



Week of Community Engagement

Georgia College & State University

Project Abstract

- A week of awareness for service groups, community partners and their missions
- Every day focuses on a different cause, with events hosted by participating groups
- Events open to all GCSU students, faculty and staff
- Last full week of January
 - Beginning of Spring Semester
 - No large on campus events
 - Following Martin Luther King Day
 - Following New Years
 - Following on Campus Servant Leader Passion Retreat
- GCSU's NLSA Committees contribute to the planning, marketing and operating of the event

GCSU hosts a Fall Orientation with events and a tabling session for all student organizations, surrounding businesses and community partners. During these events, nonprofits and service groups are less noticed and can be forgotten about by the spring. This event will allow NLSA, student service groups and community partners to be the main focus of well attended and advertised occasions. In preparation, this event allows the NLSA committees to collaborate, members to work closely with organizations of their interest, as well as gain experience in several areas of nonprofit leadership

Project Goals & Outcomes

- **Nonprofit Student Leadership Association**
 - Increase membership of NLSA by 20% by next fall
 - Encourage collaboration throughout NLSA's committees
- **Georgia College & State University**
 - Have 70% of student population registered at The GIVE Center by next fall
 - Increase members of student service groups (percentage specific to each group)
 - Encourage collaboration throughout student groups
- **Community**
 - Give service groups and nonprofits a focus on campus
 - Increase awareness of community partners' missions
 - Encourage involvement in the community
 - Encourage collaboration throughout service organizations

Student Activities

NLSA Community Outreach Committee:

- Reach out to community partners interested in the event
- Build meaningful relationships between the student groups and NLSA
- Find out the needs and goals of the organization and how the student group can help the partners achieve them

NLSA Communications Committee:

- Design, budget and production of promotional items
- Create and produce printed documents for marketing purposes
- Advertise *Week of Community Engagement* and participants on social media platforms

NLSA Alliance Management Institution Committee:

- Establish mutually beneficial goals for the event
- Assess the expectations of the student groups and university collaborators and make any necessary changes or improvements
- Finalize event

Schedule

Day	Monday 1/23	Tuesday 1/24	Wednesday 1/25	Thursday 1/26
Mission	Health	Sustainability	Arts & Education	Community Support
University Collaborators	GC Miracle, To Write Love On Her Arms, Active Minds, Survivor Buddies, Greek Life Health Movements	Bobcats Against Hunger, One Campaign, Environmental Science Club, Shelter Buddies,	4-H, Girls Grow, American Democracy Project, Greek Life Arts & Ed. Movements,	Circle K, Gamma Sigma Sigma, Cupids Club, Greek Life Community Support Movements,
Community Partner(s)	Love Your Melon	Make Milledgeville /Baldwin Beautiful (MMBB), F.O.G. Program	Communities in Schools, Male Connections, Call Me Mister	Peace of Thread (PoT), Life Enrichment Center,
Events	*** Table in Magnolia GC Mini - Marathon 7pm	MMBB Times Talk 12 pm	Ballroom 10 am - 2pm *** 4-H Service Project 6 pm	PoT Night with Refugees 7 pm

Competencies

Communication, Marketing and Public Relations –

Promoting the nonprofits, community partners and service groups at the school through tabling, social media, promotional items, etc.

Cultural and Diversity –

The diversity and background of the groups, their missions, beneficiaries and advocates

Governance, Leadership and Advocacy –

Skills used in developing, delegating and taking part in a new project, working with dozens of people and representing GCSU's NLSA Chapter on and off campus

Financial Resource Development and Management –

Funding and budgeting skills used for this project

Volunteer and Human resource management –

Working with larger quantity of community partner representatives

Foundations and Management of the Nonprofit Sector –

Working with nonprofit representatives and learning about the practice

Personal and Professional Development –

The relationships built between student and community partners

Program Development –

The project development, organization and preparation

Legal and Ethical Decision Making –

Working closely with other businesses with marketing and collaborating while developing a large project

Future of the Nonprofit Sector –

The sustainability of the project and relationships with community partners, as well as the improvements and innovations of on campus involvement and advertising

Project Impact

The success of the event will be analyzed through

- **Qualitative feedback** from
 - NLSA Students
 - Participating organization representatives
- **Quantitative comparison** of
 - NLSA members
 - Student service group members
 - Volunteers registered through The GIVE Center
 - Volunteer hours tracked
 - Number of volunteers through community partners