NC Campus Compact Alternative Service Experiences Institute 2013
Notes from Tuesday, June 18th roundtable discussions

**Best Practices**
Effective training of Student Leaders is essential
- Partnerships/mentorships
- 6-8 week training in fall
- Retreat with leaders
  - Let leaders practice – make it a service retreat
- Topics to cover:
  - Why we do this?
  - Group dynamics
  - Reflection
  - Logistics
  - Emergency preparedness
  - Volun “tourism”
  - Cross-cultural communication
  - Green education
  - Simple living
  - Social justice education

**Advising with site leaders**

**Challenges**
- Student recruitment/especially males
- Marketing
- Fundraising
- Transportation
- Leadership: students versus faculty/staff
- Site focus vs. social issues(s) i.e. volun “tourism” – important to promote the trips based on the social issues/topics rather than the location

**Fundraising**
Different on each campus:
- Individuals pay all or portion of costs
- Trips paid through host department/offices budget
- Institutional grants
- Student activity fees (may have to petition student government)
- Student group funds (ASB would have to become a student organization)

**Ideas:** [Note: Group/physical fundraisers assist in team-building]
- Letter writing campaign, solicitation letters to family and friends (e.g. “give me $ for alt break and doing good rather than holiday gift”)
- Contact local merchants to select a day(s) when a portion of their sales will support the trip
- 5K run
- Krispy Kreme donuts
- Online/Social media fundraising (e.g. [http://www.gofundme.com/](http://www.gofundme.com/))
Reflection
- Train participants for reflection = Pre-trip reflection
- Daily as group on site
- Reflection essay post-trip
- Personal journaling during trip
- Post experience project ideas
- Happens informally throughout the trip
- Be creative
- Use social media:
  - Online journaling
  - Twitter
  - Blog
    - Recruit blog readers pre-trip (hand out post-cards with the QR codes) so that folks are signed up to read the blog in advance of the trip
    - Host a competition for blog views
  - Facebook
  - Storify (https://storify.com/)
- Train student leaders on leading reflection
  - Submit proposed reflection activities ahead of time for feedback and refinement
  - Technique for uncomfortable comments: “How do you know that to be true?”

Marketing/Recruitment
Audiences:
- Service-learning courses (Tip: hand out flyers/info to classes BEFORE class as they may discard if given at end of class)
- Majors that require service
- Specific learning communities
- Collaborate with specific students groups (going to specific country – target cultural student group)

Effective tools (depends on school – find what works):
- Flyers
- Chalking
- Emails
- Twitter
- Face-to-face (still most effective method!!)
- Tabling
- Dining halls/high traffic areas
- Use theater department for performance of costumes
- Engage previous participants to tell their story
- Highlight the career/resume building potential

Cultural event credit?

Challenge: Competing with other offices