**SERVICE-LEARNING IMPACT REPORT**

**FALL 2018**

**ORGANIZATIONS IMPACTED**

- New Vision Renewable Energy
- Black Bear Burritos
- Morgantown Pedestrian Safety Board

**TOTAL HOURS SERVED**

520 Hours

**IMPACT VALUE**

$11,204

**SERVICE-LEARNING PARTICIPANTS**

13 Students
3 Organizations

**COURSEWORK CONCEPTS APPLIED**

- Created and revised professional written communications, speeches, and presentations
- Produces and critically analyzes story ideas and materials
- Developed a professional portfolio by creating high-quality products

**COMMUNITY BENEFITS**

Each student created a Portfolio with a Strategic Message Plan and the following products for their organization:

- 2 Print News Releases
- Feature Story
- Radio/TV/Print Ad
- Radio Script/PSA
- Electronic Direct Mail Piece
- Blog
- Infographic
- Social Media Message Strategy

*This report was compiled by the Center for Service and Learning using verified service hours, the value of volunteer time from independentsector.org and faculty, student and community statements.*
Partner Impressions

“New Vision / Glogames is very excited to partner with Dr. Harker and the STCM 315 class. We appreciate the support getting our political sign campaign rolling and the social media adds that can in very handy and have been used in our promotion. As a small social venture we rely on the help of others and the student support was very helpful. Thanks and we look forward to doing more together.” – Ruston Seaman, New Vision/Glogames

“The Morgantown Pedestrian Safety Board finds the cooperation of WVU students to be extremely helpful towards our mission of educating the community about the rights and responsibilities of everyone within our transportation system.” – Matthew Cross, Morgantown Pedestrian Safety Board

Student Impressions

“Coming into this class I had no prior knowledge to this course other than I knew I was required to take it. The first day, when Dr. Harker stressed the demands of this class and then proceeded to mention this was a service-learning course, I felt like a deer in headlights. I did not feel prepared to take on a legitimate client only being at the sophomore level. Especially because I thought this was going to be an individual effort. When I finally convinced myself to take on the challenge, instead of dropping the course for the semester, I landed the client of Matthew Cross representing the Pedestrian Safety Board.

I was thrilled to be assigned to the Pedestrian Safety Board for this semester due to the importance of improving the safety for pedestrians and motorists around campus. There have been several incidents involving WVU students and Morgantown community members, so working alongside Matthew and my group members to better our audience’s safety felt like I was making a real impact. The most valuable part of this experience has been learning about the different tools for strategically communicating to an audience. Because of this class I have gained a better understanding as to what an individual does in my desired field of Strategic Communication. I can confidently say that being in this field is more than just writing a press release or designing an advertisement. It is working out the logistics of how to communicate those essential pieces to the public and creating the connections needed to successfully make an impact.” -- Riley Sawicki

“Personally, I came into this class not really understanding what I had signed up for, as well as never having experienced writing of this sort. I had never even written a press release before, so the writing aspect was extremely challenging. Now that the semester has come to an end, I feel as though I’ve developed skills I would not have been able to acquire in any other course. My confidence has risen to the point where I’ve joined journalistic writing clubs and willingly put myself out there for new opportunities that I am no longer afraid of, as I feel I’ve developed necessary skills that I previously lacked. As for the most valuable part of my experience in this class, I have truly grown a passion for pedestrian safety. After speaking with multiple people affected from pedestrian accidents, including the friends and family of Leah Berhanu, I can honestly say working with the Board has changed my life and views on pedestrian safety. The topic of pedestrian safety is much more than a grade to me.” -- Cassidy Lego

“I feel that I am ending this class as a better writer, better communicator, and better student in general.” -- Anthony Tate