



August 16, 2012

Re: John Carroll Digital Media and Social Justice Service Learning

Greetings,

I apologize for not being able to attend the “Match, Meet, and Imagine” session Monday due to an out of town meeting. However, we are very interested in partnering with JCU on this service learning opportunity.

The Intergenerational School is the highest rated free public K-8 charter school in the state of Ohio and serves students mostly from within Cleveland. Approximately 70% of our students qualify for free or reduced lunch. Our students are able to thrive in an experiential multi-age learning environment as demonstrated by their achievements in meeting rigorous levels mastery benchmarks at TIS and receiving top scores on state achievement tests. Our model has a valued reputation for promoting lifelong learning not just in the classroom but through relationships with community members across the generations from including a strong focus in working with over 250 senior citizens including several at nearby senior living communities.

Assistance with utilizing media and technology to promote our work and share best practices couldn't come at a better time. Our goal is to disseminate best practices so that other communities are able to connect the generations using some of the successful programming we implement here in the TIS community.

I would be the point person and have tried to include as much information in this brief so that a match may be made on our behalf. Liz Deegan is very familiar with our school and should be able to help answer any questions about TIS. I will also be available any day after Monday to speak with a faculty member or meet over at JCU.

We have always been pleased with the work that JCU students do at TIS during their service learning (reading/tutoring programs) and look forward to blending that experience with this digital media initiative. Thank you for your consideration.

Regards,

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John Carroll Digital Media & Social Justice Matching Brief

Out of the possible deliverables mentioned in the RFP, I ranked those we are most interested in working with JCU students on. We have a great website thanks to our network web developer, but it will be important to match that with an effective plan and implementation of social media. Telling our story as it pertains to the community is important so that we can assist other educational communities to improve through intergenerational programming.

Higher Priority:

- Creating (and teaching staff how to manage) a Facebook profile for your organization
- Teaching **key PR** staff how to use twitter, hashtags, twibbons, and “twestivals” to promote your events or advocate for your cause
- Teaching staff how to use and manage free online mapping tools to track the community impact of your organization and use it to promote their work
- Hosting computer literacy workshops for children on Scratch programming, teens on mobile app development, or **senior citizens on skyping and emailing (JCU students can work with TIS students to lead a workshop)**
- Creating a tutorial/resource catalogue on how/where your organization can obtain free digital “stuff” such as online ads through Google Grants, software through TechSoup, video production through Animoto, etc.

Lower Priority:

- Creating a “Telling Our Story” video for your organization (**already have one, need to promote it**)
 - Hosting a primer workshop on possible uses of various digital and social media strategies such as wikis, pinterest, and blogs
 - Creating (and teaching staff how to manage) a simple website for your organization (**have a website, need to clean it up/promote it**)
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The goal of this service-learning experience is to have students learn more about the people, culture, needs, assets, dreams, and resources in your community and at your organization—and then to use that knowledge in working with you to develop one effective strategy for using digital media to build capacity, raise awareness, enhance programming, or enrich the quality of life of your organization, staff, or members of your community. **–This would be a perfect fit, especially since the JCU Media Students would also be serving as mentors in the classroom once per week.**

Partners interested in participating in this special service-learning opportunity will be asked to designate a staff person to serve as liaison for this project. The liaison will be requested to:

- Attend a “Match, Meet, and Imagine” meeting on Monday, August 20th from 10:00am to 12:00noon on the campus of John Carroll University. During this meeting, you will be matched with a Digital Media and Social Justice faculty member and have an opportunity to talk with him/her about your work and your community, share your thoughts about what students might learn through weekly service at your site, discuss preliminary ideas about possible digital media outcomes for your organization, and view sample projects to get some idea of the possibilities. **Unable to attend this, but sending this brief in my absence and will be available to meet after Monday. Liz Deegan is knowledgeable of our program in meantime.**

All of the items below are fine and manageable.

- Provide a thorough orientation to students placed for service with your organization. (Many of you already provide this on the first day of service or through other training sessions. But for those whose orientations are less robust in terms of the history, mission, and work of your organization, you may need to supplement that for students in these classes.)
- Meet with students during class time twice over the course of the semester to discuss the digital media project and review progress. Classes meet on Mondays, Wednesdays, and Fridays from 12:00-12:50pm. Although specifics are still pending, most likely there would be a meeting scheduled in early October to discuss and finalize the nature of the project, and again in November to touch base and evaluate progress.
- Attend whatever final presentation/workshop/etc. is determined appropriate for your project (most likely, again, during class time and sometime in December).
- Complete a final evaluation form, providing feedback on the students’ work and learning through the service experience