

BONNER FOUNDATION

REQUEST FOR PROPOSALS

Serve 2.0 Initiative to Integrate Social media Tools to Enhance Civic Engagement

Background: The Bonner Network has received a two-year grant from the Corporation for National and Community Service to support our Serve 2.0 Initiative. The Bonner Foundation has partnered with Middlesex County College to lead this grant.

The purpose of these sub-grants for campuses is to support intensive work to integrate social media tools in order to enhance and expand college student (and broader) community service and civic engagement. A major goal of this initiative is to identify successful ways in which colleges and universities can employ social media (and other web-based) technologies in order to:

- Enhance levels of college student volunteer participation, through using social media tools to recruit volunteers or increase the level of their involvement;
- Utilize social media technologies to deepen or improve the quality of community service, for example by increasing students' leadership skills, sharing best practices for campus-community partnerships; and spreading skills in how to achieve impact through service;
- Leverage social media technologies to better meet the needs of community partners, for example by recruiting and placing skilled volunteers; enhancing educational preparation, training, and reflection for service; and utilizing proven program models or relevant public policy connections (PolicyOptions.org) to enhance impact
- Promote a positive ethic and respect for community service and volunteer engagement that contributes to the broader national culture and practice of service that is supported by the Corporation of National Service and its AmeriCorps and Learn & Serve programs.
- Use technology to enhance the overarching (and web-based) skills and capacities of college student volunteers to achieve positive impact through their work, such as skills in networking, recruiting, program planning, project management, leading education and reflection, and building the capacity of non-profit organizations.

In May 2008, the Bonner Foundation in partnership with Middlesex County College, CIRCLE, and New Organizing Institute began planning for the Serve 2.0 initiative. This led to a network-wide launch during the June 2008 Summer Leadership Institute, at which time the Bonner Network Wiki and other social media tools were presented. In October 2008, Bonner Congress Representatives participated in additional training during their gathering, and in November 2008, Bonner Program staff participated in training and planning at the Fall Directors Meeting. At this time, in addition to a network-wide expectation that Bonner Program campuses develop a program/campus wiki, ten (10) campuses will be selected for additional funding through this RFP process.

Sub-Grant Amount: The Bonner Foundation and Middlesex County college plan to award sub-grants to ten institutions to implement a concerted, issue-focused strategy for integrated social media technologies for service. Each sub-grantee will receive up to \$2,000 for its efforts, depending on the scope and scale of its plan.

Sub-Grant Amount: The Bonner Foundation and Middlesex County College plan to award sub-grants to ten institutions to implement a concerted, issue-focused strategy for integrated social media technologies for service. Each sub-grantee will receive up to \$2,000 for its efforts.

Sub-Grant Purpose: Sub-grant funding is provided to support the design, implementation, and evaluation of innovative Serve 2.0 (social media technologies) models that promote and enhance student community service and civic engagement *on one (or a few) specific issue areas*. Campuses should focus on an issue like education, the environment, or homelessness and build its Serve 2.0 sub-grant strategy around activities on the issue. Grantees are encouraged to create a multi-faceted strategy that incorporates several technologies in ways that address one or more activities below:

- **RECRUITMENT:** Use social media tools (such as Wikis, Facebook, MySpace, social networking sites, and more) in conjunction with conventional program management to recruit and catalyze greater volunteer participation by students and other campus volunteers (faculty, staff) *on one or more specific issue (e.g., homelessness) and with one or more defined community partners*
- **PROGRAM MANAGEMENT AND STUDENT DEVELOPMENT:** *Within that issue area*, use social media tools (such as Wikis, social bookmarking, Google mapping, videos, podcasts, blogs, and others) in conjunction with conventional program management to improve student skills, the quality of service, student engagement, and program management in that particular area. This may be by strengthening:
 - Education and training
 - Skill development and leadership roles for students
 - The types of service placements and meaningful action conducted
 - Engagement of faculty and academic connections that address issues
 - Leadership and project coordination by students
 - Links to public education, policy research (PolicyOptions), and systemic approaches
- **COMMUNITY IMPACT:** *Within that issue area*, use social media tools (such as Wikis, Facebook, resource development sites, videos, blogs, and more) to enhance the organizational capacity and impact of the work of community partners. This may be by:
 - Identifying new volunteers or volunteers with expanded capacity
 - Increasing public awareness and education
 - Leveraging campus and community resources and funds
 - Engaging partners as co-educators and/or providing additional training desired by partners
 - Extend service to include other systemic approaches for civic engagement

Sub-grant funds may be used for the following types of expenses:

- Summer student stipends (encouraged to be a part of plan; leverage existing funding if available)
- Faculty stipends or mini-grants (for course connections, related CBR projects, PolicyOptions issue brief work, development of social media resource material, etc.)
- Community partner stipends (to cover such things as Flipcams, new Internet access, roles in resource development)
- Local travel and project related expenses
- Student stipends for planning, developing, and managing web-based tools (note: care must be taken to integrate this work with an appropriate Bonner placement, that remains focused on its impact with the community agency)

Funds CANNOT be used for peripheral equipment (computer) or supplies already involved in project (e.g., direct service supplies).

Project Timeline & Coordination:

The overarching timeline for this project is as follows:

January 23, 2009:	Application deadline
Spring 2009:	April 1 – Progress report due Participation in webinars and other trainings Conference calls & networking opportunities with other grantees
Summer 2009:	June 3-6 — Summer Leadership Institute (Stetson University) Grantees will be expected to compile presentation September 1 — Progress report due
Fall 2009:	November — Fall Directors Meeting May include workshops/presentation opportunities
Spring 2010:	April 1 – Progress report due Additional social media tool webinars may be available
Summer 2010:	June 3-6 — Summer Leadership Institute (Berea College) September 1 — Progress report due

Proposal Submission Details: Applications should be organized as outlined below and address the sections/questions in a Word document and submitted electronically. The proposal should be a maximum of five (5) pages of proposal narrative accompanied by a one-page budget, using 11-point font and 1.5-line spacing.

Please submit a proposal to Ariane Hoy (ahoy@bonner.org) by January 23, 2009 that answers the following questions.

Name of Submitting Institution

Primary Contacts Information: This should be the staff person and/or students who will oversee the implementation of the project.

- a. Name(s)
- b. E-mail(s)
- c. Mailing Address(s)
- d. Phone(s)
- e. Fax(s)
- f. Relevant URL(s)

1. Issue Background: Provide a succinct description of why you have selected this particular issue area and one (or more) community partners with which to concentrate your Serve 2.0 project. How will the Serve 2.0 initiative strengthen campus-community partnerships, levels of volunteerism, and impact of civic engagement for this area?

2. Context and Rationale: Describe the reasons you have elected to focus on particular social media tools and technologies (such as wikis, Facebook, blogging tools, videos, etc.) and how they can help enhance the scope, quality, and depth of service and civic engagement on this issue for your service programs, campus-wide efforts, and community. What gaps or needs will these tools address? What strengths or assets will they build on?

3. Action Plan:

- a. **Goals and Objectives:** List the specific goals and measurable objectives to be achieved during the period of the project.
- b. **Leadership and management:** Describe your approach to achieving your plan, including who will be involved.
- c. **Implementation timeline and activities:** Please include a timeline with the specific activities (e.g., planning, creation and roll-out of new web-based tools/sites, creation of resources and videos, etc.) and efforts that are planned to accomplish the objectives listed above.
- d. **Evaluation:** If you are selected, you will be asked to participate in national evaluation (conducted by CIRCLE) which may include:
 - Convening of focus groups
 - Scheduling of interviews
 - Participation in on-line and in-person surveys
 - Providing data required for Progress Reports that is needed for national reporting

In addition to these efforts, are there others planned to evaluate the project?

- 4. Budget: Provide an overall budget (with narrative justification) for the project.**
Note other resources that your campus will be providing to the project.

For more information: If you want more information, consult the Serve 2.0 Resource Wiki at <http://serve.pbwiki.com/FrontPage>, where you may find information on this initiative, as well as explaining various social media and their potential applications for enhancing service and civic engagement.