

Institute for Civic Engagement and Main Street SUNY Cortland

June 1, 2013 – May 31, 2014

Richard Kendrick, Director – Institute for Civic Engagement

Introduction

The Institute for Civic Engagement is committed to The Power of SUNY's core mission of engagement with our communities, and to SUNY Cortland's strategic plan goals of academic excellence, transformational education, well-being, and maximizing resources.

The Institute for Civic Engagement (ICE) consists of the Office of Service-Learning and our Main Street SUNY Cortland community outreach center. In addition, we coordinated the SUNY Cortland AmeriCorps program (until the program ended on December 31, 2013), and we continue to coordinate our Service-Learning, Building Community Leaders, Bringing Theory to Practice, Explore: Education Field Experience, Community Innovation Project, and Main Street SUNY Cortland programs.

We are assisted in these activities by our Service-Learning Coordinator, John Suarez; our Community Innovation Project Coordinator, Cynthia Guy; two interns (who are the first participants in our Service-Learning Corps); two work-study students; and a high school student who is a participant in the summer Cortland Works program.

For the first half of the 2013-2014 academic year, we were also assisted by our Interim Project Coordinator, Wendy Burton, and our Community Outreach Coordinator and AmeriCorps member, Matt Whitman.

The activities on which we report below could not have been accomplished without the significant contributions of the many Cortland students, faculty, staff, and community members who participate in our programs. Therefore, please bear in mind that the accomplishments listed below are not ours alone.

Interpretation of Key Data:

- In 2013-2014, we estimate that the service-learning program included 36 faculty members and 86 sections of 52 different courses. 1,481 students contributed 35,857 hours of service. We are still compiling data for 2013-14, so these figures are not the final counts. However, these numbers are down from 2012-2013, due in part to the loss of several service-learning courses (including three in Professional Writing, two in Physical Education, two in Recreation, Parks, and Leisure Studies, and one in Sociology). The faculty member who taught three service-learning courses in Professional Writing left SUNY Cortland at the end of the last academic year, and he was not replaced. Other courses were either not offered at all or were not taught as service-learning courses.

- Recruited 26 AmeriCorps members for the SUNY Cortland AmeriCorps program, who contributed 15,560 hours of service to the Cortland community.
- Value of volunteer hours (based on NY state rate in 2013 of \$26.45 per hour) in these two programs exceeds \$1,359,980.
- Main Street SUNY Cortland was the location of 472 events that were organized by 103 different community groups. 11 SUNY Cortland courses were held which enrolled 161 students.
- The Beard Building Gallery at Main Street SUNY Cortland hosted 11 art exhibits of work by local and area artists.

Assessment:

In February, 2014, we administered the National Assessment of Service and Community Engagement (NASCE) through Siena College's Research Institute, and we received a comprehensive report. Here is a very short summary of some of the findings (adapted from the Institute for Civic Engagement newsletter of April, 2014):

In the spring of 2014, SUNY Cortland participated in the National Assessment of Service and Community Engagement, an online survey of our undergraduates administered by Siena College's Research Institute. 1,169 of our students participated.

Of those who responded, females and juniors and seniors were overrepresented (in relation to their proportion of the SUNY Cortland undergraduate population). The Childhood/Early Childhood, Kinesiology, and Physical Education departments had the most respondents. About half of the respondents live on campus and the other half live off campus.

What did we learn? Here are some highlights from the survey findings:

Over half of our students participate in some form of community service, 53%. "SUNY Cortland has a higher percentage of students serving in college (53%) compared to the national sample of 29,443 students (47%)." Compared to campuses our size, we are even higher – 53% vs. 40% (Johnson and Levy, 2014 NASCE).

However, about 47% of Cortland's service contribution is performed by 10% of its student body, indicating that a relatively small number of students contribute the lion's share of the service hours. According to the report prepared by Siena College's Research Institute staff, "While Cortland should continue to focus on increasing the number of students who engage in service, it should simultaneously develop and maintain institutional structures that promote service on more frequent and deeper levels, moving students away from 'one-shot' service events towards service on a recurring basis."

Our areas of strength are in the areas of economic and environmental issues, as well as issues pertaining to health, hunger and nutrition, and youth. In particular, we are strong, relative to other institutions that have participated in the survey, in the areas of youth and health.

Service on our campus is done predominantly through volunteering. “Looking at the total amount of service performed by Cortland students, 51% of it is done through clubs, organizations, or sports teams, while 27% is through courses or academic programs.”

Many students cite as an obstacle to their participation that they were not asked. We need to do a better job asking our students to participate in our programs of service and community engagement, because nearly all of our students say that “it is important to contribute to addressing the needs of people who require assistance.” And an overwhelming percentage of our students, 97.5% say that they are motivated to be involved because “it is the right thing to do.”

The campus also participated in the National Study of Learning, Voting and Engagement (NSLVE) sponsored by the Center for Information and Research on Civic Learning and Engagement (CIRCLE) of Tufts University, which revealed that of the 7,249 SUNY Cortland students enrolled in fall 2012, 69% registered to vote. 50% of those students who registered actually voted, and 34% of all enrolled students voted. Our percentage of students registered to vote is a little higher than the national average, but we are lower than the national average in percentages of students who vote.

Banner data tell us that, as of spring 2014, 30.14% of all seniors have taken at least one service-learning designated course at SUNY Cortland, while 14.20% of all non-seniors and 19.68% of all students had participated in at least one service-learning course. These percentages are down slightly from last year. We expect they will increase again next year.

Major Accomplishments:

National and State Recognition for SUNY Cortland

- SUNY Cortland’s programs of experiential learning were featured as the lead story in the national Bringing Theory to Practice newsletter for the winter of 2013, pp. 1-3, “Ripples in Campus Culture: State University of New York College at Cortland.”

The article can be seen at

https://www.aacu.org/bringing_theory/newsletter/feb14/highlight.cfm

- Applications for the President’s Higher Education Community Service Honor Roll and reclassification under Carnegie Foundation’s elective category for Community Engagement were filed in April, 2014.

The applications can be seen at www.cortland.edu/get-involved. Click the “About ICE” button on the left, and then scroll down to see our applications.

- SUNY Cortland Business Economics and Communications Studies major, Nicole Lefreniere, received the Newman Civic Fellows Award, a national award sponsored by Campus Compact. She is the first SUNY Cortland student to receive this award. Nicole served with the Cortland Downtown Partnership as their AmeriCorps member in 2013, and she was active in the Cortland Corset building internship program in the spring of 2014.

Internal Recognition

- Recognized 26 students, 8 faculty and staff members, 3 community member, 1 community group and 2 campus classes at the annual Leadership in Civic Engagement Awards and Scholarships reception held on April 24, 2014 and attended by a record 132 people. Molly and Hannah Haggerty received the Don Wilcox Award. We awarded nine \$1,000 scholarships and one \$2,000 scholarship (all funded by the Office of Institutional Advancement). We recognized five student participants in the Judson H. Taylor Leadership House.
- Kendrick received a SUNY Cortland Excellence in Research, Scholarship, and Outreach award in May, 2014

Promotion of Civic Engagement Activities

In addition to the activities listed elsewhere in this report,

- Under the auspices of our new program, Explore: Education Field Experience, Suarez is working with the Field Experience and School Partnerships Office (FESPO) to develop placements for service-learning students and volunteers in area schools, including those in Tully. Many of the placements emphasize the STEM fields so that students interested in becoming educators in one of these areas can obtain early field experience. Altogether, he placed over 50 volunteers in various programs in area schools, in addition to the many service-learning students who participate in the program. Suarez follows up with visits to the sites where students are serving to make sure the program is running smoothly from the perspectives of our students, faculty, and community partners.
- Suarez helped secure a Faculty Development Committee “Innovative Teaching Grant” for a Writing Program instructor, Dr. Geoff Bender, to develop his CPN course as a service-learning course.
- Suarez updated his CPN handbook supplement, *Do Good; Write Well*. This manual helps instructors and their students extract learning from their service-learning experiences in CPN 102 and 103 classes.

- Guy worked with Economics Department Chair, Kathleen Burke to co-facilitate an entrepreneur internship in which 6 SUNY Cortland students assisted local businesses at the Cortland Corset building with branding and marketing. The group met weekly to develop a marketing strategy and plan to increase customers for current businesses as well as attract new businesses to the building. The project piloted the type of work we will continue to do under our Community Innovation Partnership program.
- Kendrick and Guy hosted Cathy Roosa, the Regional Volunteer Coordinator for United Way of Central New York, who presented a workshop for faculty, staff, and local community partners on using the www.volunteercny.com website to promote volunteer opportunities in Cortland County, on May 27, 2014 at Main Street SUNY Cortland.
- The Institute for Civic Engagement and the Cortland Downtown Partnership hosted a series of meetings with a group of local entrepreneurs looking to find ways to network and work together collaboratively. The group chose the name, 40 Below @Heart, and plans to develop events and opportunities for interested individuals to gather to network and participate in projects that inspire and enhance the community as a whole.
- Suarez promoted the SLRN (service-learning) Banner attribute to the Physical Education Department, resulting in a total of 17 SLRN-designated courses in that department.
- The Institute for Civic Engagement updated and enhanced its website presence. The site now features complete information on service-learning, along with updated information on all of its other programs. The site also promotes the Main Street SUNY Cortland facility and Guy frequently updates information to reflect the changing exhibits at the Beard Gallery so faculty, staff, students and community members can preview what the gallery currently has on display.
- Whitman developed a social media plan, including a schedule of materials to post on Facebook and Twitter, and Guy now maintains our social media presence by creating new materials and posting new items a minimum of three times a week and sometimes daily.
- Main Street SUNY Cortland updated its phone service to feature speakerphone accessibility in one of its smart, technology-equipped classrooms in response to community requests for the service.

Grants

- Obtained \$10,000 from Bringing Theory to Practice for our “Flourishing Teachers; Flourishing Students” project – a collaboration between the Institute for Civic Engagement, the School of Education, and the Cortland Enlarged Central School District.
- An application to the Appalachian Regional Commission to support the development of programs in social entrepreneurship was not funded.

Educational, Promotional, and Outreach Events

- The Institute for Civic Engagement hosted Dr. Larbi Touaf, a Fulbright Scholar from Mohamed I University in Oujda, Morocco, for the fall 2013 semester. He made numerous

presentations to faculty, staff, and students on campus and in the community, including classroom presentations and panel discussions, culminating in a public presentation as part of the Brooks Museum Lecture Series, "Democracy and Woman's Rights after the Arab Spring," on November 13, 2013 in Moffett room 2125.

- Suarez offered a series of professional development workshops open to students in any of the campus' service-learning programs, including an orientation workshop and a tutoring workshop (twice each semester), along with the State of Poverty Simulation once each semester.
- Organized the presentation, "The Challenges to Women's Full Citizenship in Morocco," by Dr. Soumia Boutkhil, Mohammed I University, Oujda, Morocco, Nov. 12, 2013.
- Organized the presentation, "Increasing Student Engagement through Social Media," by Whitman, Institute for Civic Engagement AmeriCorps member and Community Outreach Coordinator, Oct. 31, 2013.
- Organized and moderated a panel presentation, "Conflict in Syria: How Should the U.S. Respond?" with three faculty members (including Visiting Fulbright Scholar, Dr. Larbi Touaf, of Mohammed I University, Morocco), Sept. 18, 2013.
- Hosted Constitution Day on September 7, 2013 in Jacobus Lounge. The topic was "Facebook Challenges the First Amendment: Would the Founders 'Like' Modern Interpretations of the Constitution?" Speakers included Dr. Jerome O'Callaghan, and business professor and attorney, Paula O'Callaghan.
- Collaborated with the campus' New York Public Interest Research Group (Jessie Johnnes, Coordinator) and United University Professions (Marc Dearstyne was UUP's liaison) to register students to vote, help them become educated about the candidates and issues on which they would be voting, and getting them to the polls. A Voter Registration Day event was held on campus on September 24, 2013. Sign-up locations were set up throughout the campus. A total of 113 students registered to vote on that day and a total of 668 were registered to vote during the fall campaign. This was our first attempt to register student voters in an off-year election when on local candidates and a few state-wide issues (amendments to the NY State Constitution) were on the ballot.
- The Institute for Civic Engagement co-sponsored a panel discussion each semester organized by Suarez on "Cross Cultural (Mis) Communication" in Moffett Center Room 2125. Dr. Larbi Touaf was one of the presenters in the fall 2013 session.
- On November 12 and 13, 2013, and April 15 and 16, 2014, Suarez led end-of-the semester "Reflections on Civic Engagement" discussions in Jacobus Lounge from 4:30-6:00.
- Organized the presentation, "Making a Difference by Taking a Stand against Wrongdoing: The American Whistleblower's Tour Comes to Cortland," by Dr. Jon Oberg and Mr. Louis Clark of the Government Accountability Project, March 25, 2014. Dr. Oberg and Mr. Clark also spoke in two of Professor Craig Little's classes.
- Suarez's service-learning students presented a poster session at the campus' Green Days event with hands-on activities for poster session visitors.

- Kendrick, Suarez, Guy, and Whitman participated in the development of a new course, Introduction to Social Innovation and Change, which will be taught starting the fall of 2014 by Dr. Gregory Phelan, chair of the Chemistry Department.

Faculty and Staff Accomplishments

- Over the period, April 25 through May 6, 2014, Kendrick gave a series of 11 talks, workshops, and class presentations at universities, community centers, and high schools in Morocco on the topics of civil society, civic and community engagement, and civic education. He spoke in two classes at Hassan II University (Casablanca) and in one class at Mohammed I University (Oujda). He gave two workshops in Oujda (one at Mohammed I University and one at the American Corner), and he gave one public presentation at Mohammed I University. He gave two public lectures at Moulay Ismail University in Meknes and one workshop at a private high school in Meknes. He also gave one public presentation at the regional center in Meknes and one public presentation at Mohammed V University in Rabat.
- Kendrick presented, “Building a Culture of Volunteering,” with co-presenter Tim Rodriguez (a former SUNY Cortland student and current graduate student in Syracuse University’s Maxwell School of Citizenship and Public Affairs), at a seminar for the Leaders for Democracy Fellows (journalists, activists, and NGO members from the Middle East and North Africa), at Syracuse University, April 18, 2014.
- Suarez conducted the “Reflective Listening in Multi-Dimensional STEM Classrooms” workshop at the Noyce Northeast Regional Conference, Philadelphia, PA, March 20-22, 2014.
- Kendrick presented, “Moving Civic Engagement to the Center of Campus Life,” with co-presenter Dr. Laurie Worrall, Executive Director, NY Campus Compact, at SUNY Geneseo, Nov. 1, 2013. He also consulted (along with Dr. Worrall) with SUNY Geneseo’s Carnegie application team. They are seeking classification for the first time in the Community Engagement category.
- Suarez (and two Service-Learning Corps students) presented “Campus/Community Reciprocity in Teacher Education” at the Third Annual Eastern Regional Campus Compact Workshop, October 24-25, 2013.
- On October 6, 2013, Whitman presented a technical workshop on “Increasing Student Engagement through Social Media, at the *Imagining America* National Conference held in Syracuse, NY.

Service to the Profession, College, and Community:

- Kendrick is a member of the statewide SUNY and the Vibrant Community committee; he serves on the Academic Affairs Council (as ICE Director); and he is the facilitator for the President’s Leadership Coalition for Student Engagement. He is also a member of the Center for Environmental and Outdoor Education advisory committee and is a member of the Regional Education Council.

- Kendrick is a member of the Community Assessment Team, which organizes the annual “Community Forum” and oversees the Cortland Counts community-wide assessment process.
- Kendrick was a member of New York Campus Compact’s planning committee for the June, 2014, Civic Engagement Academy.
- Suarez and Guy served on the Leadership in Civic Engagement Awards and Scholarships selection committee for the spring of 2014. They also publicized, organized, coordinated, and hosted the event.
- Suarez served on the search committee for the Information Literacy/Instruction Coordinator for the library, and he chaired the search committee for the Community Innovation Coordinator. Both were successful searches.
- Suarez, Kendrick, and Guy served on the Carnegie Reclassification Team that oversaw the campus’ application for elective reclassification in the Community Engagement category.
- Suarez, Kendrick, and Guy serve on the Community Innovation Project Team that is piloting new courses in social innovation and change.
- Kendrick was a Quality Circle reviewer for a grant proposal, “Identifying Institutional Practices that Promote Transfer Student Degree Attainment,” August 16, 2013.
- Suarez presented “An Overview of Service-Learning as a Way of Developing Leaders” to the Rotary Club in August, 2013.
- Kendrick is a reviewer for the *Michigan Journal of Community Service Learning*.

Other Activities:

- Suarez and Kendrick attended workshops sponsored by New York Campus Compact on service-learning and publishing community-engaged scholarship in May, 2014, at Syracuse University. We also sponsored the participation of five additional SUNY Cortland faculty and staff.
- Kendrick attended the 5th annual SUNY Cortland conference on Diversity, Equity, and Social Justice, April 12, 2014.
- The Institute for Civic Engagement hosted a group of civic engagement faculty and staff from SUNY Oneonta in the fall and from Hobart and William Smith Colleges in the spring to discuss campus-community involvement and the continued development of civic engagement on campus.
- Kendrick attended a New York Campus Compact workshop on assessing civic engagement programs at Syracuse University in December, 2013.
- Kendrick attended a conference on Sustainable Service-Learning in San Ignacio, Belize, from Nov. 6-10, 2013. Participants, including professors, students, staff, and community partners from Belize, discussed ways of working together.
- Kendrick and Whitman attended the *Imagining America* national conference in Syracuse, NY, October 5-6, 2013.
- Suarez conducted a “Meaning of Service” training for AmeriCorps members in the summer of 2013.

- Suarez and Kendrick conducted a discussion regarding the future of civic and community engagement at the President's Retreat in July, 2013.

Contributions to Academic Excellence

- The Institute supports development of service-learning curricula.
- The Institute is implementing the President's Recognition for Engaged Learning and Leadership Designation for Service-Learning program. Two students participated in the program during the 2103-2014 academic year.
- Suarez organizes and Kendrick and Suarez taught in the fall 2013 service-learning learning community, Learning (In) Deed. Gretchen Douglas teaches CAP 100 and Nick Koziol teaches COR 101 as part of this community.
- Suarez teaches in a service-learning mini-learning community for students in his spring CPN 103 course who were also in FSA 101 (Introduction to Urban Education).
- Kendrick, Whitman, Suarez and Guy are developing a new program in social innovation and change, which will include a social entrepreneurship component, in collaboration with the college's Economics Department. The first course in this new program, Introduction to Social Innovation and Change, will be taught by Dr. Greg Phelan of the Chemistry Department in the fall of 2014. The development of this new program is being advised by a committee of SUNY Cortland faculty and staff (Kendrick, Suarez, Guy, Dr. Beth Klein, Dr. Lisi Krall, and Dr. Greg Phelan) as well as several community partners (Whitman, Ashley Jones, Cindy Eberhardt, and Aaron Fumarola).
- See also "Transformational Education" and "Well-being" sections below.

Contributions to Transformational Education

In addition to the work we do promoting service-learning, the following activities were made possible by our participation in our Building Community Leaders and Bringing Theory to Practice programs:

- Kendrick, Whitman, and Guy worked with Ralph Carrasquillo, Director of Residence Life and Housing, to provide programming to the Judson H. Taylor Leadership House Living Learning Community. Seth Asumah (Political Science and Africana Studies) coordinated fall 2013 programming, including a two-credit leadership course. Henry Steck's political science course in philanthropy and civic engagement was incorporated into the Leadership House academic program. Five students successfully completed the program in the 2013-2014 academic year. Seven students (including three international students) are currently enrolled in the program for 2014-2015.
- Guy and Kendrick coordinated the Institute for Civic Engagement's leadership track for the Multicultural Life and Diversity office's "Diversity, Equity, and Social Justice" conference in April 2014. Under ICE's supervision, Leadership House participants organized a workshop for the conference on the Social Change Model of leadership development.

- Kendrick continues to facilitate the President's Leadership Coalition for Student Engagement. The group expanded from nine to twelve this year, with the addition of representatives from Sustainability, Institutional Advancement, and Career Services (internship programs).

Contributions to Well-being

Research indicates that participation in high impact learning practices leads to enhanced student well-being. The activities funded through our Bringing Theory to Practice Model Demonstration Site grant address issues of transformational education and well-being. We continue to investigate the connections between transformational education and student flourishing.

Maximizing Resources

- It is a driving principle of the Institute for Civic Engagement that we should be using the college resources devoted to our activities to leverage external funding to support our programs. In that spirit, we have aggressively and successfully pursued a variety of grants (as noted in the "Grants" section above) that enable us to develop our programming and expand the involvement of our faculty, staff, and students in the life of our communities.
- At the same time, we believe that we should use resources wisely, making sure that those projects on which we spend time and money will result in institutionalized programming for civic engagement.

Plans for Next Year (in addition to maintaining our commitment to programs already developed and underway)

- Plan for the continuation of ICE's programs and projects upon the retirement of its current and founding director on May 31, 2015.
- Identify a data collection mechanism to track the college's service hours.
- Improve visibility of ICE among students and increase direct service to students by finding a new home for ICE, pending the construction of a permanent home in Moffett Phase II.
- Continue to institutionalize progress made under our "Building Community Leaders" program - work with the Residence Life and Housing Office on our Judson H. Taylor Leadership House Living Learning Community program and with the Office of Multicultural Life and Diversity to continue our leadership track within their annual "Diversity, Equity, and Social Justice" conference.
- Continue to promote engaged learning and transformational education through the President's Leadership Coalition for Student Engagement.
- Disseminate findings from our BTtoP research.
- Plan for the institutionalization of our new Philanthropy and Civic Engagement course in the spring of 2015.
- Continue the development of a new program in social innovation and change.

- Continue to develop and expand our service-learning program in both quantity of faculty members and students involved and in the quality of our service-learning offerings and program, particularly within Arts and Sciences.
- Work with the School of Education for integrating the teaching of service-learning pedagogies in our teacher education programs; use Bringing Theory to Practice funding for our “Flourishing Teachers; Flourishing Students” project to develop closer ties to Cortland area schools for recruitment of volunteers and participants in community and ICE programs.
- Continue to assist Liberty Partnerships with the implementation of a co-curricular service-learning program.
- Continue to improve intentionality and systemization of linking community needs with college resources to be sure those requesting assistance are getting it (or that they understand why resources are not available to them).
- Maintain our website and our social networking strategy, and continue to develop the civic engagement calendar for our Web site.
- Produce our monthly newsletter.
- Work with NYPRIG and UPP on a fall voter registration, education, and participation campaign.
- Along with the Cortland Cultural Council, develop a 2014-2015 schedule for use of the Beard Building Gallery.
- Continue to review and update Main Street SUNY Cortland building use procedures.
- Plan for September 17 Constitution Day event.
- Continue to promote the scholarship of civic engagement.
- Promote use of Main Street SUNY Cortland for classes and for college and community events and advocate for the development of a transportation plan that includes bus service between Main Street and the SUNY Cortland campus.

Plans for Next Five Years

- Institutionalize and consolidate Institute and Main Street programs in a position devoted to Civic Engagement and Community Outreach, following the models of other institutions.
- Develop proposals for implementing a more efficient and effective organization of the college’s various outreach community services in collaboration with others offering similar services.
- Plan for a more central (and visible) space to bring the activities of the Institute for Civic Engagement together in a more student-friendly and student-accessible environment in Phase II of the Moffett renovations.
- Continue to extend “reach” of Institute for Civic Engagement activities to include representatives of all four divisions, all three schools and all departments within those schools.

- Extend concept of civic engagement into the curriculum of the college so that we systematically expose our students to civic education and the issues of civic engagement.
- Develop a “ladder of participation” in service-learning activities that spans the first year through the senior year.
- Develop Community Innovation Project – composed of a social innovation and change curriculum and a community collaboration lab program at Main Street SUNY Cortland.