Impact Report — Strategic Communications 315

Dr. Elizabeth Oppe

Kaitlyn Lopez - Service-Learning TA

Fall 2017

<table>
<thead>
<tr>
<th>Hours served: 638.5</th>
<th>Students participating: 20</th>
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<td>Community organizations impacted: 10</td>
<td>Impact value to the community: $13,395.73</td>
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Students learned:

- Professionalism
- Communication skills
- Time management
- Organizational skills
- Ethics in media
- Event-planning skills
- Methods of increasing social media presence
- To see selves as developing professionals with valuable contributions
- Team work
- Large group management

Community impact:

- Fundraising packet was created that will continue to be used in the future
- New social media strategies were implanted allowing nonprofit to reach a larger audience
- Planned and assisted with events to raise awareness of community organization
- Press releases, infographics, videos, and brochures made to support agencies
- Reach out to potential volunteers for the community organization
- Enforced brand image and messaging for the agencies

“I learned the importance of volunteering on a local level and helping out the community. It is an experience that I will never forget.”
-Fall 2017 STCM 315 Student

“We had more people at our website to sign up family members as clients. We more than doubled our profit for our spaghetti dinner. Everything Dr. Oppe does with the class is top notch! She is very involved and I think the students in her class receive some of the best education with real life situations and agencies at WVU.”
-Lisa Maxey, In Touch and Concerned, Inc.

*This report was compiled by the Center for Service and Learning using verified service hours logged in iServe, the value of volunteer time from independentsector.org and student and community statements taken from written evaluations and verbal presentations.*