

MSU Media Summer Camps

July 11 - 30, 2010

Audience

94 participants attended a one-week program as part of the MSU Media Summer Camps (including 7 who attended two consecutive weeks). Participant breakdown:

- Camp Experience: 44% overnight/residential; 56% day campers
- Grade: 28% middle school students; 72% high school students (Note: More camps are offered for high school students than middle school students)
- Gender: 80% males; 20% females
- Origin: The majority of participants (80%) were from Michigan. Michigan students came from 48 cities throughout the state. Students from other US states came from California, Illinois, Indiana, Ohio, and Oklahoma. 4% of participants were international students.

Funding

The cost of the programs were covered by camper tuition and fees. A limited number of scholarships were provided from the organizing unit (Department of Telecommunication, Information Studies & Media).

Objectives

- Spark students' interest in technology, media, and creative fields, including video game design, television production, digital cinema / film production, and music recording.
- Provide hands-on instruction with software and hardware used in these areas.
- Students create media - they create a game, tv shows, short film, or music by the end of the camp.
- Students discover open-source resources to help them continue to develop their interest in the topic/area after they leave camp.
- Collaborate with other like-minded students on technology-related projects.
- Share the projects they created with their parents.
- Educate students on related career fields in these areas.
- Give students a glimpse into our academic programs in these areas.

Description

Over the course of three weeks in July, eight week-long camps in the topics of Television Production, Digital Cinema, Music Recording, Video Game Design, and Advanced Video Game Design were offered to high school and middle school students.

The camps were highly interactive and hands-on, with campers creating games, TV shows, short films, and

music during the short, single week. The experience culminated at a showcase at the end of the week where students showed off their projects to their parents.

All of the MSU Media Summer Camps have a limited enrollment of 20 students and run 9 AM to 5 PM, Monday through Friday. An overnight/residential option is also available for high school participants.

The MSU Media Summer Camps were deployed with help by 17 people. The breakdown of camp staff included 8 undergraduate students, 2 graduate students, 1 MSU staff, and 2 industry expert alumni. Four (4) MSU faculty served as advisors.

Impacts

Post-evaluations from campers show:

- 96% of campers said they liked or loved camp. Campers enjoyed the camp an average of 4.54 on a 5-point Likert scale from 1-hated to 5-loved.
- 99% of campers would recommend the camp to a friend.
- 99% thought they would use the skills they used in the camp in the future.
- 77% thought they would like to study something similar in college or would like to get a job in a similar career field as the topic of the camp (6% said maybe).
- 79% said they were more interested in the subject area now that they had finished the camp (19% said they were just as interested as before).

Post-evaluations from parents/guardians show:

- 100% of parents thought their camper loved (81%) or liked (19%) camp - an average of 4.81 on a 5-point Likert scale from 1-hated to 5-loved.
- 100% of parents said they would either probably or definitely send their camper again or recommend the MSU Media Camps to other people.
- 99% said they liked or loved the showcase at the end of the week where they got to see the project their student created.

Contact Information

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