
Annual Report to the
Danville Regional Foundation

August 2017



**THE CENTER FOR
COMMUNITY ENGAGEMENT &
CAREER COMPETITIVENESS**

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INTRODUCTION

In its third year, the Center for Community Engagement and Career Competitiveness (CCECC) demonstrated significant progress in all three of its focus areas: community engagement, experiential learning and career development. Some highlights from the year include:

- Experience Averett Day, an interactive opportunity for prospective students and parents to learn from current students and community partners about how service and community engagement define the student experience and distinguish Averett among its peers
- Founding member of Virginia Campus Compact, under the national Campus Compact umbrella
- Recognition in TIME magazine for its innovative service year fellowships, in partnership with the City of Danville and Pittsylvania County
- Recipient of the 2014-2015 President's Higher Education Service Honor Roll



VISION STATEMENT

The CCECC will be the regional hub for linking students, faculty and staff from Averett, Danville Community College and Piedmont Community College with community partners to create distinct learning experiences and career opportunities, and to strengthen the social and economic vitality of our region.

COMMUNITY ENGAGEMENT

Through its community engagement efforts, the CCECC empowers students, faculty and staff to engage in life-changing community transformation by contributing their time, talents and skills to the region. Collaboration between the CCECC and community partners builds regional capacity while developing engaged citizens and leaders. The goal is to have students, faculty, staff and community members **#serve365** days of the year.

WEEK TO ENGAGE

September 19-24, 2016

597

volunteers from
Averett, DCC and PCC

\$27,094

of economic benefit
(IndependentSector.org)

1,150

volunteer hours

80

projects

27

community
partners

DAY TO ENGAGE

April 4, 2017

225

volunteers from
Averett, DCC and PCC

\$6,361

of economic benefit
(IndependentSector.org)

340

volunteer hours

10

projects

16

community
partners

TEACH IT FORWARD! CHALLENGE

The CCECC partnered with several after-school organizations to host the second annual Teach It Forward! (TIF!) Challenge. These organizations included the Boys & Girls Clubs of the Danville Area, Danville Church-Based Tutorial Program and Danville Redevelopment & Housing Authority. During the challenge, and in an effort to build a culture of consistent volunteering, participants formed teams and competed for the most hours tutored.

52

volunteers

8

after-school tutoring sites

390

hours tutored



MARTIN LUTHER KING, JR. DAY 2017

The CCECC collaborated with a number of community partners, including SCLC and Omega Psi Phi, to plan and market MLK Day events to create unity throughout the weekend. CCECC events included America's Sunday Supper, MLK Day of Service and a candlelight vigil entitled, "What Will You Stand For?".

Sunday Supper

69 people from diverse backgrounds came together at the Sunday Supper to share a meal and be provided with a safe environment for attendees to learn from and about one another. In addition, the CCECC supported four other organizations in hosting their own Sunday Suppers—History United and Danville By Choice, Cardinal Village, and Grace & Main Fellowship.

Candlelight Vigil

53 people were in attendance, including city and county leaders. The CCECC hosted the candlelight vigil on campus and invited the community to reflect on Dr. King's legacy. Danville City Manager Ken Larking offered remarks during the service.

MLK Day of Service

200 volunteers from the community came to Averett's North Campus to participate in service projects. In total, these volunteers packed **10,152** meals for STOP HUNGER NOW, created **42** "history" books for DCC's Families First Childcare Center, made **200** Valentine's Day cards for the Salem VA Medical Center and made **89** winter scarves for residents at Danville Redevelopment & Housing Authority sites. To make these service projects possible, the CCECC partnered with the DCC Teach Club and the Institute for Advanced Learning and Research's Dan River Year AmeriCorps program. The CCECC also invited Emma Edmunds to display a smaller version of the "The 1963 Danville Civil Rights Movement: The Protests, the People, the Stories" exhibit. In addition, the winners of the MLK Art Contest and MLK Story Contest from Danville Public Schools and Pittsylvania County Schools were recognized.

PARENT TESTIMONIAL

"My daughter has felt like Averett is her home since she stepped on campus. She has grown as a person and found her independence and purpose. The CCECC has helped her step out of her comfort zone and do more than I ever thought she would. Averett for our family means peace of mind, and there is no better investment than that."

- jacqueline pruit, Parent, Class of 2020



#SERVE365

In partnership with the Dan River Nonprofit Network, the CCECC expanded the Get Connected volunteerism software platform to reach the entire region. serve365 acts as the volunteer resource for residents in the Dan River Region to search for needs, events and agencies. serve365 is a connect site of engage.averett.edu, allowing the data to run smoothly between sites so as to not duplicate work for the participating agencies. Visit www.serve365.org to explore!

serve
365

JUNIOR LEADERSHIP SOUTHSIDE

For the second year, the CCECC hosted Junior Leadership Southside, which transitioned from the Chamber of Commerce in Spring 2016. This year the CCECC partnered with Middle Border Forward, which added another layer of leadership development and community engagement. The one-week program was offered in June at Averett University and Middle Border Forward, and **18** rising high school juniors and seniors from Danville and Pittsylvania County completed the program.



VIRGINIA CAMPUS COMPACT

In addition to being one of the first signatories of Virginia's Compact on National Service in May 2015, Averett helped lead the way in establishing Virginia Campus Compact, under the national Campus Compact umbrella. Averett is a founding member, and will be actively involved in its ongoing initiatives related to service-learning and civic engagement.



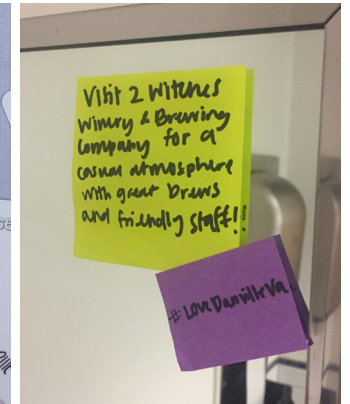
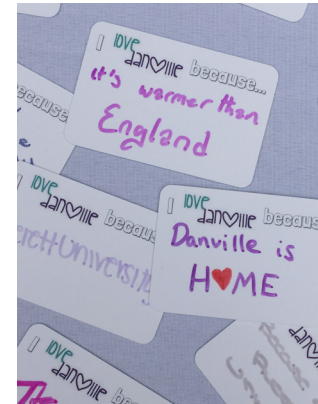
Campus Compact

LOVE DANVILLE COUNCIL

The Love Danville Higher Education Council seeks to cultivate student leaders in an open environment where they can express and exchange ideas with community leaders.

Love Danville students attend city council meetings and engage with council members to express views of the college student population. They also strive to engage their fellow students in the City, promoting a love for Danville and a desire to remain in the region. Inspired by creator and author Peter Kageyama, in April 2017, the group hosted “Love Danville Week,” leaving “love notes” around campus encouraging other students to reimagine Danville. Through a multimedia campaign including stickers, window paint, t-shirts and social media, the students created a buzz across campus that resulted in a wave of students, faculty and staff also sharing why they, too, [#lovedanvilleva](#)!

Students in the Love Danville Higher Education Council acknowledge that part of loving where you live is understanding the history. To that end, the students are participating in the Dr. Martin Luther King, Jr. Memorial Commission’s “King in Virginia” project to showcase the stories of Danville’s Civil Rights Movement. With the help of Emma Edmunds, the primary researcher for the Danville Civil Rights Exhibit, the students hosted two “Sunday Suppers” on campus, where they shared in a meal and conversation with leaders of the local movement. These relationships continued after the suppers, on campus, at church events or over dinner at a local restaurant. The students now are in the process of conducting oral history interviews with their guests using the StoryCorps app. Parts of these interviews will be documented and submitted to the Commonwealth’s “King in Virginia” project.



EXPERIENTIAL LEARNING

The CCECC promotes experiential learning opportunities for students to learn from hands-on experiences while building community capacity. Service-learning, internships, job shadowing, alternative breaks, volunteering and leadership development all are forms of experiential learning when combined with meaningful, in-depth reflection.

AVERETT 101

In partnership with a core group of dedicated faculty and staff, the Director of Experiential Learning led the creation of a new Averett 101 (Freshman Success Seminar) curriculum to embed service-learning in the course and prepare Averett students to serve and lead as catalysts for positive change in the Dan River Region. Of note:

- Within two years, Averett 101 has gone from zero faculty teaching to 100% of sections taught by faculty, allowing first-year students to engage with faculty outside of their academic areas.
- More than 50% of Averett faculty will have service-learning teaching experience as a result of the Fall 2017 Averett 101 cohort teaching.
- A specialized textbook focusing on Averett and Dan River Region resources is used by each Averett 101 section for the second year.



SERVICE-LEARNING CLASSES

Service-learning brings learning alive in exciting new ways inside and outside of the classroom by combining theory with experience and thought with action to transform our students and our communities.

Fall 2016

10
classes

- IDS 101: Averett 101 (14 sections)
- BSA 206 Business Communications
- ENG 444: Literature for Children **NEW!**
- COM/JR 205: Small Group & Team Communication
- HTH 220: Health and Fitness in the 21st Century
- PE 303: Elementary School Physical Education
- CSS 308: Computers In Context
- ES 209: Retraining the Off the Track Thoroughbred
- IDS 250: Averett 101 Mentoring
- PE 451: Athletic Training Seminar

Spring 2017

6
classes

- BSA 206 Business Communications
- MUS 103: Enjoyment of Music **NEW!**
- IDS 101: Averett 101
- ENG 307: War in Literature
- LDR 303: Leadership in Action
- NUR 314: Adult and Family I **NEW!**

SERVICE-LEARNING PARTNERS

- God's Storehouse
- Department of American Veterans
- American Legion
- Commonwealth Senior Living at Stratford House
- Riverside Health & Rehabilitation Center
- Blue Bloods
- Grace & Main Fellowship
- Danville Church Based Tutorial Program
- Danville Redevelopment and Housing Authority
- Crop Walk
- Virginia Organizing
- Head Start
- Christian Homes Educating Children
- City of Danville Parks and Recreation

WEEKEND TO ENGAGE

For Averett's pilot alternative break, the Flying Cougars spent Weekend to Engage on the ground to help build homes for Habitat for Humanity in Raleigh, NC and tour Danville with Grace & Main Fellowship. Through reflection sessions, the 10 members of the Flight Team unpacked issues of identity, privilege, poverty and homelessness as they got to know each other better and meld into a more cohesive team.

ENGAGE TRANSCRIPT

The transcript will showcase service-learning classes as an addendum to the academic transcript, along with internships and volunteer experience. The transcript will be a huge benefit to Averett students when entering graduate school and/or the workforce, serving as documentation of their community engagement experiences.

ENGAGE SHOWCASE

To boost on-campus engagement, Averett, Danville Community College Piedmont Community College each hosted its own Engage Showcase this year. Averett's third Annual Engage Showcase used **17** tables to display projects related to service-learning, internships and volunteerism. Engage Awards were presented on each campus to:

AVERETT:

Student, Lindsey Fulcher
Faculty, Meaghan Byrne,
Business Administration

DCC:

Faculty, Vicki Taylor,
Sociology

PCC:

Student, Karen Wilson
Faculty, Nancy Gould,
Foodservice Technology

COMMUNITY PARTNERS:

Danville Church-Based Tutorial Program
Gunn Memorial Public Library



CAREER DEVELOPMENT

The CCECC collaborates with employers and other partners to provide leadership and direction for comprehensive career planning to Averett University students and alumni. Through dynamic programming, these initiatives provide support, resources, counseling and networking opportunities to develop students as young professionals.

CAREER DEVELOPMENT MATRIX

Averett's career development matrix was implemented during the 2016-2017 academic year and continues to serve as the foundation for the university's comprehensive career development model. The **matrix** highlights the career development opportunities provided to students while at Averett, focusing not only on traditional career development, but also on the service-to-career-pipeline, an integral part of each Averett student's career development.

WORKSHOPS FOR STUDENTS

Résumé writing and business etiquette workshops were delivered to students through various classes. Additionally, all first-year students learned about Averett's career development program in Averett 101. Students at Averett and Piedmont Community College were offered a workshop entitled "I've Volunteered, Now What?" as part of Week to Engage activities. The CCECC has created a month-by-month career development calendar for the 2017-2018 academic year that outlines the wide variety of workshops to be offered.



INDIVIDUAL SESSIONS

120 students and alumni took advantage of sessions with the Director of Career Development during the 2016-2017 academic year to discuss a variety of career development strategies.

PARTNERSHIPS

Community-Wide Job Fair

44 employers and more than **300** job seekers participated in the community-wide job fair in April 2017. The CCECC supported the Danville Pittsylvania County Chamber of Commerce and other partners to offer the event. The Director of Career Development served on the planning committee, and a number of Averett employees utilized their *Engaged Employers* service leave to volunteer at the event.

RN Career Fair

21 regional employers and **27** nursing students participated in the RN Career Fair in April 2017, hosted by the CCECC and the Averett University School of Nursing. RN students from Danville Community College, Piedmont Community College, Patrick Henry Community College and Southside Virginia Community College were invited to the event.

The Director of Career Development engages with students and alumni to discuss a wide variety of career development activities including résumé and cover letter writing, career exploration and interview techniques.

WEBINAR SERIES

During the 2016-2017 academic year, the CCECC partnered with the University's Graduate and Professional Studies program to offer students a career development webinar series using Zoom technology. Webinars bring in guest speakers, and are offered live, but are then archived for students who cannot attend the live event. Webinar topics included *Using your Averett Degree to Switch Careers*, *Preparing for Your Interview* and *The Art of Negotiating*.



STUDENT TESTIMONIAL

"When I came to Averett, I was a biomedical sciences major with plans of working in optometry. However, after having engaged with the CCECC, I changed my major to journalism and broadcasting, and I have not looked back since!"

- *lindsey fulcher*, Class of 2018

CONCLUSION & DIRECTION FOR 2017-18

As the CCECC moves into its fourth year, new initiatives include the addition of the National Bonner Leaders Program, which will serve as a new pipeline for recruitment and retention while contributing to ongoing efforts to shift the regional culture to one where service is the norm. Further, Averett's leadership in statewide efforts like Virginia Campus Compact, Virginia Engage and Service Year continue to raise up the University in the areas of community engagement and national service.

NATIONAL BONNER LEADER PROGRAM

The National Bonner Leaders Program at Averett University is an intensive, four-year community leadership opportunity that educates, equips and inspires students to engage our local community and beyond through a partnership with the Corella and Bertram F. Bonner Foundation.

National Bonner Leaders are selected through a highly competitive process open to incoming first-year students. The program is committed to the belief that students can address critical social issues, providing them with an avenue to positively affect their campuses, the local community and the world through leadership and excellence in service. If accepted, students enter an engaging, community-based leadership program in which they will gain the tools to build community relationships and effectively meet regional needs. These students will galvanize the Averett student body, in a continuing effort to develop a culture of service.

The current Peer Mentor role in the Averett 101 curriculum will be upgraded into a four-year service and leadership scholarship opportunity. Beginning in January 2017, high school seniors and freshmen were recruited to enter an engaging, community-based curriculum. These students will model the way for the Averett student body, especially first-year students in Averett 101, as we continue to develop a culture of service throughout the region.



22
Bonner Leaders

100
hours of service by each
Bonner Leader per semester

16
service sites

SERVICE-LEARNING COURSES

FALL 2017

- IDS 101: Averett 101 (18 sections)
- IDS 251: Averett 101 Mentoring
- HTH 220: Health and Fitness in the 21st Century
- PE 304: Secondary School Physical Education
- WGS 200: Intro to Women's and Gender Studies **NEW!**
- BSA 206 Business Communications
- ENG 444: Literature for Children
- ES 209: Retraining the Off the Track Thoroughbred
- CSS 308: Computers In Context

SERVICE YEAR FELLOWSHIPS

Averett University has partnered with the City of Danville and Pittsylvania County to create two service year fellowships for recent Averett graduates. The two localities will each host one fellow to volunteer in the region through a year of service to the community at the respective Parks and Recreation Departments.

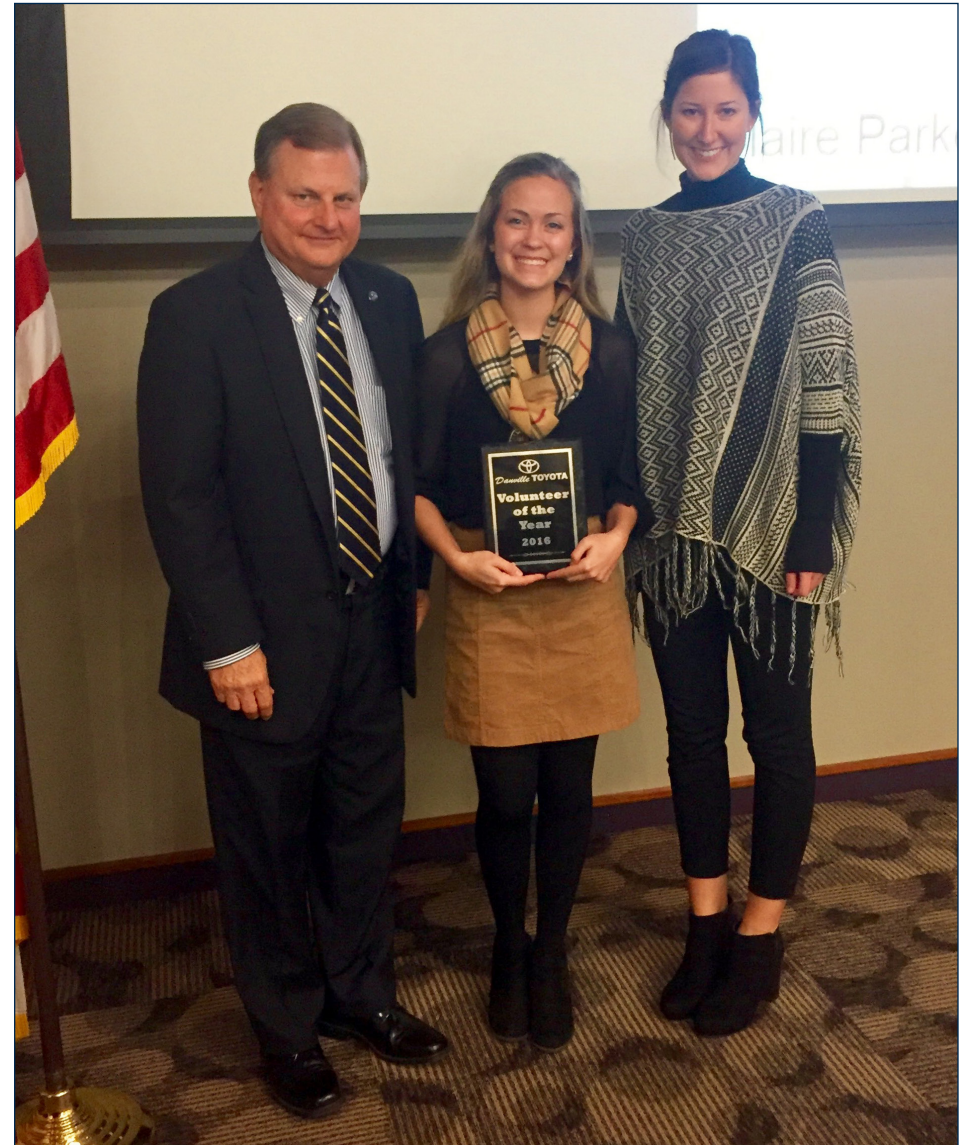
This partnership is the first-of-its-kind and Averett is the only private institution in the Commonwealth of Virginia that is providing this opportunity to recent graduates.



ALUMNI MENTORING NETWORK

The Director of Career Development has partnered with the Averett Alumni Board to design and launch a structured alumni mentoring network. This network will pair current Averett students with alumni in an effort to further enhance student career development opportunities.

VOLUNTEER OF THE YEAR



Each year, the Dan River Nonprofit Network selects the Volunteer of the Year from the region. The 2016 recipient was Erica Skiddle, Averett '18, who was honored for her service through the CCECC.

CCECC TEAM

ALEXIS EHRHARDT

Executive Director



ANGIE MCADAMS

Director of
Career Development



BRIGID BELKO

Director of
Experiential Learning



RACHEL COVINGTON

Assistant Director of
Community Engagement



TIA YANCEY

Coordinator of Community
Engagement & Study Abroad



AMERICORPS

An AmeriCorps State member from the Institute for Advanced Learning & Research (IALR), Cierra Gunter, served during the 2016-2017 academic year.



INTERNSHIPS

In addition, the CCECC engages 3-5 Averett University undergraduate students through Federal Work Study positions and internships throughout the year.

TEAM DEVELOPMENT & ENGAGEMENT

Alexis Ehrhardt

- Riverview Rotary, President
- City of Danville Transportation Advisory Committee, Chair
- Middle Border Forward, Treasurer
- Danville-Pittsylvania Chamber of Commerce WE Lead Planning Committee
- The Health Collaborative Coordinating Committee
- Averett University 2016-17 Staff Member of the Year

SELECT 2016-17 PRESENTATIONS:

- The Power of One, The Impact of All, Miami Dade College
Building a Team From the Ground Up
- 2017 VA CUPA HR Spring Conference, Charlottesville, VA
You Reap What You Sow: Employee Recruitment & Engagement
- Rotary Youth Leadership Awards, Blacksburg, VA
Serve First: Community and Personal Development Through Servant Leadership & Active Citizenship
- VA Volunteerism Conference, Roanoke, VA
Engaging and Mobilizing Higher Education Students

Angie McAdams

- Danville Public Schools Adult Education Advisory Council, Chair
- Averett University Career Development Advisory Council, Chair
- Danville Public Schools Career and Technical Education Advisory Council
- Pittsylvania County Public Schools Career and Technical Education Advisory Council
- Danville Pittsylvania Chamber of Commerce Community-Wide Job Fair Planning Team
- Southside Virginia Society for Human Resource Management

CONFERENCES & TRAINING:

- Eastern Association of Colleges and Employers Annual Conference, Niagara Falls, NY
- Virginia Association of College and Employers Annual Conference, Hot Springs, VA

2016-17 PRESENTATIONS:

- Virginia Workforce Center, Danville, VA
Panelist, *College Preparation*
- Piedmont Community College
I Volunteered, Now What?

Brigid Belko

- Completed 18 graduate credits towards Ph.D. in Educational Leadership and Cultural Foundations, UNCG

CONFERENCES & TRAINING:

- Bonner Summer Leadership Institute, Columbia, KY
- Virginia Network Annual State Conference, Roanoke, VA
- Gulf South Summit on Service-Learning and Civic Engagement through Higher Education, Greensboro, NC
- International Service-Learning Summit, Kansas State University
- Microsoft Access Training at IALR
- Rebecca Carver Institute on Experiential Education, Center for Creative Leadership, Graduate

2016-17 PRESENTATIONS:

- Virginia Engage Network Annual Meeting, Averett University
Service-learning in the First Year Experience
- Retreats with Boys and Girls Club and Middle Border Forward
StrengthsFinder Training
- Junior Leadership Southside and Youth Agricultural Entrepreneurship Program
Leadership and Values

Rachel Covington

- Festival in the Park, Board Member
- Danville Science Center, Board Member
- River District Association, Board Member
- Southside Area Tennis Association, Board Member
- Big Brothers Big Sisters, Volunteer Big Sister
- Danville Pittsylvania Chamber of Commerce 2016 PACE Award
- Middle Border Forward Fellow, Class of 2017

CONFERENCES & TRAINING:

- ACE Network Senior Women's Leadership Seminar, Graduate

- Virginia Network Annual State Conference, Roanoke, VA
- Gulf South Summit on Service-Learning and Civic Engagement through Higher Education, Greensboro, NC

2016-17 PRESENTATIONS:

- VA Volunteerism Conference, Roanoke, VA
Engaging and Mobilizing Higher Education Students
- William & Mary Active Citizens Conference
Teach It Forward!: Boosting Reciprocity Between Campus and Community

Tia Yancey

- Danville Redevelopment & Housing Authority, Commissioner
- United Way of Danville-Pittsylvania County, Board Member
- Middle Border Forward Fellow, Class of 2017
- Boys and Girls Club, Blue Jean Gala Planning Committee
- Patient Centered Outcome Research Institute (PCORI), UVA
Parent Advisory Team Member
- College Bonanza Planning Committee

CONFERENCES & TRAINING:

- Virginia International Educators Conference, Annandale, VA
- Virginia Network Annual State Conference, Roanoke, VA

2016-17 PRESENTATIONS:

- Training Assessment Retention of Employment (TARE) Program, Danville Community College
Keynote Graduation Speaker
- Virginia Workforce Center, Martinsville, VA
Panelist, *College Preparation*

