



Service Learning: HOPE Begins With You

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"Service-learning is a particularly fertile way of involving young people in community service, because it ties helping others to what they are learning in the classroom. It enables them to apply academic disciplines to practical, everyday problems. In the process, it provides a compelling answer to the adolescent's perennial question, 'Why do I need to learn this stuff?'"

- Colin Powell, U.S. Secretary of State

Advertising Cases & Campaigns

There were some unexpected results of the service learning project for the Department of Mass Communication's Advertising Cases and Campaigns class (MCM 308). What began as an advertising campaign for a non-profit resulted in a student-organized food drive, a logo for a new campus organization and a new appreciation of service learning.

The students worked with HOPE (Helping Other People Eat), an all-volunteer organization that provides supplemental food in Nacogdoches County. The students did research, visited HOPE and then analyzed how the organization works and how they could help.

The class received a \$500 grant from the Office of Student Affairs. The students created:

- The slogan "HOPE begins with you"
- A logo for HOPE
- Posters
- Adhesive labels of logo
- A website with sections:
 - About HOPE
 - Stories
 - Blogs
 - PayPal
 - Student television interview
 - A full-color brochure



Students' service grew as they learned



Hector Gonzales worked so hard on the project that he received The Department of Mass Communication award as Outstanding Advertising Student.

After visiting HOPE, the students worried their advertising efforts would make the small non-profit organization run out of food for people in need. So the students organized a campus food drive.

They worked with the administration to make sure they met SFA regulations and checked with leaders in the residence halls, the Student Center, the IFC and sorority houses. Since MCM 308 is a class and not a campus organization, the students persuaded Hunger Jacks to help. That was a new organization and our students designed a logo for Hunger Jacks too.

For the food drive the advertising students created:

- Stories for the Pine Log & Daily Sentinel
- Website page about the food drive
- A prize as an incentive
- Photos in the studio
- Posters about the Food Drive
- Labels for food drive containers



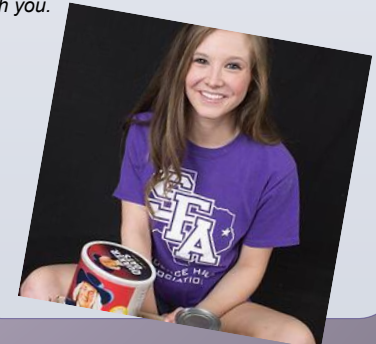
Jenny Henson, treasurer of the Board of HOPE, helped the students coordinate their food drive.



When I was 7 years old I used to have to walk to the bus stop hungry early in the mornings because my mother had to go to her low paying job. My whole life I triumphed alone through my struggle with no help. I kept faith that one day I wouldn't be hungry anymore, and now that it is time to eat it's also time to help. When I look into the mirror with my envelope in my hand, I realize that I have become the HOPE of one family because I can see them in my reflection.

Students in the MCM 308 class told their own stories, wrote and designed the brochure and website and created all the collateral pieces.

I'm a college student who lives a hectic life. Work, school, and my sorority keep me busy. I work so hard to get a good career and a brighter future. Although my life is crazy I still care about my community and want to help out. I volunteer at HOPE (Helping Other People Eat), a nonprofit organization that gives supplementary food to people in Nacogdoches. I get boxes of food ready for the community to take home and I help them carry it to their cars. My life is busy, but I want to give my part to the community in order to see a smile. HOPE starts with you.



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