



MSU Media Summer Camps

June 24 - July 26, 2013

Audience

- 196 of 198 available seats were filled (14 students attended two consecutive weeks of programming). 8 out of 11 programs were overfilled of the section's maximum capacity.
- Camp Experience: 129 (66%) were overnight/residential students; 67 (34%) were day campers.
- Grade: 55 (28%) were middle school students (25 in 7th; 29 in 8th grades); 141 (72%) were high school students (30 in 9th; 31 in 10th; 40 in 11th; 41 in 12th grades)
- Gender: 158 (81%) males; 38 (19%) females
- Origin: Participants were from 8 U.S. states and 95 cities, 1 U.S. territory (St. Thomas), and 2 other countries (Sweden, Nigeria). The majority of participants (93%) were from MI; other U.S. states include FL, IL, KY, MD, CA, OH, PA, and TN
- Ethnicity: 140 (71%) Caucasian, 28 (14%) Black, 8 (4%) Hispanic/Latino; 9 (5%) Asian/Pacific Islander (Asian American), 3 (2%) International, 8 (4%) Unanswered

Funding

The majority cost of programs are covered by camper tuition and fees. A limited number of scholarships were provided from the organizing unit (Department of Telecommunication, Information Studies & Media), Hillsdale Community Foundation, Battle Creek Foundation, and the Michigan Technology Network, Lansing.

Objectives

- Provide hands-on instruction with software and hardware used in media subject areas with the goal that students can operate these programs independently upon completion of camp
- Introduce campers to a college environment where they develop relationships with current Department faculty and MSU students
- Adapt a college-level course into an accessible program that educates students on related career fields in media and computing
- Students build skills through these project-driven programs; they create a video game, TV show, short film, website, 3-dimensional animation, or mastered recording by the end of the camp program
- Students receive guest lectures, job talks, and critiques on their work from industry professionals

Description

Over the course of four weeks in June and July, eleven week-long camps were offered to high school and middle school students in Website Design, Digital Cinema, Audio Recording, 3D Animation, and Video Game Design. One program is an all-female tech camp open to middle school and high school girls.

The camps are highly interactive and intensive in their instruction with MSU faculty and student staff. Camps have a limited enrollment of 18 students/section, scheduled 9 AM - 5 PM Monday through Friday, with an elective overnight/residential option. Evening activities further engage students in topics that enhance the learning objectives of the day program, encourage interaction with MSU's campus, and include added mentorship from MSU college students who serve as overnight chaperones.



The MSU Media Summer Camps were deployed with help of 30 people. The breakdown of camp staff included 10 undergraduate students, 4 graduate students, 7 MSU faculty/staff, 3 industry professionals, and 6 professional volunteer speakers. Thirteen of the 30 participating individuals are also MSU alumni.

Outcomes

Student post-program evaluations showed:

- 99% rated our curriculum, instructors, and campus as one of the best they have experienced
- Increase interest in the following subjects as a result of attending MSU Media Camps: Technology (86%), Computing (77%), Art & Design (70%), Engineering (61%), Math (41%)
- Development or improvement of the following life-skills: Completing tasks (82%), Problem Solving (80%), Working with a group (68%), Communication (83%), Making friends (82%), Working efficiently on independent work (77%)
- 55% of students reported being more interested in attending MSU as a 4-year college student

Additional Significant Information

Parent and faculty/staff post-program evaluations showed:

- 100% feel we should continue to offer and grow MSU Media Camps in future years
- 100% feel our programs expose students to college majors and professions while simultaneously better preparing them for college
- 100% report pre-college programs help recruit students to MSU
- 98% report our programs provide a great way for faculty and alumni to stay involved with the College while also contributing a positive community service

The Department offers additional workshops and activities in TV Production and Game Design to middle school and high school students throughout the academic year, and one off-campus 15-week after school program in Southeast Michigan, reaching an additional 135 students and 12 schools annually. The Department plans to expand this effort in future years. MSU Media Camps have an average retention rate of 48% amongst its participants.

Contact Information

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