

# 2017-18 INSTRUCTIONALLY RELATED ACTIVITIES BUDGET REQUEST

**Name of IRA Program:** Tovon Literary Magazine

**Course Title and Number:** ENGL460 and ENGL461

**Faculty Program Director:** Dr. Janelle Adsit, Assistant Professor, English

**College and Department:** CAHSS

**Campus Phone:** 5936 **Email Address:** Ja2828@humboldt.edu

1. Please describe the nature and objective of your activity and how it qualifies as an Instructionally Related Activity (IRA). Use the attached examples of evaluation criteria, reference in #3 provided by the IRA Committee. Address the issue of how the course/activity relates to the larger curriculum (i.e. general education, majors, minors, electives). What are the students expected to learn by the end of this course activity that they did not know before? Are there any special requirements for participating in this activity? Please be as clear and concise as possible in your response.

The requested IRA funds are used exclusively to pay for the cost of producing the Toyon Literary Magazine, a multilingual journal of literature and art. This includes printing and binding of the paper edition and web hosting for the digital edition. The ENGL460 course and the new ENGL461 course (offered for the first time as of Spring 2017) are two courses that fulfill the requirements for the Writing Practices concentration in English. ENGL460 is also an option for Environmental Studies majors who have a concentration in multimedia production. ENGL460 has also, in recent years, been selected as an elective from students in majors such as Art, World Languages and Cultures, Journalism, and Theater. Both ENGL460 and ENGL461 complement these programs by providing students a robust introduction to editing and print production and changing trends in the publishing industry. Students learn every aspect of managing and publishing a multilingual literary journal—calling for submissions, conducting blind review, copyediting and typesetting. All layout and editing decisions are made by the students in the class, and they learn how to think critically about these decisions while taking into account the needs of their readership, the constraints of their budget, and the contingencies of literary value. After completing the course, students are able to navigate community and professional publishing venues as contributors, editors, marketing specialists, or designers. See attached for more information about how the course/activity meets the evaluation criteria provided by the IRA Committee.

2. How does your program meet all the General Requirements listed in #2 of the IRA Funding Guidelines? If the IRA Program no longer has a course title and number, please explain why it should still be eligible for IRA funding. Please see attached table #2.

3. What is the instructor's level of participation in this IRA funded course and activity? The instructor teaches every class session and supervises all student work. For more information about the leadership experience students gain in the class, please visit: <http://www.toyonliterarymagazine.org/learn.html>

***I have reviewed this Instructionally Related Activities Budget Request in its entirety:***

**IRA Program Director Name:** Dr. Janelle Adsit, Assistant Professor, English

**IRA Program Director Signature:** 

**Department Chair Name:** Dr. Laura Hahn, Professor and Chair, English and Communications

**Department Chair Signature:** 

**Instructionally Related Activities  
Request Spreadsheet  
2017-18**

**TOYON LITERARY MAGAZINE**

Line Item	Identify Priority: 1 = highest priority	Category (see definitions)	Total Funds Needed	Amount Requested from IRA	Difference	Other Source of Revenue			Explanation/break down of line items; includes per item, what is the date(s) of the events? (add attachment if necessary)	# of students directly served per year
						University / Associated Students	Fundraised	Student Contribution		
Printing and Binding	1	Supplies and Services	3,500	3500	3,500				See narrative and supplemental tables 1 and 2	40
Annual Web Hosting of Toyon Literary Magazine Website	2	Supplies and Services	100	100	100				See narrative and supplemental tables 1 and 2	40
Print Advertising Materials		Publicity	100		100		100		Covered by the English Department	
Awards		Publicity	600		700		700		Funding for this category comes from various sources including Environmental Studies, Mensa, and individual donors, as well as the English department trust	7
Release Party & Reading Event		Publicity	600		600		600		Funding for this category comes from Toyon fundraising efforts	100
<b>TOTALS</b>			4,900	3500	0	5,000	0	1,400	0	
<b>TOTAL REVENUE</b>	1,400									
<b>TOTAL EXPENSE</b>	4,900									
<b>REVENUE OVER EXPENSE</b>	-3,500									
<b>2015-16 IRA Allocation</b>	<b>2017-18 IRA Allocation Request</b>	<b>Difference</b>								
	3,600	3,600								
If your 2017-18 budget request is different than the current year please explain: N/A										



**Table 1**

Toyon/ENGL460 & ENGL461 Description	IRA Evaluation Criteria
<p>These courses and the accompanying activities give students hands-on preparation for the publishing industry—in editing, design, and production—that they cannot gain elsewhere in our curriculum. They learn about trends in e-publishing, book publishing, literary journals and magazine publishing, Digital Commons, etc. They gain professionalizing skills, and they build portfolios that demonstrate their expertise to future employers and collaborators.</p>	<p>Educational benefits of the program</p>
<p>These two courses provide participants with the opportunity to learn and practice skills necessary for the field of editing and publishing. By the end of the course sequence, students are able:</p> <ul style="list-style-type: none"> <li>• To use a lexicon and vocabulary that is specific to bookmaking and the publishing industry.</li> <li>• To make effective layout and design choices in print and online.</li> <li>• To learn and use software applications and technology, including InDesign, website builders, and submission management software.</li> <li>• To make editorial decisions in accordance with university policy, funding policy, copyright policy, and the limitations associated with a fixed budget.</li> <li>• To identify the rhetorical and aesthetic effects of a writer’s choices in a piece of writing; to evaluate a work of literature with a sense of diverse literary possibilities.</li> <li>• To discuss the contingencies of literary value.</li> <li>• To analyze audiences and readerships and edit with audience awareness.</li> <li>• To discuss book history and the history of the publishing industry, as well as the sociology of literature and reading practices.</li> <li>• To collaborate effectively with writers, artists, and fellow editors.</li> <li>• To gain a broad awareness of local publishing efforts and to establish mutually beneficial connections with fellow editors, writers, publishers, and artists.</li> <li>• To articulate for future employers and collaborators the skills and knowledge gained in this course.</li> </ul> <p>Each part of our production schedule and editorial process of Toyon is supported and contextualized with theories of rhetoric and aesthetics. When soliciting submissions from potential contributors, students learn about the rhetoric of marketing and how to write persuasive public service announcements and advertisements. When evaluating the works of literature and art that are submitted for review, students discuss aesthetic theory and the contingencies of literary value. When completing the design and layout of the journal, students learn about visual rhetoric and the history of bookmaking. When submitting the final proof for printing, students gain an ability to meaningfully use the specialized language of the publishing industry. Additionally, students learn how to use Adobe InDesign, Canva, and a variety of other software applications. Students learn to collaborate effectively as part of 20-person editorial team. Because Toyon is both a print and web-based publication, students gain experience in writing for the web and website development. Students learn about ePublishing, digital commons, and related issues (e.g., copyright, archiving, and indexing).</p>	<p>Identification of student learning outcomes for participants</p>
<p>This project not only benefits the students producing the journal but also gives students beyond the course the opportunity to publish their work. The class publishes and distributes a professional-quality multilingual journal of literature and art that affords a place for new and emerging writers, artists, and translators to publish their work. The journal publishes local and international writers, students of HSU and community members.</p>	<p>Benefits to student community</p>
<p>This activity benefits all students who submit to the journal and read the journal. Toyon receives several hundred submissions each year from multiple countries and states. The largest proportion of these submissions come from HSU students. The journal has a print-run of 800 copies. In addition, the electronic version of the journal—launched during the current 2015-16 academic year—is indexed in Undergraduate Research Commons and is seeing increased traffic from all over the world. We estimate that well over 1000 students participate indirectly in Toyon through these means, and the number is likely to continue to grow as the program develops.</p>	<p>Number of students benefiting indirectly</p>
<p>Students in the ENGL460 class (20) and, additionally, the ENGL461 class (20) participate directly in the production of the journal.</p>	<p>Number of students participating</p>
<p>Literary journals continue to be a primary publishing platform for artistic and creative work – both textual and visual. In</p>	<p>Overall cultural</p>

<p>In addition, because <i>Toyon</i> is indexed on BePress's scholarly digital commons platform and in the Undergraduate Research Commons, the journal increases the visibility of student work produced at Humboldt State University. Having a journal at HSU adds immeasurable cultural value to the community, establishing the reputation of our English and Art departments.</p>	value to the University
<p>As noted above, the opportunity to embrace HSU's commitment to hands-on and applied learning opportunities, particularly in the arts and humanities where fieldwork is less prevalent, provides significant value to the education of our students.</p>	Overall educational value to the University
<p>Established in 1954, the journal continues to be one of the hallmark publications at HSU.</p>	Importance to the University as a whole
<p>Participation in <i>Toyon</i> has remained grown with 20 students enrolled in the fall semester class, and a proposed new spring class submitted for ICC approval, which would involve an additional 20 students each year. Concurrent with this growth, our costs have remained consistent.</p>	Ratio of past and current student participants to the program cost
<p>This IRA funded activity is significantly less costly than some others, as it requires only the expenses associated with production. These production costs enable the development of an artifact that is indexed online in perpetuity and will be available on shelves (such as the HSU Authors Hall in the Library and the <i>Toyon</i> special collections in the Humboldt room) for years to come. The journal is a legacy publication on the HSU campus and is one of the university's signature offerings, showcased in the HSU Preview events and included in admissions recruitment efforts.</p>	Costs in comparison to comparable programs at HSU
<p>We continue to generate all promotional funding—for advertising, release party expenses, and related awards—through fundraising within the department and the larger local community.</p>	Willingness to attempt to generate income to help support the activity
<p>As noted above, we continue to print and bind the journal at the same rate and, as of the current academic year, we have expanded our reach through a digital version. This maximizes the reach and visibility of the journal without increasing funding costs. Additionally, we continue to generate all promotional funding – advertising and related awards through fundraising within the department and the larger local community.</p>	Maximization of program revenue
<p>As noted above, we continue to generate all promotional funding – advertising and related awards through fundraising within the department and the larger local community, including Redwood Mensa and individual donors.</p>	Other sources of funding received by the program area
<p>The new, ICC-approved ENGL461 Literary Journals and Contemporary Audiences, to be offered for the first time in Spring 2018, complements the existing ENGL460 editing and production course and enables students to focus on the marketing, promotion and circulation of the journal in the spring semester. The journal is released in March or April of each academic year, and submissions are solicited for the full calendar year. The learning outcomes associated with the proposed ENGL461 course include the following: Students in this course will be able...</p> <ul style="list-style-type: none"> <li>• To construct a critical history of literary publishing, with attention to activist efforts such as the VIDA count and the Hispanic Literary Heritage Project.</li> <li>• To relate the specific history of the <i>Toyon</i> to local histories and national trends in literary publishing.</li> <li>• To consider options for circulating work and changing publication and literary marketing practices, including community publishing, zines, electronic publishing, crowd-sourced literature, etc.</li> <li>• To navigate publishing practices and institutions as an author, artist, and/or editor.</li> <li>• To edit, write, and design with audience awareness; to develop an online presence that is tailored for a researched audience.</li> <li>• To collaborate effectively with writers, artists, and fellow editors.</li> <li>• To gain a broad awareness of local publishing efforts and to establish mutually beneficial connections with fellow</li> </ul>	Innovation and new ideas

editors, writers, publishers, and artists.	
The Toyon was HSUs first literary magazine and has had a six-decade history of publication on our campus. It will continue to be the hallmark student-run literary production.	Continuity
As noted above, this IRA funded activity is significantly less costly than some others, as it requires only production costs. The students engaged in the activity directly, and those benefitting indirectly, far outweigh the costs of the production. For more information, please visit <a href="http://www.toyonliterarymagazine.org">www.toyonliterarymagazine.org</a>	Cost/benefit ratio

<b>Table 2</b>	
<b>Toyon / ENGL460 / ENGL461 Description</b>	<b>IRA General Requirement</b>
English 460 and English 461 enrolls only regularly matriculated students	- Students must be regularly matriculated, currently enrolled in any HSU course to receive IRA funds. Non-Students will not be funded.
The production of the Toyon is explicitly tied to English 460, which is understood to be an editing and publishing course. Therefore, the course could not run without the IRA funding to produce the journal, and the journal could not be produced without the course-based learning that students engage in.	Activities (competition and production) to be considered for IRA funding should be the result of a class or classes that are structured with the specific objectives of creating the activity. Exceptions to the course requirement may be made at the discretion of the IRA Committee and approved by the President.
No competitions are funded by this request.	National or regional competitions that are contingent on qualifying are not funded in the initial budget process. Funding requests for these additional activities may be submitted to the Associated Students Business Office upon qualifying. The IRA Committee will review these requests at the end of each semester.
All activity will be completed during the 2017-18 academic year.	Activity must occur during the fiscal year for which the funds were allocated. Activities that occur outside of the fiscal year will not be funded.
No salary or wages are funded.	No salaries or wages will be funded.
Funding is used only to support the production of the journal; therefore, only actual participation is funded.	Only actual participation in an activity will be funded.
No Per diem is requested.	Per Diem: IRA per diem will fund up to \$70.00 for each night away. There is no split identified for per diem. This is the full amount for food and lodging. Faculty will not be funded for per diem trips.
No Field Trips are connected with English 460 and English 461.	Travel: All IRA trips must follow the HSU Field Trip Policy. IRA does not have its own travel policy; University policy only applies. Your HSU department coordinator is responsible for generating the trip requests. Once generated, field trip waiver forms will be created in your students' Student Center. They must "sign" the waiver prior to departing on the trip(s).