

# Strategic Plan – Initiative Work Plan FY2015

Initiative Name Create a coordinated community engagement program Date 5/30/2014

Goal # 3 Goal Chair(s) Nancy Rogers

Initiative # 1 Initiative Chair(s) Nancy Rogers

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

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## **1. Introduction/Background – What?**

Efforts for increased awareness of community engagement and experiential learning did not go unrecognized this past year. Again the Center for Community Engagement (CCE) was listed as President's Honor Roll with Distinction along with the rankings in Washington Monthly:

- 25<sup>th</sup> overall
- 2<sup>nd</sup> in service oriented for faculty and staff involvement
- 1<sup>st</sup> in community service partnership and hours served

Commitments from the entire faculty, staff and students contributed to the success. The ability to acquire the data through card swiping at events and the Curricular Engagement Inventory (CEI) provided a robust set of data. The efforts the campus and community contributed to the success of the CEI and the effective communication with the Center for Community Engagement, Business Engagement, Hulman Center, Conference and Events, and Career Center provided a clear picture of the hours faculty, staff and students served that led to our success.

## **2. 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.
- Increase graduate readiness for the workplace.

## **3. Discussion of Past Years Results – Benchmark Successes?**

Service-Learning Scholars (SLS)-Dr. Steve Stofferahn has served as a faculty fellow in CCE with the main responsibility as coordinator of the SLS program. Currently four students have completed the program. Sixteen students began the SLS program in the spring 2014 semester with an estimated completion in spring 2015.

Donaghy Day-With an increase of the freshmen class, effort was made to provide service sites that would accommodate more students during Fall Donaghy Day. The Vigo County Parks Department, Terre Haute Parks Department, and Boys Scouts of America Camp were a few new sites added to the yearly event. With the additional sites and students it is imperative to maintain the chartered busses used for locations that are not

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within walking distance. With the increase of the student population and the service interest of our faculty and staff, participation is growing for Spring Donaghy Day as well. Attendance for Fall Donaghy Day totaled 1368 and 499 for Spring Donaghy Day.

Business Builders- This past year, Center for Business Engagement had total 22 students employed through the Business Engagement Center. They assisted 30 local businesses and organizations.

Stop and Serve- The summer Stop and Serve was initiated for the first time during the June summer orientation sessions. One projects consisted of mailings for non-profits with a total of 2158 students participating. As students returned to campus in the fall, Stop and Serve continued for a second year. Agencies that benefited from Stop and Serve were American Red Cross, Area 7 Agency on Aging, Bethany House, Catholic Charities, Meals on Wheels, Next Step Foundation, and Union Hospital. Activities included cards for veterans, first responders, meal delivery sites, and preparing hygiene kits. Student participation in the fall was 762 and 409 in the spring.

Alternative Break (AB) Program- CCE is attempting to put additional resources into the AB programs. An Alternative Spring Break (ASB) student organization has been formed. The student organization will include fundraising committees and student development activities in order to create student leadership teams for each ASB site. These student leadership teams will work collaboratively with the chaperones to lead the trips. The student organization is in its infant stage, but goals have been created by staff to provide a holistic experience for students. The student organization is based on a model from Break Away, the national Alternative Break organization. The following are destinations that AB programs visited along with student participation numbers:

Location	Number of Students	Details
Indy Day of Service	90	Fountain Square, St. Vincent DePaul Food Bank
Gary Service Trip	7- 21 <sup>st</sup> Century Scholars	Great Lakes Charter School, Gary, IN
Fall Break Trip	19	Center for Courageous Kids, Scottsville, KY
Spring Break Trip	73	Dominican Republic; Selma, AL; Maryville, TN; New Orleans, LA; Hubert, NC

Continuing Grant Programs-Additional dollars provided to faculty have provided creative experiential learning opportunities along with introducing ISU to new partnerships throughout the community. The following are grants submitted, awarded, and grant dollars spent through the strategic plan.

### Faculty Travel Mini-Grants

Grantee	Department	Date Awarded	Funds Requested	Funds Awarded
Gurovich, A.	Applied Medicine & Rehabilitation	4/10/2013	1,500.00	1,500.00
Kahanov, L.	Applied Medicine & Rehabilitation	DENIED-6/2013	4,836.00	-
Eberman, L.	Applied Medicine & Rehabilitation	DENIED-	3,711.00	-

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		6/2013		
Ward, K.	Communications	8/11/2013 3	800.00	800.00
Bolinger, K.	EESE/CIMT	8/13/2013 3	1,150.50	1,150.00
Conant, J.	Economics	8/22/2013 3	975.00	975.00
Hare, M.	Kinesiology, Recreation and Sport	9/11/2013 3	560.00	560.00
Park, Y.	Elementary, Early, and Special Education	1/14/2014 4	1,900.00	1,900.00
Schaumleffel, N.	Kinesiology, Recreation, & Sport	1/14/2014 4	964.00	964.00
Lee, M.	Kinesiology, Recreation, & Sport	1/14/2014 4	1,386.00	1,386.00
Baker, W.	Built Environment	1/14/2014 4	1,951.82	1,951.82
Liu, K.	Elementary, Early, and Special Education	DENIED- 1/2014	1,435.00	-
Bro, P.	Music	1/14/2014 4	771.00	771.00

Grantee	Department	Title of Grant	Award Date	Funds Requested	Funds Awarded
Nichols-Pethick/Venable	Art	Gilbert Wilson Memorial Mural Project: Year of the River Mural	5/13/13	2,227.76	2,227.76
Weng/Fu	Earth and Environmental Systems	Development of a WebGIS Server for Wabashiki Fish and Wildlife Area	6/1/13	3,952.49	3,000.00
Aldrich	Earth and Environmental Systems	A Protocol to Report Data and Findings from the ENV110 Wabashiki/Riverscape field trip to the Indiana Department of Natural Resources	6/1/13	2,987.29	2,987.29
				9,167.54	9,167.54

### Student Mini-Grants

Student Organization	Grantee	Title of Project	Date awarded	Funds Awarded
Delta Sigma Pi	Farris	Rent-A-Puppy	10/1/2013	367.00
Sigma Chi	Robinson	Derby Days	1/1/2014	500.00
Alpha Tau Omega	Lehman	Perrine 2014	1/1/2014	500.00
Baptist Collegiate Ministry	Tryon	Shoe Collection Drive	2/1/2014	950.00
				2,317.00

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Career Center Employer and Alumni Visits-In September 2013, Ms. Teresa Dwyer was hired for this role. Ms. Dwyer has collaborated with the Alumni Affairs Office along with the Indiana State University Foundation to focus relationship building in Chicago, and within the state of Indiana. The intent is to foster relationships with companies who have ISU alumni and build opportunities for hires for ISU students.

On-Campus Internship Program-Participants in this program will be required to report their internship experiences via Sycamore Career Link for reporting and accreditation purposes as well as for inclusion on the student's co-curricular record. On campus departments participating in this program can save money by developing internship opportunities out of full time vacant positions that become available in their department. As a result, active jobs with Student Employment Programs will increase. To date, 240 have been reported with reporting starting in the summer of 2013.

Career Immersion Experiences-The Employer Relations Coordinator has begun partnership building with numerous employers. To date, the Indianapolis Museum of Art (IMA) has created a project-based learning program. Dr. Ganis, Chairperson for Department of Art and Design, has started initial phases of integration into his Contemporary Art course for spring 2015.

Employer Team Visits-The Employer Relations Coordinator has begun development for employer visits. Faculty has provided potential employers, but logistics still remain for coordinated visits. Arrangements are underway to visit the Federal Corrections Complex for female Criminology students. The Federal Bureau of Prisons has a hiring initiative to recruit more females into their organization, in a variety of roles. They have additional programming and resources to support women in their workplace and felt that ISU would be a good place to seek those candidates. They want to further develop their relationship with the University.

Employability Skills Certification-The Career Center currently manages eight certificates under the Professional Skills Certificate Program. Four certificates are administered by faculty/staff and four are administered by third party organizations. There are over 100 students currently participating in the Professional Certificate Program.

Community Semester - The College of Arts and Sciences had another successful Community Semester program. Over the course of the spring semester 5200 people attended 35 events.

### **4. Work Plan, Next Fiscal Year – Action Steps – Process – How?**

Service-Learning Scholars Program – Dr. 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.

Donaghy Day – Community engagement staff have worked with community partner organizations to identify 35 volunteer sites that can handle 25000 volunteers on the morning of August 18. The students will convene in the Hulman Center to receive their assignments and instructions. Following a very short program, students will board 10 chartered busses to go to their volunteer sites.

Business Builders – Student consultants (Business Builders) 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. Business Engagement will provide a short, evaluation report of the program to date by August 1.

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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. Stop and Serve activities will be implemented during New Student Orientation sessions for incoming first year students. In addition, Stop and Serve sites will be set up in academic buildings and large campus events (such as family day) to focus on themed projects pertinent to the student population present.

Faculty Travel Mini-Grant Program – The RFP are posted for the 2014-2015 year. Solicitation for projects will be on going throughout the year. We will support 15 projects during the 2014-2015 year. Faculty will submit reports by May 31, 2015.

Ryves Neighborhood Partnership Mini-Grant Program –Solicitation for projects will be on going throughout the year. We will support 10 projects during the 2014-2015 year. Faculty will submit reports by May 31, 2015.

Ryves Neighborhood Mentor/Mentee- Vigo County School Corporation will select mentees from Franklin and Deming Elementary. Fifteen students will be selected by school principals to be paired with ISU staff and faculty mentor volunteers. The intention for this mentor/mentee program is to encourage education, acknowledge mentee accomplishments, and promote the idea of going to college. Mentors will be provided training and support for the program along with the requirement to eat lunch with the mentee once a month and engage in after school events that will be coordinated by ISU faculty in areas of science, reading, math, aerospace, and art.

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 by Community Engagement and Student Activities staff along with posts on the *Treehouse*. Jennifer Christian and Jessica Starr will 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 along with staff will plan logistics including travel, meals, housing and other on-site activities. Staff members will also make travel arrangements and facilitate assessment of the programs. Indy Service Weekend, Gary , IN day trip, Alternative Fall Break, Alternative Spring Break, Indy Day of Service and Summer Break (natural disaster relief) encompass Alternative Break Programs. Additional trips will include an Alternative Winter Break and additional international Alternative Spring Break which totals eight organized multi-day trips.

Marketing/Promotion – We will work with Communications and Marketing to develop appropriate on-line and print materials for the Center for Community Engagement, and Conference and Event

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Services. These materials will include a print and on-line annual report for Community Engagement and Experiential Learning, printed and on-line promotional materials for Conference and Event services, and promotional items for the Center for Community Engagement.

Wabash Valley Healthy Moms and Babies Initiative-The initiative is to assist with West Central IN Infant Mortality Reduction Task Force by providing community meetings and outreach opportunities to expecting mothers in the west central IN.

Community Semester - The two primary goals of the series are to bring the vibrant and exciting ideas in the sciences, humanities, liberal arts and creative arts to the Wabash Valley, as well as to invite the public to actively engage with us. Over 30 events will be scheduled for the semester. Funding will support marketing and other operational expenses for the program.

### **5. Reporting and Deliverable Schedule – When?**

Service-Learning Scholars – The recruitment of the 4th class of students will begin spring 2015. They will begin the program during the spring semester when they enroll in the Introduction to Service-Learning course. Three cohorts have completed coursework while cohort one completed the SLS program in May 2015.

Donaghy Day – Donaghy Day is currently being organized by Center for Community Engagement staff. The event is scheduled for August 18, 2014.

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 10
- September 24
- September 27
- October 8
- October 22
- November 12
- January 28
- February 11
- February 25
- March 11
- March 25
- April 8
- April 22

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Faculty Travel Mini-Grant Program - The 2014-2015 RFP are posted for the academic year. Solicitation for proposals will be on going after the RFP is posted. Final reports will be due by May 31, 2015.

Ryves Neighborhood Partnership Mini-Grant Program – The 2014-2015 RFP are posted for the academic year. Solicitation for proposals will be on going after the RFP is posted. Final reports will be due by May 31, 2015.

Ryves Mentor/Mentee-Mentors will be selected by mid-July 2014. Training of mentors will begin August 2014 with interactions with mentees starting September 2014-June 2015.

Student Mini-Grant Program – The 2014-2015 RFP are posted for the academic year. 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 began during the 2014 spring semester. A student leadership team has been selected from applicants in April. The interview process for ASB will conclude by October 2014. Fundraising for the Alternative Spring Break program started in the 2014 spring semester and continue through early March 2015 with the efforts to bring the cost to the student significantly lower. Students participating in ASB will meet weekly during the 2015 spring semester. Additional trips will begin registration at the beginning of the 2014 fall semester. Indy service weekend, Gary, IN day trip, Alternative Winter Break, and Alternative Fall Break have lower costs to students, but will encourage fundraising and department support.

Marketing/Promotion –Materials for Conference and Event services will be completed by October 1. Promotional items for the Center for Community Engagement will be available by September 1.

Wabash Valley Healthy Moms and Babies Initiative – Provide four faculty grant opportunities to engage in programs for West Central Indiana mothers and babies to reduce infant mortality throughout the 2014-2015 academic year.

Community Semester – Planning for the community semester has started and will continue through the fall semester. The program will be implemented during the spring semester.

### **6. Budget – How Much, a General Discussion of Funds Use?**

We have requested \$181,250. The vast majority of funds are budgeted to support programming in the Center for Community Engagement and Business Engagement Center. We are focused on continuing to increase student participation in community engagement and increasing outreach to the west central Indiana.

### **7. Stakeholders and Management Plan – Who?**

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

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Donaghy Day events – Jessica Starr, Jennifer Christian, 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

Ryves Mentor/Mentee Program-Heather Miklozek

Student Mini-Grant Program – Jennifer Christian, Jessica Starr

Alternative Break Program – Jessica Starr, Jennifer Christian

Marketing/Promotion – Darby Scism, Heather Miklozek, Fred Clark, Judy Price

Wabash Valley Healthy Moms and Babies Initiative – Nancy Rogers, Heather Miklozek

Community Semester – John Murray

### **8. Outcome Assessment & Future Testing**

Service-Learning Scholars – 15 additional students will be recruited this year.

Donaghy Day – 2100 students will participate

Business Builders – 10 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 15 grants.

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

Ryves Mentor/Mentee- We will recruit and train 30 mentors

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

Alternative Break Program – Forty-five students will participate in the Indy weekend service trip.

Thirty students will participate in the Gary, IN day service trip. Twenty students will participate in the Fall Alternative Break trip. Ten students will participate in Alternative Winter Break. One hundred and twenty-three students/staff/faculty will participate in the Alternative Spring Break Trip.

Wabash Valley Healthy Moms and Babies Initiative – We will award 4 grants.

Community Semester – At least 30 events attracting 5000 participants will be scheduled.



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### 9. Line Item Budget Discussion that tracks Budget Templates ...

		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)	11000
	Business Builders student wages	Business Engagement Student Consultants (10 STUDENTS X \$10 X 18 HOURS X 30 WEEKS) AND (10 STUDENTS X \$10 X 25 HOURS X 14 WEEKS)	89000
<b>Operational</b>			
	<b>Supplies/Expenses</b>		
	Ryves Neighborhood Partnership Mini-Grants	8 grants X \$2500	20000
	Ryves Mentoring Program	Supplies and training materials	3000
	Stop and Serve supplies	Donations of materials will be solicited for every project. Funding is requested to purchase items to supplement donations. 15 events X \$50	750
	Printing/advertising/promotional items for conferencing and event services, Career Center, Center for Community Engagement	Center for Community Engagement Promotional Items - \$1500; Conference and Event Services materials - \$2,000	3500
	Health Moms and Babies Initiative	4 grants X 2500	10000
	<b>Travel</b>		

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	Student Travel for Service Projects	Support for Indy Weekend Service - \$1000; Gary, IN day trip - \$500; Support for Fall Break trip - \$1000; Support for Winter Service trip - \$1000; Support for Spring Break Trip - \$10,000	13,500
	Faculty travel for conference presentations	15 faculty X \$1500	22500
	Donaghy Day	10 busses for fall Donaghy Day	8000
	Community Semester	Funding for operational expenses	5000
		<b>Total</b>	<b>186250</b>

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