Intellectual Life Fund Application Packet
2024-2025

The CSUSB Intellectual Life Fund is designed to enhance the intellectual vitality of the university by bringing to campus presenters such as professors, artists, policy makers, professionals, public servants, or diplomats that have something unique and important to offer to CSUSB students, faculty, and staff.

The Fund supports presentations in two major categories: talk/lecture and performance/ demonstration to take place any of the terms in the **2024-2025** academic year. The presentation proposed for funding can be a stand-alone event or part of a larger event. The applicant can apply as an individual member of the CSUSB community or a representation of a CSUSB unit or organization.

When evaluating the proposal, the committee takes into consideration four categories: i) campus community appeal (55 points), ii) visibility of the presenter (15 points), iii) soundness of the publicity/promotion plant (20 points) and, iv) quality of the application package (10 points). A general explanation for each category is included below. However, the application narrative can include more than these four elements if the applicant considers that there is important information that it will help the committee during the evaluation of the proposal.

i) Campus community appeal (55 points): Campus community appeal refers to the attractiveness, desirability and overall positive perception of the event from the campus community. Events that have the potential to impact the quality of education and research at CSUSB, play a role in the social and cultural aspects of campus life and/or built a more diverse, inclusive and supportive environment for the campus community are examples of wide appeal. For example, a presentation of general interest for the campus community that can potentially engage a large audience, rather than an event aimed only at students and/or faculty in a particular discipline would have larger possibility of being funded (e.g., an event showcasing how climate change has rippling effects in every aspect of society vs a presentation on the impact of rising temperatures on a specific animal species).

ii) Visibility of the presenter (15 points): it refers to the level of prominence, clarity and the extent to which the campus community is familiar with the presenter profile. In addition, it also includes how the presenter attracts public attention by means of his/her/their behavior, knowledge and network connections. Finally, the degree in which the campus community can relate and learn from the presenter will also be considered in this category to his/her/their visibility (e.g., as an HSI, presenters that are aware of the challenges faced by our students will be more relatable and potentially, that could raise the presenter's visibility).

iii) Soundness of the publicity/promotion plan (20 points): the application must include an

organized, step-by-step sstrategy to increase the visibility of the event and maximize the engagement of the campus community in such event. The soundness of the publicity/promotion plan refers to the degree of effectiveness, reliability, and coherence of the promotional strategy designed to create awareness and generate interest on the campus community regarding the event. The soundness of the publicity/promotion plan is determined by several factors, including the clarity and consistency of the messaging, the appropriateness of the selected promotional channels and tactics, the strategic targeting of the intended audience, and the overall feasibility and practicality of the plan's implementation. A publicity/promotion plan should demonstrate a deep understanding of the target audience and craft a compelling and persuasive message. Finally, the plan should set clear goals and objectives, creating actionable initiatives, and then measuring and reporting the results.

iv) Quality of the application packet (10 points): the overall excellence, thoroughness, and effectiveness of the narrative submitted will be taken into account in this category. The package must include all the above-mentioned categories and the narrative has a limit of 1000 words. A high-quality application will include all the pertinent information for the committee to evaluate the potential impact of the event for the campus community. Moreover, a strong application should reflect, with a compelling and straightforward narrative, how the occurrence of the proposed event will contribute to CSUSB vision, mission and goals and it also adheres to CSUSB core values (https://www.csusb.edu/academic-affairs/vision-mission-goals-and-values).

Due to the limited amount of funds available, each application is limited to a maximum of $3,000.

Awardees of the fund are required to submit a report on the funded presentation as soon as the event is over but no later than the end of the academic year in which the presentation takes place. The template for the report will be sent to each awardee as a separate document.

The approval of an application applies only to the presentation by the presenter as they appear on the application. If the presentation gets canceled, the funds will be returned to Academic Recourses for redistribution. If the presenter can no longer come and the awardee wishes to invite a different presenter of similar expertise and visibility, the awardee must file a special request to and obtain the approval of the Committee.

To apply, please submit your packet via e-mail to the Office of Academic Programs at (Academic.Programs@csusb.edu) by **Friday, April 5, 2024.**

In-person events are subject to approval from Risk Management

Applicant Information

Name _____   Department _____

Email _____   Date _____

Have you received funding before? If so what year and amount?

_____

Presenter

Name _____

Affiliation _____

Phone # _____   Email _____

Presentation

Types of Presentation: Talk/Lecture _____   Performance/Demonstration _____

Title/Topic _____

Targeted Audience(s) _____

Presentation Date _____   Time _____

Alternative Date _____   Time _____

Sponsoring College(s) _____   Department(s) _____

Funding Sources

Total Amount Needed for the Presentation $_____

Amount provided from other sources $_____

Amount requested from Intellectual Life Fund $_____

Estimated Budget

Honorarium   _____

Hotel   _____

Travel   _____

Room Rental and Setup   _____

TOTAL   _____

Application Narrative

In no more than 1,000 words, provide information on and discuss the following:

1. Campus community appeal: description and goals/purpose of the presentation, format, intended audience, and its importance and appeal to the intellectual vitality of CSUSB.

2. Visibility of the presenter: his/her/their credentials and visibility. Include brochure, reviews, resume, publicity material, press kit, or other appropriate information if available and/or necessary.

3. Publicity/promotion plan.

4. Past awardees of the Intellectual Life Fund in the past three years, if applicable. Please indicate if you submitted a report on the funded presentation.