



MSU Media Summer Camps June 22 – August 1, 2014

Audience

- 241 students attended MSU Media Summer Camps. 18 students attended two weeks of programming, filling a total of 259 seats
- Camp Experience: 137 (57%) were overnight/residential students; 104 (43%) were day campers
- Grade: 93 (39%) were middle school students (18 in 6th, 35 in 7th, 40 in 8th grades); 148 (61%) were high school students (34 in 9th; 37 in 10th, 27 in 11th, 50 in 12th grades)
- Gender: 174 (72%) males; 67 (28%) females
- Origin: Participants were from 14 U.S. states and 107 cities. The majority of participants (93%) were from MI; other U.S. states include CA, DC, FL, GA, IL, IN, MD, MN, MO, NY, OH, PA, and VA
- Ethnicity: 188 (78%) Caucasian; 14 (6%) Black; 10 (4%) Hispanic/Latino; 18 (7%) Asian/Pacific Islander (Asian American); 1 (<1%) American Indian; 10 (4%) Unanswered

Funding

Programs are supported by camper tuition and fees and the following MSU units and businesses: Department of Media and Information, Michigan Council for Women in Technology, TechSmith, MSUFCU, Scholastic Inc., New York Film Academy, Michigan Technology Network, Nobel Street College Prep, Pass with Flying Colors, and MSU Media Sandbox. A total of 25 students attended programs with scholarship support.

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, technology, and computing
- Students build skills through project-driven programs creating a video game, short film, website, mobile app, or 3-dimensional animation by the end of camp
- Students receive guest lectures, job talks, and critiques on their work from industry professionals

Description

Over the course of five weeks in June and July, 13 weeklong camps were offered to high school and middle school students in Digital Cinema, 3D Animation, Mobile Game Design, and Video Game Design topics. 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 per section, scheduled 9 AM - 5 PM Monday through Friday, with an elective overnight/residential option. MSU Media Camps accommodated an overflow of 25 students.



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 43 people. The breakdown of camp staff included 23 undergraduate students, 5 graduate students, 7 MSU faculty/staff, 3 industry professionals, and 5 professional volunteer speakers. 10 of the 43 participating individuals are also MSU alumni.

Outcomes

Student post-program evaluations showed:

- An average of 81% rated our curriculum, instructors, and campus as above average and one of the best they have experienced
- An average increase of interest in the following subjects as a result of attending MSU Media Camps: Technology (79%), Computing (71%), Art & Design (64%), Engineering (51%), Math (54%)
- An average response of development or improvement of the following life-skills: Completing tasks (77%), Problem Solving (76%), Working with a group (68%), Communication (73%), Making friends (74%), Working efficiently independently (67%)
- An average of 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:

- 90% 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
- 96% report our programs provide a great way for faculty and alumni to stay involved with the College while also contributing a positive community service
- MSU Media Camps have an average retention rate of 35% amongst its participants.

Contact Information

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