The Bonner Program
Access to Education, Opportunity to Serve.

Sharing Inspiration & What Works

Building a movement:
around civic engagement
community building
diversity
international perspective
spiritual exploration
social justice

Reflections

Policy

Audio

Flickr

Readings

Pictures

Non-profits

Blogs

Government

Health

Social Change

Networks

Higher Education

Poverty

Wikis

Communities

Environment

Education

Video

Connecting Service to Solutions

Students

From Best Practice to Common Practice

YouTube

Policy Makers

Partners

Staff & Faculty

Elected Officials

Beginning to Map the Bonner Network's Capability
Fall Directors & Coordinators' Meeting
November 9 - 11, 2008 • Montreat Center, NC

with thanks to...

noi»
NEW ORGANIZING INSTITUTE

CIRCLE
The Center for Information & Research on Civic Learning & Engagement

The power to end hunger.
RESULTS

The Bonner Program
Access to Education,
Opportunity to Serve.

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Opportunity to Serve.

Fall Directors & Coordinators Meeting

November 9 - 11, 2008 • Montreat Center, NC

Sunday, November 9

Time	Activity	Location and Presenters
4:00 pm - 5:30 pm	Arrival and Registration	Montreat Center
5:00 pm - 5:30 pm	**Issue Group Facilitators Check In**	Convocation Hall
5:30 pm - 6:30 pm	Dinner	Galax Dining Room
6:45 pm - 8:15 pm	**Opening Session—Floor by Floor: Building the Foundation for Integration & Impact** • Community Impact Strategy • Serve 2.0 Tools, Strategies, and Planning • BWBRS 3.0 Introduction & Bonner AmeriCorps Update • Welcome to Bonner Partners (Heather Cronk, Abby Kiesa, Ken Patterson, & Jim Treffinger)	Convocation Hall on 1st floor
8:30 pm on	Reception	Convocation Hall on 1st floor

Monday, November 10

Time	Activity	Location and Presenters
7:30 am - 8:30 am	Breakfast: line will begin closing at 8:15 am	Galax Dining Room
8:45 am - 9:45 am	**Organizing Around Issues to Achieve More Impact: The Big Picture** Welcome by President Sandy Pfeiffer, Warren Wilson College & its Climate Change Initiative Introduction to Approach: How do we achieve the most impact—and fully integrate and leverage campus resources?	Convocation Hall Bonner Foundation staff with interactive participation
9:45 am - 10:00 am	Break (move to issue rooms)	
10:00 am - 11:00 am	**Issue-based Working Groups: Sharing Our Knowledge & Strategies** Each campus is clustered on issues based on responses to survey. Campuses work together, using worksheets, to strategize about work in this issue on their campus. Each group covers: • Sub-topics and goals for this issue • Types of service, action, & advocacy • Academic work • Education, training, & reflection • Campus & organizational capacity building • Analysis, policy formulation, & deliberative democracy **Serve 2.0 Focus Group (with Abby Kiesa)** for the following people: • Savannah-Jane Atkins, Stetson University • Kristine Hart, Washburn University • Evey Hepinger, WV Wesleyan University • Tiffany Merritt, Rhodes College • Donna Russell, Oberlin College • Jessie Scott, DePauw University • Derric Watson, Earlham College	**See Working Groups and rooms—page 8-9** **Suite Living Room 230**
11:00 am - 11:15 am	Break	
11:15 pm - 11:30 pm	**Overview of PolicyOptions Issue Brief Template** We will provide a quick overview of the issue brief template that will be discussed in the following session.	Convocation Hall

Time	Activity	Location and Presenters
11:30 am - 12:30 pm	**Individual Interest Policy Groups:** Individuals can remain in same issue working group or join another, based on their own personal interests. Each group will discuss the policy research opportunities, using the PolicyOptions model. Topics for discussion include: • creating sample goal/problem statements • past policy • current policy • how 'experts' can be involved as advisors **Serve 2.0 Focus Group (with Abby Kiesa)** for the following people: • Luceara Cross, Berea College • Robin Fife, Tusculum College • Heidi Lender, Augsburg College • Katie Litle, Defiance College • Jesse Osmun, Johnson State College • Christian Rice, Ursinus College • Franklin Tate, Warren Wilson College	**See Working Groups and rooms—page 8-9** **Suite Living Room 230**
12:30 pm - 12:45 pm	**Community Meeting: Reflecting on Our Networked Capability** We'll reflect on the work produced by issue-based sessions. All participants have the opportunity to add more ideas, questions, & resources. Foundation shares process.	Convocation Hall
12:45 pm - 3:00 pm	Lunch and time to explore Black Mountain	
3:00 pm - 5:30 pm	**Serve 2.0: Next Steps for Integrating Web-based Tools for Civic Engagement** to: • Improve program management (wiki, guide people through examples) • Better serve community partners (wiki, asset-mapping at Stetson, site-based teams at TCNJ) • Recruit more volunteers (Facebook Groups, Ads, campus-wide wiki) • Plan & doing campus-wide events (Google docs & calendar • Improve training and reflection (blogging, social bookmarking, YouTube videos) • Connect service with advocacy & policy (PolicyOptions, Ken Patterson from RESULTS)	Convocation Hall Heather Cronk, Bobby Hackett, & Ariane Hoy Help from Bonner Campus Staff (Centre, College of Charleston, HWS, Ripon, Stetson, Siena, TCNJ, Washburn, WV Wesleyan,)

Time	Activity	Location and Presenters
5:30 PM	Dinner on own in Asheville (See page XX for restaurants and social activities)	

Tuesday, November 11

Time	Activity	Location and Presenters
7:00 am - 8:15 am	**Interfaith Worship** with Wayne Meisel	Convocation Hall
7:30 am - 8:30 am	Breakfast (be in line by 8:15 am)	Galax Dining Room
8:45 am - 9:45 am	**Serve 2.0 Tools—Elective Workshops (pick 1; all are repeated):** • **Developing your Wiki** (Bobby Hackett, Bonner Foundation & Campus Staff). Come learn how to develop your Bonner Program or campus center Wiki page. Bring a laptop! **Convo Hall** • **Using Google for Collaborative Management** (Heather Cronk, NOI & Abby Kiesa, CIRCLE). Learn how to use Google's plug-in tools, —like calendar, docs, groups, and spreadsheets—for team & project management. **Room 218** • **A Delicious Twittering Facebook for Service** (Gretchen Mielke & Ariane Hoy, Bonner Foundation). Learn how you can use these & other social media tools to catalyze and enhance civic engagement. **Room 234** • **You Tube Can Too! The Bonner Video Project** (Becky Grinstead & Annie Pasqua, Bonner Foundation). Learn how to make films, post them, & use videos for management, outreach, reflection, & issue awareness. **Room 303** • **Using Web-based Tools for Advocacy** (Ken Patterson, RESULTS). Learn about RESULTS & other Internet resources for public education and influencing policy. **Assembly 1 A&B**	
9:45 am - 10:00 am	Break	
10:00 am - 11:00 am	**Serve 2.0 Tools—Elective Workshops (pick 1; all are repeated):** • **Developing your Wiki** (Bobby Hackett, Bonner Foundation & Campus Staff). Come learn how to develop your Bonner Program or campus center Wiki page. Bring a laptop! **Convo Hall** • **Using Google for Collaborative Management** (Heather Cronk, NOI & Abby Kiesa, CIRCLE). Learn how to use Google's plug-in tools, —like calendar, docs, groups, and spreadsheets—for team & project management. **Room 218** • **A Delicious Twittering Facebook for Service** (Gretchen Mielke & Ariane Hoy, Bonner Foundation). Learn how you can use these & other social media tools to catalyze and enhance civic engagement. **Room 234** • **You Tube Can Too! The Bonner Video Project** (Becky Grinstead & Annie Pasqua, Bonner Foundation). Learn how to make films, post them, & use videos for management, outreach, reflection, & issue awareness. **Room 303** • **Using Web-based Tools for Advocacy** (Ken Patterson, RESULTS). Learn about RESULTS & other Internet resources for public education and influencing policy. **Assembly 1 A&B**	

Time	Activity	Location and Presenters
11:00 am - 11:15 am	Break	
11:15 am - 12:15 pm	**Strengthening Our Work—Elective Workshops:** • **Starting a Local PolicyOptions Bureau** (Bobby Hackett, Bonner Foundation). Learn how to get the policy research and information collection going on your campus. **Convo Hall** • **Strategies for Going Deeper with Students, Partners, and Issues** (Stacy Riemer, Davidson College). We strive to provide collaborative learning environments where students connect their lives and learning to the larger world through community involvement. One step in this journey is to move individuals beyond a "doing service" mindset. Learn about & share strategies to promote deeper learning on issues of civic engagement. **Room 234** • **Telling Your Story: Evaluation in the Web 2.0 Age** (Abby Kiesa, CIRCLE). As we increasingly incorporate Web 2.0 media, how does that impact how we think about evaluating campus programs? Does it change evaluation at all or make it easier? Join CIRCLE (Serve 2.0 Evaluator) for a discussion and idea-sharing session on evaluation and social media on your campus and within the Bonner network. **Room 218** • **Freeing the Freed Prisoner: A Next Steps in Civil Rights** (Jim Treffinger, Bonner Foundation intern). Currently, there is much talk and some burgeoning citizen movements focused on diverse aspects of prison reform and the Prison-Industrial Complex accompanying that growth. Come learn about changes in sentencing guidelines, the failures of prison rehabilitation programs, and other structural critiques. This workshop will focus on the arguable need to better identify more modest, most-easily achievable, measurable, and realistic goals and workable strategies for our efforts to address prison reform. **Room 303** • **Engaging Students in Our Democracy: Starting a RESULTS Chapter** (Ken Patterson, RESULTS). Learn how RESULTS provides the 'missing education' in how citizens participate in our democracy and make their voices heard through the political process. Discuss how to start a RESULTS Chapter in your community. **Assembly 1 A&B Room 304** • Heather Cronk will also offer additional help on Web-based tools...in the lobby	
12:15 pm -1:15 pm	Lunch with "Help" tables available with: • Heather Cronk (Web 2.0) • Ken Patterson (advocacy) • Abby Kiesa (evaluation) • Jim Treffiner (working with prisons)	Galax Dining Room
1:15 pm - 2:30 pm	**Bringing It All Together: All-Group & Campus-Based Planning Time** Campuses have the opportunity to bring together their Serve 2.0 planning with their own focus on Issue-based strategy and resource development.	Convocation Hall

Fall Directors & Coordinators Meeting
Issue-Based Working Groups

Introduction: At this meeting, we'll be kicking off the process of more intentionally organizing our work around issues. Our aim is to fully leverage our community-campus partnerships and the Bonner network so that we achive greater community impact. This means increasing the coordination of our community service with related academic work, education, training, capacity building, resource development, and policy research and advocacy. For this session, we have assigned each campus to at least ONE TOPIC where we will jumpstart the planning process. In addition, through this activity, we will begin to share the experience and knowledge on particular issues across campuses. We will use the Bonner Network Wiki to capture our 'networked capability.' This process will continue at the June 2009 Summer Leadership Institute when we will be joined by student leaders and hopefully relevant local and national partner organizations.

Adult Education & ESL
(Gretchen Mielke & Judy Owens-Manley)
Bonner Foundation
Hamilton College
Johnson State College
Macalester College
Washburn University
 • *Assembly 1-A, downstairs*

Education—Early Childhood
(Annie Pasqua & Sarah Ryan)
Bonner Foundation
Defiance College
DePauw University
Dickinson College
Rhodes College
Ursinus College
Washburn University
 • *Convocation Hall; Corner 1*

Education—Elementary
(LeeAnn Brown & Christen Foell)
College of Charleston
Concord University
Emory & Henry College
Davidson College
Oberlin College
Waynesburg College
WV Wesleyan College
 • *Convocation Hall; Corner 2*

Education—Middle & High School
(Ave Bauder & Charles Oberwiser)
Bluefield College
Bonner Foundation
Hobart & William Smith Colleges
Ripon College
UC Berkeley
Widener University
 • *Convocation Hall; Corner 3*

Economic Development
(Bobby Hackett & Laurie Worrall)
Bonner Foundation
Concord University
Defiance College
Maryville College
Morehouse College
Ripon College
Spelman College
 • *Lobby; area 1*

Environment
(Beth Blissman & Patrick Noltemeyer)
Berea College
Centre College
DePauw University
Ferrum College
Lees-McRae College
Lynchburg College
Oberlin College
Warren Wilson College
 • *Lobby; area 2*

Fall Directors & Coordinators Meeting
Issue-Based Working Groups

Health & Mental Health
(Oscar Lanza-Galindo & Lisa Whitaker)
Amherst College
Bates College
Edgewood College
Johnson State College
Lynchburg College
Mars Hill College
Maryville College
Rhodes College
• *Room 303 (3rd floor)*

Homelessness & Hunger
(Becky Grinstead & Monty Whitney)
Augsburg College
Bonner Foundation
Davidson College
Mars Hill College
Morehouse College
Notre Dame de Namur College
Young Harris College
• *Room 304 (3rd floor)*

Poverty Reduction
(Mike Bishop & Mary Elizabeth Tyler)
Berry College
Carson-Newman College
Emory & Henry College
RESULTS
Siena College
UC Berkeley
Wofford College
WV Wesleyan College
• *Room 218 (2nd floor)*

**Prison Work, Violence Prevention,
& Criminal Justice**
(Rhosetta Rhodes & Jana Schroeder)
Bonner Foundation (Jim Treffinger)
College of Charleson
Earlham College
Union College
University of Richmond
Whitworth College
• *Room 234 (2nd floor)*

Youth Development & Mentoring
(Travis Proffitt & Robert Turner)
Concord College
Mars Hill College
Tusculum College
University of New Mexico
University of Louisville
Washington & Lee University
• *Assembly 1-B, downstairs*

Unassigned *(please join a group, based on what is one of your campus's biggest strenghs and interests, and a topic you'd like your campus to work on this year)*

Allegheny College
College of Saint Benedict
Converse College
Guilford College
Lindsey Wilson College
Otterbein College
Oxford College of Emory
Pfeiffer University
Stetson University
The College of New Jersey
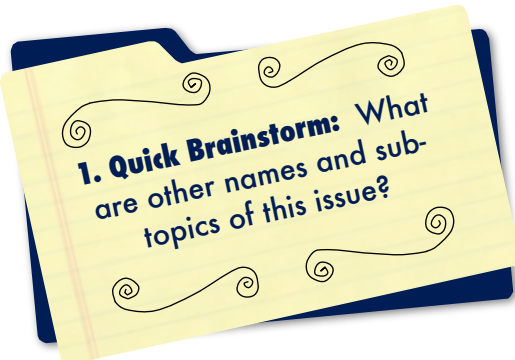University of Alaska Anchorage

Campus Issue Profile: Worksheet for Session
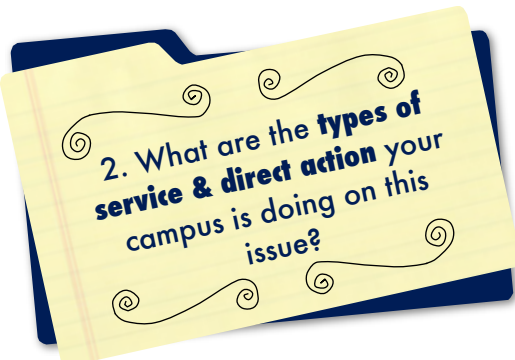
Your Campus:

Your Issue:

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1. Quick Brainstorm: What are other names and sub-topics of this issue?

Spend 3-5 minutes brainstorming and listing the other names and sub-topics in this category. Don't worry too much about agreement or making an exhaustive list. Here, your main point is to name the issue area more clearly. In our time here, we will not be working to define these categories in stone, but rather to understand their nuances.

If it helps, you can articulate these thoughts as goal statements (e.g., what is the issue that is being addressed by the service?)

- (Example: Diversity: *multiculturalism; reducing prejudice; anti-racism work; eliminating classism; inclusion; gender education; disabilities & differently abled*)

2. What are the types of service & direct action your campus is doing on this issue?

Spend 5 minutes listing all of the service project examples that you can think of in this issue area. Consider: one-time projects or big service events, ongoing placements (for Bonners and other students), site-based teams and committed partners with whom you work, summer placements & internships. Also, besides direct service is there any other kind of direct action happening by your campus (and its constituents) to effect this issue? (This can include advocacy, while we also have a question about this later).

- (Example: Diversity: *anti-racism curriculum in schools; partnership with NCCJ; working with city government on multiculturalism education for middle schoolers; summer internship on affirmative action program; linguistic translation for schools and partners*
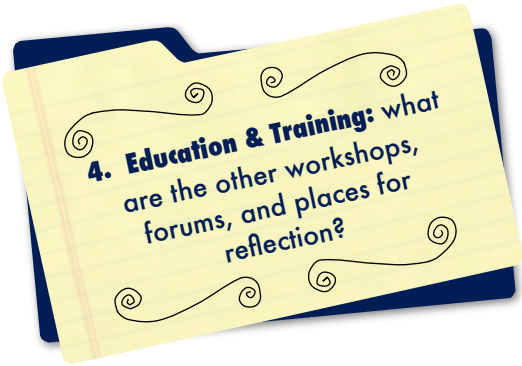
3. Academic work: What are courses, CBR projects, policy research & other initiatives?

Spend a few minutes listing the courses and programs of study connected to this issue? Also, list departments and institutes that may have relevant courses.

List, in particular, faculty that work on these issues.

Also list CBR projects, policy research, and other formal educational projects—connected to the curriculum—in these issues.

- (Example: Diversity: *Introduction to Race & Racism; Class in America; Women & Gender Studies; African-American Studies; Chicano Studies Professor Rosato's work to engage students in anti-oppression education & service projects; CBR project documenting the history of South End*)

4. Education & Training: what are the other workshops, forums, and places for reflection?

Besides curricular offerings, spend 5 minutes listing forums, workshops, trainings and other educational activities offered on campus (and to the community) on these issues. Consider: workshops for Bonners and other students; workshops for partners and non-profit organizations; campus-wide colloquia; faculty inservice; etc.

- (Example: Diversity: *Freshmen class anti-oppression training by People's Institute; dorm series by Dean of Multicultural Affairs office; cultural awareness series for faculty; non-profit management institute training involving NCCJ*)

5. Campus & Organizational Capacity Building: are there other initiatives to enhance the college's or community's work?

Spend a few minutes listing the other initiatives that your campus, perhaps in partnership with other groups, is doing to enhance its impact and work in this area. This can include other types of engagement, including creating and leveraging resources, fundraising, creating new programs, and more.

For example, there may be cross-campus collaborations, city or county projects, efforts to raise funds for organizations or to enhance their staffing, and so on.

- (Example: Diversity: *Participation in AAC&U Diversity conferences and trainings; county initiative to increase representative of lower-income and under-represented ethnic groups in student body; Historical Society project on capturing history of Lake Street; VISTAs working on diversity*)

6. Analysis, Policy Formulation, Deliberative Democracy, & Advocacy: what else is the campus doing?

Finally, is there anything else happening that promotes deeper analysis around the issue and how to make and sustain positive impact? For example, are there students, faculty, departments, or campus initiatives to create institutional policies or effect public policy? Are there studies and evaluations?

Are there National Issues Forums or other types of deliberative democracy venues that involve students and other representatives of the campus or community in inquiry, public education, and/or analysis of the issue?

- (Example: Diversity: *Facilitated discussions within county on diversity issues in the populace and strategies for reducing hate crimes; participation of college representatives in city-wide task force on immigration policies*

Campus Issue Profile: Wiki Template

Below is a template for what the wiki page for the each campus's issue-based work will look like. We'd like to ask each campus, with coordination from the Bonner Foundation staff, to add its information to the Bonner Network Wiki, using this to capture information from its team. A page has been created for you on the Wiki.

Issue Campus Profile Wiki Template

last edited by 🔒 Robert Hackett   7 minutes ago   ⓘ Page history

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Service | Academic Work | Education & Training | Capacity Building | Deliberative Democracy

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Sub-categories in this issue

-

Types of Service short-term | ongoing school year | summer

-

Academic Work courses | service-learning | CBR and policy research | departments and institutes

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-

Education & Training forums | workshops | reflection activities

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-

Campus and Organizational Capacity-Building training | fundraising | resource development

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-

Research, Policy Analysis, Deliberative Democracy evaluations | policy research | issue forums | advocacy

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-

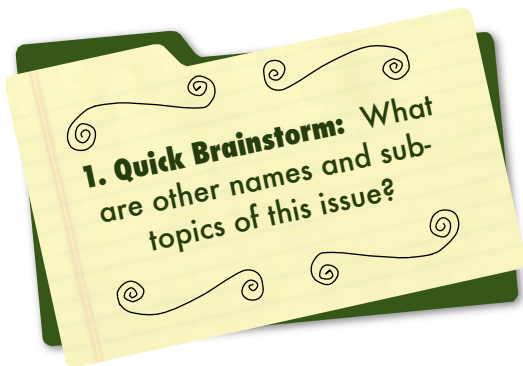**Contacts** staff | faculty | students | community partners (local, regional, national)

-

Working Group Issue Profile: Poster Notes

Your Campus:

Your Issue:

1. Quick Brainstorm: What are other names and sub-topics of this issue?
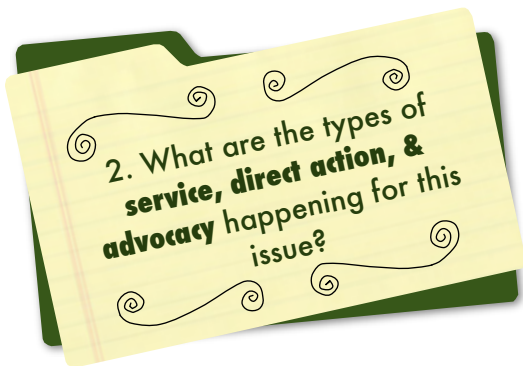
As a group, spend 3-5 minutes as a group listing the other names and sub-topics in this category. Have each campus share their lists.

2. What are the types of service, direct action, & advocacy happening for this issue?

Spend 10 minutes listing all of the service project examples in this area. We suggest you use sticky notes for brainstorming in categories, or go around the group and build on each others' ideas.

As you do this, generate a list of community partners (local, regional, and national) with whom you serve.

One-time & short-term

Ongoing School Year

Advocacy & direct action

Site-based teams

Summer & Other

Key Community Partners

3. Academic work: What are courses, CBR projects, policy research & other initiatives?

Courses & Programs of Study

Spend a few minutes listing the courses and programs of study connected to this issue. Also, list departments and institutes that may have relevant courses.

List, in particular, faculty that work on these issues.

Share and discuss CBR projects, policy research, and other formal educational projects—connected to the curriculum—in these issues.

Faculty, Departments & Institutes

Specific Examples of CBR and other projects

4. Education, Training, & Resources: what are other workshops, conferences, readings, etc.?
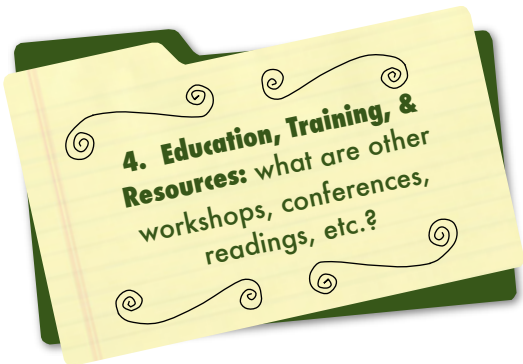
Other trainings & workshops

Spend a few minutes sharing other examples of educational settings or materials on this issue. For example, what are other campus-based workshops or curriculum examples? How about organizations that offer resources? Finally, what are good readings and other educational materials?

Organizations (links, names)

Readings and materials

5. Campus & Organizational Capacity Building: are there other initiatives to enhance the college or community work?

Spend a few minutes sharing the other initiatives that your campuses, perhaps in partnership with other organizations or groups, have done to enhance its impact and work in this area.

Fundraising, Resource Development, and Leveraging of Campus Resources

Non-profit Organizational Development

6. Analysis, Policy Formulation, Deliberative Democracy: what else are campuses doing?
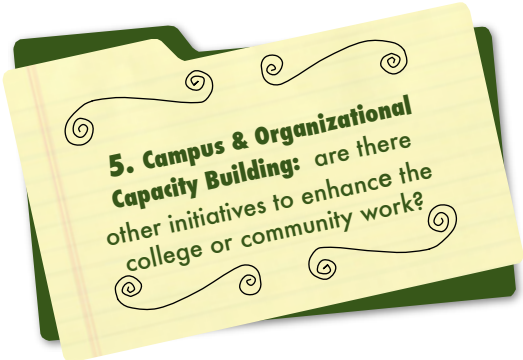
Finally, share examples of other initiatives that have promoted deeper analysis around the issue and how to make and sustain positive impact and change.

Deliberative Democracy (National Issues Forums) & Public Education

Policy Analysis or Formulation (on campus, in the community, through public policy)

Evaluation & Studies

Issue Working Group: Wiki Template

Below is a template for what the wiki page for the issues will look like. Each working group can work, with coordination from the Bonner Foundation staff, on using this to capture the information from its team.

Issue Working Group Wiki Template

last edited by 👤 Robert Hackett   38 minutes ago   ▶ Page history

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Member Campuses | Resources | Organizations | Issue Briefs

Member Campuses link to campus issue profile and lead contact name with email address

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Resources training & educational resources | readings | websites, blogs, etc.

-

Regional & National Organizations current or potential partner organizations

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-

PolicyOptions.org Issue Briefs

- National Issue Brief
- Local Issue Brief(s)

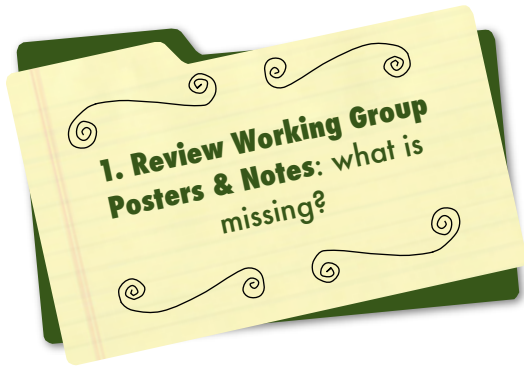
Summary of Campus Issue Profiles

Service | Academic Work | Education & Training | Capacity Building | Deliberative Democracy

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Policy Interest Group: Additional Ideas

for session based on individual interests

1. Review Working Group Posters & Notes: what is missing?

Spend a few minutes looking over the poster and collective notes from the Issue-Based Working Group (previous session).

Thinking now as someone with knowledge and interest in this topic, what's missing? What visions haven't even been attempted, yet could still help make an impact in this area?

Take a few moments and note any ideas you have. You'l have a chance to share these (on sticky notes or out loud) with the group.

Types of service, action, & advocacy

Academic work

Education, training, & reflection

Campus & Organizational Capacity Building

Analysis, Policy Formulation, & Deliberative Democracy

Other Sources of Info?

What else?

Over the next several months, we'll be asking each campus to engage students, faculty, and others in creating (at least) one issue brief on their selected topic.

We want to take some time to walk through the elements of a PolicyOptions issue brief. Its main purpose is to help us capture, in a concise and balanced way, the approaches to addressing an issue or problem and achieving positive change and impact.

The issue brief answers the following questions:

1. Goal Statement

What is the goal of the policies or programs? In other words, what is the impact the work is trying to make?

2. Scope of the Problem

What was the scope of the problem in the past? How is the problem defined today? What is the future outlook for this issue?

3. Past Policy

What is the past policy? What programs have been in place? How much money was spent each year? What have been the evaluations of those programs? Past policy includes: key milestones, legislative history, funding history, and evaluation history.

4. Current Policy

What is currently being done to address the problem? Current policy analysis includes: federal programs, funding levels, regulations, evaluations, and reports.

For each policy option (past, current, and proposed) and model program, the following questions are answered to provide a consistent analysis for comparison: goal, cost, allocation, implementation, evaluation, outlook/status.

5. Policy Options or Program Models

What are the distinct policy options? These options may be in the form of legislation, demonstration projects, model state & local programs, and conceptual papers/books. They are presented in the form of a "planning tree" (see below).

6. Key Organizations/Individuals

Who are the key people or organizations in the areas of politics, government, academia, neighborhoods, corporations, unions, and nonprofit organizations?

7. Glossary

What are the key terms related to this issue and/or policy discussion?

8. Bibliography/Sources of Information

What are the key bibliographic references? Where can one find more background material? For each reference, the following questions are answered: goal, author, date, and publisher.

3. Use a specific issue & develop a sample research plan: identify info sources for each section.

Your facilitator will suggest ONE topic for an issue brief, just for practice. Don't get too hung up on it, as real issue briefs will come from discussion by community partners and campus participants in the future.

Certainly, you will have others in mind, but the point is to talk more about **research strategies** and **information sources** for each section of the issue brief.

1. Goal Statement

2. Scope of the Problem

3. Past Policy

4. Current Policy

5. Policy Options or Program Models

6. Key Organizations/Individuals

7. Glossary

8. Bibliography/Sources of Information

Things to consider and discuss:

1) Brainstorm or share ideas for each section, if relevant.

2) What are the sources of information: local, city/town, county, state, national, international?

3) How might the research on issue briefs be organized on your campus?
   - ☑ in a course or with faculty
   - ☑ in your service program
   - ☑ with partners

4) What advice or instructions may be helpful to provide for this? Consider:
   - ☑ faculty
   - ☑ students
   - ☑ partners

5) What resources or other help might we provide your issue brief research team(s)?

4. Talk about roles and process nationally: get volunteers.

Finally, we need your help thinking about moving this forward. Below are some key issues to discuss. Not everyone needs to be involved in the same way.

1. Editors

We will need individuals to volunteer as editors for the Issue-based Working Group wiki page and for the issue briefs themselves. This is a great role for folks who have a lot of knowledge they want to share.

• *Who wants to help with this? Specific sub-topics?*

2. Being Involved in Campus Pilots (Front-runners)

Every campus is going to do (at least) one issue brief on a chosen topic.
But, here, we'd like to know more about directors and coordinators who themselves want to take an active role in the process, perhaps by setting up the partnership and process themselves, teaching the course, or in other ways working with students (and faculty) on research.

• *Who wants to do this? Specific ideas you have?*

3. Questions or Suggestions for National Process

Our goal is to have this take off by June 2008, so that we have work to share at the Summer Leadership Institute, issue briefs created, partners attending the meeting, and wiki pages fleshed out to include information.

• *What are other questions or suggestions you have for making this work — such as for the Bonner Foundation and its staff, communication strategies, and so on?*

The Serve 2.0 Initiative

Facebook, MySpace, Ning, Del.icio.us bookmarks, YouTube...sure we all use them to connect to our friends, watch our favorite videos, share our favorite website, rant and rave, and post pictures...but what has this got to do with service?

The Bonner Network is part of a new national initiative to create ways to use social media to strengthen and expand community service on campuses nationally. We are partnering with Middlesex County College, New Organizing Institute, and CIRCLE on this exciting project. Heather Cronk, of NOI, and Abby Kiesa, of CIRCLE, are here at the Fall Directors Meeting to be a part of this.

The **New Organizing Institute** trains students, nonprofit staff, and political campaigns on using new technologies to organize in communities and connect with others. They're focused on democratizing and demystifying technology, and diversifying the universe of people who are able to confidently engage in online organizing work. Founded by the first generation of online organizers from the nonprofit sector and political campaigns, NOI is committed to bringing those lessons to campuses across the country while building a leadership pipeline for tech-savvy young people who want to make a difference in the world.

All of this got started in May—as those of you who attended 2008 Summer Leadership Institute can attest. Thanks to the great talent and work of Bonner Summer Interns — Michael Austerlitz (now at Hobart), Kelly Behrend (Richmond), Anel Coss (Lynchburg), and Andrew Brown (Princeton Seminary), we were able to develop many resources this summer, including the Bonner Network Wiki, the Serve 2.0 Resource Wiki, the Student Handbook Live!, the Bonner Blog and more.

Bonner campuses have added to the mix, updating their Campus Profiles on the Bonner Network Wiki. Some schools — like Centre, College of Charleston, Ripon, Stetson, TCNJ, University of Louisville, and West Virginia Wesleyan — have already begun creating their own campus wikis, blogs, Google calendars, and videos. They are using these tools to share information with each other, community partners, and the campus on their service work, things like:
- Service opportunities and site-based team planning
- Learning opportunities and projects, like community-asset mapping
- Calendars and events
- Photos, profiles of students, and logs

We've asked every Bonner campus to designate a staff and student coordinator for this project. The Bonner Foundation will provide up to 10 mini-grants of $2,000 from our Learn & Serve Social Media grant to support innovative ways to use social media to drive more and deeper student engagement. Your campus will be able to apply for one of these grants!

Training for Bonner Schools with Serve 2.0

This is an awesome opportunity to integrate web-based technologies into the work of service and civic engagement. This meeting will continue to offer guidance on that process. Specifically, sessions will be offered that teach you how to:

- **Create your own Bonner Program or campus-center Wiki.** The Wiki, an interactive web-site, is an easy platform from which to improve program management, better coordinate work with community partners, reach other volunteers, enhance training, and more.

- **Join in the Bonner Video Project** to begin making your own videos to upload to the Bonner's YouTube channel and wiki to document and share great service work and best practices. We will provide Flip mini-camcorders to each campus that commits to making 2-3 short videos each semester and will include a Bonner Video Festival at the 2009 Summer Leadership Institute.

- **Use Google plug-in tools** like Google docs, spreadsheets, and calendar for the purposes of planning and carrying out civic engagement.

- **Start and use Social Media like Facebook groups, Facebook ads, Delicious,** and other tools to spread the word about service and recruit volunteers.

- **Use web-based tools to connect service and advocacy** and get your students (and others involved in public education and policy initiatives. Ken Patterson from RESULTS will join us for this work.

- **Plan and strategize for how to use social media** tools in your Bonner Program and on your campus to reach your own strategic goals for expanding and improving civic engagement.

So, what do you need to know?

Serve 2.0 means that you can use new Web tools to accomplish tasks for service in new ways. This doesn't mean throwing out what we know works (like in-person meetings and organizing), but it means adding new dimensions that can be powerful. This table explains more! Find what you want to do, the right tools to do it, and how much time (and money) you may need to invest to make it work.

If you want to...	Some basic strategies are to...	But now you can also..	With an investment of...	Some campuses & organizations have...
Recruit volunteers	• Use sidewalk chalk • Post fliers • Hosted a fair	Place Facebook ads (click "Advertising" on the bottom of Facebook.com)	$25 and 5 minutes, Facebook allows very specific targeting to show ads to a particular audience	Posted ads about service on their school network that reach LOTS of students

If you want to...	Some basic strategies are to...	But now you can also..	With an investment of...	Some campuses & organizations have...
Organize an event with multiple planners	• Used a whiteboard • Exchanged 100 emails • Held regular meetings	Collaborate via Google Docs, shared spreadsheets, & calendars (docs.google.com) or Campus Wikis (like on bonnernetwork.pbwiki.com)	$0 and 15 minutes, you can create template documents, spreadsheets with tasks, & calendars; then update them	Organized the IMPACT Conference with a national committee of 30 people and attendance of over 900!
Pass along information to new student leaders	• Created a binder • Handed over lots of hand-written meeting notes • Held trainings/ retreats	• Manage a wiki (pbwiki.com) • Utilize a social bookmarking site (del.icio.us) • Use a file-sharing tool (Box.net)	$0 and 10 minutes, you can create a wiki or a file-sharing system; needs continual updating and monitoring	Managed and updated info on community partners & projects: http://lhupvolunteer.wetpaint.com/?t=anon
Publicize your work & events to students (& others) on campus	• Sent out an email • Reached out to the campus newspaper	• Place Facebook ads • Create a map of service sites (maps.google.com)	$25 and 5 minutes, Facebook allows very specific targeting to show ads to a particular audience; $0 and 20 minutes to map your service sites	Created a map of current projects: http://www.paccompact.org/SeeCurrentProjects.htm (click on map link)
Connect students with one another to plan or reflect on service	• Created an email list • Hosted events & meetings	Create Google Groups (groups.google.com), a Wetpaint site, or a Wiki page (on the Bonner Network Wiki)	$0 and 10 minutes, you can create a Google group or Wiki page and add members	Replaced listservs with Google Groups to allow file posting and threaded discussions

If you want to...	Some basic strategies are to...	But now you can also..	With an investment of...	Some campuses & organizations have...
Notify student leaders of news	• Used a phone tree • Used a 'stall wall' flier	• Use text messaging • Create a Twitter feed (twitter.com)	$15/month for unlimited texting or $0 for a Twitter account	Notified volunteers about changes to service project logistics during bad weather
Connect students with alumni	• Created an alumni profile binder • Invited alumni to speak	Create a Facebook group	$0 and 3 minutes, you can create a Facebook group and invite friends	Created Facebook groups for ASB alumni to stay in touch after a project
Deepen relationships with community partners	• Hosted events • Organized a fair • Have site visits • Provide recognition	Create Google Groups (groups.google.com), a Wetpaint site, or a Wiki page (on the Bonner Network Wiki)	$0 and 10 minutes, you can create a Google group or Wiki page and add members	Replaced listservs with Google Groups to allow file posting and threaded discussions
Facilitate student reflection	• Encouraged journaling • Led post-service conversations • Have late night talks	Create video diaries on YouTube (youtube.com)	$100 and 1 hour, you can buy a Flip camera, teach yourself how to shoot video or pictures, and post online	Created a video to explain their program: http://democracyhouse

be connected.
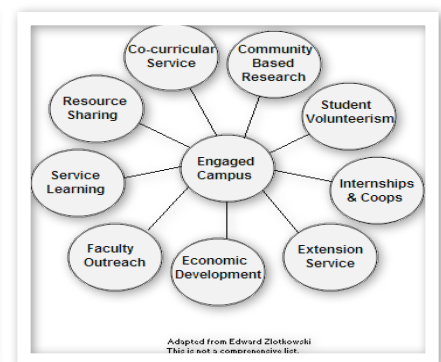
Planning Your Serve 2.0 Strategy:
How web-based tools can enhance civic engagement

Wikis • Facebook • YouTube • Social Bookmarking • & more

Basic Expectations of Campuses

We hope that by June, 2009 you will:

1. **Create a wiki page for your Bonner Program or Campus-Wide Center.** This wiki page can be a place to enhance your work with community partnerships, student development, campus-wide participation and infrastructure, and the management and morale of your Bonner Program.

2. **Be a part of the Bonner Video Project:** We'll be looking for campuses to create and submit videos that showcase excellent work or best practices in four areas:

    a) issue-based work,

    b) profiles of your Bonner Program, center, day in the life of Bonner Scholars/ Leaders and other students in service,

    c) training & enrichment,

    d) community partner profiles or work.

3. **Commit to ONE ISSUE WORKING GROUP** and help fill-in the working group issue wiki page and your campus issue profile wiki page, too. We also ask that you complete at least one local PolicyOptions Issue Brief. You'll engage community partners, faculty, and students in this process.

Campuses who want to go above and beyond may want to consider

4. Applying for a mini-grant for the Serve 2.0 initiative, so that you would adopt a more concerted strategy using multiple social media applications. See

5. Having various staff, faculty, and/or students volunteer for additional roles with the issue-based organization. These may include creating and editing wiki-based resources.

Where You Can Learn More

- **Serve 2.0 Resource Wiki**: http://serve.pbwiki.com Here, you can watch videos and learn about how to use the social media technology, read examples, and even learn more about other national organizations and schools doing this work.

- **Bonner Network Wiki**: http://bonnernetwork.pbwiki.com Here is where you can access your Campus Profile, other schools' profiles, and more.

Facebook Ads Worksheet:

http://www.facebook.com/ads/create/

1. What do you want to advertise?

a) A website (give URL):

b) Something on Facebook (choose Page, Event, or Group):

2. Create your ad.

a) Title (25 characters):

b) Body (135 characters):

c) Photo (attach from hard drive):

3. Reach the exact audience you want.

(Click the hyperlink to see workplaces, schools, etc.)

a) Location (as targeted as you want – country, state, or city):

b) Sex (male and/or female):

c) Age range:

d) Keywords (use anything relevant – "community service," "politics," etc.):

e) Education (as targeted as you want – college, major, or year):

4. Price your ad.

You should mark "Pay for Clicks" – this ensures that you're getting the most for your money. "Pay for Views" just serves up ads in front of people – you have no assurance that people are actually reading the ads you put up. You can indicate the maximum that you would like to spend per day, and the "per click" rate differs by school (according to overall market demand). If you choose to spend less than the auto-filled amount, there is a lower chance that your ad will be served up to users. if you choose to spend more, there is a higher chance that your ad will be shown.

You can also choose whether to have the ad run in perpetuity or within specified dates.

5. Confirm your ad.

You have the option to review and confirm your ad and your ad specifications before entering your credit card information.

At Night: Restaurants and Places to Go

Area restaurants run the gamut from Mediterranean to vegetarian, four-star cuisine to down-home cooking. The city's vibrant restaurant scene goes well beyond its Southern cooking and roots. Many restaurants also feature live music from jazz to bluegrass. **Call to confirm the place is open (as this is an Internet list)!**

Ali Baba Middle Eastern Restaurant
An authentic Middle Eastern restaurant featuring a changing buffet. • Grove Arcade Market • 1 Page Avenue • 828-279-2546

Bar 100 bases its menu on ingredients available within 100 miles of Asheville with an emphasis on seasonal, local and carefully crafted meal. • 20 Wall Street • 828-252-4162

Barley's Taproom & Pizzeria
Fresh sourdough pizza, lasagna and sandwiches. Live bluegrass, jazz, and Americana music 3-4 nights a week with no cover charge. • 42 Biltmore Avenue • 828-255-0504

Battery Park Bistro
Homemade soups, appetizers, prime aged beef, fresh grilled tuna, wild salmon and homemade desserts. Live Jazz Thursday through Saturday evenings. • 22 Battery Park Avenue • 828-253-2158

Bouchon
Experience an authentic French bistro in the "Paris of the South." • 62 North Lexington Avenue • 828-350-1140

Boudreaux's Cajun Café
Taste of Cajun country with a colorful ambience and Cajun music in the background. • BB&T Building • 1 West Pack Place • 828-210-8188

Cats and Dawgs
Farm-raised catfish, Chicago pure Vienna beef hot dogs, bratwurst, Italian beef, Polish sausage, barbecue sandwiches, Brunswick stew and fresh-cut french fries. • 1 Page Avenue, Suite 132 • 828-281-8100

Doc Chey's Noodle House
Freshly prepared, tasty Pan Asian dishes in a fast casual neighborhood restaurant. • 37 Biltmore Avenue • 828-252-8220

Early Girl Eatery
Wide variety of delicious southern dishes made from scratch, with many ingredients acquired from local farmers. • 8 Wall Street • 828-259-9292

Flying Frog Café
Fancy and complex, the menu offers an eclectic combination of French, Cajun and Indian cuisine served in a simple yet artistic setting. • 1 Battery Park Avenue • 828-254-9411

Heiwa Shokudo
Traditional Japanese dishes and sushi. • 87 North Lexington Avenue • 828-254-7761

Jack of the Wood
Celtic pub in downtown Asheville. Features the best in live acoustic music • 95 Patton Avenue • 828-252-5445

Jerusalem Garden Café
Moroccan and Mediterran cuisine at it's best. • 78 Patton Avenue • 828-254-0255

Kamm's Custard Shop
Ice cream lovers will love Kamm's frozen custard! Made fresh throughout the day • 1 Page Avenue, Suite #111 • 828-225-7200

Laughing Seed Café
Totally vegetarian restaurant specializing in international cuisine that features fresh local produce with mostly organic ingredients. • 40 Wall Street • 828-252-3445

Limones
Inventive Mexican and Californian cuisine • 13 Eagle Street • 828-252-2327

Lobster Trap
Locally-owned and serves fresh seafood sent by Captain Tom, a fisherman in Portland, Maine. Live local music. • 35 Patton Avenue • 828-350-0505

Malaprop's Bookstore & Café
Booklover's favorite, locally as well as nationally! Great books, great food, great coffee. Live music performances • 55 Haywood Street • 828-254-6734

Mama Citas
Fresh, made from scratch Mexican cuisine, including hand-crafted burritos, salads, quesadillas. • 77 Biltmore Avenue • 828-255-8080

Marble Slab Creamery
Watch as ice cream and mixins are mixed on a frozen marble slab. • 14 Biltmore Avenue • 828-252-8842

Mela Indian Restaurant
Authentic North and South Indian cuisine. Full bar; live entertainment. • 70 North Lexington Avenue • 828-225-8880

Ophelia's
Ophelia's is casual fine dining focusing on local and organic meats, natural ingredients and fresh, local produce. • 828-255-8154

Table
Unfettered, moderately priced new-American cuisine for everyone. Hip, urban comfortable environment. • 48 College Street • 828-254-8980

Tupelo Honey Café
Unique menu combining old southern favorite with a creative twist, presenting healthier options and large portions. • 12 College Street • 828-255-4404

Zambra
Spanish tapas with a Middle Eastern twist. • 85 Walnut Street • 828-232-1060