

NCA Self Study
Criterion 1 Documents

Eastern Illinois University

Year 2013

Office of Student Community Service
Program Analysis (excerpt), 2008–2013

Office of Student Community Service

This paper is posted at The Keep.
http://thekeep.eiu.edu/eiunca_mission_docs/10

Program Analysis Draft for Student Community Service – section 6-9

Submitted to D. Nadler for review/feedback.

Section 6: Productivity of the program

Provide an executive summary of and link to any metrics or benchmarks that the program tracks to measure productivity.

Hours of Community Service Completed by EIU Students

FY08	FY09	FY10	FY11	FY12	FY13
47,000	52,000	60,010	90,270	108,545	118,000

Number of EIU Students Participating in Community Service

FY08	FY09	FY10	FY11	FY12	FY13
4,252	4,773	5,851	7,522	7,812	7,920

Type of Utilization/Media	Fall 2009	Fall 2010	Fall 2011	Fall 2012
Journal Gazette	6	5	6	5
DEN	18 (plus 1 editorial)	22 (including 3 editorials)	22 (including 2 editorial)	24 (including 4 editorials)
Class Lectures	19	18	25(including 3 professors for SL)	30 (including University Foundations/SL)
RSO Meetings	22	20	25	30
Tailgate Outreach	250 per game (estimated average)	450 per game (estimated average)	500 per game (estimated average)	1000 per game (estimated average)
Good Neighbor Outreach	200 residents	310 residents (expanded zone area)	310 residential homes	350 residential homes (expanded area)

Volunteer Events	110	250	337	425
Food Drive Stats	1,500 items collected	3,100 items collected	5,000 items collected and \$800 raised	2,000 pounds and \$800 raised
Toy Drive/Fleece Blankets Stats	250 New Toys	375 New Toys	400 New Toys and 60 New Books (GSAC)	300 new toys and 800 fleece blankets (NEW! All for OSCC)
Adopt A Family Stats	-	NEW – 42 Families	60 families, 110 people	65 families/seniors, 130 people

What initiatives has the program implemented to enhance staff productivity (e.g., access to training, workflow improvements)? Briefly describe the costs and benefits of these initiatives.

In a want to increase effectiveness, Student Community Service opts to employee 10+ student employees as opposed to hiring a full-time professional. This provides great leadership experiences for students and tremendous cost savings to budget. Additionally, Student Community Service, Student Life and Fraternity & Sorority Programs partner together on various trainings and office planning to save time and resources.

Section 7: Cost

If needed, provide supplemental comments to help the reader understand the costs associated with the program. Note any clarifications or special circumstances (e.g., expenditures made centrally or externally, expenditures made on behalf of other units) that should be considered when reviewing the above data.

Student Community Service also executes a number of community events geared around enhancing community relations and experiences, a benefit to the entire institution. Of particular note, is the funding of tailgate area before each regular season home football game. Over the past four years we have seen attendance at the tailgate area drastically increase in families and communities members. This notable increase has occurred due to enhanced funding of tailgate family experiences which are highly attended now by students and community members.

Section 8: Program impact on university mission

How does the program seek to distinguish itself from similar programs at other institutions?

In our core design, Student Community Service is a unique forward thinking model of civic engagement and volunteerism. We are tasked with the unique task of “enhancing our community” which means our staff and students take ownership of our community. We are not simply here to answer needs; we are here to create solutions. This is a focus that many of our peers at other institutions are not allowed to have. The vision of Dr. Perry allows us to do much more than simply broadcast needs...we are tasked to make a positive impact. Additionally, our national recognition through President’s Honor Roll and elite membership in the Civic Learning and Democratic Engagement as a Lead Institute through NASPA also separates us from other institutions.

Note any unique and/or essential contributions that the program makes to the university.

Every partnership that Student Community Service forms provides a unique contribution and partnership as our partnerships allow for richer educational experiences and strong community relations connection and building. Having a local, regional and national influence in the discussion of civic engagement is a key way in which we uniquely contribute to the university. Additionally, our ability to quickly respond to educational or community needs allows for a strong contribution. For an example, the Food Pantry wanted to expand hours to meet needs of students and community but no staffing was available. EIU Student Community Service partnered and now our office (through students and staff) coordinate an evening at the pantry. This is just one of the many unique contributions that our office provides. Additionally, we work tirelessly with agencies to continue addressing tomorrow’s needs and not simply today’s wishes. This forward thinking allows EIU to be a ground partner of new developing practices and partnerships in our local counties.

Provide any program-specific metrics that help to document program contributions or program quality. Examples of some commonly used program-specific metrics may be found

Due to space, the simplest metric to show is involvement and engagement by EIU students since our office started in fall 2008. More data available upon request.

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Section 9: Future opportunities for the program

Provide a link to or listing of the program's goals and/or strategic plan.

Goal: Increase EIU Student Volunteer Hours to 150,000 Hours annually.

Goal: Increase the percentage of EIU Student Volunteer to 80% of student body.

Goal 3: Enhance the service learning options for academic classes by working closely with faculty to increase the availability and ease of courses with a service component.

What role will the program have in the implementation of the university's strategic plan (provide link to strategic plan)?

Academic Excellence: SCS continues to engage in service-learning discussions which certainly attribute to the critical thinking of this institution. Plans are laid for a spring survey and speaker to help move this goal forward.

Marketing & Communications: SCS went through a substantial marketing review this past Spring and is pleased to announce a new marketing campaign for both the Good Neighbor Project (Welcome to the Neighborhood) and SCS (Stand, Sign and Speak Up). We are excited about the rollout this fall 2013/spring 2014.

Campus & Community Life: SCS continues to expand partnership and leadership both with internal and external partners/clients. Further, all SCS events are directly added into the main EIU calendar and this has been a great help in not only promoting our events but educating on the sheer number and diversity of our events. We further continue to be a key collaborator with many across campus and the tri-county area.

Financial Sustainability: SCS continues to receive through partnerships, a substantial number of in-kind donations and commodity donations. This allows us to continue offering dynamic partnerships and creative responses in our community. Additionally, SCS continues to review/revise all partnerships and programs to ensure that time and funds are spent in the most useful and impactful areas.

Emerging Technologies: SCS has become an official partner with the National Service Awards, organized by The White House. This includes a new feature/ability to online logging. Joining this service allows us to be at the fore-front of service hour collection. Additionally, the latest version of TecNet system via EIU for online registration will provide more accessibility. Finally, we are moving our surveying to an online portable option which should continue to make our office more accessible to all.

Global Competition: SCS is delighted to have formed a partnership with the United Nations. This directly impacts our international reach and partnerships. We have also connected with an orphanage in Africa with direct connections to East Central Illinois. We are truly making ourselves a global presence.

In the next two or three years, what best practices, improvements in operations, or other opportunities to advance the university's mission are likely to be implemented?

We will continue to see dramatic increases in service and civic engagement occurring inside and outside the classroom. We have seen marked increase in connections and discussions with faculty members and we are excited about future conversations and planning. Work like the lab in EL3050 suggests a growing trend to high impact service learning at Eastern Illinois University.

A strong increase in direct volunteerism will be witnessed based on the growing trend over the past five years. This growth will allow for establishing new community partners and engagement opportunities.

Further, we see our program positioning to be the regional leader in high quality results driven afterschool educational programs. A pilot program in spring 2013 showed marked academic improvements in youth participating in the program in Arcola Elementary School. Based on this measurable success, we see continued growth and opportunity for our students, faculty and staff in this area.

Our staff will continue to show great leadership in regional and national discussions concerning volunteerism and civic engagement. As our program enters Year 5 and Year 6, we anticipate much more development of assessment tools as we continue to map the high effectiveness of the work of Student Community Service and its relationship to the University and mission.