**IRB Synopsis of Proposal**

Gold Book Study

1. Subjects for the study should be undergraduate students at Texas State University-San Marcos. The sample should be representative of the student population, as the undergraduate student population is the universe we are studying.
2. Subjects will receive an e-mail survey about The Gold Book, a new Alumni Association project. Alternatively, some students will be needed to participate in one of four focus groups consisting of approximately 10-15 undergraduate students.
3. We will be conducting both a survey and a series of focus groups. The survey should be delivered through the University’s e-mail system. The focus group will be conducted on campus with a student moderator. A copy of both the focus group questions and the survey are attached.
4. In terms of our focus group, we determined that having an adult or authoritative figure as a moderator might limit truthful, candid responses of participants. To counter this problem, we have decided to use a student moderator. Given the nature of the topic, we do not perceive much danger of physical, social, psychological or legal risks.
5. We will use a student moderator to minimize risk of candid responses. The survey and focus group results will be reported anonymously, which should prevent any physical, social, psychological or legal risks.
6. Subjects may be able to participate in the Gold Book project once completed and work toward earning different prizes through the book, possibly including a free class ring. Additionally, students will have the experience of knowing that their opinion helped develop a new pride and traditions initiative for their university. The study will benefit future Texas State University-San Marcos students in that they will have a lasting reminder of their experiences at Texas State and the prides and traditions of their undergraduate university. Additionally, participation in the book allows students to work toward prizes, possibly including earning a free class ring, which benefits students who might not feel they can afford a class ring.
7. Compensation will not be provided to students who opt to complete the survey. Compensation for focus group participants will be provided in the form of free food.
8. There really shouldn’t be any risks. The only risk is that our subjects’ time might be wasted if the project does not take off or get implemented for whatever reason, but even then, the Alumni Association and university as a whole will have a better idea of what students would want out of a pride and traditions book for Texas State and how to best communicate with students for future communication initiatives or endeavors.
9. The specific site that will be used to conduct the focus groups is the Alumni House at the corner of University and LBJ Drives. Approval has been obtained, as the Alumni Association is conducting the research.
10. Jennifer Scharlach, Mass Communications Master’s Program under Dr. Sandhya Rao.
11. Included

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| From: Rao, Sandhya  Sent: Thursday, February 24, 2011 5:15 PM  To: Scharlach, Jennifer M  Subject: RE: IRB - application  To the IRB Committee:  Jennifer Scharlach is a graduate student in the master's of mass communication  program. She is registered with me for MC5307 which is a Project course. Her  project about the PR campaign for the Gold Book involves conducting student  focus groups on campus. The questions will pertain to the proposed Gold Book  that involve campus activities. I request you to allow Jennifer to carry out  the focus groups. She will attach the questionnaire for your review.  Thanks,  Sandy Rao, Ph.D.  Associate Director for Graduate Studies  School of Journalism and Mass Communication  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  From: Scharlach, Jennifer M  Sent: Thursday, February 24, 2011 2:57 PM  To: Rao, Sandhya  Subject: IRB - application  Dr. Rao:  I need to complete a application to do Focus groups on campus. Can you  provide me with an Email or letter stating that I am working with you for a  Student Project about the PR Campaign for Gold Book?  Let me know.  Thanks  Jennifer  Jennifer Scharlach  Marketing and Promotions Coordinator  Student Alumni Chapter Advisor  [cid:image001.jpg@01CBD433.2A522C00]<http://www.txstatealumni.org/>  512.245.2371 or 888.798.2586  alumni@TxStateAlumni.org<mailto:alumni@TxStateAlumni.org>  www.TxStateAlumni.org<http://www.txstatealumni.org/> |

1. Not applicable
2. Alumni Association Board, Alumni Relations Staff, Texas State Pride & Traditions Committee