



2007 Annual PHENND Conference

2-23-2007

Increasing Student Involvement in Greater Philadelphia: A Strategy for Service

Introductions (see appendix for contact list and organizations represented)

- We are here today to think through a strategy to get students more involved in Greater Philadelphia

Overview of Campus Philly

- Combating the 'brain drain' in Philly area, more people with college degrees needed
- Get more students to come to school here. One Big Campus initiative – ENROLL
- Students have a better experience. Kick Off – ENGAGE
- Students to stay in Philly – EMPLOY

Community Engagement Program

- Campus Philly → previously, we have only just dabbled in connecting students with community opportunities, now we want to organize a strategy.
- Act as a catalyst in organizing an effort toward increased involvement.
- No limited definitions of involvement
- Molding student behaviors
- Beneficial to all parties – students, served community, nonprofits

First Steps in the Process:

- Meeting with groups and colleges to assess what involvement is and current behaviors
- Focus groups and survey- 800 students so far, going for 2000. Active through March 23rd: campusphilly.org/survey

Preliminary Findings

- 83 percent of students participate in some type of defined community involvement activity
- Reasons for involvement prominently: Personal sense of satisfaction, Duty to alleviate social problems, Student club or organizational involvement, Personal connection with mission or issue
- How students find out about involvement opportunities: e-mail (MOST), friends – word of mouth, campus community service offices

- Reasons for further involvement: if students would like a stipend, if more friends were involved

Project Scope – Four-part plan:

- Best Practices Implementation:
 - Work Study Guide
 - Student Volunteer/Internship guide
 - Mentoring Guide
- Targeted Programming Calendar
 - Student Leadership Conference/Workshops
 - Regional one-day events
 - Looking for more intercollegiate projects
 - Targeted campaigns
 - Alternate Spring Break Philadelphia
- Website and Mailing List
 - Traditional and reverse volunteer database
 - Reverse Volunteer Database: Facebook-like - organizers can select interested volunteers based on a user-created profile
 - Non-profit internship listings
 - E-Newsletter
- Mentoring
 - Increasing college readiness for Philly high school students

Discussion

- Service on college campuses should be thought of as a privilege b/c of time demands
- Biggest hurdle is getting over the fact that students cannot afford to take time to do service
- What are other campuses doing to provide a resource? Is this addressed? (Swarthmore allocates money for paid internships)
- Money bearing service vs. credit bearing service
- How do we get students to a place where they can dedicate time to service?
- Courses that motivate service involvement are key—very productive forum for community involvement
- If students can see the connection between their course work and service, they are more likely to contribute

Campus Philly Internship Project

- How does an employer benefit from a student hire?
- Connect students to non-profits for skill development, while helping the employer as well
- Are professors unwilling to dedicate their class time to service because it deviates from class time/learning time?
- Stress on resume builders again – students have to take time off to do internships
- Focus on the summer for programs because that is when students have time

Resources to be included on website

- Students creating their own profile: making it easy for nonprofits to connect
- Facebook/Profile is a great idea because even for students who don't know the area could even get hooked up
- Do things by geography. Transportation is difficult so if jobs/opportunities are sectioned off by place they would be more appealing.
- Online relationships? Mentoring online?
- With online someone has to monitor the conversation, but there are fewer liabilities.
- Chat room? Sectioned by major?

Creative Curriculumms

- How are professors involving service work in their curriculum?
- How to get creative?
- Instead of having students create their work for a mock company—get them connected with actual nonprofits
- Creating a product for the community
- Bring the ideas to faculty
- Harness the network of schools
- Resume grade volunteering. Students liked to see their work as a stepping stone for the future
- Communicating with non-profits and letting them know that there can be a conversation with professors
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City Year's Intern Model

- Flexible hours, make your own schedule.
- Extend Septa passes?
- Offer training?
- Workshops in classes to access students? Workshops about building skills

Non-profit guide

- An internship conversation is one not often had in nonprofits.
- List of school contacts, as navigating colleges can be a challenge

Training module

- For students, how to enter a community?
- How to involve yourself?

Student volunteering guide

- Divided by issues
- Mix it up through different focuses, group v. individual volunteering

Current Resources

- Princeton Project 55
- Communications Dept. at Millersville: whole list of non-profits organizations
- PHENND syllabi swap

Next Steps

- What are the strategies that work to increase student involvement in specific events?
- How does the school market it to their students?
- Working with student groups
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Appendix

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Additional Information about some of the organizations represented:

Philadelphia Academies

- Presence in HS, looking to create collaboration with college students

Need in deed

- Small non-profit, work with public schools

Scholars and Service

- In PA, Hillary serves as program coordinator
- Americore
- 450 hours per year, students receive an education award
- Focus outreach efforts into one community

The Science of Theater and Magic

- Pathway for young children- science plus theatre arts to get students interested in science
- Bring young students to campus to work with college students
- Trying to find HS students to be ambassadors.
- Advisory board members to help with issues in Philly

Lang Center for Civic and Social Responsibility (Swarthmore)

- SESPA, grant funds to student, faculty, and staff for programs in service
- Opening the door: summer interns are going to be announced, full time, well-prepared who are interested in social issues—need orgs and schools to host those interns