Student-Led Campus Wide Engagement

Overview

Background:
At Bonner Congress and Fall Director's Meeting, you were asked to visualize the different ways that students can participate in civic engagement on your campus, as well as how those opportunities were currently organized. By the end of the workshop, you were also asked to map out an ideal vision of civic engagement on your campus. Many or all of you chose to join this Learning Community because the civic engagement landscape you are hoping to achieve requires or is greatly improved by student leadership. This first Learning Community Assignment is meant to help guide you in creating a tactical strategy to mobilize student leaders that can facilitate the transition from current to ideal campus-wide engagement.

How will you do this? At Fall Director's Meeting, we discussed that the ***core approach*** to student-led campus-wide engagement required convening a diverse coalition of student leaders from across campus. However, we did not elaborate on future steps beyond building this coalition. Which students will you convene? What is your ***strategy*** once these students are brought together? Based on ***challenges*** of your specific campus, which ***tactics*** would be the most strategic and effective at increasing campus-wide engagement? This Assignment is designed to help you answer these questions.
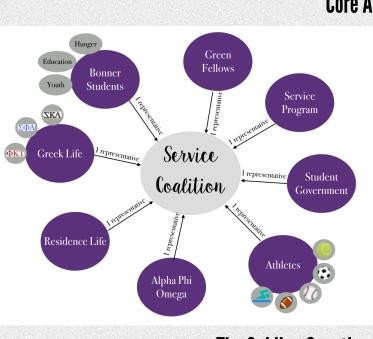
The Assignment:
Use this handout (page 2-3) to help guide your campus team through the Assignment (page 4). It is broken down into four different components, each targeting a different question:
- **Core Approach**
- **Strategy**
- **Challenges**
- **Tactics.**

As a result, you will develop a key strategy, specific to your campus, with your student coalition of leaders to progress toward increased depth and breadth of campus-wide engagement. At our first conference call in January (TBD), we will discuss the tactics that each campus has chosen and why it is a good strategy for your particular school.

Student-Led Campus Wide Engagement
Handout

Core Approach

The core approach that guides our student-led campus-wide engagement initiative is the **Coalition Model.** This model requires each campus to convene a diverse coalition of student leaders to collaborate on civic engagement initiatives. These students can be drawn from a variety of campus sources including, but not limited to:

- The Bonner Program and other Service Programs
- The Campus Center for Civic Engagement
- Clubs/Organizations
- Academic Courses
- Departments.

The Guiding Question: What is your Strategy?

Once student leaders are convened, what is their role in fostering greater campus-wide engagement? What is their tactical strategy?

Challenges

Consider these challenges when planning your tactics for student-led campus-wide engagement. Where do you have strengths or weaknesses? How can student leaders be used to overcome these challenges?

- **Finances and Resources:** What financial resources do you have at your disposal? What other resources do you have that can be dedicated to student-led campus-wide engagement?
- **Time**: How much time can staff or students dedicate to this task?
- **Staff Capacity**: How many individuals do you have to dedicate to student-led campus-wide engagement? Is it possible for them to engage in this initiative, among their other duties?
- **Training:** Do you have the capacity to provide training, skill and professional development, and/or reflection activities for students engaged in service?
- **Management and Support:** Is it possible for you to manage this structure effectively? Can you provide the necessary support to make this initiative thrive?

What tactics should the student service coalition use to increase campus-wide engagement? Which tactics work best for the conditions of your campus? Refer to this wiki page under "Student-Led Campus-Wide Engagement" for more detailed descriptions of how Bonner schools used each tactic.

1. Campus-Wide Service Events
Student leaders organize and manage large service events to increase service participation on a wide scale.
Refer to Guilford College's Annual Day of Service.

2. Series of Service Events
Student leaders plan and facilitate a series of ongoing service events, such as Service Saturdays, open to the campus.
Refer to The College of New Jersey's CEL Days.

3. Campus Calendar
Student leaders collaborate to create a campus calendar of service and service-based events that any students, faculty, or staff may participate in.
Refer to UNC-Chapel Hill's Campus Calendar.

4. Incentives
Student leaders help to found or build an incentive-based program for service on campus. This could include incentives such as transcript recognition or commencement awards.
Refer to Christopher Newport University's Service Distinction Program.

5. Inventory of Issues
Student leaders take the lead on mapping the campus and community for underutilized assets and unaddressed needs, which can serve to create more effective partnerships between the campus and community.
Refer to Community Asset Mapping, or Siena College's Asset Mapping T&E.

6. Culture of Service on Campus
Student leaders take the initiative in creating excitement and interest around service using strategies such as social media or large fundraising events.
Refer to Depauw University's Digital Media strategy and Stetson University's Greenfeather event.

7. Coordinating Council
Student leaders convene for regular meetings to coordinate service duties and functions including transportation, reflection, and training.
Refer to Rider University's Rider Service Leaders.

8. Faculty Engagement
Student leaders are active in engaging faculty regarding the importance of service learning courses in a campus-wide curriculum.
Refer to "Students as Colleagues" on the wiki, as well as the Five Point Series Handouts.

9. Issue-Based Catalyst
Student leaders organize events and activities revolving around a specific issue, which serves as the catalyst or motivation for individuals to engage in service.
Refer to Ursinus College's Community Week.

Student-Led Campus Wide Engagement
Assignment #1

Step 1: Plan your coalition of student leaders.
- How many students do you hope to convene?
- How many campus organizations/sources do you hope to include?
- Which students will you convene? Name them and their campus affiliation.

Step 2: Understand your campus environment.
- What additional mapping have you done to better understand your civic engagement landscape?
- What is the nature of campus-wide engagement on your campus?
- What challenges do you face?
- What role can student leadership play in helping you achieve greater campus-wide engagement?

Step 3: Read and Examine Campus-Wide Engagement Tactics.
Keeping the nature of campus-wide engagement in mind, read each tactic and its corresponding campus example.
- Do any of the tactics stand out as ones that may be effective on your campus?
- Do you need to reach out to any of the campus examples for clarification?

Step 4: Choose, Combine, and Refine Tactics into a Strategy.
- Based on the civic engagement landscape present on your campus, which campus-wide engagement tactic(s) would be the most effective for your student coalition to pursue?
- Why are your chosen tactics appropriate for your campus?

Step 5: Articulate your Strategy.
- How will you articulate your strategy to your student coalition?
- What challenges do you foresee?
- What are your immediate next steps?

Be prepared to share your progress and strategy during the January call. Please submit a slide on Basecamp summarizing your information, following the template shown below.

Bonner University

Princeton, NJ

Chosen Tactic(s)

9. Issue-Based Catalyst

BU is located in Princeton and near the neighboring towns of Trenton, Ewing, and New Brunswick, where food insecurity is very common. This issue is one that students should be aware of living in this area. Therefore, by planning a week of local hunger awareness events, we think that it will motivate many students to continue work with food insecurity organizations in the area.

3. Campus Calendar

After the hunger awareness week, it would be helpful to begin generating a campus calendar that listed not only the food insecurity-based service opportunities, but other ways to become involved in service and advocacy.

Student Coalition

10 student leaders

- 2 - Bonner Program
- 2 - Student Government
- 3 - Greek Life
- 2 - Residence Life
- 1 - Alpha Phi Omega

Strategy

- Get buy-in from student coalition by sharing the vision (tactics) and informing them of hunger issues in the area
- Begin planning Hunger Awareness week by contacting local organizations
- Market for the launch of the campus calendar by next Fall 2017
- Work with BU's Communication department to begin steps for the campus calendar