

**Project** Create a coordinated community engagement program.

**Start Date** 8/1/2012

**Client** Center for Community Engagement, Business Engagement Center, Career Center, Conference and Event Services

**Program Manager** Nancy Rogers

**Project Manager** Nancy Rogers

**Thesis Statement** Increased programming and improved marketing is necessary to reach our community engagement and experiential learning participation goals.

## **Introduction/Background – What?:**

Service-Learning Scholars Program – This is a two-year program for sophomores and juniors that includes the completion of service-learning designated coursework, an ongoing process of self-reflection on the meaning of service, and the application of one's academic training and interests to specific community needs through a supervised service project.

Habitat for Humanity House – In conjunction with the Ryves Neighborhood Partnership, the University is sponsoring a Habitat build. The project will engage several hundred students, faculty, and staff through the summer and fall semester.

Donaghy Day – Fall Donaghy Day is a short-term service project for first-year students. It is organized as part of new student orientation. Spring Donaghy Day is a campus-wide daylong service event.

Business Builders – This initiative was piloted successfully in the spring 2012 semester. Sycamore Business Builders provide hands-on, tactical support to local companies and organizations. This interdisciplinary team identifies short-term organizational goals with the client and works throughout the year to executive specific objectives within the company's business or marketing plan.

Stop and Serve – Stop and Serve provides brief, on-campus volunteers for students. Twice a month we will set up a volunteer project in HMSU. Students can drop by for 10 minutes to a couple of hours to assist with the projects. Information about more intensive service opportunities will be available to every student that participates.

Faculty Travel Mini-Grant Program – Financial support will be provided to faculty to make presentations that advance engaged scholarship, practice, and ISU's identity as an engaged institution. A variety of types of proposals will be accepted including those focused on research findings, innovative program design and partnerships, impact on community and/or student learning, and related curriculum development.

Ryves Neighborhood Partnership Mini-Grant Program – This program supports course-based projects completed as part of our Ryves Neighborhood Partnership. The program will help introduce students

and faculty to the organizations that serve the Ryves Neighborhood and initiate longer-term relationships between faculty and these non-profit organizations.

Student Mini-Grant Program – The student mini-grant program funds student-led service projects that are not associated with a class.

Alternative Break Program – This program supports service-focused travel. In 2012-13 we will offer a fall weekend trip to Chicago, a fall multi-day trip (prior to Thanksgiving) to Kentucky, multiple Spring Break trips to various destination, and at least one summer weekend trip (typically to a regional disaster site such as Joplin, MO or Henryville, IN).

Riverscape – We will improve coordination of ISU's academic engagement with the community's Riverscape project by supporting a faculty-fellow and offering a small grant program for faculty, staff, and students to complete service, research, or educational projects associated with the Wabash River and its watershed.

Career Center Employer and Alumni Visits – Beginning in July the Career Center will put a great deal of emphasis on employer and alumni visits. Funding is required for staff to visit employers and attend alumni visits throughout the year.

Career Center Professional Development – There are two major full-day training sessions that we want to bring to campus. One would result in each professional staff member being certified to use career assessment/guidance tools (the Myers Briggs Type Indicator and the Strong Interest Inventory) that assist students with decision-making and more focused career goals. The other full-day session would focus on job search coaching. By engaging national leaders in events on campus, we can reduce our travel expenses.

Marketing/Promotion – We are requesting funding to develop appropriate marketing and promotional materials for the Center for Community Engagement and Conference and Event Services. We are especially focused on promoting the Center for Community Engagement to students, creating an Employer Brochure for the Career Center, publishing a Community Engagement and Experiential Learning Annual Report, and promoting Conference and Event Services to external clients.

## **Proposal/Purpose/Justification – Why?:**

The intention of these planned activities is to:

- Increase national recognition of ISU as an institution committed to community engagement and experiential learning.
- Increase student and faculty participation in community engagement.
- Increase the number of businesses and organizations served by the Business Engagement Center.

## **Work Plan – Action Steps – Process – How?:**

Service-Learning Scholars Program – Steve Stofferahn will continue to serve as a Faculty Fellow with the Center for Community Engagement. His primary responsibility is coordinating the Service-Learning Scholars program. He has recruited a new cohort of students to continue the program in the fall. The seven students that participated during the 2011-12 year will complete their second year activities during the upcoming year.

Habitat for Humanity House – We will break ground on the house in late July. Construction will occur in late summer and fall. Fundraising will continue through the summer and into the fall semester. Community engagement staff will recruit individual ISU students, faculty, and staff and offices/student organizations to participate in the build.

Donaghy Day – Community engagement staff have worked with community partner organizations to identify six volunteer sites that can handle a large number of volunteers on the morning of August 20. The students will convene in the Hulman Center to receive their assignments and instructions. Following a very short program, students will board busses to go to their volunteer sites.

Business Builders – Three students will continue participating in the program from the previous year. Additional students will be recruited at the start of the school year. On an on-going basis, the consultants will meet with prospective companies/organizations to identify and develop project goals. Each project will be evaluated at its conclusion by the participating students and representatives from the business/organization.

Stop and Serve – Starting in September, the Center for Community Engagement will offer a Stop and Serve program on the second and fourth Wednesdays of the month. We will set up tables in HMSU and invite students to drop-in for any amount of time over a three-hour period in the middle of the day. Service projects will include activities such as making/signing Holiday cards for long-term care facility residents and/or service men and women, assembling health kits for homeless shelters or disaster relief sites, potting plants for

Faculty Travel Mini-Grant Program – The RFP has been developed and will be posted for the 2012-13 year in August. Solicitation for projects will be on going throughout the year. We will support 8-12 projects during the 2012-13 year. Faculty will submit reports by May 31, 2012.

Ryves Neighborhood Partnership Mini-Grant Program – The RFP has been developed and will be posted for the 2012-13 year in August. Solicitation for projects will be on going throughout the year. We will support 8-12 projects during the 2012-13 year. Faculty will submit reports by May 31, 2012.

Student Mini-Grant Program – Guidelines for the mini-grants are posted on the Community Engagement website. Projects will be solicited through an open RFP distributed throughout the year to by Community Engagement and Student Activities staff. Jessica Starr will contact make personal contact with student leaders to raise awareness of the program. Organizations will be required to submit a final report within 30 days after completion of their project.

Alternative Break Program – Community engagement staff will solicit and screen applications for participation in the Alternative Break programs. Student participants will plan meals and other on-site

activities. Staff members will also make travel arrangements and facilitate assessment of the programs.

Riverscape – Our first task is to identify a faculty member to coordinate the project. We will develop an RFP for the mini-grant program in late summer and begin promotion to faculty immediately. Grant awards will be made throughout the school year. Grant reports will be due by May 31.

Career Center Professional Development – Tracy Powers and the Career Center staff will take responsibility for scheduling the professional development sessions. All professional staff of the Career Center and other appropriate ISU staff will be invited to the sessions.

Career Center Employer and Alumni Visits – The professional staff of the Career Center will work with the Deans, Department Chairs, and Alumni Association to develop a schedule for alumni/employer visits.

Marketing/Promotion – We will work with Communications and Marketing to develop appropriate on-line and print materials for the Center for Community Engagement, Career Center, and Conference and Event Services. These materials will include a print and on-line annual report for Community Engagement and Experiential Learning, Career Center employer brochure, printed and on-line promotional materials for Conference and Event services, and promotional items for the Center for Community Engagement.

## **Reporting and Deliverable Schedule – When?:**

Service-Learning Scholars – The recruitment of the 2<sup>nd</sup> class of students is completed. They will begin the program during the fall semester when they enroll in the Introduction to Service-Learning course. The first cohort of students will complete the program in May or December 2013.

Habitat for Humanity House – We will break ground in late July. The majority of building will be completed by the end of the fall semester.

Donaghy Day – Donaghy Day is currently being organized by Center for Community Engagement staff. The event is scheduled for August 20, 2012.

Business Builders – Recruitment for new students will occur in August/September. Program implementation will run from September through the end of the fiscal year. Program assessment and evaluation will be conducted on an on-going basis as projects are completed.

Stop and Serve – Stop and Serve programs are scheduled for the following dates:

- September 12th and 26th
- October 10th and 24th
- November 14th and 28th
- January 9th and 23rd

- February 13th and 27th
- March 27th
- April 10th

Faculty Travel Mini-Grant Program - The 2012-13 RFP will be posted by August 15. Solicitation for proposals will be on going after the RFP is posted. Final reports will be due by May 31, 2013.

Ryves Neighborhood Partnership Mini-Grant Program – The 2012-13 RFP will be posted by August 15. Solicitation for proposals will be on going after the RFP is posted. Final reports will be due by May 31, 2013.

Student Mini-Grant Program – The 2012-13 RFP will be posted by August 15. Solicitation for proposals will be on going after the RFP is posted. Mini-grant reports from student organizations will be due within 30 days after completion of the project.

Alternative Break Program – Solicitation of applications for ASB will begin at the start of the fall semester. A student leadership team will be selected from applicants in October/November. The interview process for ASB will conclude by January. Fundraising for the program will start in the fall semester and continue through early March. Students participating in ASB will meet weekly during the spring semester. Students can sign-up to participate in the Chicago service-learning trip starting at the beginning of the semester and continuing through the 2<sup>nd</sup> week in September. Applications to participate in the Thanksgiving trip will be due in October. Riverscape –

Career Center Professional Development – One professional development session will be held in the fall semester. The other will be scheduled for the spring semester. Career Center staff will plan and schedule the events.

Career Center Employer and Alumni Visits – Employer visits and participation in alumni visits will occur throughout the year.

Marketing/Promotion – The Community Engagement and Experiential Learning annual report will be completed by September. The Career Center employer brochure will be completed early in the fall semester. Materials for Conference and Event services will be completed by November 1.

Promotional items for the Center for Community Engagement will be available by September 1.

## Budget – How Much?:

	Description	Budget
<b>Labor</b>		
<b>Faculty Salaries</b>		
Service-Learning Scholars faculty fellow	1 course buyout per semester (2*4000) + \$1500 per semester stipend (2*1500) + Summer Stipend (\$3500)	14500
Business Builders Graduate Assistant stipend	12 month stipend	12,000
Business Builders Graduate Assistant tuition waiver		7500
Business Builders student wages	Business Engagement Student Consultants (5 students X 15 hours per week X 40 weeks X \$10 per hour)	30000
Faculty coordinator for Riverscape	2 Semester X \$2000 stipend; summer stipend - \$3000	7000
<b>Operational</b>		
<b>Supplies/Expenses</b>		
Habitat House	Assistance with sponsorship of Habitat House	15000
Ryves Neighborhood Partnership Mini-Grants	12 grants X \$2500	30000
Student Organization mini-grants	15 grants X \$800	12000
Stop and Serve supplies	Donations of materials will be solicited for every project. Funding is requested to purchase items to supplement donations. 12 events X \$100	1200
Printing/advertising/promotional items for conferencing and event services,	Community Engagement/Experiential Learning Annual Report - \$2500; Career Center Employer Brochures - \$5,000; Center for	14500
Career Center Professional Development	Stipend and travel expenses for consultant/speakers - 2 speakers X \$5000	10000
Riverscape grants	8 grants * 3000	24000
<b>Travel</b>		
Student Travel for Service Projects	Support for Thanksgiving service trip - \$1000; Support for Spring Break Trip - \$2000	3000
Faculty travel for conference presentations	12 faculty X \$1500	18000
Donaghy Day	5 busses for fall Donaghy Day	\$2,850
Employer and Alumni Visits	9 staff members X 5 trips for employer visits X \$500; \$2500 for participation in alumni events	25000
	<b>Total</b>	226550

## Stakeholders and Management Plan – Who?:

Service-Learning Scholars – Steve Stofferahn, Heather Miklozek, Nancy Rogers

Habitat for Humanity House – Jessica Starr, Heather Miklozek

Donaghy Day – Heather Miklozek

Business Builders – Chris Pfaff

Stop and Serve – Jessica Starr

Faculty Travel Mini-Grant Program – Heather Miklozek, Nancy Rogers

Ryves Neighborhood Partnership Mini-Grant Program – Heather Miklozek

Student Mini-Grant Program – Jessica Starr

Alternative Break Program – Jessica Starr, Heather Miklozek

Riverscape – Nancy Rogers, faculty coordinator (yet to be selected)

Career Center Professional Development – Tracy Powers

Career Center Employer and Alumni Visits – Tracy Powers

Marketing/Promotion – Tracy Powers, Heather Miklozek, Fred Clark, Judy Price

## **Outcome Assessment & Future Testing – How Well?:**

Service-Learning Scholars – 25 students will participate.

Habitat for Humanity House – 800 faculty, staff, and students will participate

Donaghy Day – 800 students will participate

Business Builders – Six students will provide service to 12 organizations

Stop and Serve – We will average 50 participants per event.

Faculty Travel Mini-Grant Program – We will award 8-12 grants.

Ryves Neighborhood Partnership Mini-Grant Program – We will award 8-12 grants.

Student Mini-Grant Program – We will award 5 grants.

Alternative Break Program – Forty students will participate in the fall service-learning trip. Seventeen students will participate in the Thanksgiving trip. One hundred students will participate in the Alternative Spring Break Trip.

Riverscape – We will provide eight grants to faculty.

Career Center Professional Development – Fifteen career center and other staff will attend two professional development sessions.

Career Center Employer and Alumni Visits - Nine Career Center staff will each make 15 employers visits.