2017

CUMU Annual Conference

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CUMU Annual Conference

Abstract
The VCU Division of Community Engagement mobilizes university-community partnerships that generate innovative solutions to societal challenges and prepares the engaged citizens of tomorrow; they host the CUMU Conference (Coalition of Urban and Metropolitan Universities) annually. Students, faculty, and community partners collaborate to effect positive change in social, organizational, and economic impact. Value Propositions are created to clearly summarize the value that students add to an organization, and the relevance and distinction. This information is compiled through assessment, development, and communication.

Keywords
community-engagement, value proposition

Disciplines
Civic and Community Engagement | Community-Based Learning | Community-Based Research | Higher Education

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Ten Years As A Division of Community Engagement: What? So What? What Now?

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Monday, October 9, 2017
CUMU Annual Conference
WHAT?
Division of Community Engagement

Mission
The VCU Division of Community Engagement mobilizes university-community partnerships that generate innovative solutions to societal challenges and prepares the engaged citizens of tomorrow.

Vision
VCU is a community of engaged citizens, working together, changing lives.
SO WHAT?
STUDENTS
Students Said . . .

- Discovery of passion
- Touching toes into water of future career
- Forces you out of campus bubble
- Creates love of service
- Takes you away from your privilege – humbling
- Gain a bigger world view
- Opportunity to apply skills learned in classroom/gain experience
- Connections for jobs
- Become more professional
- Changed outlook – opened up to learn from those I was to teach/serve
FACULTY
Faculty Said . . .

- Interdisciplinary opportunities
- Students and faculty can work collaboratively in community settings
- Formation of genuine relationships that are impactful
- Practice of cultural humility “other oriented”
- Code shifting – community partner as educator
- A framework for my best academic self – an identity
- Integration of research, teaching, and service
- Discovery of new research questions to pursue
- “What you think you control, you don’t & that’s OK”
COMMUNITY PARTNERS
Community Partners said . . .

The VCU Service-Learning Office staff developed a 12-question interview based on a review of literature on service-learning and community partner impact assessment.

◇ History of partnership
  - First-time [23%] vs. multiple year [73%] partnership. No differences in responses.

◇ Organizational, social, and economic impact of SL partnership (ratings & comments).

◇ Satisfaction with faculty interactions (rating & comments).

◇ Likelihood of recommending service-learning (Net Promoter Score).

◇ Suggestions for better preparing students to work in their organization (comments).
Organizational, social, and economic impacts

1. Organizational: On a -5 to +5 scale, how would you rate the service-learning class as decreasing or increasing your ORGANIZATIONAL CAPACITY to fulfill its mission?

◇ Mean = +3.64(±1.18) and the Range = +1 to +5.
◇ SL students increased the community partners’ organizational capacity by affecting the quantity, quality, and variety of services offered.

2. Economic: On a -5 to +5 scale, how would you rate the service-learning class in being an economic COST or providing an economic BENEFIT to your organization?

◇ Mean = +2.27(±2.05) and the Range = 0 to +5.
◇ SL students impacted the economics of organization through (+) added services/programs, fundraising, in-kind donations, future hires, and (-) staff time, background checks, supplies.

3. Social: On a -5 to +5 scale, how would you rate the service-learning class in being a social COST or providing a social BENEFIT to your organization?

◇ Mean = +3.14(±1.65) and the Range = 0 to +5.
◇ SL students impacted the social functioning of the organization through (+) increasing the pool of sustained volunteers, increased visibility of their organization with students, networking with other faculty members, student impact on populations served and (-) impact on client populations of unreliable and/or disengaged volunteer/mentor.
Service Learning students increased the community partners’ organizational capacity by affecting the quantity, quality, and variety of services offered by the organization:

- added services/programs
- fundraising, in-kind donations
- future hires
- increasing the pool of sustained volunteers
- increased visibility of their organization with students
- networking with other faculty members
- populations directly served
WHAT NOW?
What is A Value Proposition?

• Business and marketing field
• A clear summary statement about the value you add
• Addresses relevancy and distinction
What is A Value Proposition?

**Relevancy**
- Summarizes **benefits** of your product or service
- Summarizes how your product or service **solves a problem or improves a situation for your customers**

**Distinction**
- Convinces customer(s) that your product or service will add **more value or better solve** a problem than the competition
Developing A Value Proposition

• What are the **products or services** being offered?
• What are the **benefits** of those products?
• Who are the **customers**?
• What is the **problem you solve**?
• How do you **do it differently** from others?
Developing A Value Proposition

https://www.slideshare.net/peterjthomson/value-proposition-canvas-28218650
Developing A Value Proposition

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What does your product do?
Developing A Value Proposition

Value Proposition Canvas

Product
- Simple
- Everything everywhere

Benefits
- Easy syncing
- Fast to use
- Never forget

Experience
- Sync across devices
- External brain

Features
- Include images
- Rich meta data
- Remember everything

Customer
- Fast to enter things
- Share notes with people
- Single system
- Remember things
- Save information
- Write things down

Wants
- Loose things
- Locked into a system

Fears
- Needs
- Substitutes
- Text documents

Company: Evernote
Product: Online notes
Ideal customer: Mobile professionals

https://www.slideshare.net/peterjthomson/value-proposition-canva...
Developing A Value Proposition

Value Proposition ad lib
Ad libs are a great way to quickly shape alternative directions for your value proposition. They help you pinpoint exactly how you create value. Prototype 3-5 different statement by filling in the blanks below.

Our ____________________________
products or services

help(s) ____________________________
your customer(s)

who want to ____________________________
problem you solve

by ____________________________
benefits you provide

(unsafe ____________________________)
how you differ from the competition
Putting it Together: 3 Steps

Assess
Gather information on customer, market, and competitors
• Surveys, interviews, focus groups (formal and informal)
• Website and document review

Develop
Craft and evaluate potential proposition statements
• Proposition Canvas
• Proposition Adlib

Communicate
Clearly articulate your proposition focusing on relevance and distinction
• Document your proposition
• Develop a dissemination plan
QUESTIONS???

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