

SPECIAL ISSUE

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CAREER COLLEGE SERVICE LEARNING

Enriching Student Learning, Engagement and Retention

Making the Case for Service Learning

Experience, Validation and Career Development

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Strong Communities

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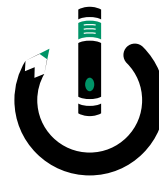
Making It From Scratch: Service Learning at The Chef's Academy

Keiser University: Service Learning Projects Benefit Haiti,
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Illinois Campus Compact: Providing Service Learning Resources to
Help You on Your Way

solve & evolve

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To celebrate the formation of the Pearson Service Learning Advisory Board, Pearson is the proud sponsor of this edition of the *Career Education Review – Career College Service Learning: Enriching Student Learning, Engagement and Retention*. Here you will find strong cases, submitted by our board members, for service learning in career education. These articles highlight the outstanding work career colleges are doing to give back to their communities and simultaneously enhance their students' learning experiences.

Service learning in career education is not a new concept by any means—private sector and career colleges have long paved the way for community enrichment through academic programs, strengthening their students' connection to their schools while providing them with real-world experience and interaction in their desired fields. Integrating service learning into career education programs is one way we can ensure that students are receiving a well-rounded education.

Students who participate in service learning initiatives gain the skills, confidence and assurance that they can perform out in their field after graduation. These are qualities that cannot be taught solely in the classroom, and we are happy to see so many institutions exploring and implementing service learning into their educational programs. Pearson supports these programs wholeheartedly and, through the vision of our Service Learning Advisory Board, is committed to providing the guidance and thought leadership for continued growth in service learning for years to come.

It's been an interesting year in career college education; yet despite the challenges we all have faced, career education has seen tremendous growth in both the quality of education and gainfully employed students they graduate. Pearson is proud to stand behind these institutions and supports their efforts in providing cost-effective, innovative solutions that will shape the next generation of career education.

To learn more about the Career Service Learning Advisory Board and for more information on Pearson Private Sector and Career Education, visit our Web site www.pearsonlearningsolutions.com/private-sector/.

Also, be sure to Like Us on Facebook at <http://on.fb.me/vDrC4S>. Here you will find information on events and news from the sector, Pearson's presence at state and national association meetings, and our popular "Solve & Evolve" webinar series.

Join Pearson as we celebrate service learning in career education with the *Career Education Review*.

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Bay State College: Living Community Service 24/7

with Craig Pfannenstiehl, President, Bay State College

Some schools talk about doing community service projects; others live it. Bay State College in Boston proudly lives it, but they're not afraid to talk about it, either, hoping that others might be inspired by their efforts.

During the 2009–10 academic year, Bay State College worked with over 35 charitable organizations. Even more impressive is the amount of time and participation that Bay State students and faculty committed to each of those causes. More than 200 students engaged in at least 20 hours of service per semester, and by the end of the year, Bay State students and faculty reached a lofty 7,137 service hours in the greater Boston area. That number is up considerably from the approximately 3,000 community service hours they performed when they started their campus-wide community service efforts just three short years ago during the 2008–09 academic year.

"To me, it's not necessarily the hours that's important. It's certainly a wonderful thing to see this grow, but it's (even more rewarding) watching what these students do beyond their time here and seeing how their experiences of going out and doing these projects actually gets incorporated into their careers. That's just astonishing to me," said Jennie Erdle, director of student

activities, adding that the school has always done some kind of informal community service and that the desire to give back flows naturally from the top down at Bay State.

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***– Jennie Erdle
Director of Student Activities
Bay State College***

"This is a very blessed institution (when it comes to community service). Our president, Craig Pfannenstiehl, is extraordinarily passionate about community service and encourages it. Not only within the faculty and staff, but (throughout the entire campus)," Erdle continued. "He himself participates and our community service overall is something we take great pride in. Honestly, our faculty and staff often just do it on their own and really

needed no buy-in. They're involved with so much and then they bring that back to our community. In fact, a lot of our ideas, probably about 25 percent, come from the faculty and staff."

Because of its accomplishments, Bay State has been recognized for its community service and service learning efforts on a national level four times in three consecutive years,

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the most recent of which was as the sole winner of the Community Service Award given by the Association of Private Sector Colleges and Univer-

sities (APSCU) in 2010. In presenting the college with the award APSCU said it was proud to do so because of the school's "shining example of positive, dedicated involvement and consciousness of the world around them."

There's no question that Bay State's Boston campus stands out for its continued commitment to serve its community and promote the values of service among students and faculty bodies. Through the school's consistent promotion of service learning and community service, they give life to their mission statement.

"Like in so many community colleges, our faculty and students were already committed to community service. We just try to harness some of that energy or at least document all the energy that's going out in various directions and impacting various parts of our community," Pfannenstiehl said. "I really feel that giving back is part of our responsibility as educated people. So in the 2004 time frame we re-wrote our mission statement and we now end it with the phrase '...developing socially and ethically aware citizens.'

We didn't just tack that on to make it sound good. We really want to teach people about being good citizens. Part of that is giving back. So we've made a concerted effort within the whole college—staff, faculty and particularly the students—to give back to the community...I think people who are looking for a college experience are looking for an opportunity to give back, as well."

With that kind of support and enthusiasm for community service and service learning, implementation of a formal community service and service learning program was relatively simple, especially with a group dedicated to



Bay State College president, Craig F. Pfannenstiehl, accepting the Association of Private Sector Colleges and Universities Community Service Award.

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Students of Bay State College traveled to Delaware on a Habitat for Humanity Spring Break trip.

just that. Bay State actually has a student organization that is focused solely on community service. Commonly known as the Community O's, the name stands for community organizers, and the group runs just like any other student organization, with a president, vice president, vice president of marketing, and a student who works directly with others who have an interest in doing community service.

"If a student comes with a desire or a passion to get involved with something, this organization works with them to help plan, organize and bring it to our students," Erdle said, adding that there are no limitations on what kind of community service students can do. "So any type of ideas that come in, or when students want to get involved with some type of cause, the information comes directly from them."

Bay State has always done some kind of community service. There are some courses that require service learning and a community service project as part of the curriculum and in order to get a grade, a project must be completed. But the formal, campus-wide program went into effect in the 2008–09 academic year and the school received its first real recognition for its efforts in 2008.

"In our first year we were named to the President's Higher Education Community Service Honor Roll. Only

about 600 colleges and universities are awarded this each year, so it was a real honor," said Erdle. "Based on receiving this award, the students got really excited because they saw that what they were doing made a difference."

So how did they go from doing community service on a small scale to having it be a campus-wide effort that is widely recognized?

"First we documented what we were already doing. Then we began placing more emphasis throughout our management team and throughout our staff and faculty on the importance of getting involved," said Pfannenstiehl. "But I think the most powerful thing we did was we really enabled the students to focus on it."

After the Community O's were formed, they, in turn, created a community service group who began getting involved and then publishing what they were doing in the community; things like getting involved in cancer walks, and so forth.

"They were doing a great job at organizing these events and people in

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town started to hear about our students and requested they come back and help. They represented Bay State well and gave back to the community. I think students really enjoyed those experiences, enough so that they continued the momentum

What's amazing is that one year something may work and the next year it may not. We're working with people as our product, but students can surprise you.

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and decided to do events year after year," Pfannenstiehl said, adding that many schools are already doing service learning and community service, but they're not documenting it very well. "(We) then hired a graduate assistant this last year to focus solely on working with students and community service efforts. And we've since started doing events that involve employees—full days of service working for things like food pantries and (events that benefit) homeless families and families in need... That's a powerful event when you get various employees from across multiple different departments coming together to work for a common cause. But the most important thing is documenting and harnessing your efforts, and maybe even providing a little bit more opportunity for them to get even more involved. Getting the students organized in and around the idea of community service was one of the first things we did. That was probably our most powerful engine."

The school also focused on community service as a strategy in their most recent strategic plan, and with that, decided that in order to develop a reputation for community service they needed to pick a certain cause.

"So what I asked the student leaders to do was to choose a cause. It could be

cancer, it might be homelessness or literacy in children; it didn't matter to me what the cause was as long as they were passionate about that cause and would try to make more of a concerted effort with it as a single mission," Pfannenstiehl said. "That doesn't mean we have to exclude cancer events, for example, if we've chosen homelessness. We'll continue to have multiple spokes, but what I do want to see is more of a concentrated effort in order to make a deeper impact."

Part of the implementation process also includes Erdle having a graduate assistant whose sole purpose is to work in community service, resources and efforts. So when students come in, or if they have to complete a project, Erdle's office works with them to try matching them up based on their passion or what it is they would like to do.

"The grad assistant creates and adds to a database of all the organizations we work with. It grows each year and right now we work with about 52 different organizations. We have a contact at each one of them. So the organization lists what their opportunities are or what their needs are and then as students come in, or as our Community O's come in from year to year, they look at the database to see where there are things to do or get involved with, or to learn which organizations we may need to reach out to based on student interest," Erdle explained. "We also create marketing posters, flyers and I do a weekly newsletter that goes out to all students about community service projects and involvement opportunities. So students get information about opportunities not only electronically, but in written form, verbally and, depending on the program itself, it may be announced by faculty as part of the curriculum. So there's many

ways that the students become aware of projects.”

Some of the projects Bay State has done have included students leading such things as blood drives, working with Boston Medical Center within their children’s program, working with Habitat for Humanity, and participating in walks to raise money for cancer.

“These students just do anything and everything; it’s quite amazing. One of the highlights for me personally, was an entertainment management group that worked with the Hope for Haiti program and did an entertainment for a purpose event, where they worked with three other institutions to bring awareness of what happened in Haiti last year and basically did a benefit concert. All of the funds raised went toward small communities in Port-au-Prince to help rebuild the community. It went to help with schooling funds, rebuilding efforts and food and shelter,” Erdle said. “Also, we now do a Day of Service, which incorporates faculty, staff and students alike. So as an institution we take the day and travel to the various locations where we’re doing projects. When we’re finished with one program we evaluate it and decide if we want to do more of that type of program because the students are really getting into it or if we want to do something else.”

Not only does Bay State College support numerous charities, they also strive to reduce their carbon footprint while protecting and caring for the environment. Planting trees and reducing waste, they set themselves apart as an environmentally conscious campus. Throughout the first year they were able to reduce 15 metric tons of carbon, which is the equivalent of twelve cars removed from the roads. They also conserved over 60,000 kilowatts of electricity.

More recent stats are in the sidebar to this article.

It hasn’t all been a piece of cake for Bay State. There have been some things that didn’t work as well as they’d hoped. But that’s the reality of anything, said Erdle.

“But what’s amazing is that one year something may work and the next year it may not. We’re working with people as our product, but students can surprise you,” she noted.

One of the biggest challenges is getting the word out in an age of increased electronic communication. One would think that would make the job easier, but Erdle said that hasn’t necessarily been the case.

“We’re finding that because students are so entranced in communicating electronically that actually sending emails is sometimes pointless because they don’t even read them anymore. They’re inundated with so much technology and they’ve become so desensitized to some media that it really needs to be in

their face,” she said. “So we are actually now going back to doing things like paper flyers. We also this past year started doing 3-D advertising to try grabbing attention. Like I said, it needs to be in their face or they need to be personally invited by a friend.”

There have been other lessons learned during this process, Erdle said.

“Never assume that if only two students show up for an event that it is not making a difference. If things grow and increase over time you have to look at the impact that it’s having,” she said. “I think the other part of that

It has enriched the student experience and increased retention and graduation rates while giving the students leadership opportunities, and provides them with a resume that will provide a better job.

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President
Bay State College***

is our students continue to surprise us. What they are passionate about is not always what you initially envisioned. A lot of students get involved with certain projects because of personal life connections, like they may become involved in a cancer walk because their mother or some other close relative had breast cancer, or some connection like that.”

Naturally when you have a program like this it benefits the students and community at large. But there are other by-products of service learning and community service programs.

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Bay State Community Service

Awards Bay State College has received for community service

- 2008 – President’s Higher Education Community Service Honor Roll recipient
- 2009 – Named to President’s Higher Education Community Service Honor Roll, With Distinction (only 140 colleges and universities received this honor nationwide and only 4 in Massachusetts)
- 2010 – President’s Higher Education Community Service Honor Roll recipient
- 2010 – Sole winner of the Community Service Award given by the Association of Private Sector Colleges and Universities (APSCU)

Student Community Service Stats for 2010–2011 academic year

Number of student participants of Academic Service Learning: 83
 Number of students engaged in other community service endeavors: 547
 Total number of students engaged in community service of any kind: 730
 Students engaged in at least 20 hours of community service per semester: 225
 Total student community service hours: 5,636.5

Faculty and Staff Community Service Stats for 2010–2011 academic year

Total number of faculty/staff service hours: 1,500.5 (36% of full-time Bay State employees volunteer regularly) among 52 charities and local organizations

Community Service Totals for the Bay State College Community

Total funds raised towards community service endeavors: \$11,132
 Total number of service hours by the Bay State College community: 7,140

Green Statistics for 2009–2010 academic year

Number of adult trees saved: 315
 Amount of landfill space saved in cubic yards: 84
 Number of kilowatts of electricity conserved: 71,928
 Carbon footprint reduced by 21 metric tons of carbon, equivalent of 14 cars being removed from the roadways

better job. So not only are they giving back, but they're receiving a lot, too, and I think the students will admit that themselves," said Pfannenstiehl. "Community service is just one part of our mission and what we're trying to do in developing educated people. And, through a combination of community service and a number of other efforts we've made, I think we have seen a stronger student come through."

"Students have gone into some projects warily but have come out of them feeling confident in their abilities and with a desire to continue to extend their efforts even more in the future," added Erdle. "Community service work lets the students feel like they make a difference. The students are taking this experience and putting it into their everyday lives (personally and professionally). They're giving back for a lifetime. It isn't just something that they have to do to get a (good) grade or a way to spend spring break. This is something that's life-changing that we hope they will incorporate into their everyday lives."

Through the implementation and evaluation processes, Bay State has these suggestions for key components for service learning success if a school wants to develop such a program.

- Start by documenting what they're currently doing and then placing a greater strategic emphasis on community service, and maybe even make community service a part of their mission statement. Then (once the program is running) "really start to measure it, because once you begin to measure what you're doing, you start to get a greater focus on achievement, refinement and making an impact," said Pfannenstiehl. "You also have to have someone in charge,

whether it's a student group or someone on your staff."

- Have an open forum with students where you can find out what's going on in their lives that is important to them, rather than going in and telling them what your ideas are. "A school could maybe even set up a task force

where they have representatives from the various student groups because they may have students in their groups who want to help volunteer on a project. Or they may be able to

offer up a resource that as a director you wouldn't have thought of. So I would encourage going to the students right away," said Erdle.

- Consider doing an electronic survey of students for those who can't make it to the forum of what their interests are. Erdle recommends making it 10 questions or less, saying any more than that and students won't take time to do the survey.
- Co-sponsoring events with other groups on campus can also be beneficial. Plus, that means there are more students involved in a single cause.
- Keep in mind the three main points that are important to getting students involved: Explaining to them why it's important, explaining to them how they can help, and showing

There's a difference between saying you do community service and actually living community service, and, because we live it, it has become who we are as a community.

***– Jennie Erdle
Director of Student Activities
Bay State College***



The Community O's are a student led community service organization that promotes student involvement in community service projects at the College and within the community. Projects include campus events, service based learning projects, and mentoring programs.

them that what they do makes a difference.

“When you ask students to take on an initiative that has such great importance, you’ll find that students rise to the occasion. The students and faculty have absolutely been drivers of making this impact. The awards and recognition we’ve received are nice, but that’s not why anyone does it,” Pfannenstiehl said. “People are doing it for the experience of giving back to the community and making an impact on others that may be less fortunate. The impact they’re making—faculty and students alike—is remarkable and hopefully students will come out of Bay State College with

community service being one of their lifelong values.”

Erdle agreed: “It’s one thing to host a few community service programs here and there, but the reason having a program that’s institution-wide works so well for us is you can see it as a community passion and not just something we do part-time. We are committed to it year-round and it has become part of our culture. There’s a difference between saying you do community service and actually living community service, and, because we live it, it has become who we are as a community.”