

North Carolina Campus Volunteers

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*From  
Spark  
to  
Fire*

September 16, 1995  
Elon College, NC

S t a t e - w i d e C o n f e r e n c e

*Welcome!*

Welcome to the first annual North Carolina Campus Volunteers State-wide Conference. The excitement of service is spreading rapidly throughout North Carolina, and we hope that this conference will help to facilitate this growth. This year's theme, "From Spark to Fire," is designed to help all of us do just that. Take advantage of this opportunity to share and learn how campuses from around the state are addressing social action. Start building the network that will bring campus based service to a new level in North Carolina. Enjoy the conference!

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## Mission

- *To offer the opportunity for students to come together to share ideas and learn from each other's experiences*
- *To help provide students with the knowledge, skills and tools to create or expand their own campus service organizations*

# Schedule of Events

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**9:00 - 10:00 a.m.**

**Check-In &  
Continental Breakfast**  
*Moseley Center*

**10:00 - 10:15 a.m.**

**Welcome**  
Heather Dillashaw  
*McKinnon Hall*

**10:30 - 11:20 a.m.**

**Morning Sessions I**

**11:30 a.m. - 12:20 p.m.**

**Morning Sessions II**

**12:30 - 2:00 p.m.**

**Buffet Lunch**  
*McKinnon Hall*

**Introduction of Keynote Speaker**  
Allison Dean

**Keynote Speaker**  
Dr. Beverly Washington Jones

**2:00 - 2:50 p.m.**

**Discussion Groups**

**3:00 - 3:50 p.m.**

**Afternoon Sessions**

**4:00 - 4:20 p.m.**

**Building the Network**  
John Barnhill  
*McKinnon Hall*

**4:20 - 4:30 p.m.**

**Closing**  
Kevin Gilmore  
*McKinnon Hall*

# Conference Sessions

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## 10:30 - 11:20 a.m. Morning Sessions I

- Service Learning the A.P.P.L.E.S. Way  
(Covington Conference Room) *Rebecca Blackman,  
Dawnelle Hyland, & Mary Morrison*
- The Path of Change: Committing to a Life of  
Positive Action (Koury 140) *Claudia Horwitz & Scott Cooper*
- Choose the Alternative: How to Run  
Effective Service Trips (Koury 141) *Allison Dean & Lyell Jones*
- Volunteers: How to Keep'em Coming  
Back for More (Koury 139) *Sandy Leonard*
- Living and Learning Through Mission  
(Stovall Conference Room) *Michelle Martin*

## 11:30 a.m. - 12:20 p.m. Morning Sessions II

- Starting a Student-Run Service Program  
(Koury 140) *Kevin Gilmore*
- Large Scale Service Events; Pumpkin Project  
(Stovall Conference Room) *Kate McKune*
- Choose the Alternative: How to Run  
Effective Service Trips (Koury 139) *Allison Dean & Lyell Jones*
- Reflection (Koury 141) *Richard McBride*
- Service Learning the A.P.P.L.E.S. Way  
(Covington Conference Room) *Rebecca Blackman,  
Dawnelle Hyland, & Mary Morrison*

## 2:00 - 2:50 p.m. Discussion Groups

- Life in Service (Koury 139) *Julie White*
- Required Service (Koury 140) *Jude Stuecker*
- Beyond Warm Fuzzies: Motivating Volunteers  
(Koury 141) *Stephanie Welsh*
- Religion/Spirituality/Social Action  
(Stovall Conference Room) *Heather McKee*
- Why Do We Serve?  
(Covington Conference Room) *Jason Dennis*

## 3:00 - 3:50 p.m. Afternoon Sessions

- Reflection (Koury 140) *Richard McBride*
- So You Need Money:  
Basics of Proposal Preparation (Koury 139) *Sara Peterson*
- Inspiration & Incentives: Keeping Volunteers  
Energized & Motivated (Koury 141) *Melynn Glusmann & Dawn Techow*
- From Volunteer to Activist: Community Service  
for Everyone (Covington Conference Room) *Stephanie Welsh*

# *From Spark To Fire*

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**Morning  
Sessions I  
10:30 - 11:20**

## **Session Descriptions**

### **The Path of Change: Committing to a Life of Positive Action**

*Koury 140*

*Claudia Horwitz & Scott Cooper,  
Community Youth Cooperative*

You have committed part of your college experience to volunteering in your local community. Now you are wondering what can come next. This interactive workshop will give you an opportunity to reflect on your motivations for activism, explore ways to make this a life's work and redefine yourself as an agent of positive change.

### **Living and Learning through Mission**

*Stovall Conference Room*

*Michelle Martin, Catawba College*

Listen to the perspectives that students, faculty and community agency representatives have about service and learning. Find out who you need to establish relationships within your community and how to establish these relationships.

### **Choose the Alternative: How to Run Effective Service Trips**

*Koury 141*

*Allison Dean & Lyell Jones, Wake Forest*

This workshop is designed to help schools build productive service break trips or enhance existing programs. The presentation will cover topics such as site selection, leadership training, financing and establishing group cohesion.

### **Service Learning the A.P.P.L.E.S. Way**

*Covington Conference Room*

*Rebecca Blackman, Dawnelle Hyland,  
& Mary Morrison, UNC-Chapel Hill*

Want to begin a service-learning program, but don't know how? A.P.P.L.E.S., a campus wide service-learning program at the University of North Carolina at Chapel Hill, is a student-initiated, student-run service-learning program that works with professors to design courses that include a service requirement. This workshop will explore how to start a service-learning program, provide an overview of how the A.P.P.L.E.S. program works, and offer advice on gaining institutional support for such a program.

### **Volunteers: How to Keep'em Coming Back for More**

*Koury 139*

*Sandy Leonard, Voluntary Center of  
Greensboro*

Ever have that disappointing experience of recruiting volunteers and then not having many show up or have a lot of them fade away after volunteering only one or two times? We're talking about volunteer retention, and it is the ultimate test of the health of your volunteer program. Successful volunteer retention is about relationships and that's what we'll spend time on in this workshop.

# *From Spark To Fire*

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**Morning  
Sessions II  
11:30 - 12:20**

## **Session Descriptions**

### **Service Learning the A.P.P.L.E.S. Way**

*Covington Conference Room*

*Rebecca Blackman, Dawnelle Hyland, &  
Mary Morrison, UNC-Chapel Hill*

Want to begin a service-learning program but don't know how? A.P.P.L.E.S., a campus-wide service-learning program at UNC-Chapel Hill, is a student-initiated and student-run program that works with professors to design courses that include a service requirement. This workshop will explore how to start a service-learning program provide an overview of how A.P.P.L.E.S. works, and offer advice on gaining institutional support for such a program.

### **Large Scale Service Events: Project Pumpkin**

*Stovall Conference Room*

*Kate McKune, Wake Forest University*

Discussion of staging special volunteering events on campus using Wake Forest's Project Pumpkin (PP) experience as an example. PP is a single afternoon in October when a thousand underprivileged children from the Winston-Salem community come out to campus for games and trick or treat. Over half of the WFU student body participate in the fun.

### **Choose the Alternative: How to run effective service trips**

*Koury 139*

*Allison Dean & Lyell Jones, Wake  
Forest University*

This workshop is designed to help schools build productive service trips or enhance existing programs. The presentation will cover topics such as site, selection, leadership training, financing and establishing group cohesion.

### **Starting a Student-Run Service Program**

*Koury 140*

*Kevin Gilmore, Elon College*

This workshop will help you plan and organize student-run service programs. Key components of making campus service programs successful will be discussed.

### **Reflection**

*Koury 141*

*Richard McBride, Elon College*

The first requirement for reflection is to stop and take stock of what has happened or is happening. "Think about it." Take clear, close-up, and panoramic pictures. Discover what these pictures mean. Decide what course of action you will take in the future.

# *From Spark To Fire*

**Discussion  
Groups  
2:00 - 2:50**

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## **Discussion Group Descriptions**

### **Life in Service**

*Koury 139*

*Julie White, Human Service Alliance*

Can service really be a "way of life"? We'll explore how we can incorporate service into our daily lives-even after college. We'll also discuss putting our high ideals into practice and the value of serving.

### **Required Service**

*Koury 140*

*Jude Stuecker, Warren Wilson College*

What are your thoughts on required service? Is it a productive way to introduce students to community service, or does it require an activity that should be optional? Come with an open mind and your thoughts on this issue.

### **Why Do We Serve?**

*Covington Conference Room*

*Jason Dennis, Elon College*

There are many reasons why people put so much time into helping others. Do you know why it is important on your life? Through this discussion, we will learn a great deal about how our service experiences connect back to our lives. Get ready for a unique and inspiring time in which we will get the chance to be open about our own "spark".

### **Religion/Spirituality/ Social Action**

*Stovall Conference Room*

*Heather McKee, Mars Hill College*

"The Soul of Service: Integrating Community Service and Spirituality." A discussion on the ways our faith perspectives and spiritual journeys influence why we serve, who we serve, and how we serve.

### **Beyond Warm Fuzzies: Motivating Volunteers**

*Koury 141*

*Stephanie Welsh, UNC - Greensboro*

While most people volunteer for altruistic reasons, we all know how important it is to keep these hard-working folks motivated and enthusiastic. Come share with others ideas to motivate, recognize and enthuse your volunteers, keeping them going through both the good and bad times.

# *From Spark To Fire*

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Afternoon  
Sessions  
3:00 - 3:50

## Session Descriptions

### **So You Need Money: Basics of Proposal Preparation**

*Koury 139*

*Sara Peterson, Elon College*

Learn how to research funds, match them to your project, and prepare a clear and concise proposal to win the grant you need.

### **Inspiration & Incentives: Keeping Volunteers Energized and Motivated**

*Koury 141*

*Melynn Glusman & Dawn Techow,  
Duke University*

In this workshop, ideas will be shared about how to keep volunteers involved beyond their initial interest in a program. Issues such as burnout, organization, communication and time management will be covered. Come prepared to share information about your program and learn from others.

### **From Volunteer to Activist: Community Service for Everyone**

*Covington Conference Room*

*Stephanie Welsh, UNC Greensboro*

In our zeal to serve and positively impact our community, we often forget to stop and think about the consequences for the volunteer. How do students move through the phases of service learning, from the "bright-eyed and bushy-tailed" eager volunteer to the student activist, ready to take on the world? Come learn about these phases and how to match community experiences which are appropriate for all students.

### **Reflection**

*Koury 140*

*Richard McBride, Elon College*

The first requirement for reflection is to stop and take stock of what has happened or is happening. "Think about it." Take clear, close-up and panoramic pictures. Discover what these pictures mean. Decide what course of action you intend to pursue in the future.



# NCCV Presenters

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**John Barnhill**, *Assistant to the Dean of Students, Elon College*

John works with the Leadership Development Program and Service Learning at Elon College.

**Rebecca Blackman**, *Co-coordinating Chair, A.P.P.L.E.S., UNC-Chapel Hill*

Rebecca is a senior Political Science/Public Policy major at Chapel Hill.

**Scott Cooper**, *Community Youth Cooperative*

Scott organizes experiential education opportunities for students through Duke University's Leadership Program and the Community Youth Cooperative.

**Allison Dean**

Allison is a senior at Wake Forest University. She has been both a participant and planner in the Wake Alternative Break Program.

**Jason Dennis**, *Student Coordinator of Elon Volunteers!*

Jason is a sophomore broadcast communications major at Elon College.

**Heather Dillashaw**, *NCCV Conference Coordinator, Elon College*

Heather has worked with Elon Volunteers! as the Service Events Director and is now coordinating this conference.

**Kevin Gilmore**, *Coordinator of Service Learning, Elon College*

Formerly the Student Coordinator of Elon Volunteers!, Kevin is now working full-time for Elon College.

**Melynn Glusman**

Melynn is the former coordinator of volunteer services at Duke University. She began a graduate program this fall in American Women's History at UNC-Chapel Hill.

**Betsy Greer**, *Coordinator of Volunteer Services at Wake Forest University*

Betsy assists faculty with service-related internships and acts as advisor to the Wake Forest Service Corps.

**Claudia Horwitz**, *Community Youth Cooperative*

Claudia runs an initiative called Stone Circles which makes deliberate connections between activism, faith and spirituality.

**Dawnelle Hyland**, *Co-coordinating Chair, A.P.P.L.E.S., UNC-Chapel Hill*

Dawnelle is a senior English Education major at Chapel Hill

**Lyell Jones**

Lyell is a senior at Wake Forest University. She has been both a participant and planner in the Wake Alternative Break Program.

**Sandy Leonard**, *Assistant Director, Volunteer Center of Greensboro, Inc.*

Sandy is the community liaison for volunteer programs at five colleges and universities in Greensboro.

**Richard McBride**, *Elon College Chaplain*

Beginning his 12th year at Elon and 26th year in campus ministry. Chaplain McBride enjoys helping students create moments of sanity and serenity.

**Kate McKune**, *Project Pumpkin Student Coordinator, Wake Forest University*

Kate is currently coordinating the Project Pumpkin special event and has previously worked with the Volunteer Service Corps as the Communications Co-chair and Agency Head.

**Heather McKee**, *Director of Service-Learning, Mars Hill College*

Heather is a 1994 graduate of Princeton Theological Seminary and currently directs the Mars Hill College Center for Service-Learning and Internships, and the Mars Hill Bonner Scholarship Program.

**Michelle Martin**, *Student Coordinator of Volunteer Catawba*

Along with being the Student Coordinator of Volunteer Catawba this year, Michelle has also participated in several mission trips.

**Mary Morrison**, *A.P.P.L.E.S., UNC-Chapel Hill*

Mary is the service-learning coordinator at Chapel Hill and full-time staff to A.P.P.L.E.S.

**Sara Peterson**, *Director of Corporate and Foundation Relations at Elon College*

Sara has been involved with non-profit agencies as a newsletter writer and editor for 17 years.

**Jude Stuecker**

Jude is a sophomore at Warren Wilson, and is working in the service learning office for her second year.

**Dawn Techow**, *Coordinator of Volunteer Services at Duke University*

**Stephanie Welsh**, *Student Activities Coordinator at UNC-Greensboro*

Stephanie works with the volunteer and leadership programs at UNC-G. She received her M.Ed. in College Student Development from N.C. State University.

**Julie White**, *Human Service Alliance*

Julie graduated from Warren Wilson College where she worked in WWC's service-learning program. She is now a full-time volunteer at Human Service Alliance.

# Keynote Speaker

Beverly W. Jones is a native of Durham, NC. She received both her B.A. and M.A. in History from North Carolina Central University. In 1980, she became the first African American woman to receive her Ph.D. in History from the University of North Carolina at Chapel Hill. Presently, she is a Professor of History at North Carolina Central University and specializes in women's history, African American history, and intellectual, antebellum, Jim Crow and civil rights areas in American History.

She serves as Director of the Institute for the Study of Minority Issues and directs community service initiatives at NCCU. In 1993, she helped to institutionalize community service by opening the Community Service Office. Dr. Jones organized a University Community Service Committee that is developing the integration of community service in the curriculum.

Jones has served as principal investigator of several grants. The most recent one is a \$100,000 Student Literacy grant from the U.S. Department of Education. The grant is designed to provide tutoring in reading to fifty students at Durham Magnet School.

She has published three books and fifteen articles. Dr. Jones is a noted lecturer on women's equity, community organizing and assessments, civil rights, and educational parity. She is a member of the Durham Public Schools Board of Education.

Dr. Jones is married and has three children.

## Special Thanks

**John Barnhill**

**Heather Dillashaw**

**Ben Dotger**

**Kevin Gilmore**

**Betsy Greer**

**Tracey Herling**

**Laura Norico**

**Carol Passaro**

**Jennifer Schneider**

# CRITICAL ELEMENTS OF THOUGHTFUL SERVICE

## **The Five Critical Elements**

*For our service to have value and meaning, there are five critical elements that must be a part of everything we do. They should be at the heart of all community service.*

## **Community Voice**

Community voice is essential if we are to build bridges, make changes, and solve problems. Any community service organization should make sure that the voice and needs of the community are included in the development of the community service program.

## **Orientation & Training**

Orientation and training are important first steps for any community service experience. Information should be provided for student volunteers about the community, the issue and the agency or community group.

## **Meaningful Action**

Meaningful action means that the service being done is necessary and valuable to the community itself. Meaningful action makes people feel like what they did made a difference in a measurable way and that their time was utilized well. Without this, people will not want to continue their service no matter how well we do with the other four elements.

## **Reflection**

Reflection is a crucial component of the community service learning experience. Reflection should happen immediately after the experience to discuss it -- reactions, stories, feelings and facts about the issues which may dispel any stereotypes or an individual's alienation from service -- and reflection should place the experience into a broader context.

## **Evaluation**

Evaluation measures the impact of the students' learning experience and the effectiveness of the service in the community. Students should evaluate their learning experience and agencies should evaluate the effectiveness of the students' service. Evaluation gives direction for improvement, growth and change.

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