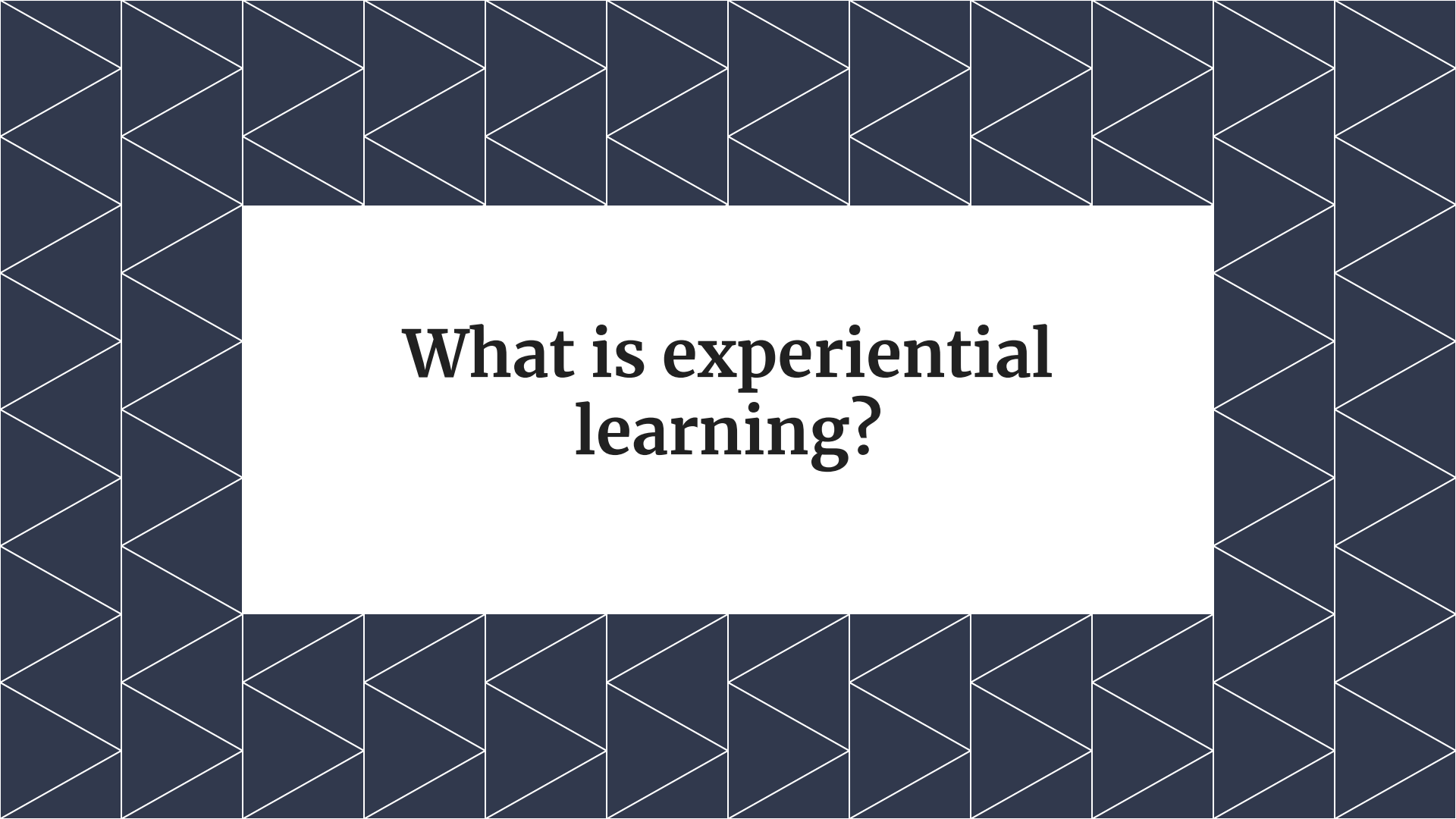




ExperienceCFAC Campaign | 2019



**What is experiential
learning?**

What is Inspiring Learning?

Learning that is spiritually strengthening, intellectually enlarging and character building, leading to lifelong learning and service.

Three Areas:

1. Mentoring
2. Innovative Teaching
3. Experiential Learning

What is Experiential Learning?

“Students cannot learn all they need to learn by memorizing or even discussing principles in a classroom, as exhilarating as that may be. Experience connects theory with application and deepens our understanding of the principles and truths we learn.

And, in my view, experiential learning can be inspiring learning in both senses of that term. It can both inspire students to deeper learning and be the type of learning that leads to inspiration.”

—Kevin J Worthen, “Inspiring Learning”



Art

103 STUDENTS SERVED

The Department benefited primarily from off-campus field study experiences in Boston, Los Angeles, New York City, many different locations throughout the western U.S. and Italy.



Communications

100 STUDENTS SERVED

The School benefitted from participation in the Y Digital Lab doing geofencing, sentiment analysis and social media content analysis for national clients during Major League Baseball games, NASCAR races, and music festivals.



Dance

83 STUDENTS SERVED

Ballroom dance students were able to go and participate in the U.S. National Championships. Other students participated in a study abroad in Italy and worked with prestigious dance choreographers.

EXPERIENTIAL LEARNING

650 STUDENTS SERVED



Design

175 STUDENTS SERVED

Students had internships at major animation and gaming companies – Sony, Hasbro and Pixar. Illustrators, Graphic Designers and Animators were able to attend the Design Expos to meet with future employers and receive portfolio reviews.



Music

73 STUDENTS SERVED

The School of Music was able to fund 23 different off-campus experiences for students and participated in festivals and competitions. Internationally, students travelled to festivals in Dublin, Quebec, Hong Kong, Vienna and London, with many more in the United States.



TMA

116 STUDENTS SERVED

The department brought in national experts to campus to participate in an intensive writer's workshop. 20 students benefited from defrayed costs and participated in the London study abroad experience.

How do other
areas cover
Experiential
Learning?

Efforts Across Campus

Global Management Center Marriott School

- Study abroads, student exchanges and global field studies
- Solicit directors, students and ask them to share experiences after trip
- Survey post trip




Kennedy Center

- Study abroads and internships
- Students share photos of their experiences with their study abroad program by participating in the **Kennedy Center Photo Contest**



Performing Arts Management (PAM)

- Collect stories before and after tour by **interviewing students, group directors and tour managers**
- During the tour, they **pre-write** an article about events they know will occur throughout the week, and fill in extra details later
- Share digital publications **Encore and Encore on Tour**



How does CFAC
External
Relations share
Experiential
Learning?

HOW DO WE SHARE EXPERIENTIAL LEARNING?

1

SOCIAL MEDIA
POSTS

2

ARTICLES AND
FEATURES

3

AUTHOR YOUR
STORY
SUBMISSIONS

4

EXPERIENCE
CFAC LANDING
PAGE

Big Idea

Showcase the **wealth of experiential learning outside the classroom** (internships, study abroads, performance, field study, touring, service projects, etc.) by gathering media (photos, video, etc,) to **share** these stories.

Collecting and displaying these stories enable us to **demonstrate how we put these sacred funds to work** within the college and how we are working **to further BYU's mission**.

Evolution of #ExperienceCFAC Campaign

2017

- Introduction of the experiencecfac.byu.edu website

2018

- Introduction of the ExperienceCFAC campaign
- Reimagined ExperienceCFAC website
- Social Media Push
- Introduction of “Author My Story”

2019

- Launch of the ExperienceCFAC contest

2019 #ExperienceCFAC Campaign

Contest

Share Your Story

Share Your Story | #ExperienceCFAC Contest

- Students can submit a **story, video** or **photo** demonstrating how they participated in experiential learning during the summer.
- Prizes (three winners for essay contest, three for digital media contest)
 - 1st place: \$350
 - 2nd place: \$200
 - 3rd place: \$100
- cfaccontest.byu.edu



How to Get Involved



Share what's Happening in Your Area

Program	Experience	Description	Where	When	Faculty	Contact information
Art						
Art and Design in Europe and Morocco	Study abroad	The Art and Design in Europe and Morocco study abroad program offers students an intensive, on-site, studio experience which considers the vast French, Spanish, and Moroccan contributions to contemporary art and design. Students will actively participate in art making experiences while visiting world famous museums such as the Louvre, Musée d'Orsay, Prado, and Getty. While traveling throughout the area students will explore the rich cultural history of the Iberian Peninsula and visit attractions such as the Sagrada Família, Versailles, the Alhambra, and others. Students will paint, draw, and design during excursions to Paris, Dordogne, Bilbao, Granada, Madrid, Barcelona, Toledo, Marrakesh, Fez, and other locations.	Europe and Morocco	April 30 - June 5 2019	Bethanne Andersen Eric Gillett	bethanne@byu.edu , ericgillett@byu.edu
Europe Art History	Study abroad	The Europe: Art History study abroad program offers students the opportunity for an intensive, on-site study of art and architecture across Europe. Like the great Grand Tour of the past, this unique travel experience will enable participants to visit numerous key sites and museums as well as foster an appreciation of foreign cultures. Through this program students will have the opportunity to explore and study in Italy, France, Germany, Austria, England, the Czech Republic, and Greece.	Italy, France, Germany, Austria, England, the Czech Republic, and Greece	3 May–11 June 2019	James Swensen, Allen Christenson	james_swensen@byu.edu allen_christenson@byu.edu
https://kened...ce-and-italy/						
Art in Greece and Italy	Study abroad	Experience the rich artistic and cultural traditions of Greece and Italy while learning about and making art. The course will make full use of the museums, artists, and cultural institutions in these two countries to help students develop a greater awareness of art and its development throughout history. Particular focus will be placed on the migration of art, aesthetics, and craftsmanship throughout Greece and Italy and its consequent influence on Greek and Italian culture and European art.	Greece and Italy	30 April–6 June 2019	Bryon Draper	bryon_draper@byu.edu
Italy	Study abroad	<p>You'll live in the gorgeous Tuscan hill town of Siena, Italy. Weekdays you'll make your way—along with other students from Europe and around the world—to your classes in the Dante Institute of Siena. There you'll study world literature and civilization with BYU professor John Talbot, fulfilling your GE 201 Civilization credit. And you'll take ITAL 101 or 102, taught by the native Italian teachers at the Dante Institute. You'll be right in the mix of student life in Siena, with access to the wi-fi network, dining halls, and study halls of the 777-year-old University of Siena, meeting students from across the globe.</p> <p>You'll be surrounded by the art, architecture, and history that you're studying. Many of your classes will be conducted on-site in Siena, nearby Florence (the birthplaces of the Renaissance), Volterra, and Rome, making your studies come to life. Living with an Italian family will jump-start your Italian skills and give you unrivaled cultural insight. You'll get around on local trains and buses, and on weekends you'll be encouraged to immerse yourself in local culture by traveling around Tuscany on your own.</p> <p>If you're looking for an intensive, academically rigorous experiences that allows you to live like a European rather than a tourist, join us at the Dante Institute in Siena this spring.</p>	Sienna, Italy	30 Apr–22 Jun 2019	John Talbot	john_talbot@byu.edu

Examples of #ExperienceCFAC

- What are your key events this Spring and Summer?
 - Multimedia in French Polynesia (School of Communications)
 - Bolivia Music Teaching Internship (Music)
 - London Theatre Study Abroad (TMA)
 - Art in Greece and Italy (Art)
 - Italy/France Dance Program (Dance)
 - Maricopa Language Preservation (Design)
- Let us know what is happening in your academic area!
 - [Experiential Learning Spreadsheet](#)

Multimedia in French Polynesia

Communications students will travel to Papeete, Tahiti and Tubuai, French Polynesia to produce print and video news stories, short documentary films and radio podcasts that will report on the 175th anniversary of the arrival of the first missionaries from The Church of Jesus Christ of Latter-day Saints in French Polynesia in 1844.

Multimedia stories will be published in The Universe and the Newslane media laboratories.



Invite Your Academic Area To Share Experiential Learning Stories

Submit a story (CFAC Portal)

“Author Your Story” and
Photo Submissions

Post on social media and use
the tag #ExperienceCFAC

Enter the contest

#Experience CFAC Landing Page

Share



Share your stories on social media by using #ExperienceCFAC. By using the hashtag, you help us build a portfolio of all the amazing experiences that students, faculty and alumni are having in the College of Fine Art and Communications.

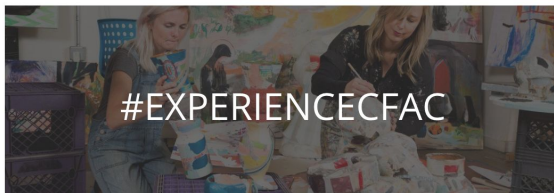
Make sure to follow along on all of our social channels to see other people's stories. Nervous about posting? Follow our social media tips below.

SOCIAL MEDIA TIPS

REMEMBER TO USE THE #EXPERIENCECFAC HASHTAG
If you don't use the hashtag, we can't find you.
USE OTHER RELEVANT HASHTAGS

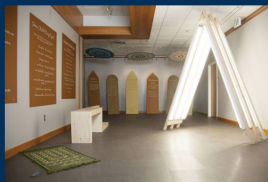


Explore



The College of Fine Arts and Communications is answering President Kevin J. Worthen's call for inspired learning. See all of the ways our students #experiencecfac below.

FEATURED STORY



SACRED SOUNDS

Sacred Sounds: A Compositional Listening Guide to Musical Worship was an interdisciplinary exhibition curated by undergraduate Maddie Blomquist. The project investigated the musical sounds used in worship in the three Abrahamic religions - Christianity, Judaism and Islam. Visitors listened to an audio guide, watched a documentary, marveled at art installations and read examples of prayers, all with the intent of improving interfaith relations on campus and in the community.

[Learn More](#)

Enter Contest

EXPERIENCE CFAC ESSAY AND DIGITAL MEDIA CONTEST



Students in The College of Fine Arts and Communications participate in a wide variety of experiential learning opportunities during spring and summer terms, and we want to hear about it!

If you studied abroad, got an internship, attended a conference or did anything else that expanded on your classroom learning during Spring or Summer 2019, submit an essay, photo or video telling your story. The top stories that exemplify the benefits of experiential learning will win a cash prize and be featured on the College of Fine Arts and Communications websites and social media.

All entries are due by **September 30, 2019** and must be about experiences that occurred during the 2019 spring and summer terms.

ESSAY CONTEST

1. Submit entries through the portal by clicking the button below. Attach your essay as a Microsoft Word document.
2. Essay guidelines:
 - Articles should be 250-400 words.
 - Articles should include at least one high-quality visual. This can be a photo of you or of something you worked on. If you did not take the photo, make sure to credit the individual who did.
3. Use this list as a template to help you craft your story. You don't have to answer every question—try to focus on one or two that apply to your experience.

DIGITAL MEDIA CONTEST

1. Submit entries through the portal by clicking the button below. Attach photos as a PNG or JPEG file. Attach videos in MOV or MP4 format.
2. Files up to 128 MB can be submitted through the portal. Larger videos must be uploaded to the Box folder.
3. Videos should be no more than three (3) minutes in length.
4. Entries are limited to three (3) per person.
5. Photos and videos should demonstrate the experiential learning taking place, and should show you being engaged in the experience. "Tourist" photos or videos will not be considered.
6. While photos and videos must be submitted through the portal to be



WE ARE A COLLEGE OF EXPERIENTIAL LEARNING

SHARE

EXPLORE

ENTER
CONTEST

ExperienceCFAC.byu.edu

How to #ExperienceCFAC Throughout the Summer

What can you do?

PRE

- Send out info from the toolkit
- Tell academic area about website
- Inform academic areas about the contest
- Encourage submissions

DURING

- Reach out to students participating in study abroad programs and internships
- Take photos, post with #experienceCFAC

POST

- Remind students, faculty, mentors to share stories with External Relations team
- Ask students to enter contest, submit photos and write “Author Your Stories” about their experiences

[Pre] **Before** the Experience: Gathering Information

- Inform faculty members about the **experiencecfac.byu.edu website**
- **Invite** faculty members to make announcements about ExperienceCFAC in their classes
- **Share** information about the contest with students and faculty members
- Encourage submissions among your academic area
- **Share** the toolkit with your academic area

<http://bit.ly/ExperienceCFACKit>



During the Experience:

Touch base, social sharing

- **Invite** attendees to post on social media using #ExperienceCFAC while participating in the experience.
- We can help students get access to GoPro cameras or other equipment to assist in capturing the experience.
- **Invite** students and faculty to record their thoughts and adventures.
- Review the “pro-tips” on our ExperienceCFAC website for capturing video and photos
- Encourage students to **submit stories and photos to the contest**



After the Experience: Telling the story

Options:

- Coverage by External Relations office
- “Author Your Story”
- **Submit** stories and photos to the contest

BYU NEWS MEDIA STUDENTS ATTEND MULTICULTURAL CAREER WORKSHOP

By [Sydnee Gonzalez](#) Posted [February 1, 2019](#) In [1, News Media](#)



ABOUT

> Faculty and Staff	
> Learning Environments	
Diversity	+
> Accreditation	
> Public Accountability	
> Board of Advisors	
School News	+
> The School of Communications on Classical 89	

Recent movements like [Time's Up](#) have focused the eyes of the world on the importance of diversity — and where it's lacking. Two BYU news media students are doing their part to make a difference in the journalism field.

[Cameron Hussein](#) and [Karmen Kodia](#), two juniors in the broadcasting program, recently traveled to New York City to attend the two-day 2018 Multicultural Career Workshop hosted by the [International Radio and Television Society \(IRTS\) Foundation](#).

Kodia said that attending the conference gave her a newfound appreciation for the role she plays in diversifying the media.

“The workshop opened my mind to how important diversity is,” said Kodia. “Knowing that there isn't a lot of diversity in media fields, but also knowing that I can contribute something to help change that made me more willing to follow my dreams and do what I've always wanted to do because diversity is needed.”



Karmen Kodia (left) and Cameron Hussein (right) at the International Radio and Television Society Foundation's 2018 Multicultural Career Workshop. (Photo courtesy of Karmen Kodia)

UNDERGRADUATE PROGRAM

> Advertising	
> News Media (formerly Journalism)	
> Public Relations	
Applying to the Undergraduate Program	+

SOCAL SHARING | #ExperienceCFAC

- What hashtags are you using?
 - #ExperienceCFAC
 - #ExperienceMusic
 - #ExperienceDance
 - #ExperienceTheatre
 - #ExperienceFilm
- **What are we missing?**



EXPERIENTIAL LEARNING TOOLKIT



NEWSLETTER TEMPLATES

Copy and paste a template for either your student or faculty newsletters.



EMAIL TEMPLATES

Simplify finding Experiential Learning stories with this template.



SHARE YOUR STORY CONTEST

Write your own experience by following these guidelines and filling out the form.



EXPERIENCE CFAC ASSETS

Promote #ExperienceCFAC with Instagram graphics, web banners, digital signage, newsletter assets and posters.



EXPERIENCE CFAC 2019 CAMPAIGN SLIDESHOW



TIPS ON PHOTOGRAPHY/VIDEOGRAPHY



Call to Action: **Invite** Faculty & Students

1. **Capture**
2. **Submit**
3. **Share**

Invite faculty and students to **capture** the experience using photo or video, **submit** photos and stories highlighting those experiences to the contest and **share** those experiences throughout spring and summer on social using #ExperienceCFAC.



Any Questions?