

UCD Community Engaged Learning Impact Case Study

Media Management Project



University College Dublin
An Coláiste Ollscoile, Baile Átha Cliath
Ireland's Global University

IS41170



MODULE TYPE:

30 credits capstone module students take in place of a thesis



LECTURERS: Dr. Páraic Kerrigan



DEPT/SCHOOL: School of Information and Communication Studies

Module Purpose

The module requires students to develop a media project in collaboration with a not-for-profit organisation, initiative or network. In negotiation with an appropriate client, students will develop a project which is of value to the client in their ongoing work.

The purpose of the project is to help students develop and manage a media project in collaboration with a not-for-profit organisation. This will enable students to take ownership of their emerging career and professional identity in a specialisation of their choice and also to gain hands on experience working with media and communication in practice. Students will also deepen their understanding of the media and communications industry.



Community partners/ collaborators

Numerous community partners are engaged from year to year, a selection of some of them:

- *Friends of Suicide Loss,*
- *AUNUA,*
- *Vision Ireland,*
- *Literature Ireland,*
- *Fighting Words,*
- *Babylon Radio,*
- *Alice Kyteler Festival,*
- *Cosmos.ie,*
- *Aphasia Ireland,*
- *Friends of the Elderly,*
- *World Vision Ireland,*
- *Headline,*
- *Galway Film Fleadh,*
- *Kalo,*
- *Irish Society of Chartered Physiotherapists*

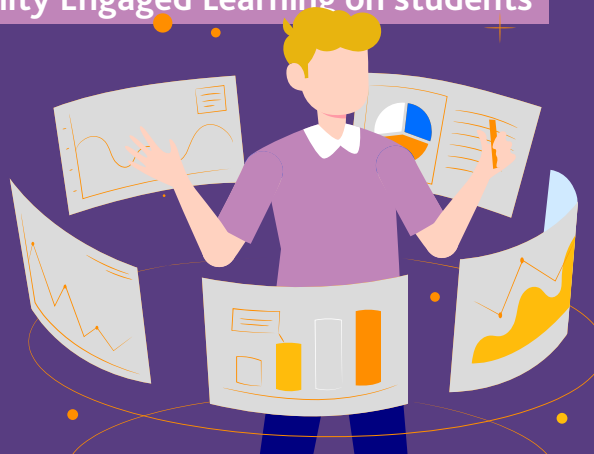
Methods of assessment

Continuous assessment of six components:

- Media Management Project Proposal,
- Submission of agreed brief with client
- Media Project
- Learning journal
- Client Report
- Professional Development Plan, CV

IMPACT of Community Engaged Learning on students

- Many students have stayed on with their CEL partners for more permanent work.
- 100% of graduates from the MSc Communication & Media attribute their long-term career success to this module.



IMPACT of Community Engaged Learning on the community

CEL partners have benefitted in a number of significant ways:

- Development of databases and websites for long-term use.
- Rehoming many cats and dogs over a period of time in the context of animal charities
- Development of new processes and systems.
- Streamlining social media strategies

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Why do I do Community Engaged Learning?

"While we can offer students so much in the classroom, it is crucial that they can use what they learn with us in UCD in pragmatic settings for the greater good. To this end, CEL is a crucial cornerstone of our teaching in the School of ICS, so we can ensure that we are developing graduates who will take on the challenges of the world while giving back in the process."



STUDENT QUOTE

"The Media Management Project has given me huge exposure in terms of working with an NGO. I was able to do social media and photography and create all kinds of content for the NGO. It gave me a perfect segue into a career after that."



Tips for other lecturers interested in introducing CEL into their teaching

- While it may seem like an administrative burden, developing a CEL module is worthwhile and once it has been set up, the admin load is not as high as you think.



CONTACT DETAILS



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