COMMUNITY PARTNER WORKSHOP

FALL 2010
Welcome!

- Clemson Civic Engagement
- Clemson Civic Engagement
- Nicki Anselmo
Overview

- Introductions
- The Millennial
- The College Student as A Volunteer
- Social Media for the Nonprofit
- Services Offered By Clemson Civic Engagement
- Additional Ways to Enhance Your Partnership
- Feedback from Community Partners
THE MILLENIAL
The Millennial

- Creating Their Own Brand of Social Consciousness
  - Different From Baby Boomer Activists
  - Generational-Defining National Events
  - Connected 24/7
Unique Participation

- The Evolution of Service-Learning
  - Campus Compact
  - Learn & Serve America
  - Required Service in HS

- National Service Programs after Graduation
  - Teach For America
  - The PeaceCorps
  - Americorps
THE COLLEGE STUDENT AS A VOLUNTEER
The College Student as A Volunteer

- Be Mindful of Schedule & Time
  - Consider the Academic Calendar
  - Advertise one time events & opportunities
  - Be flexible with your hours. Looking for students between 9 to 5 M-F can be hit or miss

- Consider Your Location
  - Bus Routes & Ride Sharing
  - Off-Site Options
The College Student as A Volunteer

- The Volunteer Experience
  - Accessibility to Supervisor
  - Orientation
  - Group Activities
  - Documentation
SOCIAL MEDIA FOR THE NONPROFIT
Social Media for the NonProfit

The Social Media Bandwagon
Inform, Recruit, Fundraise

- Red Cross Haiti Text-Message
- Target did it. Pepsi did it. Chase did it.
- Gain “micro-volunteers”
Social Media for the NonProfit

- Facebook
  - Social Network
    - Friends, Groups, Networks
    - Photos, Videos, Games
  - 500 million+ active users
  - Average user
    - connected to 80 community pages
    - creates 90 pieces of content each month
Social Media for the NonProfit

- Facebook
  - Create a branded page for your nonprofit
  - After your page reaches 100 fans, you can reserve a Facebook Page Username at www.facebook.com/username.
  - Facebook has directly catered to non-profits present on the social network with a resource page, www.facebook.com/nonprofits specifically to help them use the site.
Social Media for the NonProfit

- **Twitter**
  - Microblogging Social Network with 5 million+ users
  - Updates (tweets) are 140 characters or less
  - Information network
    - Not reciprocal
    - Tweets mention timely topics
    - Fast and wide spread
Social Media for the NonProfit

The Twitter Network
Social Media for the NonProfit

- **Twitter**
  - Post Often & Be Responsive
  - Reference other users using the @ symbol in front of their name (@ClemsonServes)
  - Search on hashtags such as #nonprofit #philanthropy for tweets on those topics
  - **Bit.ly**: Bit.ly allows users to shorten, share, and track links (URLs).
Services for Clemson Community Partners
Services for Clemson CPs

- On Campus Recruiting
  - Volunteer Fair
  - Mini-Volunteer Fair
- Track’EM
  - Volunteers
  - Hours
Services for Clemson CPs

- **ACT**
  - New Student-Liason Program
  - Issue-Specific Volunteers

- **Online Database**
  - Manage & Update Your Profile
  - Post Volunteer Opportunities
  - Post Donations

This program encourages joining the service! Learn more at [www.clemson.edu/campus-life/civic-engagement/ACT](http://www.clemson.edu/campus-life/civic-engagement/ACT) or contact jshurle@clemson.edu at 864.656.0243.
Additional Ways to Enhance Your Partnership
Enhance Your Partnership

- Service Learning
  - Department or Faculty
  - Semester or Year-Long
- Clemson Student Internships
  - Paid or Unpaid
- Michelin Career Center
Feedback from Community Partners