Submitted by:
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Project Title: Leadership Mobile Application LEAD (Learn, Engage, Apply, Develop)

1. Project Description

Leadership is an interdisciplinary topic, which reaches across an institution. We propose to design, develop, launch, and use for instructional activities a Leadership Mobile Application to educate students of complex leadership concepts which will be available on multiple platforms: Android, iPhone, iPad, and web. It would provide FSU students an accessible way to access information on leadership in a user friendly manner.

As our user community grows, on campus, throughout the state and the globe, relying on the physical classroom or retreat site to develop students' leadership capacity is an antiquated idea. A Leadership Mobile Application, LEAD, will reach students at the exact point in time they are ready to learn how to work with others, create change, make values-based decisions, and lead their organizations, families, and communities forward.

Project Goals and Scope:
First, is to enhance instruction in leadership related courses. This mobile application LEAD will be used by students who are enrolled in the LDR courses. Currently, approximately 225-250 students are enrolled in LDR courses each semester. These students are from a wide variety of FSU colleges, majors, backgrounds, involvement on campus, some are completing the [Undergraduate Certificate in Leadership Studies](#), while others are [Garnet and Gold Scholar Society](#) members, or simply have an interest in leadership studies. The LDR courses meet the needs of students across disciplines, which is why we feel it is critical to bring this information outside of just the classroom environment into a "leadership for all" format.

Second, we aim to reach new students. The LEAD breaks down any barrier (time demands, schedule conflicts, or geographic location) to learning leadership knowledge, skills, and values from expert Florida State faculty and staff and peer learning from experienced FSU students.

Third, is to increase students' meaningful conversations around the topic of leadership. While we have many resources on campus relating to leadership, bringing them together through additional instructional activities through this mobile application would be beneficial to the campus community and culture of the Florida State University.

Fourth, through highlighting students who are currently leading in our community the application will build momentum for these projects and serve as inspiration for new ideas and leadership endeavors. Linking users to colleagues, peers, and mentors who are leading change efforts provides the opportunity to share the change efforts our colleagues are leading. In addition to gaining possible new followers, the stories and multimedia case studies will serve as examples to motivate the users' own actions and ideas.

Our mobile application LEAD will create a platform where anyone can access a plethora of resources on leadership to learn, engage, and play on their phones, tablets, and iPads. Several components will be included in this mobile application to include, but not be limited to:
  Learn
  - *YouTube Channel* displaying videos created in LDR 2101 and LDR 2162.This is already currently being done, but a more seamless system needs to be worked on for students in class to have easy accessibility to classmate's videos.
  - *Mini Leadership Theory Lectures*- With multiple theories of leadership, these mini lectures would provide another way for students to learn about leadership.

- *Undergraduate Certificate in Leadership Studies Information*- Certificate requirements, advising information, program contact information, and plan of study form will be provided through this application.
- *Leadership Research*- Connection to articles and scholarly information pertaining to leadership will be provided. This will allow for current information to be at users fingertips.
- *Book Reviews* of popular leadership books will also be provided in a multimedia format. *EDH 6081 (offered each* Spring semester) *Leadership and Change in Higher Education* facilitated by Dr. Kathy Guthrie will create these book reviews as a class assignment

Engage
- *Calendar of Leadership Events* will be developed and maintained. These events will include both on and off campus speakers, book clubs, webinars, etc.
- *International Leadership Association* website will be accessible from this platform. Eventually connection to International Leadership Association sponsored webinars will hopefully be established.
- *Leader's Studio*- Interviews with university and community leaders.
- *Leadership Development Tools,* such as worksheets, skill development activities, and in the future an interactive online leadership game.

Play
- Leadership virtual reality game focused on knowledge, skills, and values. *An actual gaming experience to teach relational leadership skills such as: ethical decision making, relationship building, team development, and organizational change strategies.* A potential format for game is player is on a college campus (FSU) and surrounding community and comes upon many decisions in which takes them to different paths of their college career- some are ethical dilemmas, some use specific knowledge, skills, and values developed in the LDR courses and through programs at CLCE *(this is a future development and possible area of additional future funding)*.

Currently, two applications with "leadership" in the title were found during a simple app search. One is titled "Authentic Leadership Circles" and focuses on communication of leaders. This application provides a training video and worksheet in how to have difficult conversations. It costs $14.95 and looks to be expanding. The second application is titled "File cluster: The leadership app" GiANT Impact supports this application which provides the latest articles and an event calendar to "help you advance as a leader." This application focused on an audience of a business nature. While there are currently limited applications with the word "leadership" in the title, there is no application to our knowledge which provides a comprehensive and systematic platform for building of leadership knowledge, skills, and values which is interdisciplinary and focused on college students. This proposed mobile application would be the first of its kind and allow for a powerful platform.

The College of Education is partnering with FSU's Center for Leadership and Civic Education and Division of Student Affairs for content development and with the FSU Computer Science Department's Mobile Lab for app development, thus capitalizing on expertize of many FSU colleagues and providing authentic learning and working experience for students.

2. Impact of LEAD Project on Instruction

Several groups of students will be impacted: (1) students pursuing the Undergraduate Certificate in Leadership Studies, (2) students enrolled in all leadership focused courses across FSU, and (3) students in the Center for Leadership and Civic Education and related Division of Student Affairs programs.

Students enrolled in Undergraduate Certificate in Leadership Studies and LDR courses:
The Undergraduate Certificate in Leadership Studies is an 18-credit, interdisciplinary program which provides an intentional environment for students to focus on leadership development. The certificate is offered as a partnership between The Center for Leadership and Civic Education in the Division of Student Affairs and the Department of Educational Policy and Leadership Studies in the College of Education. The College of Education currently offers approximately 12-14 sections of LDR courses each semester with around **225-250 students each semester in all LDR courses**. While all LDR courses will benefit from this project, LDR 2101,

LDR 2162, and LDR 3215 will be affected the most. Students in these courses create videos related to leadership and post them to YouTube. Currently, these classes post to a Certificate YouTube channel for students to view.

- **LDR 2101- Leadership Theory and Practice** (annual enrollment Fall 2010- Summer 2011: 94) is designed to inspire, teach and engage students in the process of leadership learning. Students are introduced to leadership theory and come to understand their unique role in leadership on campus, in their academic discipline, and within our larger society.
- **LDR 2162- Leadership in Groups and** Communities (annual enrollment Fall 2010- Summer 2011: 62) is designed to inspire, teach and engage students in the process of leadership learning within the context of working with groups and communities. Students also have an opportunity to develop skills necessary to be effective in the leadership process and practice these skills within their community.
- **LDR 3215- Leadership and Change** (annual enrollment Fall 2010- Summer 2011: 53) is an advanced undergraduate interactive theory-to-practice leadership course that examines the change process and prepares leaders who are effective in working with individuals, groups and organizations in leading and managing change.

Additionally, EDH 6081: Leadership and Change in Higher Education, which is a required doctoral class for students pursuing a doctorate in the Educational Leadership and Policy Studies (Higher Education Program), would also be impacted as students would potentially create book reviews for the app as well as use the app for resources regarding to leadership.

- **EDH 6081- Leadership and Change in Higher Education** (annual enrollment Fall 2010- Summer 2011: 8) primarily a doctoral course, it provides an overview of the leadership discipline including the history, definitions, and theories. EDH 6081 will also tackle theory in change and transition and how it is applied to higher education.

Participants in the Center for Leadership and Civic Education:
In order to expand the reach of their mission the Center is partnering with the College of Education to develop this app. As of November 2011, approximately *5,000 students* are currently involved in Center and FSU's Division of Student Affairs leadership learning initiatives, this application will be used to enhance their educational experience. In addition, students will help spread the word and increase use of the application to their peers who are not currently involved. Existing programs that will enhance their reach through this application include, but are not limited to the Service Leadership Seminar, Social Justice Living Learning Community, and FSU LeaderShape.

A new campus-wide program that will benefit greatly from this application is the **Garnet and Gold Scholar Society**. Leadership is one of the five experiential areas of the program; and, currently 75% of the student participants select leadership as one their three areas. Students have the option of taking a leadership related course to fulfill one of the three areas of focus required by this program. This application will enhance their knowledge and choices as they embark on the Garnet and Gold Leadership Experience. These approved courses are within their major and taught by faculty who will be instrumental in the development and marketing of this application. Between these two programs over *75 courses* from different disciplines are designated as leadership related. Students enrolled in these courses will have access to the resources on this proposed mobile application.

Thus, we envision this project impacting approximately *25% of the entire FSU student population.*

3. **Project Plan**

Details of project activities, timeline, and outcomes are outlined in Table 1.

Table 1. Project activities

Project activities/milestones	Who	When	Outcomes
Funding granted	Student Technology Fee Advisory Committee	March, 2012	Funding allocated and made available.

Project activities/milestones	Who	When	Outcomes
Gathering of project team, additional stakeholders and contributors	Kathy Guthrie	March 2012	GA identified Team organized
Review and analysis of content and its organization conducted via online survey and potential focus groups	GA	June 2012	Information on needed content, desired features, and potential habits of app use gathered and analyzed.
Creation of storyboard and visual representations of potential features	Kathy Guthrie Laura Osteen	July 2012	App features finalized
Research of leadership content	GA	July 2012	Content finalized
Written project plan will be fully developed	Project Team	August 2012	Project plan finalized
App development	App developer	October 2012	App developed and ready for testing
Gather feedback from students on application	Kathy Guthrie Laura Osteen	November 2012	Piloting and testing
Marketing Blitz	GA	Jan-Feb 2013	Marketing completed
Initial launch of application		Feb 2013	App launched and functioning as designed.
Participate in the College of Education Tech Showcase 2013	Kathy Guthrie GA	October 2013	Demo an app
Participate in the FSU DigiTech 2013	Kathy Guthrie and GA	TBA	Demo an app

We will produce project reports as requested. We will continue: (1) updating and content development after the app launch and (2) working on future enhancements of the application including interactive leadership-focused game.

4. Project Relationship to Other University Activities

Division of Student Affairs - Strategic Goals
Based on the mission and vision of the Division of Student Affairs, four strategic goals guide its initiative and programs: (1) Build community, (2) Educate leaders to make a difference, (3) Integrate learning, and (4) Ensure operational excellence. The Leadership Mobile Application aligns with each of these goals and moves them forward. The content is clearly the leading connection to these goals as a leadership education tool, however as a integrated high tech tool designed to increase student conversations around leadership it meets the remaining three goals of building community, integrating learning, and ensuring operational excellence.

Garnet and Gold Scholar Society
The Garnet and Gold Scholar Society facilitates involvement and recognizes the engaged, well-rounded undergraduate student who excels within and beyond the classroom in the areas of Leadership, Internship, Service, International, and Research. An undergraduate student who meets the criteria in three of the five areas and completes a Synthesis Reflection will qualify to graduate as a member of the Garnet and Gold Scholars Society. The Leadership Mobile Application will increase the visibility of the program and enhance the access to leadership education opportunities. Additionally, the educational resources available on the application will provide students resources as they reflect and write their synthesis papers.

FSU Quality Enhancement Plan
This proposed partnership among the Center for Leadership and Civic Education, Division of Student Affairs, and College of Education is a great continuation of the collaboration that began eight years ago with the university's Quality Enhancement Plan (QEP). Developed to enhance FSU students' capacity to lead, the QEP included eleven initiatives. One of the initiatives was the Undergraduate Leadership Studies Certificate mentioned above. The certificate has been an incredibly successful partnership between the Center and the College of Education; this application has the capacity to exponentially increase the reach and educational impact of this collaboration across campus.

The *College of Education* adopted its *strategic plan* in Fall 2011. Project activities are aligned with the following objectives:
1.1 Create an environment that promotes student scholarship, leadership, and success
1.1.5 Promote Leadership certificate (in Higher Education) for undergraduate students
1.1.6 Promote participation in university-wide Garnet and Gold Scholars program
1.1.7 Strengthen relationship between COE and Center for Leadership and Civic Education
3.3 Expand the integration of advanced technologies into teaching and learning.
3.4 Maintain and strengthen rigorous, relevant curricula and professional development to prepare students for the changing needs of our society.
3.5 Seek collaborative opportunities with other units within the university.

5. Cost of Ongoing Support

The initial contract with the Mobile Lab @ FSU will come with a one-year maintenance agreement starting at the time of completion. This agreement includes any and all bug fixes, security patches, and load distribution. Upon completion of the one-year maintenance period a new agreement can be negotiated if needed. We are planning to seek external funding to support our efforts in ongoing content update and app maintenance and development after the project is completed.

6. Project Team

Dr. Kathy Guthrie (Assistant Professor, Educational Leadership and Policy Studies): As coordinator of the Undergraduate Certificate in Leadership Studies, Kathy has experience in development of LDR curriculum and coordinates instructors in the Certificate program. A focus of her current research agenda includes the use of technology in leadership education and both integration in classroom instruction and education in virtual environments.

Dr. Laura Osteen (Director, Center for Leadership and Civic Education): With over 19 years of experience in leadership education, Laura will be able to serve as a consultant in content development.

Dr. Mary Coburn (Vice President, Division of Student Affairs): In her position, Mary leads more than 1,600 Division of Student Affairs employees who serve more than 40,000 students.

Frank Sposaro (Computer Science): Receiving both his Bachelor's and Master's degree in Computer Science, Frank has been at Florida State since 2004. In 2009, Frank helped design and introduce a brand new Mobile Programming course that focused on creating Android applications. Since then, working under Professor Gary Tyson, he has taught the class several times and was awarded an internship at Google working with the Android team on a new release. Currently he is pursuing a PhD with a focus on Mobile applications and is the acting Tech Lead for the Mobile Research Lab in the FSU Computer Science Department.

7. Budget Justification

There are two major categories in LEAD budget: a graduate assistant in the department of Educational Leadership and Policy Studies ($22,668.48) and equipment for app design, development, and testing

($19,895.95). A graduate student will be selected among doctoral students in ELPS department. His/her responsibilities will include but not be limited to: conducting online surveys and focus groups for content structure development, research and gathering of content, coordinating student testing of app, coordinating marketing blitz, working with LDR course instructors to integrate app into courses. The graduate student will be employed 20 hours a week for three academic semesters ($15 an hour) and supported with a tuition waiver.

We are planning to receive high return on the mobile add development infrastructure investment as there is a growing demand for the College of Education faculty on mobile app development for teaching, learning, and supervision/mentoring of student-teachers and interns. Itemized budget for mobile app development is presented in Table 2.

Table 2. Itemized budget for app development

Item	Price per unit	Qnt	Item Total
Dell Precision Workstation T3500 with Red Hat® Linux	$ 1,967.10	2	$ 3,934.20
Dell Professional P2311H 23-inch Widescreen Flat Panel Monitor with 3-Year Warranty	$ 198.47	6	$ 1,190.82
LG 4 TB N4B2ND4 Network Attached Storage with Blu-Ray Recorder	$ 1,000.00	1	$ 1,000.00
Netgear 600Mbps RangeMax Dual-Band Wireless-N Router with Universal Push2TV HD Wireless PC to TV Adapter and Universal Wi-Fi Range Extender	$ 267.99	1	$ 267.99
Linksys E3000 High Performance 300Mbps Wireless-N Router	$ 139.99	1	$ 139.99
Mac Pro	$ 3,066.00	1	$ 3,066.00
Apple LED Cinema Display (27" flat panel)	$ 949.00	2	$ 1,898.00
17-inch MacBook Pro	$ 2,614.00	1	$ 2,614.00
Moshi Mini DP to HDMI Adapter with Audio Support	$ 34.95	1	$ 34.95
Nexus Galaxy Android Phone	$ 700.00	4	$ 2,800.00
Iphone 5 (to be launched Sep 2012)	$ 600.00	2	$ 1,200.00
Ipad 2	$ 500.00	3	$ 1,500.00
Galaxy S2 Android Tablet	$ 500.00	1	$ 500.00
Wordpress Template Theme	$ 200.00	1	$ 200.00
Grand total (app)			$ 19,895.95

Overall project cost: $42,564.43
Appendix A presents the overall budget summary.

Appendix A: Project Budget

Project Title:	**Leadership Moblile Application: LEAD (Learn, Engage, Apply, Develop)**							
Organization or College:	College of Education							
Department or Unit:	Educational Leadership and Policy Studies							
Project Period	Start Date:	4/1/2012		End Date:	5/1/2013			

I. Senior/Key Personnel

List senior and / or key personnel whose compensation will be funded through project non-recurring funds

	First Name	Middle Name	Last Name	Project Role	Requested Salary	Fringe Benefits		Funds Requested
A.								
Total Funds Requested for Senior/Key Personnel							$	-

II. Student & Other Personnel

					Requested Salary	Tuition	FTE	Funds Requested
	Graduate Student (weekly 20 hours x $15 an hour; three semesters, with tuition w				15,300	7368.48	0.5	$ 22,668.48
	Undergraduate Students							
	Other Personnel							
Total Funds Requested for Students & Other Personnel							$	22,668.48

Total Salaries, Wages & Benefits							$	22,668.48

III. Equipment

List items and dollar amounts for each item, including software, (or multiple items of the same type with a total cost of) over $2,000 - add lines as needed

	Item Description						Funds Requested	
A.	Mac Pro						$	3,066.00
B.	17-inch MacBook Pro						$	2,164.00
Total for items over $2,000							$	5,230.00
Total for Additional items (less than $2,000 each)							$	14,665.95
	Dell Precision Workstation T3500 with Red Hat Linux ($1967.10 x 2)						$	3,934.20
	Dell Professional P2311H 23-inch Widescreen Flat Panel Monitor with 3-yr warranty (198.47 x 6)						$	1,190.82
	LG 4TB N4B2ND4 Network Attached Storage with Blue-Ray Recorder						$	1,000.00
	Netgear 600Mbps RangeMax Dual-Band Wireless-N Router with Universal Push2TV HD Wireless PC to TV Adapter and Universal Wi-Fi Range Extender						$	267.99
	Linksys E3000 High Performance 300Mbps Wireless-N Router						$	139.99
	Apple LED Cinema Display -27" flat panel $949.00 x 2)						$	1,898.00
	Moshi Mini DP to HDMI Adapter with Audio Support						$	34.95
	Nexus Galaxy Android Phone ($700 x 4)						$	2,800.00
	Iphone 5- to be launched Sept 2012 ($600 x 2)						$	1,200.00
	Ipad2 ($500 x 3)						$	1,500.00
	Galaxy S2 Android Tablet						$	500.00
	Wordpress Template Theme						$	200.00
Total Equipment Costs							$	19,895.95

IV. Other Costs

							Funds Requested	
	Materials & Supplies							
	Consultant Services							
	Equipment or Facility Rental/Use Fees							
	Additional Project Costs (describe in budget justification)							
Total for Others Costs							$	-
Total Project Cost							$	42,564.43