive dialog.
- Gave out “I Was There” buttons to participants

LOCATION: Huntsville, Texas (SHSU Campus- LSC Mall)

ATTENDEES: 120

REACH: 350+

PRESENTATION: [Zika and Mosquito-borne Viruses](#)

March 29, 2016

As mosquito season approaches, there is growing concern in Texas about the Zika virus, but much misinformation abounds. GCJD invited health communicators from throughout Texas to a lunch with CDC associate director of communications, David Daigle in an effort to give stakeholders relevant and accurate information.

LOCATION SHSU- The Woodlands Campus

ATTENDEES: 50 +

CIVIC ENGAGEMENT: [#StartByBelieving- Sexual Assault Awareness Month](#)

April 2016

GCJD and our Campus & Community Partners hosted #StartByBelieving in April; a civic engagement project to help combat sexual assault. The effort will be aimed at educating citizens and law enforcement to respond in a more productive way so that reporting of the crimes increases. #StartByBelieving featured a variety of events throughout April.

ACTIVITIES:

- GCJD students, along with more than 2 dozen campus and community partners joined together to host a series of events and to raise awareness about sexual assault on campus, and to combat the way we respond when someone tells us they’ve been raped or sexually assaulted.
 - Joined the national movement, #StartByBelieving
 - Walker County Proclamation
 - City of Huntsville Proclamation
 - Ignite the Night event
 - Not a Number event
 - 2nd Annual AXO Flag Football Tournament (fundraiser for SAAFE House)
 - Walk a Mile in Her Shoes

- Denim Day
- Tabling in LSC mall
 - Handed out #StartByBelieving t-shirts and information booklets
- Houstonian Articles
- Videos
 - [City and County Proclamations](#)
 - [#StartByBelieving](#)
 - [Stop the Cycle #StartByBelieving](#)

LOCATION: Huntsville, Texas

ATTENDEES: Ignite the Night- 125; Not a Number- 50+; Walk-A-Mile- 300+

REACH: 850+

PARTNERS: Alcohol & Drug Abuse Initiative, Alpha Chi Omega, Bearkat Democrats, CJ Graduate Student Organization, College of Business Administration, College of Criminal Justice, College of Health Sciences, Counseling Center, Crime Victim Services Alliance, Crime Victims Institute, Delta Xi Nu, Episcopal Student Center, Leadership Initiatives, Montgomery County Women’s Center, Residence Life, SAAFE House, SHSU Communications, Terry Scholars, Title IX, University Police Department, Reeders’s Kung Fu San Soo School

CIVIC ENGAGEMENT: [World Press Freedom Day](#)

April 28, 2016

Every year, World Press Freedom Day is a day to celebrate the fundamental principles of press freedom; to evaluate press freedom around the world, to defend the media from attacks on their independence and to pay tribute to journalists who have lost their lives in the exercise of their profession. This year, GCJD took a close look at press freedom in the USA.

ACTIVITIES:

- Cemetery in the LSC Mall honoring journalist who died in line of duty
- Information table and demonstration to raise awareness about the journalists who have died in the line of duty in 2015 and the first part of 2016
- Houstonian article
- Created a video highlighting their activities
 - [Watch here](#)

LOCATION: Huntsville, Texas

REACH: 250+

DOMESTIC TRAINING: [Taking Control of the Narrative – Tribal Journalists](#)

April 9-16, 2016

GCJD and the [Global Press Institute](#) teamed up to train journalists for GPI’s Tribal Nations news desk. Participants from the [Pine Ridge Reservation](#) traveled to Huntsville for a week of intensive journalism training. GPI trainers will then spend at least six months working with trainees to help them start producing news content.

LOCATION: Huntsville, Texas

PARTNERS: Global Press Institute

Total Attendees: 15 (4 Tribal Journalists and 11 SHSU students)

RELATED ITEM LEVEL 3

On-Campus Event Action

Action Description:

GCJD will utilize student volunteers to be posted at the entrances of each on-campus event to have attendees sign in before participating in the event. The students will then compile the sign in sheets and create a master sign in list so that GCJD may

determine how many attendees it has at each event and the classifications of those attendees.

Update to Previous Cycle's Plan for Continuous Improvement

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

Following our first full year collecting and analyzing evaluations from our international trainings and domestic events, GCJD has ambitious Plan for Continuous Improvement.

The successful development and implementation of our training evaluations has provided valuable data about the quality of our training program assessment, and is allowing us to identify areas for improvement in the development of our training programs. Specifically, we received feedback that training attendees wanted some trainers to go more in-depth into their topics, and to develop better visual aids in conjunction with their verbal presentations. Therefore, during the 2015-2016 cycle, GCJD will work much closer with workshop trainers to assist them in developing strong, in-depth curriculums, and will require all presenters to include visual aids with their presentations.

During the summer of 2015, GCJD conducted a mid- to long-term impact evaluation of our international trainings. One of the primary challenges in sending out the survey was that we no longer had accurate contact information for many of our past attendees. To combat this issue, GCJD will begin electronically collecting contact information during each training (to avoid issues with reading handwriting) and will send periodic updates on our work and requests for information updates to former attendees.

GCJD experienced huge growth in on-campus events in 2015, and we by far exceeded our goal of 2 on-campus social awareness events (14 events were held on campus during the 2014-2015 cycle). While we did track the attendance at our formal guest speaker events (more than 950 attendees), and we passed out evaluations at those events, we did not accurately track participation in our less formal events. In the 2015-2016 cycle we will strive to better track attendance and participation at our other on-campus events, and will test various electronic surveys to gauge impact and engagement during these events.

A continuing primary goal of GCJD will be to engage the student body in meaningful ways. We will continue to do that through our on-campus events and inviting selected students to travel with us when we conduct international trainings. Students currently write a reflection after returning home, and also work on projects when applicable. While these tools allow us to measure success, we will also have students answer questions from the GPI in conduction with SHSU's assessment office to help gauge growth in areas of cultural and social awareness.

Also, for the students that we invite on our international trainings, we will work to get them involved earlier in the planning and development process in order to engage them on a deeper level, and give them more practical experience.

Forming stronger community bonds through our domestic initiatives (community partner trainings) will also be a strong focus for GCJD in the 2015-2016 cycle. After our hugely successful initial foray into working with high school journalism educators, we will continue to try to offer at least one teacher training workshop or local journalism training per year. We are also planning to host a high school journalism summer camp in 2016.

Update of Progress to the Previous Cycle's PCI:

The previous Plan for Continuous Improvement laid out many actions items that GCJD wished to accomplish throughout the 2015-2016 academic year. During the planning stages of each event we coordinated, this PCI was referenced to ensure that we were continuously working towards achieving as many of these action items as possible.

We recognized various needs from evaluations submitted after our 2014-2015 trainings, some of which included requests for trainers to go more in depth with their topics and to develop better visual aids for relaying their information. After recognizing these needs GCJD pushed up the deadline to receive presentations from trainers, assigned staff to help with visual aids if necessary and required a final approval before any trainer, even very senior ones, went before a group. Evaluations were generally stronger, and we did not run into the same issues that we had in the past. We will continue to employ this strategy moving forward.

We also attempted to collect as much attendee information as possible over the course of this past year electronically, but our success rate on this was spotty as internet and technology was not always working/available. We purchased a laptop and will make sure we input information as soon as possible moving forward.

In order to better track attendance, we used clickers to do a headcount at our events. We have not yet employed electronic surveys. We have started to employ electronic engagement techniques while in China and Costa Rica such as Audio Storytelling, but those were used for learning, not for evaluating.

While we had hoped to utilize the Global Perspective Inventory's online assessment to assist in gauging growth in areas of social and cultural awareness we were unable to do so in a timely enough manner for it to be employed. We do hope to use this measurement in the future.

Another initiative we established this year was to make sure that the students who travel with us are engaged much earlier in the process and assigned projects to help them develop a sense of ownership. They have also been asked to create content beyond just writing a reflection including videos, writing articles, social media campaigns, and writing reports for partners.

We have definitely worked to form stronger community bonds. We have partnered with more campus departments and organizations, but have also worked with more community entities including the SAAFE House, Montgomery County Women's Shelter, Reeders Kung FU San Soo School, The Sam Houston Statue & Visitors Center, The Mayor and City Council Offices, UPD, The Austin Tice Foundation, etc. Our outreach to other entities will continue to complement future activities.

We continued to forge strong community bonds by offering another high school teacher training in partnership with region 6. We worked with local newspapers offering training on working with law enforcement and covering politics. We did not offer the journalism training camp due to a lack of resources necessary to coordinate it successfully but may again look to offer in the future.

GCJD Plan for Continuous Improvement

Closing Summary:

GCJD has been very successful over the past few years with our assessment plan and we hope to continue to accomplish action items during the new fiscal year.

This year GCJD will continue to try to ascertain the funding necessary for our many events and trainings by creating partnerships with organizations who may have an interest in working to defray some of our operating costs. It is also our hope that by increasing our partnerships we will be able to attract potential grant funding for our future work.

GCJD has recently acquired both a new coordinator and a new program manager to fill the positions left vacant at the beginning of Summer 2016. This means that one of the challenges for the office will be to fully train and engage a brand new GCJD staff.

Additionally, GCJD no longer is structured under the College of Fine Arts and Mass Communication so we will be actively seeking new partnerships with various departments and organizations on campus to enable us to reach students and encourage their participation in all of our upcoming events.

Something that we have done very well in in the past that we hope to continue is working to put GCJD in situations that will help in our global visibility. This will enable both the center to form new partnerships for the betterment and expansion of our operations and it will allow us to offer the students of SHSU a wider array of networking opportunities for their growth and development.