FUNDING PROPOSAL

Senior Signatures

March 2014 update

Summary

This student media initiative proposed by Remy Neymarc '13 and Lindsey Bosse '13 and by the *Senior Signatures* Board members for 2013-14 is--in many ways--a much more robust and sustainable digital equivalent of a senior section of a printed yearbook, something undergraduates supported through student media fees from 1977-2004 when the yearbook (then called Yiem Kimtah) was discontinued.

This proposal for a new student medium, *Senior Signatures,* provides Lewis & Clark College with a uniquely new, digitally interactive way to write collective history for each year of graduating seniors, beginning with the Class of 2014, and continuing with each subsequent graduating senior class.

During the summer and early fall of 2013, a student-run *Senior Signatures* board was recruited to formally create this new student medium as part of the Student Media Board in the College of Arts and Sciences. The *Senior Signatures* board will create and manage the Live Whale web site and work to integrate both text and other file formatted data using available and workable functionalities with Google or, if possible, with the Profiles functionality of the Live Whale content management system. That information will be displayed with the Storybook web app designed by Neymarc Visuals.

The *Senior Signatures* flier describing this project is included as **Attachment A.**

The requested amount of this grant is $45,000, an amount needed to complete this project with a target date of going live in a beta format on April 1, 2014.

To date, $15,000 has been funded through the Senior Experience budget, with assistance from the Office of the Vice President and Provost. These funds were spent over a five month period (March-August 2013) with Neymarc Visuals to produce the initial prototype online.

The September 2013 Storybook Web App Project Update #1 report from Neymarc Visuals is included as **Attachment B**.

The initial beta of the Storybook web site utilizing the Lewis & Clark College shield as its gathering visual has been produced and tested. Details regarding creation of this demonstration site are noted in the Neymarc Visuals Project Update #1.

The proposed contract for project completion from Neymarc Visuals is included as **Attachment C**.

Why this Proposal for student fee funding?

This proposed new media platform, *Senior Signatures,* will be the first digital student publication in the history of the College, and it will not use paper products. Rather, it will be a new digital tool for gathering stories of relationship between seniors and the College in terms of co-curricular involvement and academic pursuits, focusing on how students have impacted and shaped the College, and how the College has influenced and shaped them educationally.

In addition to their continuing email account for one year and forwarding privileges through the Office of Alumni and Parent Programs, graduating seniors who choose to create their profile on *Senior Signatures* can also choose to stay connected with the College in terms of any personal digital tool they are using (Facebook page, YouTube, Linked-In, email account), as the *Senior Signatures* board will build in that connectivity option with the information gathering tool it utilizes.

Senior Signatures embeds **this sustainable initiative** within the entire undergraduate academic department administrative structure of the College, generating critical information from graduating seniors that can be used in a variety of ways noted below.

Once it is created with the start-up grant, ongoing maintenance and curatorial responsibilities will be managed by the *Senior Signature* staff and advisor, similar to other student publications, with an annual software maintenance fee with Neymarc Visuals built into the Student Media Board budget.

Most importantly from the standpoint of sustainability, *Senior Signatures* **is digital and global rather than print-based and local.**

There are numerous additional sustainable elements to such an approach:

1. This medium generates, on an annual basis, the equivalent of digital department newsletters, as each spring seniors are invited to provide information on *Senior Signatures* related to major, department, program, and senior academic research and co-curricular interests.

2. This medium allows us to utilize a program that is already owned by the College, Live Whale. The visual piece contributes a unique piece to Live Whale Profiles that would help separate it from the Live Whale site as used currently, although it would still be interactive with Live Whale as we know it now.

3. This medium provides the opportunity for seniors to highlight, in a systematic way, senior student research posters and capstone projects across all departments and programs, with provision for links to pdfs and other new media linkages they choose.

4. *Senior Signatures* board members will build relationships with undergraduate student organizations— Student Academic Affairs Board, Student Alumni Association, Pamplin Society, and Student Media Board--as well as several offices that focus on the Senior Experience activities each spring—Student Activities, Alumni & Parent Programs, Commencement, Career Development, and International Students and Scholars, thereby reinforcing cooperation and collaboration among student groups and administrative offices as we gather profiles from between 400-450 seniors annually. Evidence of this potential for broader use is demonstrated in the endorsement from the Pamplin Society of Fellows and International Students and Scholars included as **Appendix D and Appendix E.**

5. Additionally, the use of the *Senior Signatures* model provides the opportunity to engage all members of the Lewis & Clark community over time through minor adaption of template pages to provide a new media story-telling tool that can also serve the GSEC, Law, and the College of Arts & Sciences in upcoming historic celebratory years. The decision to use/not use this new digital medium remains with individual schools and organizations. See **Attachment I** for further information about this possibility as it relates to the Lewis & Clark master plan, The Journey Forward and the importance of digitization of all undergraduate student media journals.

Senior Signatures **Board**

During initial beta and introductory phases, it is crucial to have students on campus contribute to the website's development and design so that it eventually will be more or less self-sustaining, with only minimal work from the Storybook web application with Neymarc Visuals. *Senior Signatures* board members (see **Attachment E** for the list gathered at Pio Fair on September 6, 2013) will be responsible for helping to update categories for tags, spreading the word about uploading and editing profiles, etc.

The *Senior Signatures* board will be in charge of responding to student needs and wants in relation to the website. The board will maintain communication between all parties involved, including Neymarc Visuals, Lewis & Clark's New Media Director, and the student body. The responsibilities of the board are bound to change with time and progress made with *Senior Signatures*.

Senior Signatures board members have submitted all appropriate student organization paperwork by September 27, including its constitution (see **Attachment G**.)

Senior Signatures board members have initially reviewed the proposed Profiles template and will make final decisions regarding specific questions asked and categories of information sought during fall 2013. See **Attachment H** for the initial draft of Profile Template Categories of information.

During summer 2013, former Student Media Board Chair, Lindsey Bosse '13, was employed in the Office of the Vice President and Provost as a New Media Intern in order to work with Neymarc Visuals (the company which will build the site) and its interface with Live Whale (Lewis & Clark's content management system for the web). Lindsey focused her efforts on digital coordination of information and code that will be written by Neymarc Visuals. She has also agreed to volunteer in the site beta launch and subsequent improvements as necessary. This ensures a smooth transition from the hands of the creators (Remy and Lindsey) to the hands of the Senior Signatures board for 2013-14.

Capacity, Expansion, Sustainability
Adam Buchwald, Chief Information Officer, has been consulted on this project and has indicated that Lewis & Clark servers have sufficient capacity for this project.

As seniors each year respond to multiple opportunities to create profiles, the database will grow substantially over time, and profiles will keep getting added and updated, thus documenting in perpetuity the stories of the people that have made Lewis & Clark what it is today and who will sustain and renew us in the future.

The *Story Book* software that undergirds *Senior Signatures* is web-based, will be accessible and shared extensively across generations and without national boundaries, throughout the world, consistent with not only the mission of the institution, but also with the thoughtful stewardship of student fees.

<u>Visual to be used in this web site is the Lewis & Clark Shield</u>
While incorporating traditional heraldic elements, the shield uses abstract forms, allowing for individual interpretation. The fluid curves of the design are meant to recall features of the natural landscape of the Northwest with a contemporary economy of line.   The current Lewis & Clark shield was created in 1992, the year the institution celebrated its 125th anniversary, 50 years on the present campus, and 30 years of undergraduate overseas study programs. The Shield is used by College of Arts & Sciences, Law School, and Graduate School of Education and Counseling. It is the only visual common-denominator shared by our three schools.

At Lewis & Clark, use of this visual will require approval from the Executive Council, as its use is governed by restrictions associated with current policy. The use of the Shield for Senior Signatures has been approved in summer 2013 by Amy Drill, Communications officer for publications and art director.

The gathering visual is repeated in this proposal and on the inside cover of this project proposal that highlights how Lewis & Clark will utilize *Senior Signatures* as the initial client for the **Storybook** web application being underwritten by this grant, which will be used to further augment the initial work being done on this project by Neymarc Visuals.

Senior Signature advisor, 2013-14 – Michael Ford, Associate Vice President for Campus Life

Dr. Ford has a unique perspective on our history, having served in seven different positions within Student Life, Institutional Advancement, and with the Office of the Vice President and Provost (Common Services) during his 37 years at the school, 1976-present. For eight of those years, he served as advisor to the yearbook, working with students to create the initial Senior Photo Section of the yearbook, which quickly became a tradition in every subsequent book.

If funded, he will continue to advocate for this digital effort in the context of celebratory year planning, working in close collaboration with colleagues across the institution to further build support for the use of this new student medium to craft our collective story in support of the Strategic Plan. His thoughts on this are included in the **Appendix I**.

Senior Signature Web Advisor, 2013-14 – Morgan Grether, Director of New Media
Dr. Grether directs Lewis & Clark's new media efforts across all three schools and has agreed to work with the Senior Signatures board to create the initial site on Live Whale, the College's content management system on the web and to assist as requested should the StoryBook web proposal be funded.

Project Timeline

The project will require approximately 12 months from concept and design to development & implementation,

Spring 2013

- Consultation by Remy Neymarc '13, who proposed the *Senior Signatures* new medium (completed his B.A. in Computer Science this summer) with ASLC Cabinet and Student Media Board chair, Lindsey Bosse, to craft this new medium and seek funding from student fees and other sources to initiate work on this initiative during the spring-summer 2013.
- Initial contract with Neymarc Visuals, $15,000 in seed funding secured, contract executed, and preliminary work accomplished by August 31, 2013.

Summer 2013

- In consultation with Senior Signatures board members and staff, draft elements to be included in a grant proposal of $45,000 from the Green Fund.
- Explore creative design of *Senior Signature* web portal using Storybook web app design.
- New Media Intern worked with Neymarc Visuals to build the initial interface between Live Whale content management system or Google docs for data input and **Storybook** web application.

Fall 2013

- *Senior Signatures* board completed and submitted all student organization paperwork and wrote constitution for *Senior Signatures* by deadlines established by ASLC.
- Complete initial draft of Green Fund proposal by *Senior Signatures* board, November, 2013.
- Secure funding of $45,000 from Green Fund. If not fully funded, seek partial funding from ASLC Finance Committee.
- Further explore the digital interface needed to connect Google docs or Profiles with *Storybook* web app and finalize template for Senior Signature web site on Live Whale.
- Make modifications as necessary based upon feedback and response from Pamplin Society who will be invited to serve as beta group for project, for both *Senior Signatures* and potential outreach to target groups of alumni.

Spring 2014
- Blend *Senior Signatures* into the Senior Experience as one a number of activities planned to create class unity.
- Build initial **Senior Signatures** site on Live Whale page with planned upgrade in February.
- Combine promotional efforts to collect profiles with Commencement Countdown in mid-March when on-campus seniors come together to secure tickets and conduct other Commencement related matters.
- Publish initial Senior Signatures web site in April, 2013 and invite seniors who have not yet completed their profiles to do so.
- Follow-up with final communication from Commencement Coordinator in mid-May inviting seniors who have just graduated to complete their profile before June 30, 2014.

List of Appendices

A   *Senior Signatures* flier
B   Neymarc Visuals *Storybook* Web App Project Update, September 1, 2013
C   Neymarc Visuals *Storybook* Web App Project Proposal for Completion, October 2013
D   *Senior Signatures* Endorsement from Pamplin Society
E   *Senior Signatures* Endorsement from Greg Caldwell, International Students and Scholars
F   *Senior Signatures* Board and other interested student list from Pio Fair, September 6, 2013
G   *Senior Signatures* Constitution
H   *Senior Signatures* Profiles Template (Initial Draft)
I   *Senior Signatures* and the Journey Forward Master Plan—Michael Ford