Mission

The mission of the Center for Service and Learning is to involve students, faculty, and staff in service activities that mutually benefit the campus and community. The Center for Service and Learning collaborates with other campus units, develops community partnerships, coordinates and evaluates programs, and promotes service, service learning, and civic engagement to further the academic and public purposes of the University.

Vision

Make service a distinctive aspect of the educational culture at IUPUI.

Goals and Objectives

See attachment for Goals and Objectives

Fiscal Health

Reallocation Plan

Other Question(s)

1. What initiatives have you undertaken, or have planned, to improve retention and graduation rates?

IUPUI’s service learning courses and community service activities contribute to retention and graduation rates as high-impact practices. CSL’s faculty development activities are designed to increase the number of service learning courses and to enhance their quality. Recent initiatives have included workshops and other forms of formal faculty development; work focused on assessment, student Personal Development Plans, and ePortfolios; and a focus on community partnerships to enhance the quality of civic engagement activities, including service learning. Participation rates in campus community service activities and events, including Alternative Break Trips, have increased, enhancing student engagement.

The IUPUI Community Work-Study Program uses work-study funds to place IUPUI students in ten community sites (i.e., public schools, community centers) through the America Reads and America Counts Programs as literacy and math tutors for children from kindergarten through ninth grade. The retention and graduation rate for the America Reads and Counts team leader scholarship recipients was 88.7% from 2009-10 to the 2010-11 school year.

Service and the City participants take an informational driving tour of Indianapolis, hear information from civic leaders, and volunteer as group with an IUPUI community partner agency. Participants are given an overview on the needs and assets of the city of Indianapolis, and the ways in which IUPUI works with the community through civic engagement activities. Students volunteer in small groups lead by peer leaders and engage in a reflection activity following the service project.
The mission of the Sam H. Jones scholarship program is to recognize students for previous service to their high school, campus, or the community, and to support the continued community involvement of students in educationally meaningful service, leadership and social advocacy activities. This program involved 229 students in educationally-meaningful service in 2010-11. In 2007-08, the latest year for which information is available, the verified retention + graduation rate was 95%.

2. What are the priorities that shape your decisions about initiatives you will undertake and maintain?

As the primary unit responsible for the campus mission of Civic Engagement, this theme continues to be the focus of budget and planning priorities for the Center for Service and Learning (CSL). Factors that influence budget and planning priorities include:

- **Chancellor's Doubling Initiative**—The key goal for CSL is to support the development of service learning courses. Although this is the most important aspect of the Chancellor’s goal for civic engagement, decreases in funds has resulted in a decrease in the frequency and types of faculty development activities. CSL strives to increase the number of students enrolled in service learning courses by offering a variety of faculty development opportunities and Service Learning Assistant scholarships.

- **RISE**—CSL is the primary unit on campus for implementing the “S” portion of RISE. Research has demonstrated that service influences student engagement and retention. CSL supports the development of service learning courses, including campus work focused on transcript notations, “S” designations, and clarifying the use of experiential education terminology.

- **Building collaborative partnerships**—As part of the IUPUI urban learning advantage, CSL seek to develop and strengthen campus-community partnerships. Many of CSL’s activities related to civic engagement are collaborative in nature, involving partnerships in and with the community, as well as with other units on campus.

3. How is the move to centralized services affecting your operations? How are you dealing with these effects?

The move to centralized services created some initial disruptions and changes in operations—for example, some training for student timesheets needed to be changed, as well as trainings with community partners on Federal Work Study employment. Background checks (e.g., I-9) and e-docs with students were also affected. IRB, conference planning, business plans for revenue producing events, and communications and marketing have also required adjustments. However, after an initial implementation stage, we did not see long-term impact (either positive or negative) of the centralization, with the exception of IRB and background checks, which have had lingering issues.

4. What marketing strategies/materials are you planning to develop/disseminate during the coming year?

- a. Who is the intended audience for each?
- b. What do you hope to accomplish with this strategy with this audience?
- c. How much are you planning to spend for each strategy?
- d. How will you tell if your expenditure was worth your investment? [Provide return on investment (ROI) data for past expenditures, if available, and plan to track ROI in the future.]

CSL has begun working with IU Communications to articulate a budget and develop a new plan to develop CSL branding, marketing strategies, and materials. This work will continue over the next year or more. The goal is to highlight our past work, while also preparing for the upcoming change in our leadership. We will undertake a gap analysis to identify which types of materials we need to develop for different audiences. We have identified the following audiences for marketing:

- Students
- Alumni
- Faculty
- Staff
- IUPUI academic administration
- Local and state community partnerships
- National and international partnerships

Our primary task in working with the IU Communications is to develop the CSL branding story—how we communicate by
email, newsletters, website, and social media with each audience and with potential donors. We anticipate that we will:
- modify our website
- develop strategies for using social media as marketing tools
- improve marketing for service-based scholarships
- improve marketing for the Plater Medallion award for community service
- improve marketing for events such as the “Connecting Campus to Community” workshop