

Service-Learning Project Individual/Team Project Requirements

I. INTRODUCTION TO SERVICE-LEARNING - Marketing 100(S) is the introductory course in marketing required of all majors in the Craig School of Business at CSU, Fresno. The course has been designated as a service-learning class where students learn and develop by engaging in community SERVICE while relating that experience to classroom material (LEARNING). Marketing is an ideal business discipline for service-learning since most non-profit organizations can use assistance in this area. Students learn by participation in the utilization of marketing by a Community-Based Organization (CBO¹) and, at the same time, act as a valuable resource to enhance the marketing activities of that organization.

The Marketing Project can be completed by an individual student or a team typically made up of 3-4 students. However, should the project require a larger team, this can frequently be accommodated with approval of your instructor.

II. FINDING A CBO FOR A SERVICE-LEARNING PROJECT: This is often the most perplexing and time-consuming part of the assignment for many students. To minimize both the confusion and the time requirements, students have three options for finding a CBO that better fits their specific interests and requirements:

1. **Service-Learning Website:** the new Department of Marketing and Logistics Service-Learning Website online is designed to serve as a resource for students, instructors, and CBOs, it will, among other elements, offer the following:
 - a. A list of 100 or more approved CBOs in the Fresno area listing for each their mission statement, contact information, details of services offered, and a link to their website when available.
 - b. All of the documents required for students to fulfill their service-learning project: assignments, forms, readings, etc.
2. **Community Service Opportunity Fair** – Typically conducted for one day sometime during the first two weeks of each semester, this event brings in excess of 50 or more CBOs on campus set up in a series of booths where students can speak to representatives and/or pick up promotional materials concerning the organizations.
3. **Student-Identified Organizations** – Since a relatively large number of students commute from outside the immediate Fresno area (Merced, Visalia, etc.), some may prefer to work for an organization that serves their own community. However,

¹ **Community-Based Organizations are represented by two groups: 1) Regular non-profits designated by the Federal Government as a 501c3 for tax classification (e.g., SPCA or ReadFresno), and 2) city, country, state or federal organizations (e.g., the county library, a police department, a public school). Either group is acceptable for Service-Learning. Faith-based organizations are also acceptable on a case-by-case basis at the discretion of the instructor as long as all of the criteria for the project are met (teaching bible classes or leading a services would obviously not qualify).**

it is the responsibility of the student or student team to verify to the instructor that the organization is a valid non-profit (501c3) or a government organization.

NOTE: Once a student or student team has identified a CBO they wish to work for, it is their responsibility to approach that organization, make the appropriate contact, reach agreement in terms of an appropriate marketing-related project, have the CBO site supervisor with whom they will be working complete and sign the Service-Learning Plan Agreement, and turn it in to the instructor for approval with their own signatures.

III. STUDENT SELECTION OF A CBO – INDIVIDUAL VS. TEAM

Schedules (classes, jobs, family, social activities), where you live, and specific interests you may have, play major roles in the decisions you make with regard to choosing a CBO and whether or not you wish to be part of a team or operate independently. Six years of program experience allow me some latitude in the organizations that students choose in order to optimize the service-learning experience. The few rules of thumb that I will consider in approving student Service-Learning Plan Proposals include:

- Is the organization proposed listed in the CBO database or one of the exhibitors at the Community Service Opportunity Fair conducted during the first two weeks of each semester?
- If not, is it a valid 501c3 (non-profit) organization, is it a local or state government organization? It is the responsibility of the student to verify to the instructor the organization's status via Guidestar or MelissaDATA (websites)
- Is the organization on the "Not Approved" list (to be provided)?
- Does the student's schedule or place of residence practically preclude him or her being part of a team?
- Does the student have a special interest (animal protection, battered women)?
- Does the organization's project proposal contain adequate marketing-related activities to meet the learning needs/experience of the student?

The Marketing Project can typically be completed by either an individual student or a team typically made up of 3-4 students. However, should the project require a larger team, this may be accommodated with the explicit approval of your instructor.

The Fall '09 Semester Community Service Opportunity Fair will be held on September (The location and date of fair will be announced by course instructor) More than 50 non-profit organizations will have booths where you can search for an organization with which you might feel most comfortable working. However, students are not limited to working with those agencies attending the Community Service Opportunity Fair or those provided by the instructor. You are free to identify and select other non-profits with the specific approval of your instructor.

IV. IMPLEMENTATION/REQUIREMENTS OF THE SERVICE-LEARNING PROJECT: Each service-learning student will be responsible for and graded on the successful completion of the

following assignments in conjunction with the minimum 15 hours working for a community-based organization (CBO):

1. **Service-Learning Plan Agreement (See Blackboard or S-L Website)** – Individual or team members must have the CBO site supervisor under whom they will be working complete the form outlining the marketing project the student(s) will be involved in, have the CBO site supervisor sign it, with the student(s) required to submit it with their own signatures to the instructor for approval. This document also contains details concerning elements such as obligations on the part of both the CBO and the student(s) to minimize any confusion regarding those obligations. This document can be found on the last page of the **Service-Learning Marketing Project Guidelines, Limitations, Commitments and Agreement** document.

Volunteer Application Form (Optional – See Blackboard or S-L Website) – In the event that the CBO does not offer Workers' Compensation Insurance coverage for the service-learning students, students have the option of obtaining Workers' Compensation Insurance coverage through the University at no cost. If students wish to have this insurance, is the students' responsibility to complete the form and turn it in to the Civic Engagement and Service-Learning office, Rm. 136, old Science Building, prior to beginning work with the CBO.

2. **Press Release (Blackboard or S-L Website)** – Students (as a team or individually) will create a Press Release of their own for their CBO that can be used to publicize an event, a service, a change of personnel, etc. This press release should reflect an actual planned occurrence, not just some fictitious event.

3. **Journal/Log (Work Log can be found on Blackboard or the S-L Website)** - Each student, whether part of a team or not, is to prepare and submit the following as a single two-part document.

- a. **Part I – Journal** - This should not just be details of the activities they participated in with the CBO, but their observations about the organization itself, how it operates, things they think could be changed, and any feelings they have about how the organization works to fulfill its mission.

- b. **Part II – Work Log (See Blackboard or S-L Website)** - Each individual is responsible for keeping track of the time they spend on the team project. Students will use the Work Log provided.

4. **Reflections** – This is to be a personal reflection of your overall service experience and should be attached to the **Marketing-Related Action Plan**. To help guide you, you might want to consider the following when you write this section:

1. How did this experience affect you?
2. Was this experience different from what you expected? If so, how?
3. How likely is it that you will do something like this again? Why?
4. What were the positives and drawbacks of this experience?
5. What benefits did you gain?
6. Do you feel that you made a difference?
7. Do you feel you had an impact on a person, group of people, or problem in our community?

5. **Final Report - Marketing-Related Action Plan (See Final Report Outline posted in Blackboard or S-L Website)** – This is graded on two levels: a written hardcopy submitted to the instructor plus a PowerPoint presentation to be presented to the class.

The PowerPoint presentation will be comprised of the following six sections:

- i. Table of Contents
- ii. Opportunity
- iii. Organizational Description
- iv. Action Plan
- v. Results
- vi. “Reflections” assignment will be attached to this report)

A PowerPoint slideshow will be prepared as an abbreviated version of your Marketing- Related Action Plan. Use of graphs and photos (photos reflective of your activities as well of the materials you/your team designed/prepared) in your presentation is required. On a date assigned by the instructor, each individual or team will present their slideshow to the class. In the case of a team, each member is expected to participate equally in the presentation.

6. **Service-Learning Readings Essay (See Blackboard or S-L Website)**
7. **Site supervisor Evaluation (See Blackboard or S-L Website)** – Each student is required to have his or her site supervisor complete and sign the evaluation, which is then turned in to the instructor.
8. **Peer Evaluation (See Blackboard or S-L Website)** – Each student who is part of a team is required to complete a Peer Evaluation on each of his or her teammates and turn those evaluations into the instructor. **(NOTE: It is important to note that all peer evaluations are held in the strictest confidence with only the instructor privy to seeing them.)**

SERVICE DETAILS

- Each student, either as an individual or a team member, must commit to serving a minimum of 15 hours with the non-profit organization.
- During the Fall Semester the individual or team must begin no later than early September and complete the marketing project prior to the Thanksgiving holiday (instructors will provide the specific dates the first day of class).

- During the Spring Semester the individual or team must begin no later than early February and complete the marketing project by the end of April (instructors will provide specific dates the first day of class).
- With the approval of your instructor and the CBO, the student/team will agree to a specific marketing project. The project must have a clearly defined purpose and outcome, and must relate to a key concept or process of marketing.
- A member of the CBO staff must be available to assist and provide guidance. The individual student or team should be provided an overall orientation at the organization's base of operation, but portions of the actual work on the project may be performed away from the agency.

GRADING: (Total Points)

➤ Press Release Assignment (Team/Individual)	TBD
➤ Marketing-Related Action Plan (Team/Individual)	
○ Written Assignment	TBD
○ PowerPoint Presentation	TBD
➤ SL Readings Essay Assignment (Individual)	TBD
➤ Journal/Work Log (Individual)	TBD
➤ Reflections (Individual)	TBD
➤ Site Supervisor Evaluations (Individual)	TBD
➤ Peer Evaluations - Teams only (Individual)	<u>TBD</u>

TOTAL

TBD

NOTE 1: All of the graded elements above will be completed by each student who has elected to work on a project individually. In the case of team projects, some elements are to be done individually while some will be completed as a team as noted in parentheses.

- **SERVICE ORGANIZATION COMMITMENT** (refer to Service Learning Agreement)
- **STUDENT COMMITMENT** (refer to Service Learning Agreement)
- **MARKETING-RELATED ACTIVITIES** (refer to Service Learning Agreement)
- **LESSONS LEARNED FROM PAST PROJECTS** (refer to Service Learning Agreement)