

Service at ECU
Public Service
Context for Public Service
Structure of Public Service
Recognition: Carnegie, Servire, Awards, EOSA
Impact

Beth Velde

Office of Public Service and Community Relations



To Serve as a National Model for Public Service
and Regional Transformation

B. Velde, PSCR



Service to the
University



Service to the
Profession



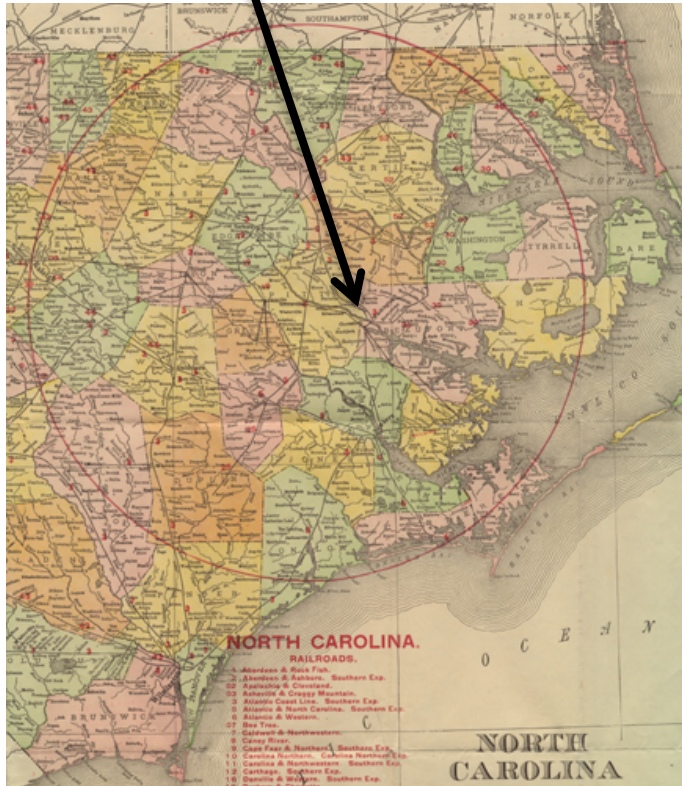
Public
Service

Context

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ECU



“Also important to development of students is **making them aware of the needs and issues of the surrounding region**—something of great importance here at ECU. Creating a “place for engaging” these issues within our teaching has the promise of enhancing student leadership and activism. While the word engagement is new for some of us, it refers to something many of you have been doing for a long time—**partnering your students with community groups in mutually beneficial ways.**” (remarks made by Board of Governors 2009 Teaching Award Winner Derek Alderman (Geography))

Our history makes us an engaged university. Robert H. Wright, the first president of the university, stated “*We will give to the rising generation the purest inheritance of the nation and better preparation than has ever been given to a preceding generation. This school is an expression of that determination; it was built by the people, for the people, and may it ever remain with the people, as a servant of the people.”*”

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Adopted in 1915, “ECU” s motto is “Servire”, meaning “To Serve” through:

- **Education:** imparting a sense of citizenship and personal responsibility, fostering lifelong learning, and nurturing an understanding of the interdependencies of people and their environments.
- **Research and Creative Activity:** integrating research and creative activities in the educational experiences of students. It also is committed to enriching culture and being a leader in innovative research applications.
- **Leadership and Partnership:** provide leadership and to engage in partnerships supporting public education, health care and human services, cultural activities, and regional development.



Public Service

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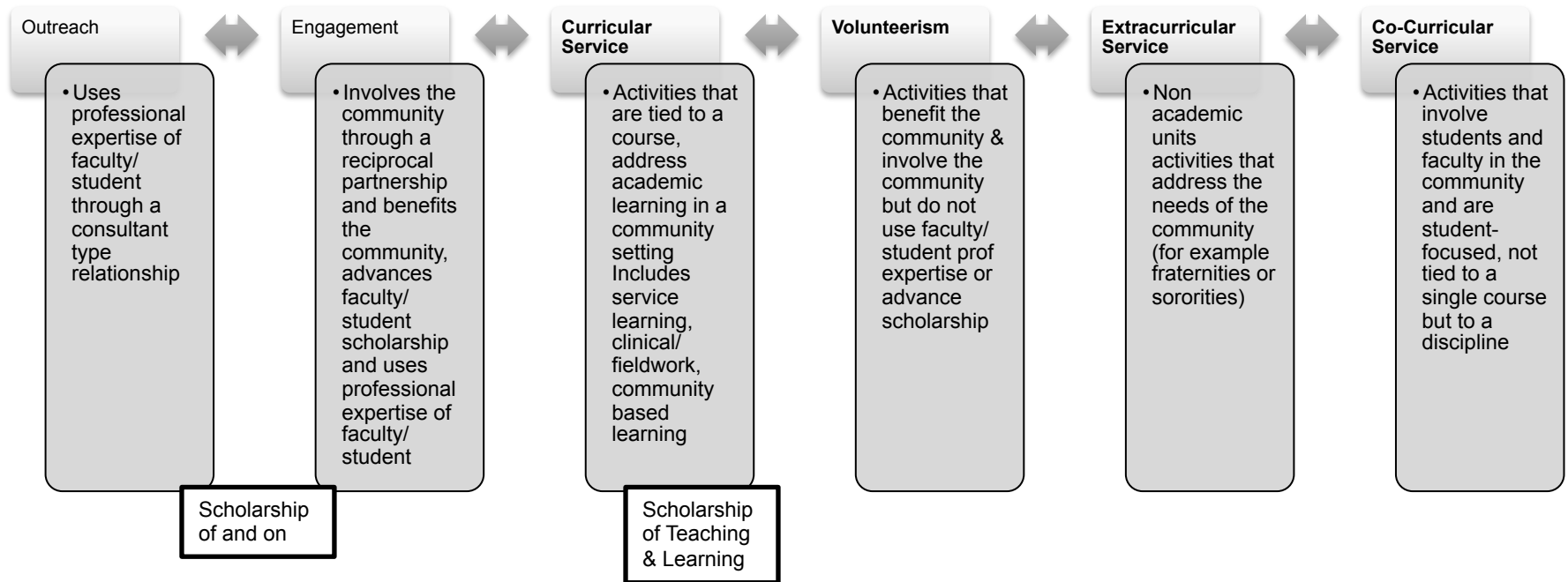


ECU's definition of Public Service

Public service occurs when ECU faculty, staff, and/or students work to improve communities in eastern North Carolina and beyond. This work involves communities and benefits communities as it also advances scholarship by linking theory and practice across a wide range of academic disciplines.

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A National Model for Public Service & Regional Transformation



Structure

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Web Site

Public Service



Office of Public Service & Community Relations

PUBLIC SERVICE & COMMUNITY RELATIONS

Long Range Outcomes of Public Service:

- Students who have a sense of their connection to communities and other stakeholders and who apply their knowledge in the public domain to make the world a better place
- Empowered communities who collaborate with ECU in addressing problems and resolving issues
- Broad interprofessional networks of scholars focused

Public Service Pages

[Public Service and Community Relations Home](#)

[Community Relations](#)

[Engagement & Outreach Scholars Academy](#)

[Events](#)

[Gallery](#)

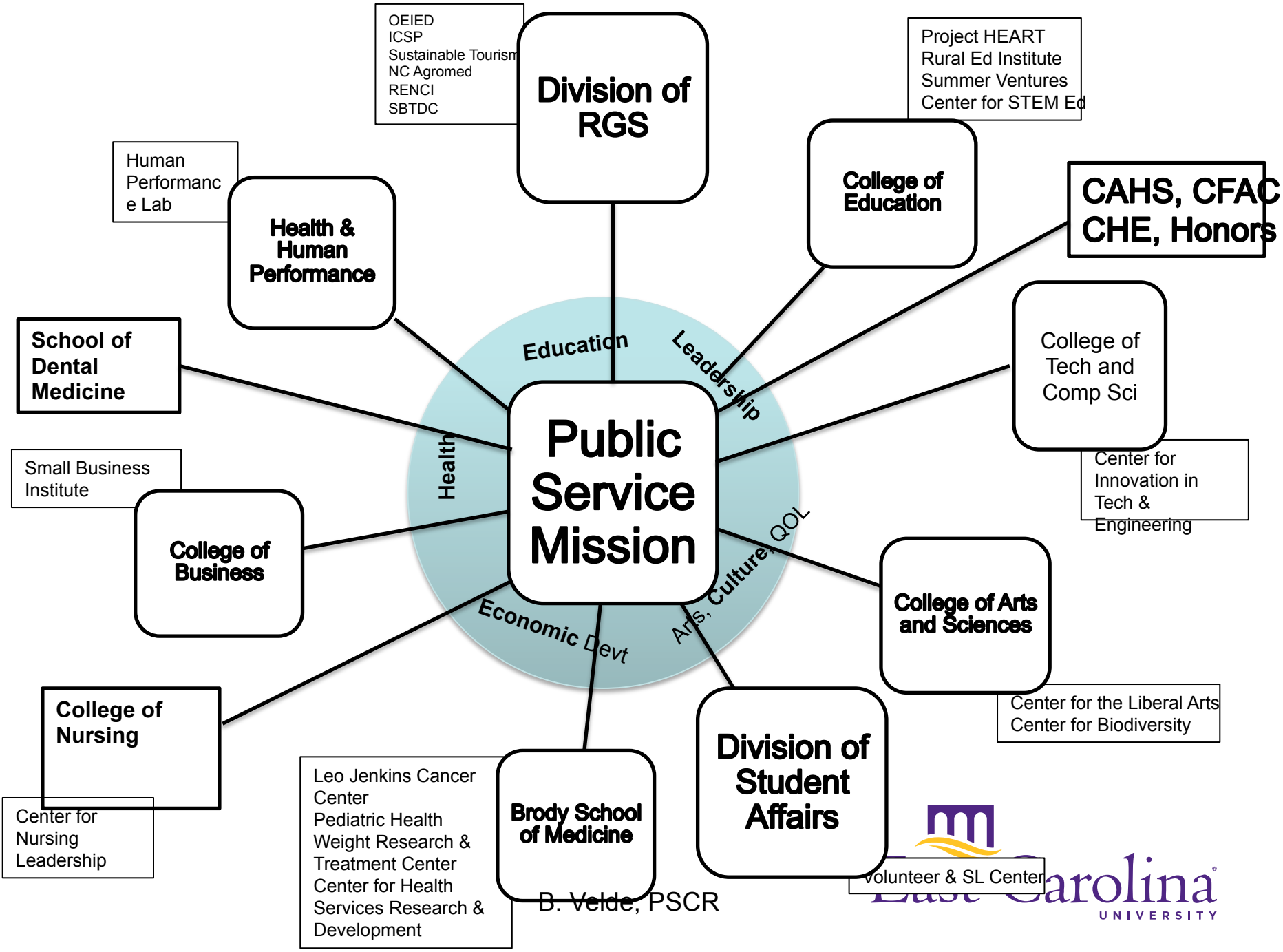
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Related Sites

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[ECU Mission](#)

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Recognition

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Service Society

- Recognizes volunteerism of ECU students, faculty and staff
- Volunteerism is defined as choosing to act in recognition of a need, with an attitude of social responsibility and without concern for monetary profit, going beyond one's basic obligations. (Ellis and Noyes, 1990).
- 100 or more hours of volunteer service to the community in the previous year.
- The community is defined as outside ECU and can include the region, country, or world.
- The year is defined as January 1st to December 31st. Membership is one year.
- Qualifying volunteer service for faculty and staff should be outside their normal realm of duties. For faculty, the service should be outside their normal duties of teaching, research, and advising. In all cases, there should be no compensation for the service.

Nominating Process

- Complete a brief information form (<http://www.ecu.edu/cs-admin/servire/>).
 - Dates of service
 - Name(s) of organization(s)
 - Nature of involvement (i.e., a description of the activity, purpose, etc.)
 - Number of hours at each organization
 - Contact information for someone with each organization who can verify that the above information is correct

Other Awards

- Scholarship of Engagement
- Centennial Award for Excellence: Service
- UNC Board of Governors Award for Excellence in Public Service

ECU was successful in achieving the Carnegie Designation for Community Engagement

Reclassification
in progress

- We were judged on
 - Foundational Indicators
 - Institutional Identity, Assessment, Recognition, Marketing, Executive Leadership, Infrastructure, Funding, Tracking, Planning, Professional Development, T & P
 - Curricular Engagement
 - SL, Student Leadership/Research/ Internships/Study Abroad, Core Courses, Capstone, Grad Studies, Majors, First Year,
 - Faculty Scholarship
 - Outreach & Partnerships
 - Learning Centers, Tutoring, Extension, Non credit courses, Evaluation Support, Training, Co-curricular Student Service, Work Study, Cultural, Athletics, Library, Technology, Consultants
 - Faculty Scholarship



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Carnegie Emphasizes the Scholarship of Engagement

- Faculty scholarship associated with curricular engagement
 - produced in connection with service learning or community-based courses or internships. **to include**
 - curriculum development, assessment of student learning in community, action research conducted in a course, etc.
 - **disseminated by means of**
 - reports, curriculum materials, faculty development workshops, professional presentations and publications.
- Faculty scholarship associated with outreach & partnerships
 - produced in connection with partnership development and participation or their outreach activities. **to include**
 - research studies of partnerships, documentation of community response to outreach programs, and other forms of assessment
 - **disseminated by means of**
 - reports, policies, manuals, professional presentations and publications.

Engagement & Outreach Scholars Academies

- **EOSA**
- **MEOSA**
- **ECS EOSA**
- **SEOSA**
- **Symposia**

- **<http://www.ecu.edu/cs-admin/chancellor/Engagement-and-Outreach-Scholars-Academy.cfm>**

- The Academies' purpose is to increase participants' knowledge, motivation, and capacity to secure research funding and conduct scholarly engagement within engagement, outreach, and curricular engagement. The Academies allow key external stakeholders to partner with ECU faculty and improve the quality of life for eastern North Carolina and beyond. By the end of the Academy, participants will:
 - Identify the ECU resources for partnerships
 - Evaluation current ECU partnerships for scholarly opportunities
 - Summarize the key components of working effectively with communities
 - Develop an engaged scholarship research agenda by working with an assigned coach
 - Implement a research project developed during the Academy

2013 Symposia

- Week long visit from Barbara Holland 9/9-9/13
- Focus on strategic planning and on tenure and promotion
- ***Thursday Sept 12:***
 - *10:30-2:00 open session with all faculty Strategic Importance of Community-engaged Scholarship*
- Targeted disciplinary workshops throughout the week

Community Issues

- Homelessness
- Hunger
- Environment
- Behavioral & Mental Health
- Prenatal Care
- Nutrition
- Obesity
- Body Mechanics
- Financial
- Literacy
- Education
- Disaster Preparedness
- Diabetes
- Tourism
- Populations
 - Latinos
 - African American
 - Low Income
 - Hmong
 - Rural
 - GLBT



To serve as a national model for public service and regional transformation by preparing our students to compete and succeed in the global economy and multicultural society

Nuevo South community planning

“Dr Walt Wolfram Director of the North Carolina Language and Life Project. It was an amazing day and I believe the highlight of our Project Achieve. The good news is that the principal has learned a lot and wants to do something on a larger scale in the community.” (Debbie Oneal, HCAS)

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To serve as a national model for public service and regional transformation by distinguishing ourselves by the ability to train and prepare leaders

“Michael Harris and Bill McDowell working with students in the Small Business Institute® (SBI) in the College of Business at East Carolina University. Both Michael and Bill used student teams in the SBI to work directly with regional small business owners to complete consulting reports with creative recommendations to help them overcome challenges and prepare for growth opportunities. SBI teams worked with targeted minority and military veteran clients over multiple semesters.”

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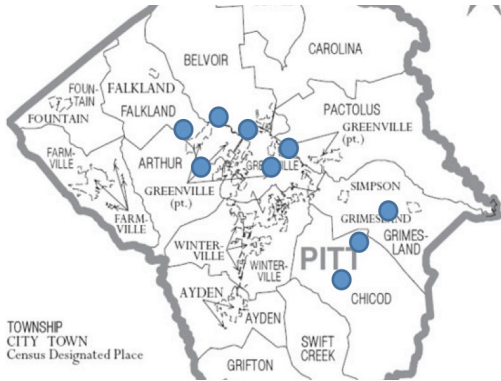




To serve as a national model for public service and regional transformation
by creating a strong, sustainable future for eastern North Carolina
through education, research, innovation, investment, and outreach

“Healthcare Innovations in Eastern North Carolina is developing an interactive multimedia healthcare innovation tool that will help educate patients about the telehealth systems, as well as educate physicians currently uninvolved with the telehealth systems. This tool will be developed through information gathered from interviews with healthcare professionals at local telehealth centers including the ECU Telemedicine Center and the Roanoke Chowan Community Health Center (RCCHC).” Lucky Xue, COB

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To serve as a national model for public service and regional transformation by **saving lives, curing diseases, and positively transforming health and health care**

“Investigating the feasibility of adding infrastructure to corner stores to promote and sell healthier foods to residents in one of the 5 towns in Pitt County with no supermarket, termed “food deserts” (towns with no chain supermarkets.)”
Beth Wall Basset and Stephanie Jilcott

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Healthier choices at the corner store

RHETT BUTLER/THE DAILY REFLECTOR

DAVID RIZEK, owner of Mark's Food Market on Pactolus Highway, talks about the healthy food choices he offers at his convenience store.

Pitt County campaign aims to curb obesity

BY K.F. WILLIAMS
The Daily Reflector

The makings of a fresh garden salad just became available at a corner store popular with people living near the Pitt County Fairgrounds. Mark's Food Market at 2205 Pactolus Highway already stocks rows of convenience foods, paper goods and cleaning supplies. The convenience store also sells everything from bandanas and birthday candles to handbags and screwdrivers, more in line with an old-time five-and-dime.

David Rizek, the store's owner,
See HEALTHY, A9

STOP-N-GO TO HEALTHY CHOICES

- The program, which is part of a federal \$1.6 million grant called Communities Putting Prevention to Work, aims to change the everyday environment of people, making it easier to eat healthy and exercise.
- Pitt County's health department was one of two in the state to receive the grant. There are 50 grants nationwide.
- The goal in the next year is to sign on five to 10 corner stores in neighborhoods located away from grocery stores.



To serve as a national model for public service and regional transformation **by providing cultural enrichment and powerful inspiration as we work to sustain and improve quality of life.**

“This is a photo of two of Robert D. Quinn's art education undergraduates working with a group of students at Building Hope Community Life Center. The undergraduates are receiving valuable experience with devising art lessons and teaching young students in this unique practicum scenario.”

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Involve, Collaborate, Inform, Empower

Enhancing the Success of Students

Student Engagement and Outreach Scholars Academy

Graduate Students, Undergraduates, EC Scholars, Faculty Mentors

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Impact

A Student's Perspective

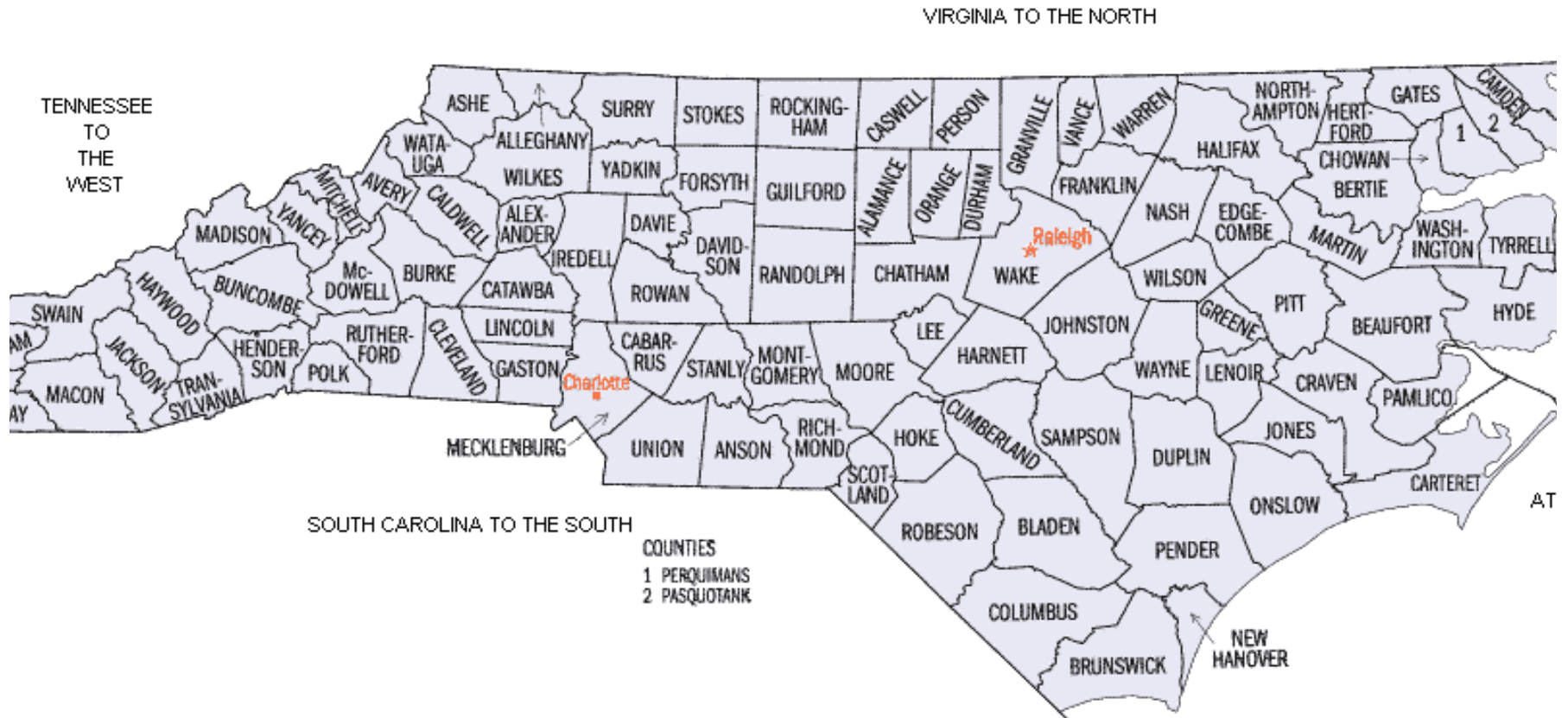
Heather Ghosheh Paredes

“I became aware of the great contribution ECU is making through the many diverse partnerships it holds with the surrounding communities. I knew that Public Health seeks to address health disparities by working hand in hand with community stakeholders, but I was impressed when I heard of the many departments in the University that participate in outreach and engagement projects.”

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Working in Communities



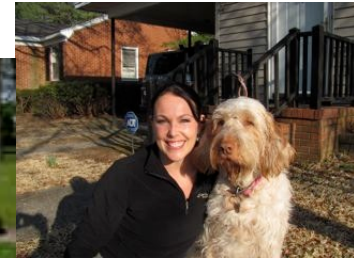
I learned that the idea of 'stepping down from the ivory tower' and sharing in the community's work is so beneficial for everyone involved. It allows the university the opportunity to do something meaningful for the area in which it resides; yet it also allows the community to understand and direct the university.

Working with the community

- Telling Our Story
- Meeting Community Needs
- Wisely Using State Resources
- Being Accountable to You
- Developing New Partnerships



- Video Clip of CFST Meeting (8:05 to 9:24)
- J.M. - Student referred for attendance issues and academic failure
- Received group counseling and tutoring services



B. Velde, PSCF

Sharon's Story

- **Caregivers practice football first aid**

Sharon Rogers isn't a football coach, but she kind of emulated one Tuesday night at D.H. Conley High School.

Rogers, who oversees the athletic training partnership between East Carolina University and Pitt County Schools, gave an introductory speech in Conley's cafeteria and then monitored the room as the ECU graduate students who she supervises practiced injury scenarios they might encounter on football fields this fall. A player from each of the county's six high schools was there to act out the scenarios, and EMS representatives and doctors were also available to assist.

Making athletics safer: A partnership between ECU and PCS

- Ron Butler, athletic director of Pitt County Schools, initiated the partnership in 2009 after he heard ECU assistant professor Dr. Sharon Rogers lecture on emergency preparedness in secondary athletic programs. Rogers now coordinates the initiative and manages the athletic trainers.

Questions?

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