

ENGAGE the Lion

Issue #1, December 2011

Newsletter of the Laboratory for Civic Engagement

Citizenship

"A generation that acquires knowledge without ever understanding how that knowledge can benefit the community is a generation that is not learning what it means to be citizens in a democracy."

*Elizabeth L. Hollander
(1817-1885)*



Scholarship

"Liberty cannot be preserved without a general knowledge among the people, who have a right... and a desire to know."

*John Adams
(1765)*



Leadership

"Leadership and learning are indispensable to each other."

*John F. Kennedy
(1962)*



PENNSTATE



Brandywine

<http://engage.bw.psu.edu>

ENGAGE the Lion? What's this?

The newly established Laboratory for Civic Engagement has created a newsletter titled "ENGAGE the Lion." To be published three times a year, the newsletter will focus on topics from Penn State Brandywine that connect to the themes of citizenship, scholarship, and leadership, in a civic engagement context.

The newsletter name is a play on our Nittany Lion identity. The newsletter will highlight the engagement of our students, their connections with community partners, and their demonstrated leadership skills. Be sure to visit our website to explore a full reporting of our activities and opportunities.



Pictured above: Dr. Laura Guertin, Coordinator of the Laboratory for Civic Engagement at Penn State Brandywine

Message from the Coordinator

Hello, and welcome to the first issue of the Laboratory for Civic Engagement's newsletter, *ENGAGE the Lion!* I am thrilled to serve as the first coordinator of campus-wide efforts to educate, prepare, promote, and impact students and members of the local-to-global community.

The Pennsylvania State University has a long-standing tradition of volunteering and service. As a land-grant institution, Penn State was founded with the mission of providing educational opportunities to the people of the Commonwealth of Pennsylvania. Certainly, the resources and services of the university have extended beyond the classroom to entire communities and individual citizens.

Why do we call ourselves a Laboratory? Laboratories are places for tests, experiments, procedures, and investigations. It is where people think outside the box, take informed risks, and have results that can change the world. These are the qualities we want to encourage in our students. Students arrive on campus having participated in volunteer activities through their schools, their churches, and/or with their families.

But it is time students are mentored to the next level. How can students take their content knowledge and skill sets to lead service efforts in and for the community? How can students develop sustainable solutions for the most pressing social and environmental issues? How can students have their voice and help others have their voices heard?

This leads to our tagline for the Laboratory: *Citizenship, Scholarship, Leadership*. These may be three individual terms to a student that starts at Penn State Brandywine. But when a student takes advantage of the opportunities presented through campus events, leadership conferences, the Civic & Community Engagement minor, etc., the definitions between these terms becomes blurred and instead serves as a strong foundation for an alum that can now go out and create the change he/she wants to see happen in the world.

Please visit our website (<http://engage.bw.psu.edu>) to view postings on all of our activities and opportunities, and please do not hesitate to contact me with any questions, comments, or ideas.

Dr. Laura Guertin

Email: engage@bw.psu.edu



<http://engage.bw.psu.edu>

Making the Laboratory Possible

The establishment of the Laboratory for Civic Engagement would not have been possible without a generous donation from David and Marjorie Rosenberg. We encourage you visit our website (<http://engage.bw.psu.edu/about/>) to read David's biography to learn about the individual that has allowed Penn State Brandywine to coordinate and further expand its civic engagement efforts for the campus and community.



Citizenship

Constitution Day

In honor of Constitution Day, all educational institutions receiving federal funding are required to hold an educational program pertaining to the United States Constitution. Penn State Brandywine celebrated Constitution Day on Friday, September 16.

With an open mic set up in the Vairo Amphitheater, students were provided the following introduction and question to discuss:

Summer 2011 saw flash mobs organized by Philadelphia teenagers through social media. The London riots were said to be fueled by incitements to violence on Twitter. On August 11, San Francisco's BART shut down cell phone signals in its downtown subway stations to prevent an organized disruption to rush

hour service. **Is blocking access to social media a violation of free speech, or necessary for safety and security?**

Comments from the discussion are on the Laboratory website.



Operation Military Haiku

The Laboratory for Civic Engagement asked students/faculty/staff/alumni/friends/etc. to write a haiku as a tribute to our active and retired military personnel.

Operation Military Haiku was a way for everyone to express their creativity in a small and simple project that would have a powerful impact.

The submitted haiku were written on notecards and placed on display from the end of October through Veterans Day (November 11). You can read all of the haiku submitted and displayed through the Laboratory website, <http://engage.bw.psu.edu>



2010 President's Volunteer Service Awardees

Two Penn State Brandywine students have earned the President's Volunteer Service Award for 2010. Created by the President's Council on Service and Civic Participation (the Council), the award recognizes the valuable contributions volunteers are making in communities. The President's Volunteer Service Award program is a way to thank and honor Americans who, by their demonstrated commitment and example, inspire others to engage in volunteer service.

Senior English major Jennifer Santangelo earned the Bronze Level for her hours of volunteering as a Girl Scout Troop Leader and instructor with her church.

Junior American Studies major Eileen Fresta earned the Silver Level. The majority of Eileen's volunteer hours were spent crocheting handmade items as part of the campus group Knittany Lion Needleworks.

Both students will be recognized in April at the campus Academic Recognition Ceremony, where they will receive an official President's Volunteer Service Award lapel pin, personalized certificate of achievement, and a congratulatory letter from the President of the United States.

Scholarship

A course for all students of all majors on campus!

CIVCM 211 – Foundations: Civic and Community Engagement

Conceptual foundations of public scholarship and orientation to contemporary themes and issues in civic and community engagement.

Taught in the classroom in the fall semester, online in the spring semester, and recently taught in London over Thanksgiving break, part of Penn State Brandywine's Global Programs!

For students interested in earning the academic minor in Civic and Community Engagement, please contact Dr. Tia Kim, tek14@psu.edu

Congratulations Fall 2011 Graduates with the Minor in Civic and Community Engagement!

Stephanie Tracy

Shirley Martin

Anna Lajoie

Vicki Francis

Saraya Payne



Applying Classroom Knowledge to Assist a Community Organization

Penn State Brandywine's Marketing 310 course, taught by Professor Karrie Bowen, always selects a project that focuses on raising awareness for a different organization each semester. On December 8, the students rallied on campus to help support their selected nonprofit, Good Schools PA. Good Schools Pennsylvania works through collaboration, grassroots organizing, policy development and communications strategies to raise awareness about education issues in Pennsylvania, and to improve the way Pennsylvania funds and supports public education. To learn more about Good Schools Pennsylvania, please visit: <http://www.goodschoolspa.org>



Leadership



Spotlight on a Student Leader

It began with an email received by the Office of Student Affairs in October: "My name is Carol Cloud and I'm in

completion of my internship with the Domestic Violence Center of Chester County. During my volunteering hours along with my time spent on campus, I've notice the need to give and receive. With holidays approaching... I would like to propose... a sock drive." And a sock drive is exactly what Carol stepped up and organized on campus! Between Thanksgiving and the end of the semester, Carol created flyers, put out collection bins, and the campus responded by donating over 100 pairs of socks. Congratulations and thank you, Carol!

Students Lead with TED

Students Jen Santangelo (left) and Sara Neville (right)



served as student organizers of two sessions to gather the campus community to view and discuss TED videos. In addition to the pre-recorded "ideas worth spreading," Jen and Sara co-organized the full day TEDxPSU Watch Party at Penn State Brandywine, creating activities for engagement for the audience participants during this live event. Be sure to read about the TED sessions and their reflections on leading this first-ever engagement initiative on our Laboratory website and at <http://tinyurl.com/tedatbrandywine>

Student Leadership Conference

Ten Penn State Brandywine students attended the National Center for Student Leadership Fall 2011 Conference in Miami, Fla. earlier this month. The conference consisted of three days of presentations and workshops that were aimed at offering students the opportunity to build upon the leadership skills needed to improve themselves as well as their campus communities."

"One of the main things that I took away from the conference was that leadership is about action, but it is also about a mindset." - Kate Curley



M.A.D.E. is making a comeback!

The student volunteer club We Are Penn State M.A.D.E. (Making A Difference Everyday) is re-establishing itself on campus in January. We are thrilled that the students at Penn State Brandywine are showing much excitement towards more opportunities for leadership and service on and off campus. Any students interested in joining M.A.D.E. should contact Dr. Laura Guertin at engage@bw.psu.edu



**WE ARE
PENN STATE
M.A.D.E.**

[Making A Difference Everyday]

Service

On Convocation Day, August 18, all new students (and faculty and staff) were asked to bring to campus a box of their favorite breakfast cereal to be donated to **Philabundance**. The Community Service Kick-off was developed to allow our newest students to participate in a service activity their first day on campus, before classes even begin. We want students to know



that Penn State Brandywine is committed to its land-grant mission of serving the people of the Commonwealth of Pennsylvania and around the globe.

In the fall semester, the knitters, crocheters, quilters, and sewers of Knittany Lion Needleworks hosted several events for the campus and greater community. Two special projects included participating in the Mile of Pillowcase Smiles for ConKerr Cancer and a huggy pillow service project for Chester County Hospital on Halloween.

In 2011, Knittany Lion Needleworks assisted 13 organizations with 2,061 handmade donations. To learn more about KLN, please visit <http://tinyurl.com/knittanylion>



Since 2007, Penn State Brandywine has been shipping manufacturer's coupons to overseas military bases. The coupons are used by military members and their families at the PX/BX and Commissary on base.

In 2011, the campus adopted the U.S. Navy base in Yokosuka, Japan. We sent \$181,966.18 worth of coupons overseas.

Since 2007, the campus has sent \$653,314.30 to military bases in Japan, Spain, Sicily, and the UK. If you wish to be involved, please contact Mrs. Diane Shorter in the Student Affairs Office, dds4@psu.edu



The Laboratory for Civic Engagement brought one of the **Susan G. Komen For The Cure** giant piggy banks to campus during October, National Breast Cancer Awareness Month. For three days, with its final day on campus being Penn State Day, the campus and greater community was able to drop its change into the bank to assist Komen's efforts in the Philadelphia region. We also handed out brochures and information to promote breast cancer awareness.



Resources

All Good Things Come In 3's

Here, we list organizations, websites, and people that we want to make sure you have on your radar! Be inspired! Learn more!

Awards for Making the World Better

Rolex Awards for Enterprise -
<http://www.rolexawards.com/>

CNN Heroes Award -
<http://www.cnn.com/SPECIALS/cnn.heroes/index.html>

American Giving Awards -
<http://www.nbc.com/americangivingawards/>

Organizations with an Innovative Approach

Pajama Program, delivering sleepware and books to children in need -
<http://www.pajamaprogram.org/>

SNAP Gardens, cultivating awareness that food-producing plants and seeds can be purchased with food stamps + facilitating successful gardening experiences -
<http://www.snapgardens.org/>

IndeGoGo, a collaborative way to fund ideas through a crowdfunding website anyone can use -
<http://www.indiegogo.com/>

People You Should Get To Know

John Hunter, founder of the World Peace Game -
<http://www.worldpeacegame.org/>

Dave Isay, founder and president of StoryCorps -
<http://storycorps.org/>

Marianne Russo, founder of The Coffee Klatch (special needs radio) -
<http://thecoffeeklatch.com/>

Civic Issues in a Minute

<http://tinyurl.com/civicminute>

The *Civic Issues in a Minute* program, a product of the Laboratory for Civic Engagement, provides a starting point for a democratic discussion of a current issue. We provide listeners a short audio clip approximately one minute in length that introduces a "hot topic"



impacting local-to-global citizens. In addition, we have compiled a list of supplemental resources for further exploration. Listeners can add their comments through a VoiceThread interface, available on the website.

Interesting Articles/Reports

The Corporation for National & Community Service annual report titled "Volunteering in America: An In-Depth Look at Volunteering and Civic Engagement" for 2010. View the report and additional data at:
<http://www.volunteeringinamerica.gov>

From the VolunteerMatch blog, "The Difference Between "Civically Engaged" and "Volunteer" (and How to Turn One into the Other)." View the article at:
<http://tinyurl.com/chva7ut>

From the Chronicle of Philanthropy, "Philanthropy Buzzwords of 2011." View article at: <http://tinyurl.com/ceqwvf6>

ENGAGE the Lion's Social Media Sources

The Laboratory for Civic Engagement utilizes various forms of social media to connect with individuals, groups, and organizations at Penn State Brandywine and beyond. Here, we list where you can find us online, along with some highlights of what we are posting.



Twitter – a microblogging platform, sharing information in 140 characters or less

http://twitter.com/psubw_engage

@PSUBW_ENGAGE

The Laboratory uses Twitter to communicate short updates on our activities, to share news stories from other organizations, and to generate prompts for discussion. We have recently joined the weekly celebration of **#CharityTuesday**, a chance to recognize the efforts of nonprofits, individuals, and everyday heroes doing great things.



PSUBW_ENGAGE Penn State BW ENGAGE

#bwtakeson ...Should museums be ethically/legally required to return international artifacts to country of origin? See: n.pr/tizCkV
21 Dec



PSUBW_ENGAGE Penn State BW ENGAGE

Closing out 2011 with our first **#CharityTuesday** shout out to **@CNNHeroes** finalist **@GlobalSoap** Project! One man+innovative idea = saving lives

Every Wednesday, we post a thought-provoking question based on a current news story relating to the themes we address in the Laboratory. The **#bwtakeson** prompts encourage our readers to reflect and engage in discussion.



Storify – a way to tell stories with social media such as tweets, photos, and video

http://storify.com/psubw_engage

Storify has already proven useful for us to document our posts in social media. For example, visitors to our Storify page can view all the **#bwtakeson** discussion prompts we posted in 2011. We also created a Storify that documents all of our tweets we posted during the **2011 CNN Heroes Awards** broadcast, where one of our tweets was even highlighted and posted onscreen by CNN! We look forward to utilizing Storify more and more as we continue to expand our use of social media.



flickr – an online photo management and sharing application

http://www.flickr.com/photos/psubw_engage

More and more photos are being added all the time! Currently, we have photos from our Fall 2011 Prettv in Pig event and Operation Military Haiku wall



YouTube – an online video-sharing platform

<http://www.youtube.com/psubwengage>

The Laboratory has recently begun posting videos every month to update everyone on the recently completed and upcoming activities and accomplishments of our students and the greater Penn State Brandywine community. Keep an eye out for additional videos generated by students!



Diigo – a social bookmarking website for research and sharing knowledge

http://www.diigo.com/user/psubw_engage

With such a wealth of information available online, we are creating lists of resources to assist our students and others interested in looking for local-to-international organizations and reports along specific themes. For example, the current list we are populating is a resource list relating to the topic of hunger (http://www.diigo.com/list/psubw_engage/hunger).



goodreads – a social cataloging website for book recommendations and reviews

http://www.goodreads.com/psubw_engage

We are collecting a virtual catalog of books published on the topics of volunteering, service learning, public scholarship, democracy, and leadership. We encourage everyone to explore our list and to suggest titles for us to include! In this newsletter issue, we will highlight three books from our list. Starting with...

- *Soul of a Citizen: Living with Conviction in Challenging Times*, by Paul Loeb (2010)
 - *Is Democracy Possible Here?: Principles for a New Political Debate*, by Ronald Dworkin (2008)
 - *KaBOOM!: One Entrepreneur's Quest to Build Community & SAVE PLAY!*, by Darell Hammond (2011)
-



Our website! – Visit us online to learn even more!

<http://engage.bw.psu.edu>

Make a New Year's Resolution – to Volunteer!

In 2012, YOU can earn the President's Volunteer Service Award!

	Bronze	Silver	Gold	Lifetime
Young Adults (Ages 15 to 25)	100 to 174 hours	175 to 249 hours	250 hours or more	4,000 hours or more of volunteer service (over a lifetime)
Adults (25 and older)	100 to 249 hours	250 to 499 hours	500 hours or more	4,000 hours or more of volunteer service (over a lifetime)

Take an activity you already have a passion for (volunteering), track your hours over the calendar year, and earn national recognition!

(1) Visit:
<http://www.presidentialserviceawards.gov/>

(2) Create an account at the website

(3) Contact Dr. Laura Guertin
(engage@bw.psu.edu) to get the "Record of Service Key" to enter with your account

(4) Start tracking your volunteer hours! It's that simple!

To see who has earned this prestigious honor on campus, please visit: <http://tinyurl.com/volunteeraward>

How wonderful it is that nobody need wait a single moment before starting to improve the world. ~Anne Frank



Dr. Laura Guertin, Laboratory Coordinator
Penn State Brandywine
25 Yearsley Mill Road, Media, PA, 19063