

Annual Report to the Danville Regional Foundation
August 2018



**THE CENTER FOR
COMMUNITY ENGAGEMENT
& CAREER COMPETITIVENESS**



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VISION STATEMENT

The Center for Community Engagement and Career Competitiveness will be the regional hub for linking students, faculty and staff from Averett, Danville Community College and Piedmont Community College with community partners to create distinct learning experiences and career opportunities, and to strengthen the social and economic vitality of our region.



**THE CENTER FOR COMMUNITY ENGAGEMENT &
CAREER COMPETITIVENESS**

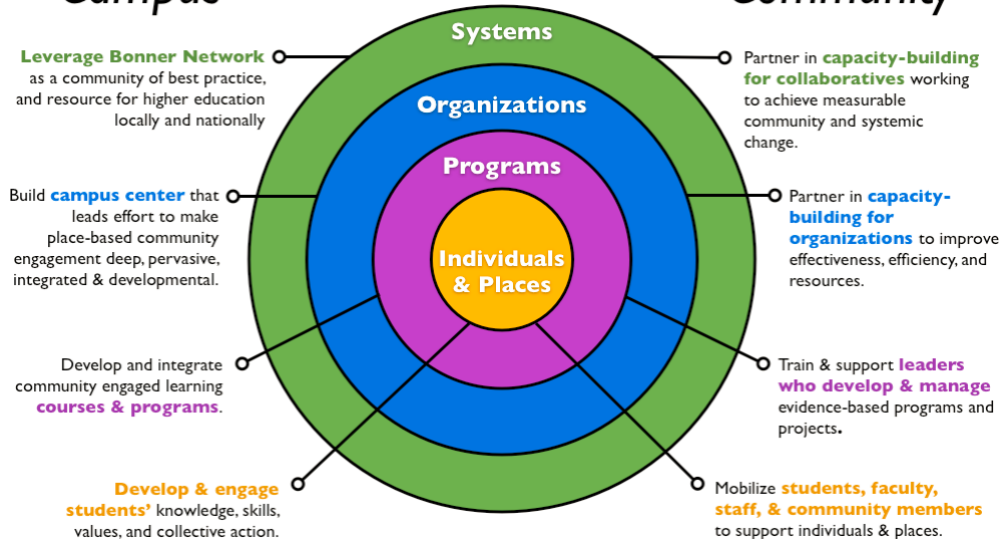
INTRODUCTION

In its first four years, the CCECC has built a regional framework to advance community engagement, experiential learning, and career development in the Dan River Region. In reference to the identified transformational goals, the CCECC has impacted Individuals & Places, Programs and Organizations, as demonstrated throughout this annual report.

TRANSFORMATIONAL GOALS

Campus

Community



COMMUNITY ENGAGEMENT

Through its community engagement efforts, the CCECC empowers students, faculty, and staff to engage in life-changing community transformation by contributing their time, talents, and skills to the region. Collaboration between the CCECC and community partners builds regional capacity while developing active citizens and leaders.

WEEK TO ENGAGE

September 11-16, 2017

522

volunteers from Averett,
DCC, and PCC

\$23,247

of economic benefit
(IndependentSector.org)

58

projects

29

community partners

963

volunteer hours



Day to Engage on the Block was held in the
Westmoreland Neighborhood.

DAY TO ENGAGE ON THE BLOCK

April 3, 2018

179

volunteers from Averett,
DCC, and PCC

\$6,807

of economic benefit
(IndependentSector.org)

13

projects

3

community partners

282

volunteer hours

MARTIN LUTHER KING, JR. DAY 2018

The CCECC collaborated with a number of community partners, including SCLC and Omega Psi Phi, to plan and market the MLK events to create unity throughout the weekend. CCECC events included America's Sunday Supper and MLK Day of Service.

AMERICA'S SUNDAY SUPPER

157 attendees

The CCECC partnered with The Motley Consulting Group to provide a welcoming environment for people of diverse backgrounds to come together for a shared meal and meaningful dialogue. The theme of the Sunday Supper was “Let’s Be Color Brave” to encourage a productive conversation about race in the Dan River Region.

In addition to the community Sunday Supper, the National Bonner Leaders at Averett planned and hosted their own Sunday Supper on campus for students, faculty, and staff. The theme was “Seeing Past Appearances.”



Photo contributed by Corey Williams

MLK DAY OF SERVICE

The CCECC partnered with God’s Storehouse to host service projects on site, and 50 volunteers from the community came out to volunteer to honor Dr. King’s legacy of service.

- sorted 6,598 pounds of food
- wrote 1,281 cards for kids in the Backpacks Program
- spruced up 24 carts used to transport food
- cleaned 4 refrigerators/freezers
- collected 221 pounds of donated food items and diapers

JUNIOR LEADERSHIP SOUTHSIDE

Junior Leadership Southside is a summer program for rising high school juniors and seniors looking to develop their leadership skills. The goal is to identify and grow emerging leaders in the City of Danville, Pittsylvania County, and Caswell County. The curriculum was revamped from a once-a-month lecture series to a week-long goal-oriented program. Over the past year, the CCECC has transitioned JLS ownership to Middle Border Forward since it better fits their mission. The CCECC continues to support program planning and facilitating JLS's career development curriculum.

LOVE DANVILLE HIGHER EDUCATION COUNCIL

The Love Danville Higher Education Council seeks to cultivate student leaders in an open environment where they can express and exchange ideas with community leaders.

Inspired by creator and author Peter Kageyama, Love Danville hosted its second "Love Danville Week" in January 2018 to encourage students, faculty, and staff to reimagine Danville. Through a multimedia campaign including stickers, window paint, t-shirts, and social media, the students created a buzz across the campus and the community.

As a result of "Love Danville Week," **8** new members joined the group, contributing to the growth of the **#lovedanvilleva** movement.



In the fall, Love Danville plans to partner closely with the River District Association, meet with Danville City Council, and host "Love Danville Night" events to encourage students to explore their community.

love
danville.



CAMPUS COMPACT

Averett is a founding member of Virginia Campus Compact and is a regional hub for volunteerism and service-learning. The CCECC is making it possible for DCC and PCC to also grow under the Virginia and North Carolina Campus Compact umbrella. In addition, the CCECC invited the Virginia Campus Compact Executive Director to Danville to talk with students, faculty, and staff at Averett and DCC.



Campus Compact

CAMPUS ENGAGE

In an effort to pursue equity and inclusion, the Engage Coalition has rebranded as CAMPUSengage. Along with the rebranding, the CCECC is seeking to revamp the content and re-engage the partners across the region. CAMPUSengage consists of students, faculty, and staff from Averett, DCC, and PCC, in addition to community partners. The CAMPUSengage network provides a platform to build stronger relationships and bring together organizations under the shared goal of advancing volunteerism and service-learning in the Dan River Region.

**CAMPUS
engage**

AMERICORPS VISTA

Averett is the only four-year institution in the state of Virginia to host an AmeriCorps VISTA program. The CCECC serves as an intermediary organization and places VISTA members, recruited from all over the country, at local nonprofits. The VISTA members serve with their host site for one year (and renewable for up to three years) to build nonprofit capacity and alleviate poverty.

HOST SITES:

CCECC, Dan River Nonprofit Network,
God's Storehouse, Middle Border Forward,
& The Health Collaborative



AMERICORPS VISTA SPOTLIGHT

Moustafa "Moose" Ahmed Nassar

Moose graduated from Averett in 2016 with a major in communications and a minor in English, and he was the founder of the Love Danville Higher Education Council. He moved back to his home state of New York after graduation, but he saw the VISTA opportunity as a way to reconnect with the city he called "home" for four years. Moose now serves as the VISTA at Middle Border Forward, promoting their brand to all communities in the region.



EXPERIENTIAL LEARNING

The CCECC promotes experiential learning opportunities for students to learn from hands-on experiences while building community capacity. Service-learning, internships, job shadowing, alternative breaks, volunteering, and leadership development are all forms of experiential learning when combined with meaningful, in-depth reflection.

AVERETT 101

- Service-learning sections are **100%** taught by faculty and co-taught by National Bonner Leaders
- The freshmen National Bonner Leaders enrolled in their own specific section of Averett 101, Averett's two-credit first year experience course taught with a **service-learning** focus. This course provided an opportunity to bond together as a group, adapt to college, and further understand the National Bonner Leader role with the community. For the culminating service-learning project, students hosted a Sunday Supper on campus, **"Seeing Past Appearances,"** as part of **Martin Luther King, Jr. Day**. This event engaged students, faculty, and staff in democratic dialogue around stereotypes and overall social awareness. The hope is that this will become a National Bonner Leader tradition every year on campus.
- The sophomore Bonner Leaders enrolled in IDS 251: Averett 101 Peer Mentoring, a one-credit course **immersed in mentoring and service-learning best practice**. Sophomore Bonner Leaders serve as Peer Mentors for all Averett 101 service-learning sections, creating a space for students to develop a service-learning pedagogy and project with a faculty member, a community partner, and their Averett 101 section.

SERVICE-LEARNING CLASSES

Fall 2017

- **13** unique courses
- **31** sections
- **3** new!
 - WGS 200: Introduction to Women's and Gender Studies
 - NUR 313: Non-clinical Course
 - NUR 415: Nursing Research

Spring 2018

- **7** unique courses & sections
- **2** new!
 - BSA 434: Business Law
 - CSS 408: IT Leadership

SERVICE LEARNING PARTNERS

Fall 2017

- **15** partners
- **2** new!
 - Noblis
 - Haven Domestic Violence Shelter

Spring 2018

- **8** partners
- **2** new!
 - Middle Border Forward
 - Dan River Nonprofit Network

SERVICE-LEARNING SPOTLIGHT

Take Back the Night

For the first year, four Averett service-learning classes (three Averett 101 sections and Introduction to Women's and Gender Studies) partnered with Haven Domestic Violence Shelter to bring awareness to domestic violence issues to the Dan River Region. Through hosting the region's first-ever Take Back the Night event, **100+** Averett students and community members engaged in social justice and celebrating survivorship. Students developed art projects to bring awareness to the reality of domestic and sexual violence in our country and to promote positive messages and support for survivors.



ENGAGE TRANSCRIPT

- The Engage Transcript serves as the mechanism for students to track their **internships**, **volunteer hours**, and **service-learning courses**. Emailed to students every semester, it will serve as a constant reminder for students to build their skills and résumé via community engagement. When they reflect on their time at Averett and apply for jobs, it will be an effective tool in communicating the important hands-on experiences in which they participated outside of the classroom.

The Engage Transcript pulls information from the registrar's office and the Get Connected software. Unofficial Engage transcripts can be emailed from Averett accounts at the end of each semester for students to check on their progress. Official Engage transcripts can be ordered and printed from the CCECC. Transcript paper from the same company that the registrar uses has been purchased to resemble, but not duplicate, the Averett academic transcript.

ENGAGE SHOWCASE

18 tables with **30+** students presenting on their experiential learning co-curricular projects

Engage Awards were presented to:

Averett University

Student Leader, Sydney Glass
Faculty Leader, Karen Oaks, Nursing
Student Intern, Jenny Gregory

Danville Community College

Student Leader, Nicholas Hines
Faculty Leader, David Bonebright, Business

Community Partner

Commonwealth Senior Living
at Stratford House

NATIONAL BONNER LEADER PROGRAM

AmeriCorps VISTA starts service

April Love, a 2016 graduate of Lynchburg College and native of Danville, VA began a service term with the National Bonner Leaders at Averett University in November 2016. April helps with program development and support, marketing and outreach, and cultivates and maintains partnerships with community partners hosting National Bonner Leaders.



High Impact Practices

National Bonner Leaders:

- engage in a **four year internship**. Students are paid through federal work study and scholarships through the Center for Community Engagement and Career Competitiveness. All students complete a **culminating senior experience**.
- gain leadership skills by working in the community through **service-learning**.
- form a **learning community** engaging in courses (Averett 101 and IDS 251: Averett 101 Mentoring), weekly Bonner meetings, and statewide and national networks.

2018 Spring Retreat

The spring retreat focused on increasing local civic engagement via a **democratic dialogue on the Confederate flag** surrounding the campus and city. Bookended with **deep reflection**, the Bonners wanted to embark on three field trips. First, they went to the Danville History and Fine Art Museum to explore the flag's origins and its Civil War history, specifically pertaining to Danville. Then, the group discussed the history of the flag with History United's Emma Edmunds and Karice Luck at The 1963 Danville Civil Rights Movement: the Protests, the People, the Stories. Finally, the students went to City Hall chambers to learn about the August 2015 removal of the Confederate flag from Danville City property. Through this dialogue, students participated in an informative, **deliberate discussion** and learned about **civic decision-making** regarding city property and first amendment rights. We shared this full curriculum with History United and the museum to continue this dialogue in the public sphere.



The National Bonner Leaders spoke to the Danville mayor and city councilmen during the spring retreat.



NATIONAL BONNER LEADER PROGRAM

continued

Break to Engage

- Four National Bonner Leaders engaged with other campuses in the Bonner Network on a four-day journey in March during spring break. While at **Wofford College**, the students viewed the Senior Capstone presentations from their senior Bonner Scholars. Through this experience, the students started brainstorming for **their own senior community-based research projects**.
- Students visited **Clarkston, Georgia** to experience the largest refugee resettlement area in the United States.
- The next stop was **Atlanta, Georgia** to experience the Center for Civil and Human Rights and Olympic park.
- The journey continued to **Rome, Georgia** to visit Berry College's Bonner Scholars Program. The students served alongside their Bonner Scholars at their service sites.
- After Rome, the students went to **Asheville, North Carolina** to serve at 12 Baskets Cafe as a companion/volunteer. They shared fellowship with diners participating in the meal. Students were deeply impacted by the trip and came back to campus with ideas on how to improve their Bonner Leadership and implement a project like this in Danville.



Bonner
by Numbers

12

Bonner
Leaders

2,148

hours served

9

community
partner sites

28

community
connections

CAREER DEVELOPMENT

The CCECC collaborates with employers and other partners to provide leadership and direction for comprehensive career planning to Averett University students and alumni. Through dynamic programming, these initiatives provide support, resources, counseling, and networking.

AMERICORPS TRAINING SESSION

In May 2018, the CCECC partnered with the IALR to offer area AmeriCorps Members career development training. Training focused on a variety of topics including: incorporating service into a résumé, marketing gained transferable skills, becoming a non-profit professional, goal setting, and pursuing additional educational opportunities.

ALUMNI MENTOR NETWORK

During the 2017-2018, the CCECC partnered with the Averett University Alumni Board to develop the foundation for the Alumni Mentor Network. The Network, scheduled to launch during the fall of 2018, will provide students 1:1 mentoring relationships with alumni. The purpose of these relationships is to offer a deeper, more meaningful career development experience and more opportunities to develop students as young professionals.

326 students and alumni took advantage of individual and group sessions with the Director of Career Development during the 2017-2018 academic year.

WORKSHOPS FOR STUDENTS

Career Development workshops, focusing on a variety of topics, were provided for students throughout the year.

Workshops were delivered via classroom presentations, stand-alone workshops, and partnerships with Averett Athletics, Residential Life and the AU Health and Wellness Center.

Students also learned how to use community engagement activities to build a network and to build skills transferable to all career paths. Other topics included: building your brand, résumé, cover letter, and interview prep, business etiquette, and utilized LinkedIn.

CAREER DEVELOPMENT EVENTS

The Office of Career Development provided **three** major events for Averett University students over the past academic year.

Career Expo

In October 2017, as part of Averett's annual homecoming weekend, **27** local business and industry professionals met with students at the annual Career Expo. This "speed networking" event allowed students to meet multiple professionals and provided them the opportunity to ask career development questions while making connections. More than **300** students attended, and the Career Expo is once again scheduled for September 2018 as part of our annual Homecoming festivities.

Community-Wide Job Fair

Averett University's Spring Career Fair was held in March 2018 with **17** local and regional employers in attendance. Employers represented a variety of non-profit and for-profit organizations offering both full-time positions and internship opportunities. **70** students were in attendance.

RN Career Fair

The CCECC partnered with Averett University's School of Nursing in February 2018 to offer regional nursing students a sector specific career fair. **17** regional employers representing numerous professional nursing positions, and **35** students from Averett and DCC were in attendance.

STUDENT TESTIMONIAL

"The CCECC has helped me in so many ways from making and updating my resume to finding jobs and internships. They have been a guiding light on how to navigate professional situations and helped to prepare me for any professional circumstance the future may bring."

- Jenny Gregory, Class of 2019

CONCLUSION & DIRECTION FOR 2018-2019

As the CCECC moves into its fifth year, it seeks to achieve the most impactful transformational goal: measurable community and systemic change. This will include promoting collaboration, capacity-building, civic engagement, and active citizenship.

COFEE

The Conference on Freshmen Engagement and Empowerment will be held in October in conjunction with Averett 101. The CCECC will partner with several community organizations to offer a true conference experience to all freshmen at Averett, with the hopes of expanding this model to the community colleges. Students will gain a deeper understanding of at least one issue affecting the region, in addition to learning one new skill to support their engagement in the community. COFEE will educate students and encourage them to **think critically** about social issues, thus sparking their journey to active citizenship.



CARNEGIE CLASSIFICATION

The Carnegie Community Engagement Classification is the internationally established gold standard for higher education community engagement. Winning this classification would recognize Averett as a leader in this scholarly field and within the geographic region. More importantly, the application process, itself, recruits institutional buy-in and bolsters support for the CCECC's mission and work. The process will solidify Averett's commitment to community engagement in its culture, policies, academics, and co-curricular spaces.

SERVICE-LEARNING COURSES FOR THE FALL

- IDS 101: Averett 101 (16 sections)
- Brigid Belko – IDS 251: Averett 101 Mentoring | [Bonner Service Sites](#)
- Michelle Liu – PE 304: Secondary School Physical Education | [Christian Homes Educating Children](#)
- Adrienne Brune – WGS 200: Intro to Women's and Gender Studies | [Haven of the Dan River Region & Take Back the Night](#)
- Meaghan Byrne – BSA 206: Business Communications (sec 01) | [Commonwealth Senior Living at Stratford House](#)
- Catherine Clark – ENG 444: Literature for Children | [Sacred Heart Catholic School](#)
- Cricket Morris – ES 209: Retraining the Off the Track Thoroughbred | [Blue Bloods](#)
- Sergey Samoilenko – CSS 308: Computers In Context | [Goodwill Industries](#)
- Meaghan Byrne – LDR 303: Leadership in Action | [Various Community Sites](#)



SERVICE YEAR FELLOWSHIP

The CCECC will host its first Service Year Fellow for the 2018-2019 year. The Fellow, Brianna Shelton, is a 2018 Averett graduate with a major in communications and a minor in sociology. She will offer support in marketing and graphic design, as she builds her communications portfolio and builds capacity for the CCECC. Her outreach efforts will help the CCECC build more collaborative partnerships and provide more resources.



Averett University President Dr. Tiffany M. Franks nominated Jordan Jones as Averett's **first-ever** Newman Civic Fellow for National Campus Compact. Jordan will begin her term as a fellow in the fall 2018 semester.



NEWMAN CIVIC FELLOW

Averett sophomore, Jordan Jones, was named as one of 268 college students from across the country as a Newman Civic Fellow. The fellowship is hosted by the National Campus Compact. The fellowship is a year-long program that recognizes and supports community-committed students who have demonstrated an investment in finding solutions for challenges facing communities throughout the country. Jordan will travel to Boston and connect with other fellows across the country throughout the year, including the National Campus Compact Newman Civic Fellowship Conference.



BONNER PARTNER TESTIMONIAL

"Jordan Jones' work ethic, responsiveness, creativity, and adaptability make her a perfect candidate for this placement [at Noblis through the National Bonner Leader program]. Moreover, her heart, spirit and genuine interest and curiosity make her an absolute joy to work with.."

- Anna Crawley, Noblis

VOLUNTEER OF THE YEAR

Taylor Doss

In the 2017 fall semester, National Bonner Leader Taylor Doss was named as the Dan River Nonprofit Network's Volunteer of the Year for the City of Danville. Taylor was awarded this honor after creating her own service site with the local URW Credit Union in partnership with the **Danville Church-Based Tutorial Program**, one of Danville's first private-public service sites. She saw a need in the neighborhood for a safe space for students to go after school and was able to secure a spot for them to come twice a week to get help with school work. Taylor mobilized Averett students in her Averett 101 Peer Mentor class to come and volunteer with her, and provide additional support during the time they spend with the elementary school students. Taylor's service will be expanding next year to accommodate more students.



"Getting to know the children from Johnson Elementary and helping them gain an understanding and a real desire to learn has helped me as much as it has them. I've gained as much as I have given – maybe even more."

- Taylor Doss, Class of 2020



CCECC TEAM

ANGIE MCADAMS

Director of
Career Development



RACHEL COVINGTON

Director of
Community Engagement



APRIL LOVE

AmeriCorps VISTA
Member



BRIGID BELKO GORTON

Director of
Experiential Learning



TIA YANCEY

Coordinator of Community
Engagement & Study Abroad



CCECC INTERNS

In addition, the CCECC engages 3-5 Averett University undergraduate students through Federal Work Study positions and internships throughout the academic year and summer months.

NOTE:

In 2018, Former Executive Director Dr. Alexis Ehrhardt and Director of Community Engagement left the CCECC to continue their engaged service with the Danville Pittsylvania County Chamber of Commerce. We are thankful for their leadership and will continue working together through regional change work. We look forward to bringing on new leadership soon.



TEAM DEVELOPMENT & ENGAGEMENT

ANGIE MCADAMS

- Career Development Advisory Council for Averett University, Chair
- Southern Virginia Society for Human Resource Management, President-Elect
- Adult Education Advisory Committee for Danville Public Schools, Chair
- CTE Committee Danville Public Schools, Chair
- The Virginia Network, Institutional Representative for Averett University
- Averett Women's Network, Planning Committee, Chair
- Eastern Association of Colleges and Employers (EACE), Member
- 2018 EACE Conference Community Service Planning Committee
- Virginia Association of Colleges and 2019 VACE Conference, Planning Committee
- CTE Advisory Committee Pittsylvania County Public Schools, Member

CONFERENCES & TRAINING:

- Virginia SHRM Leadership Conference
- Eastern Association of Colleges and Employers (EACE) Conference
- Virginia Association of Colleges and Employers (VACE) Conference
- Presenter, 2018 EACE Regional Conference - "Service to Career Pipeline - Connecting Students to a Brighter Future through Service."

BRIGID BELKO GORTON

- Pursuing Ph.D. in Educational Leadership & Cultural Foundations at UNC-G, 2020
- Gulf South Summit on Service-Learning and Community Engagement in Higher Education, Executive Committee Member
- Gallup Strengths Finder Facilitation with First Piedmont, Chamber of Commerce, City of Danville, Middle Border Forward, DRHA, Boys & Girls Club, and VIR

CONFERENCES & TRAINING:

- Carnegie Classification workshop led by Brown University and NC Campus Compact
- Presenter, Gulf South Summit - "Student-led Service-Learning in the First Year Experience: Golden Opportunity or Hot Mess?"
- Co-Presenter, Active Citizens Conference - "The Confederate Flag through Time - How to Lead Democratic Dialogues"
- Facilitator, Averett University - Service-Learning Trainings for 60 students, faculty, staff and partners

APRIL LOVE

- Pursuing Master of Education in School Counseling at Lynchburg College, 2020

CONFERENCES & TRAINING:

- AmeriCorps VISTA Pre-Service Orientation
- Active Citizens Conference, The College of William & Mary
- Virginia Bonner Exchange, University of Richmond
- Co-Presenter, Active Citizens Conference - "The Confederate Flag through Time - How to Lead Democratic Dialogues"
- National Bonner Summer Leadership Institute - "Leading Democratic Dialogues: Using... to Explore Civic Engagement"

TIA YANCEY

- Danville Redevelopment & Housing Authority, Commissioner
- United Way of Danville-Pittsylvania County, Marketing Committee Chair
- The Health Collaborative, Health Equity Task Force
- Boys & Girls Club Blue Jean Gala, Planning Committee
- Patient Centered Outcome Research Institute (PCORI), UVA - Parent Advisory Team Member
- Evaluation and Planning Course, Duke Nonprofit Management Certificate Program
- Pursuing Master of Nonprofit Leadership Studies at Lynchburg College, 2020

CONFERENCES & TRAINING:

- Virginia Statewide Neighborhood Conference
- Virginia International Educators Conferences
- Active Citizens Conference, The College of William & Mary
- VA Volunteerism Conference
- Virginia Network Annual State Conference

RACHEL COVINGTON

- Festival in the Park, Board Member
- Danville Science Center, Board Member
- River District Association, Incoming Vice President
- Southside Area Tennis Association, Board Member
- Pursuing Master of Nonprofit Leadership Studies at Lynchburg College, 2020

CONFERENCES & TRAINING:

- AmeriCorps VISTA Supervisor Training



