

## Purpose

Over the last 10 years, institutions of higher education throughout the nation have made a concerted effort to re-examine their public purposes and commitment to democratic ideals. As a consequence, community service learning (CSL) has emerged on nearly every college campus as a vehicle for enhancing students' sense of civic responsibility. Through CSL and other engagement activities, universities cultivate stronger partnerships with their local communities that not only enhance student learning, but also in many cases have a profound impact on pressing social needs. And yet, as compelling as these stories of student and community engagement can be, they often go untold—to our donors, to policy-makers and to the public at large.

## Event

On October 6, university leaders from development, public relations and service-learning offices are invited to attend a free day-long forum at San José State University on The Artful Partnership: Advancement and Community Service Learning. The forum will provide an opportunity to:

- Raise awareness of how community service-learning accomplishments can be an effective way for development and public relations staff to reach out to donors, alumni and the general public.
- Hear from other colleges and universities about their successful experiences in utilizing community service learning for successful fundraising campaigns and compelling public relations messages.
- Work together with other participants in brainstorming campus-specific ideas that infuse community service learning into fundraising and friend-raising activities.



## Keynote Address *by Mark Langseth*

Mark N. Langseth is Vice President for University Advancement and Executive Director of the Foundation at Metropolitan State University, a comprehensive urban university with approximately 10,000 students and whose mission statement declares "an unwavering commitment to civic engagement." Previous to this position, Langseth served for 11 years as Executive Director of Minnesota Campus Compact, a coalition of 50 college and university presidents committed to advancing the civic purposes of higher education. Langseth has raised over \$10 million for civic engagement initiatives and has directly assisted 20 campuses in leveraging additional millions for related efforts. His extensive experience in civic engagement and in advancement makes him a unique resource for advancement and service-learning professionals as they work together, generating resources and cultivating new donors for campus civic engagement. Langseth is a well-respected, energetic speaker and author of numerous articles, chapters and publications, including co-editor of a recent book *Public Work and the Academy: An Academic Administrator's Guide to Civic Engagement and Service-Learning* (Anker Publishing, 2004).

### Development Panel

Representatives from colleges and universities will share their successful experiences in utilizing community service learning for successful fundraising campaigns. After the panelists speak, there will be time for large group discussion.

The panelists for this session are:

**Suzanne Abel**, Associate Director for External Relations, Haas Center for Public Service, Stanford University

**Paul DeRuosi**, Student Affairs Development Director, CSU Fresno

**David Tillipman**, Director of Foundation and Corporate Relations, College of Letters, Arts & Sciences, University of Southern California

### Public Relations Panel

Representatives from colleges and universities will share their experiences in utilizing community service learning for compelling public relations messages. After the panelists speak, there will be time for large group discussion.

The panelists for this session are:

**Juanita Darling**, Journalism Faculty Member, CSU Monterey Bay

**Sylvia Light**, Public Information Director, San José State University

**Duane Oakes**, Faculty Director, Center for Service Learning, Mesa Community College



# The Artful Partnership:

San José State University  
Thursday, October 6, 2005  
10 a.m. to 3 p.m.

Advancement and  
Community  
Service  
Learning

## Participant Registration

Name: \_\_\_\_\_

Title/Department: \_\_\_\_\_

Campus/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Special Needs: If you have special needs (such as diet, access or other), please indicate here. \_\_\_\_\_

**Please check the constituency with which you most identify:**

- |  |  |
|--|--|
| <input type="checkbox"/> Development Director      | <input type="checkbox"/> Service-Learning Director |
| <input type="checkbox"/> Public Relations Director | <input type="checkbox"/> Other _____               |

Do you want to participate in the tour of the Martin Luther King Jr. Library that will be offered from 9:00 a.m. to 9:30 a.m.?  Yes  No

Please return this registration form by Wednesday, September 28, 2005, to:  
Elaine Ikeda—FAX: 415-338-3987—E-mail: [elaine@cacampuscompact.org](mailto:elaine@cacampuscompact.org)



**CSU** The California State University

# Agenda

The forum will begin at 10 a.m. and conclude at 3 p.m. The forum will feature a keynote address, panel discussions, and large group discussion. Lunch will be provided.

- 9:00 a.m.–9:30 a.m. Optional Tour of the Martin Luther King Jr. Library
- 9:30 a.m.–10:00 a.m. Registration
- 10:00 a.m.–11:00 a.m. Welcome and Introductions  
Keynote by Mark Langseth  
Vice President for University Advancement and  
Executive Director of the Foundation  
Metropolitan State University
- 11:00 a.m.–12:30 p.m. Enhancing Your Development Plan by Highlighting  
Community Service Learning
- 12:30 p.m.–1:15 p.m. Networking Lunch
- 1:15 p.m.–2:30 p.m. Crafting and Telling Compelling Service Stories
- 2:30 p.m.–3:00 p.m. Concluding Thoughts, Next Steps, and Evaluations

## **Martin Luther King, Jr. Library Tour (Optional)**

Prior to the start of the meeting, you are invited to participate in a tour of the city-university Martin Luther King, Jr. Library, which is the first of its kind in the nation to be jointly funded and managed by university and public leaders. The 30-minute tour will start at 9 a.m. and highlight the city-university partnership and the services offered to the community and university. If interested, please check the “yes” box on your registration form.

# Location

San José State University  
Martin Luther King Library, Room 225 B • 150 E. San Fernando St.  
San José, CA 95112 • (408) 808-2000

Map and directions are available at:  
[www.sjlibrary.org/about/locations/king/directions.htm](http://www.sjlibrary.org/about/locations/king/directions.htm)

# Did you know?

- 29% of service-learning students reported frequent monetary donations to their alma mater in comparison to only 11% of students who frequently donated but did not participate in service during college, according to a recent research report by the UCLA Higher Education Research Institute (2005).
- In 2004, the time college students spent volunteering was worth \$4.45 billion to the communities they served, according to a 2005 survey by Campus Compact, a nonprofit group that advocates for student involvement in public service.
- Across the nation, 70 service-learning and/or community service offices have received an endowment (Campus Compact, 2005).



# Registration

**There is no registration fee for this meeting, but pre-registration is required.** By Wednesday, **September 28**, register online or download a faxable registration form by visiting California Campus Compact’s website ([www.cacampuscompact.org](http://www.cacampuscompact.org)). Prior to the meeting, you will receive an e-mail confirmation that includes information about parking and other logistics.

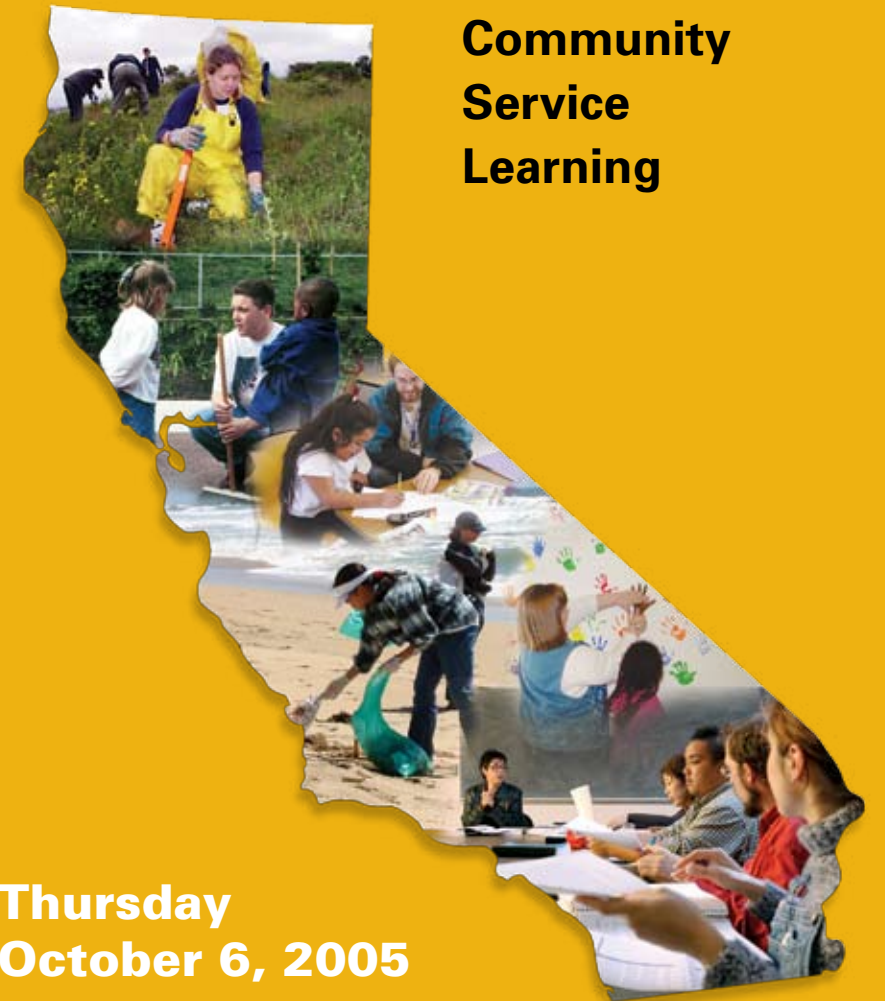
## **For more information, please contact:**

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Ms. Season Eckardt  
CSU Office of the Chancellor  
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# The Artful Partnership: Advancement and Community Service Learning



**Thursday  
October 6, 2005**

**San José State University**

