

GEHLI LEADERSHIP DEVELOPMENT 2023

DAY OF SERVICE TOOLKIT

→ Team RAMS Unite Now (RUN)



VCU
DAY OF SERVICE
TOOLKIT



prepared by
TEAM RUN
Grace E. Harris Leadership Institute



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Day of Service →

A VCU “Day of Service” has been implemented in prior years. Our investigation shows that students desire to resurrect a “Day of Service” but lack the historical resources and tools to do so efficiently.

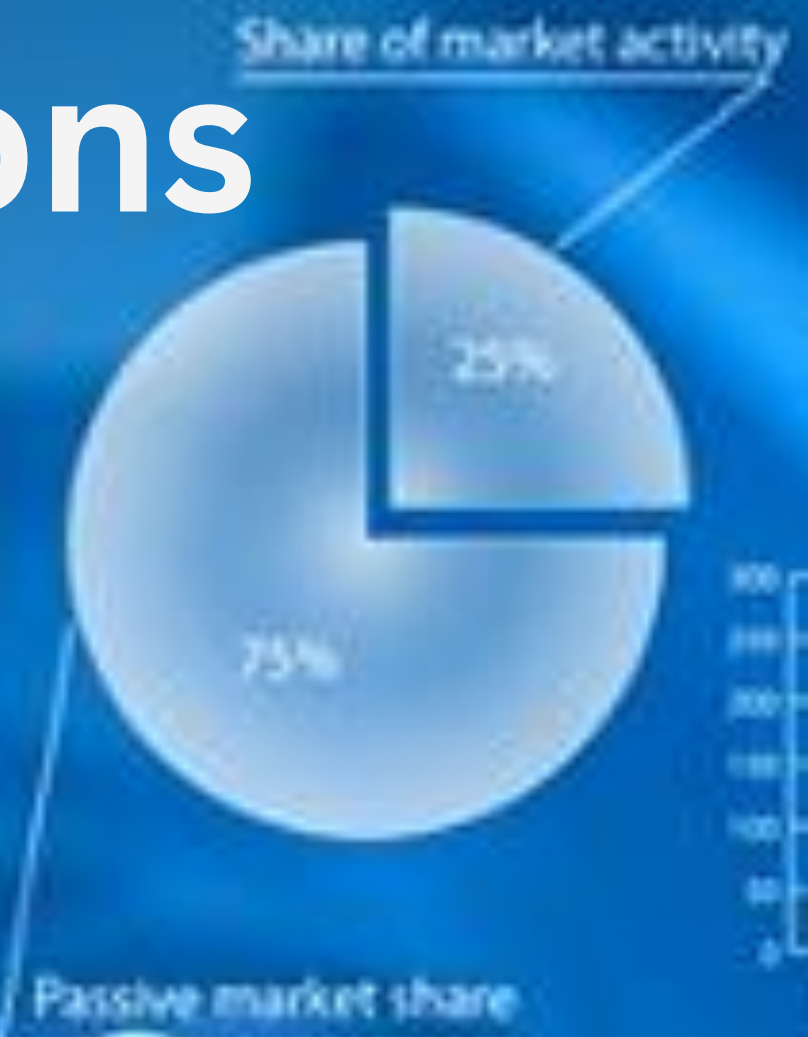
Why?

A **Toolkit** will demonstrate best practices and recommendations that will provide a strong **foundational** starting point.

Day of Service Benefits

- Student leadership opportunities
- Links VCU Students, Faculty and Staff with non-profit organizations in the Richmond community
- Community partners receive valuable service and build long-lasting connections with VCU
- Students can satisfy their community service requirement
- Staff can utilize their “enhanced community service” leave

3 Main Questions



Changes in the activity of the active and passive market is uncertain. Established positive trends in various market segments.



Projected sales of main products

What “problem” are we solving? →

Need

What are the tangible benefits of service events? →

Scholarly Research

Is there student interest in a university Day of Service? →

Desire

Research Review Findings

**ENGAGEMENT
& RETENTION**

**SENSE OF
COMMUNITY**

**SOCIAL
CONSCIOUSNESS & CULTURAL
INTELLIGENCE**



WELLNESS

**IDENTIFICATION OF FUTURE
OPPORTUNITIES &**

Sense of Community

Shared Mission
& Common
Interests

Develop
Personal and
Professional
Network

Social
Consciousness
& Cultural

Intelligence



VOLUNTEER



VCU

Engagement | Retention | Opportunities for the Future

Socialization
and Gen Z

Increased
Retention and
Student

Future Service
Learning
Opportunities



Student Survey



Welcome to our
New Graduate Students!

Join us in Oliver Hall for the School of Education's New Graduate Student Orientation.



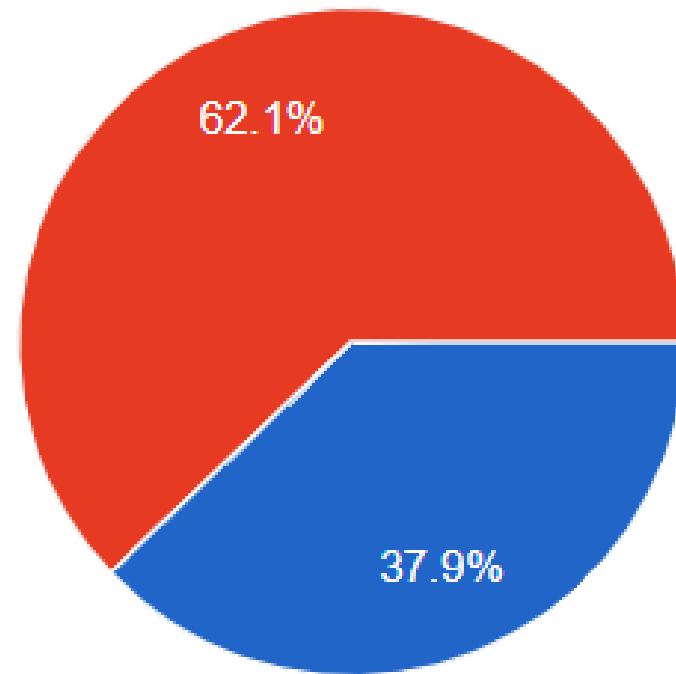
Wednesday, August 18 | 3 – 4:30 p.m.
Oliver Hall, Room 4084

RSVP at bit.ly/SOE-GradOrientation

 **VCU** School of Education 



Student Participation in Community Service

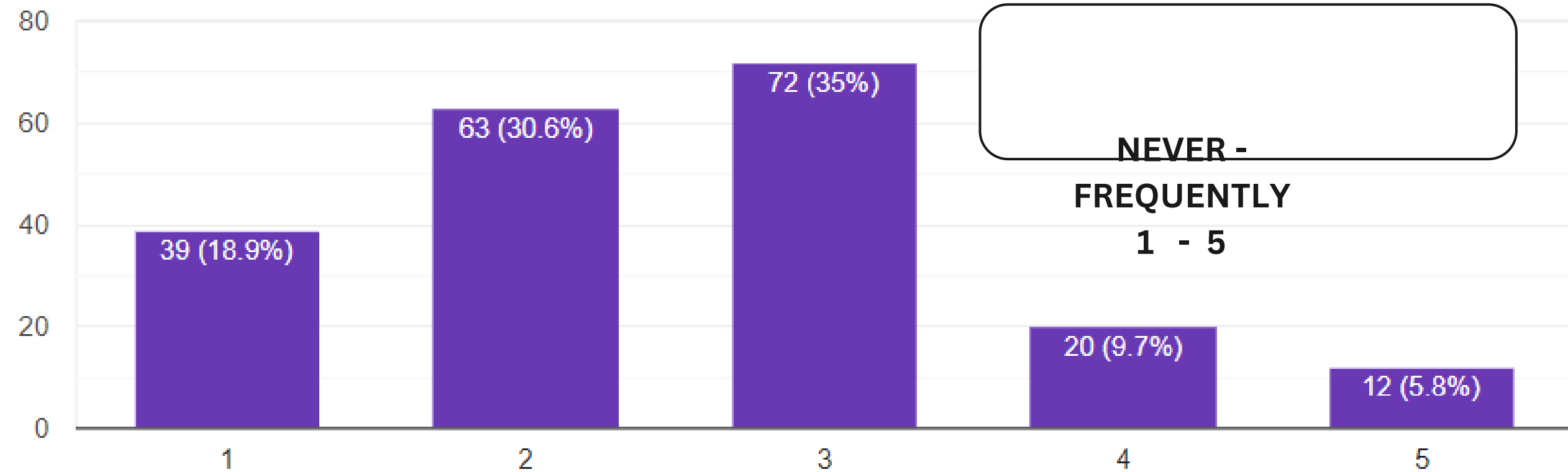


62%

of students surveyed are **not** currently engaged in community service

<6%

of students surveyed are frequently engaged in community service



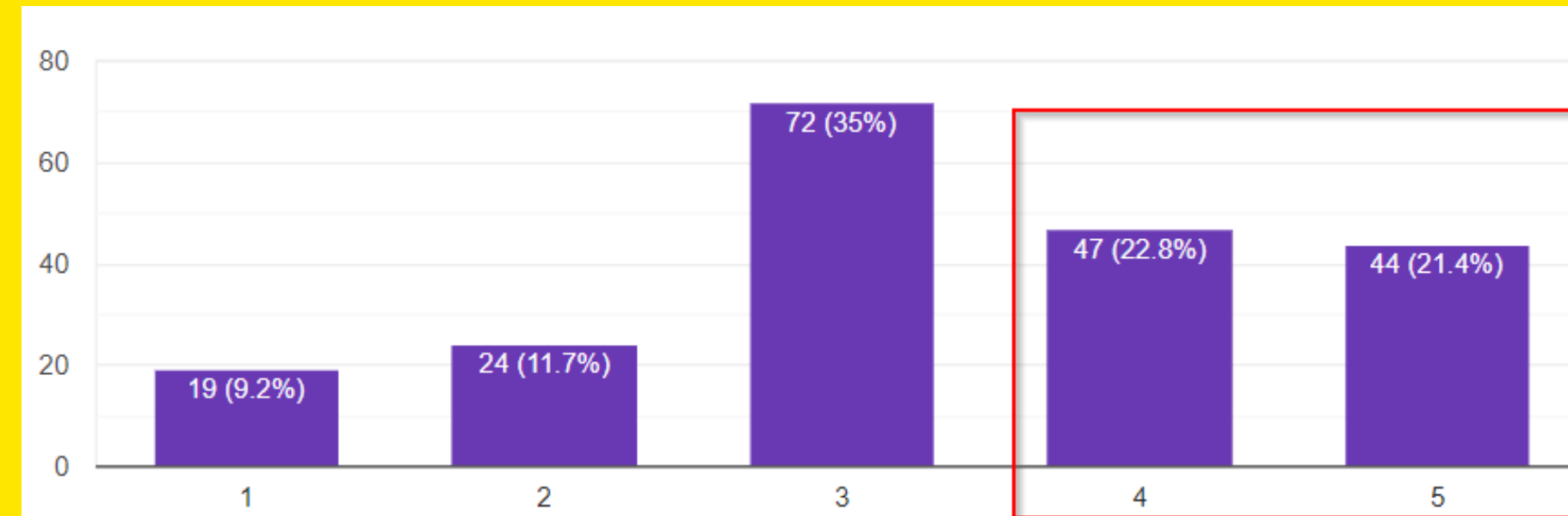
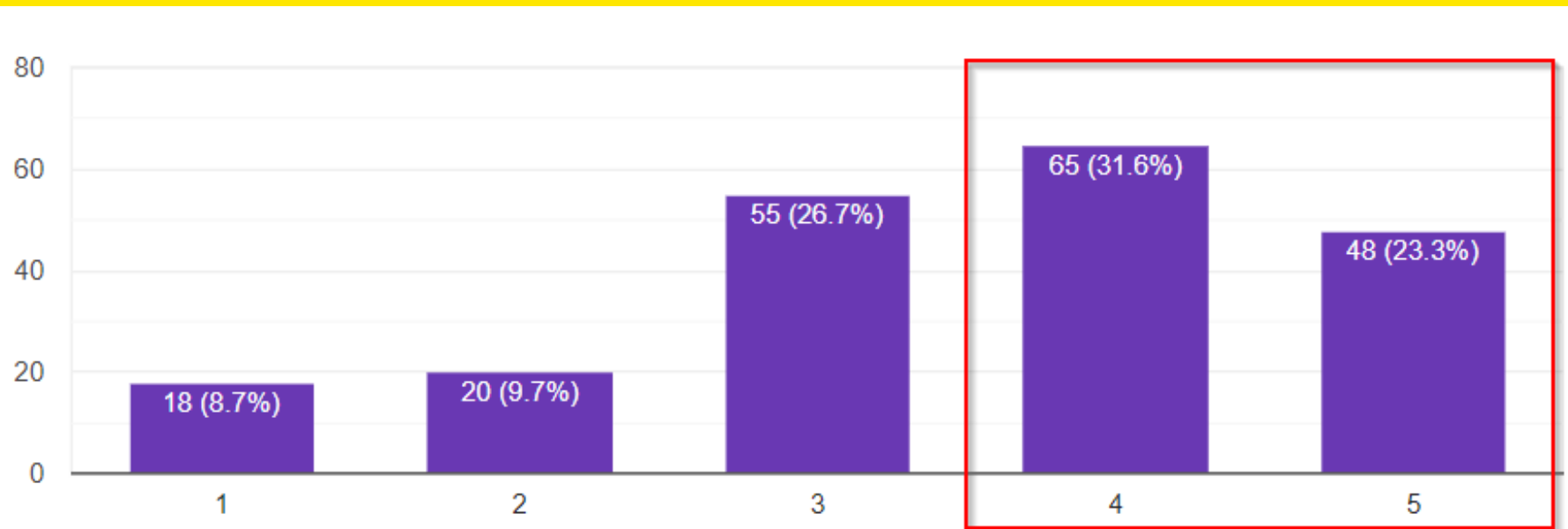
Student Interest VCU Day of Service

On-Campus

Day of Service
54% Likely or Extremely Likely

Off-Campus

Day of Service
44% Likely or Extremely Likely



[NOT AT ALL LIKELY - EXTREMELY LIKELY]
1 - 5

Student Interest

What type of service

service

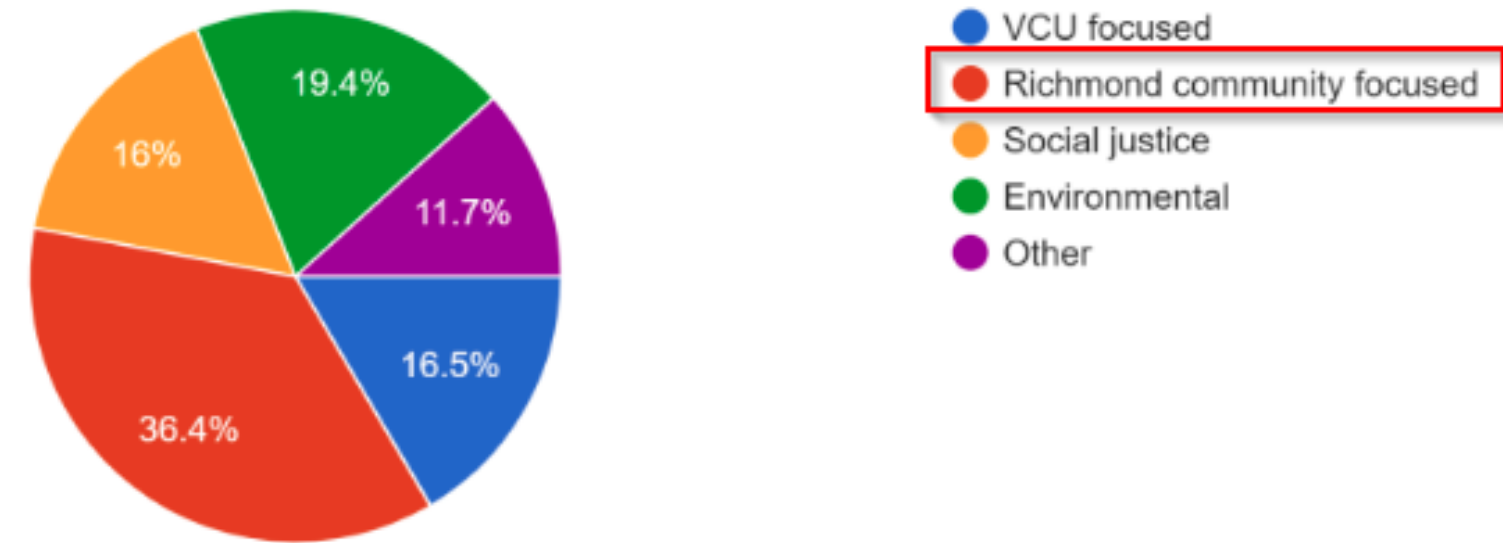
**Richmond
community
focused**

Two most
important
reasons for
participating

**Giving back to
the larger
Richmond
community**

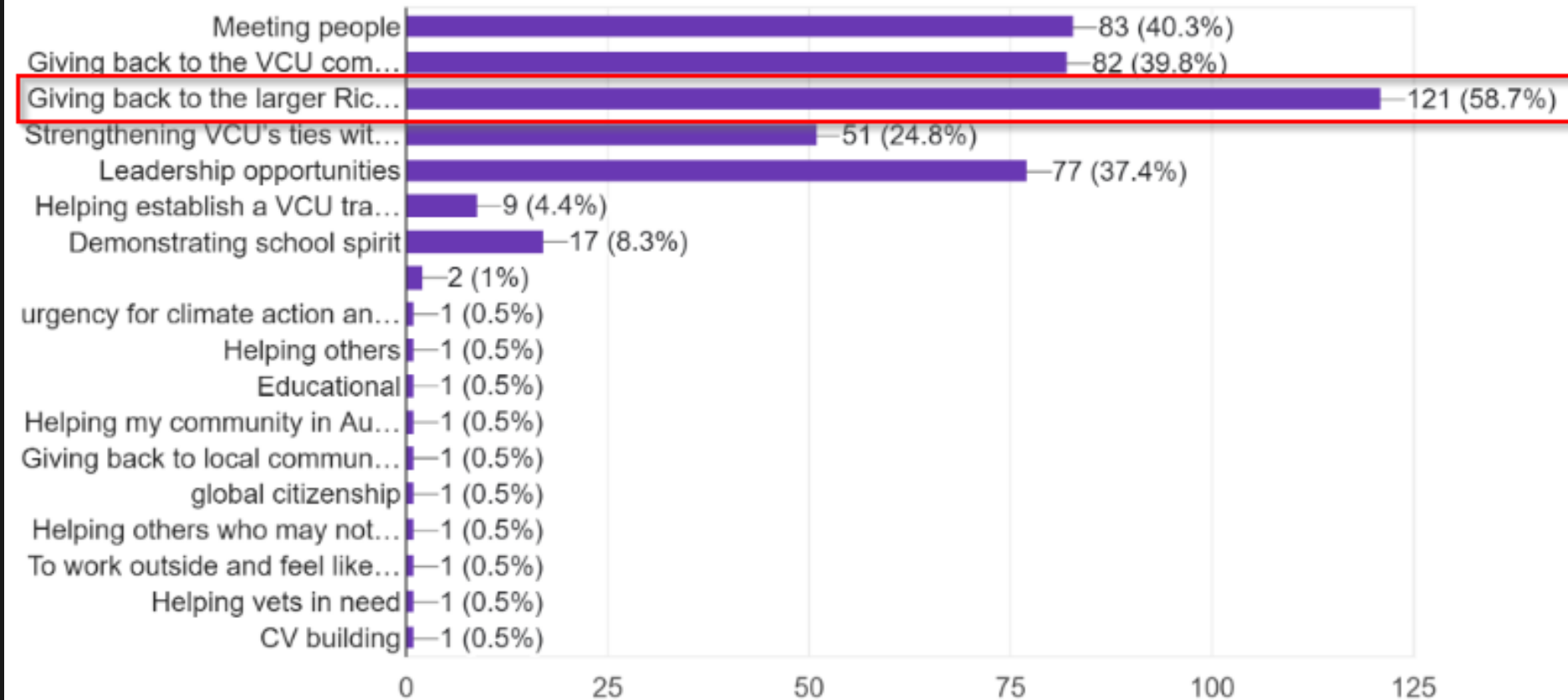
What type of service interests you the most?

206 responses



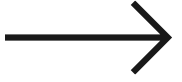
Select your two most important reasons for participating in service.

206 responses



Communication Plan

To effectively promote the Day of Service and engage the university community to maximize participation



TARGET AUDIENCE

- VCU Students, Faculty and Staff
- Alumni
- Community Partners
- Media

KEY MESSAGE

- Sense of Belonging
- Showcase VCU's commitment to the community

TIMELINE

- Provide achievable milestones for a successful event

EVALUATION

- Measure the success!

Communication Channels



WEBSITE

Develop a VCU dedicated website for the



EMAIL

- Targeted emails to Students, Faculty, Staff, Student Orgs
- Utilize University Newsletters

NEWS OUTLETS

Collaborate with University Public Relations and



SOCIAL MEDIA

- Create event specific accounts
- Partner with Social Managers within the University

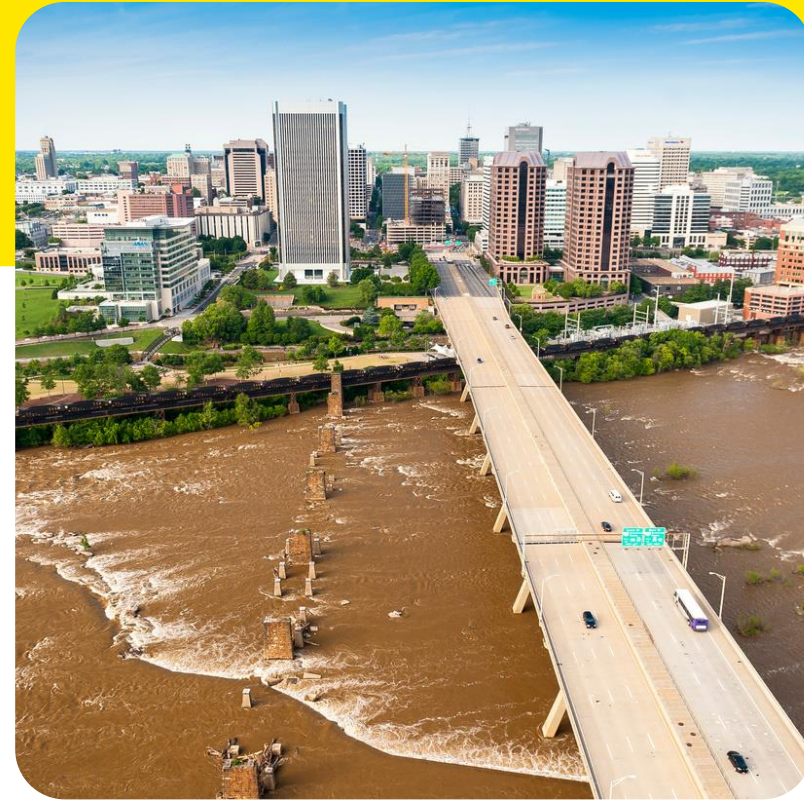


CAMPUS SIGNAGE / FLYERS

- Display posters and banners in high-traffic areas
- Distribute flyers and brochures
- Shared monitors

day Capturing Content

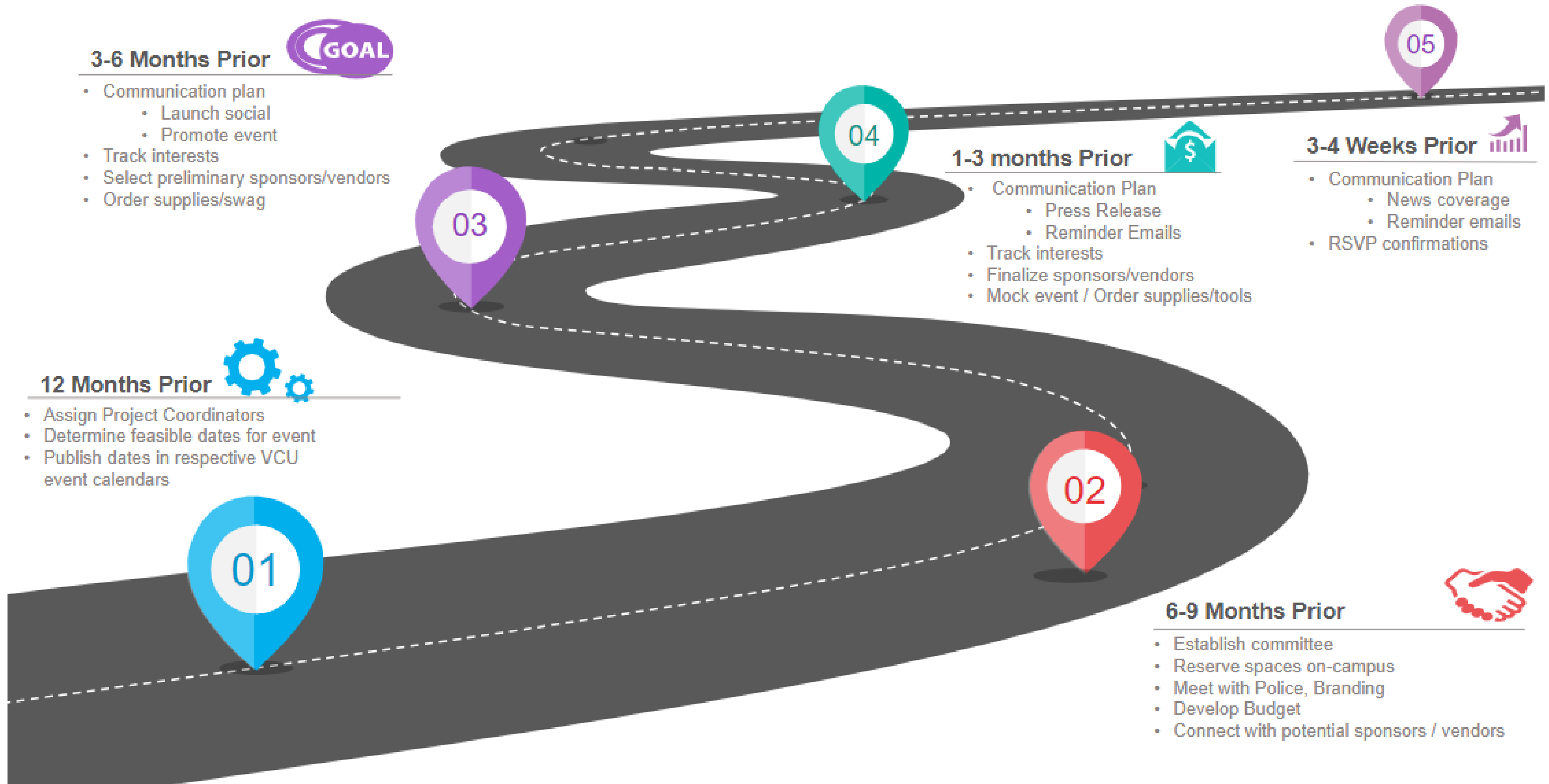
- Develop hashtags, encourage use
- Focus on effective



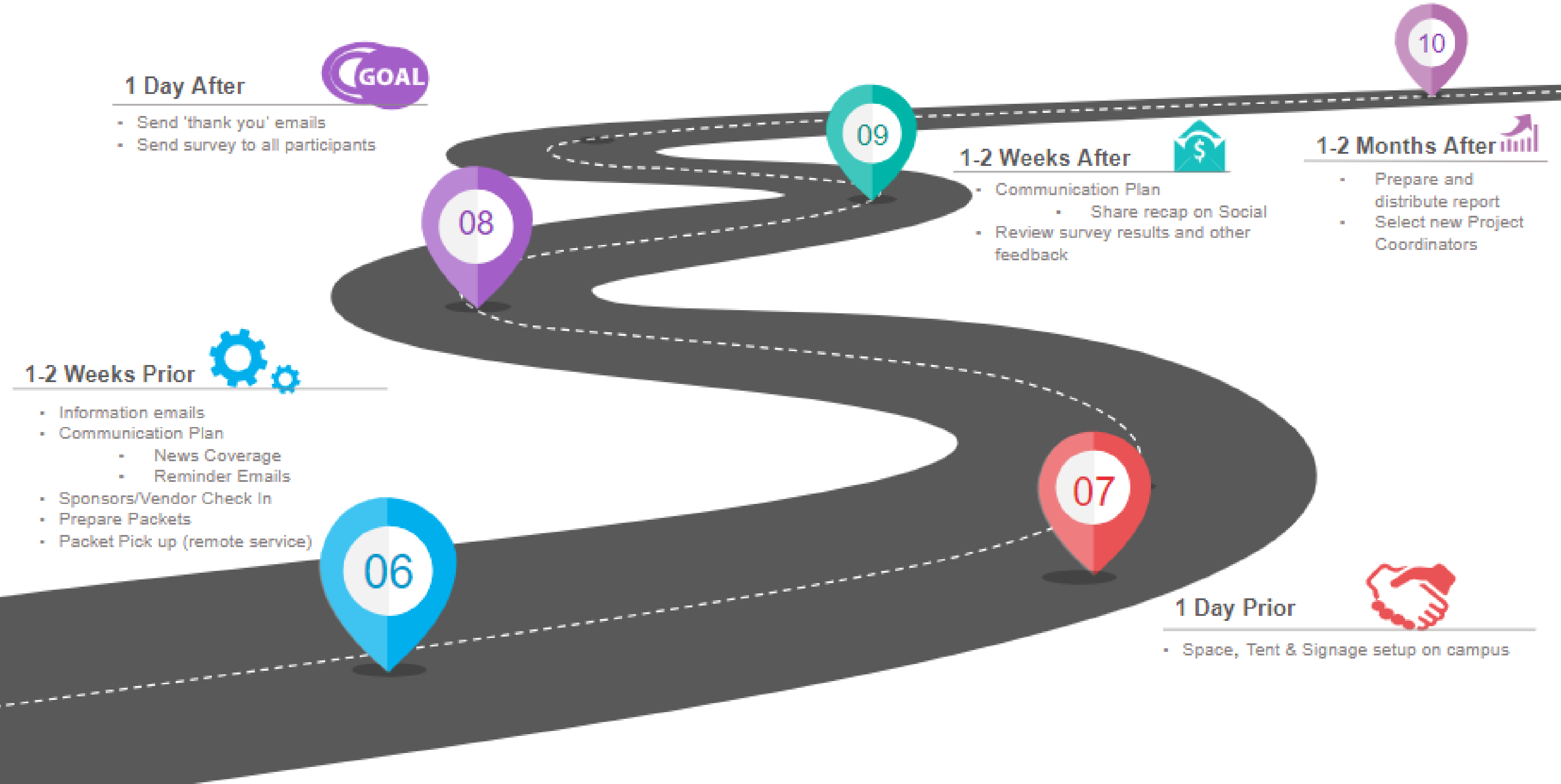
Day of Service Budget

Budget Category	Base Budget	Adjustments	Revised Budget
Salaries/Wages & Fringe	\$5,000	\$3,000	\$8,000
Supplies/Misc.	\$23,000	\$6,300	\$29,300
Vendors	\$2,500	\$700	\$3,200
VCU Services	\$5,000	\$2,300	\$7,300
Total	\$35,500	\$12,300	\$47,800

Day of Service Roadmap with Milestones

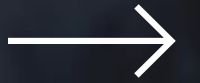


Day of Service Roadmap with Milestones



AGENDA

SAMPLE



Packet Pickups / Healthy snacks

Packet Pickups / Healthy snacks

CHECK IN

President's Address

WELCOME

Transportation to Service Locations

AM SERVICE

Food Trucks, Vendor Tables,
Entertainment

LUNCH

Transportation to Service
Locations

PM SERVICE

Food Trucks, Vendor Tables,
Entertainment

CLOSING

Liability / Risk Management



VCU is self-insured through the Commonwealth of Virginia.

The **Risk Management and Insurance (RM&I)** office is the liaison between the state plan and VCU departments

Liability waivers may provide additional protection

Staff Contact in RM&I

Monee Mosley, ARM, Senior Risk Associate

When to Reach out to RM&I

As early as possible, at least 2 weeks prior to event

C Event Planning & Evaluation

This spreadsheet covers many of the basics of planning and executing an event. The group may find this template does not cover every aspect of the event. Additional reflection questions or documentation might be needed. Save a copy with your group's files, and modify this Spreadsheet to meet the group's needs.

Keep this Spreadsheet up-to-date throughout the event planning, execution, and evaluation processes.

Questions? Contact xxxx@vcu.edu

Five Steps for Pre-Event Planning

1. Generate Ideas

2. Set Goals

3. Establish Event Date(s) and a Planning Timeline

4. Develop a Budget

5. Gather Resources

Eight Essential Questions for Post-Event Reflection:

1. How did we meet or not meet our goals for this event?

2. What resources (e.g., human resources, financial resources, space resources) did we utilize to execute this event? In what ways was it enough? In what ways did we need more resources?

3. What was the communication and promotion plan for the event? How was it successful? How can it be improved?

4. Were there any extraneous factors impacting our event's success (e.g., conflicting events, weather, changes in group membership, security and safety concerns)?

5. How was our professionalism in planning and executing the event?

6. What conflicts within the group occurred during the planning/execution of the event? How did we address group conflict as it arose?

Event Information

Event/Activity Name			
Student Group Name(s)		Group ID Number(s)	
Date(s) & Time(s)	Date(s)		
	Start Time		End Time
Location			
Event Description			

Contact Information

	Name	Email	Phone Number	Other information
Hosting Student Group Contact:				
Co-Hosting Organization / Sponsor Contact:				
Venue Reservation Staff Contact:				
Catering/Food & Beverage Contact:				
Entertainment/Speaker				

Should we do this event again? Explain the decision.

--	--

Evaluation

On left half of this sheet, set goals for the events. Remember goals should be SMART (Specific, Measurable, Attainable, Realistic, and Timely).

Event Goals

What goals do we have for the event?

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Committing to Group Norms

Discuss and describe what expectations the group has for each other as they plan the event.

On right half of this sheet, reflect on how your met or did not meet the event goals. Also take time to reflect on the group's dynamics throughout event planning and execution.

Goals Reflection

How did we meet or not meet each goal? What contributed to us meeting or missing this goal?

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Group Dynamics Reflection Questions

Describe the professionalism of the event planning team, group members, and event volunteers in planning, coordinating and executing the event.

Attendance Information

Expected Attendance		Actual Attendance	
VCU Students (Undergraduate)		VCU Students (Undergraduate)	
VCU Students (Graduate/Professional)		VCU Students (Graduate/Professional)	
VCU Staff/Faculty		VCU Staff/Faculty	
General Public		General Public	
Other Group [please specify]		Other Group [please specify]	

Event Promotion

Check all types utilized to promote the event, describe how effect each type was, and provide an example of this promotion.

Type of Promotion	Applicable? [x]	Describe its effectiveness	Example of this kind of promotion (include photos, screenshots, videos)
Chalking			
Digital Signage			
Emails			
Facebook			
Flyer/Handbill			
Event Calendar			
Instagram			
Postering			
Snail Mail			
Snapchat			
Twitter			
VCU Events Calendar			
Word of Mouth			

Event Feedback

VCU Day of Service Evaluation

Thank you for participating in the VCU Day of Service. We value your feedback and insights to help us improve future events. Please take a few minutes to complete this short evaluation.

1. Clarity of communication about the purpose and expectations of the event prior to registering to participate: *

Poor 1 2 3 4 5 Excellent

2. Ease of registering to participate in the event: *

Poor 1 2 3 4 5 Excellent

3. Clarity of communication about event details and logistics after registering to participate: *

Poor 1 2 3 4 5 Excellent

4. Smoothness of event flow, time management and execution on the day of the event: *

Poor 1 2 3 4 5 Excellent

5. Professionalism of the event planning team in planning, coordinating and executing the event *

Poor 1 2 3 4 5 Excellent

6. Consideration of for the safety and security of all persons and property involved in the event. *

Poor 1 2 3 4 5 Excellent

7. Use of financial resources and budget to support event: *

Poor Excellent

8. Your overall experience of this event:

Poor 1 2 3 4 5 Excellent

9. We'd love to share positive feedback from participants. If you're comfortable, please provide a short testimonial about your experience:

Your answer

10. Additional comments:

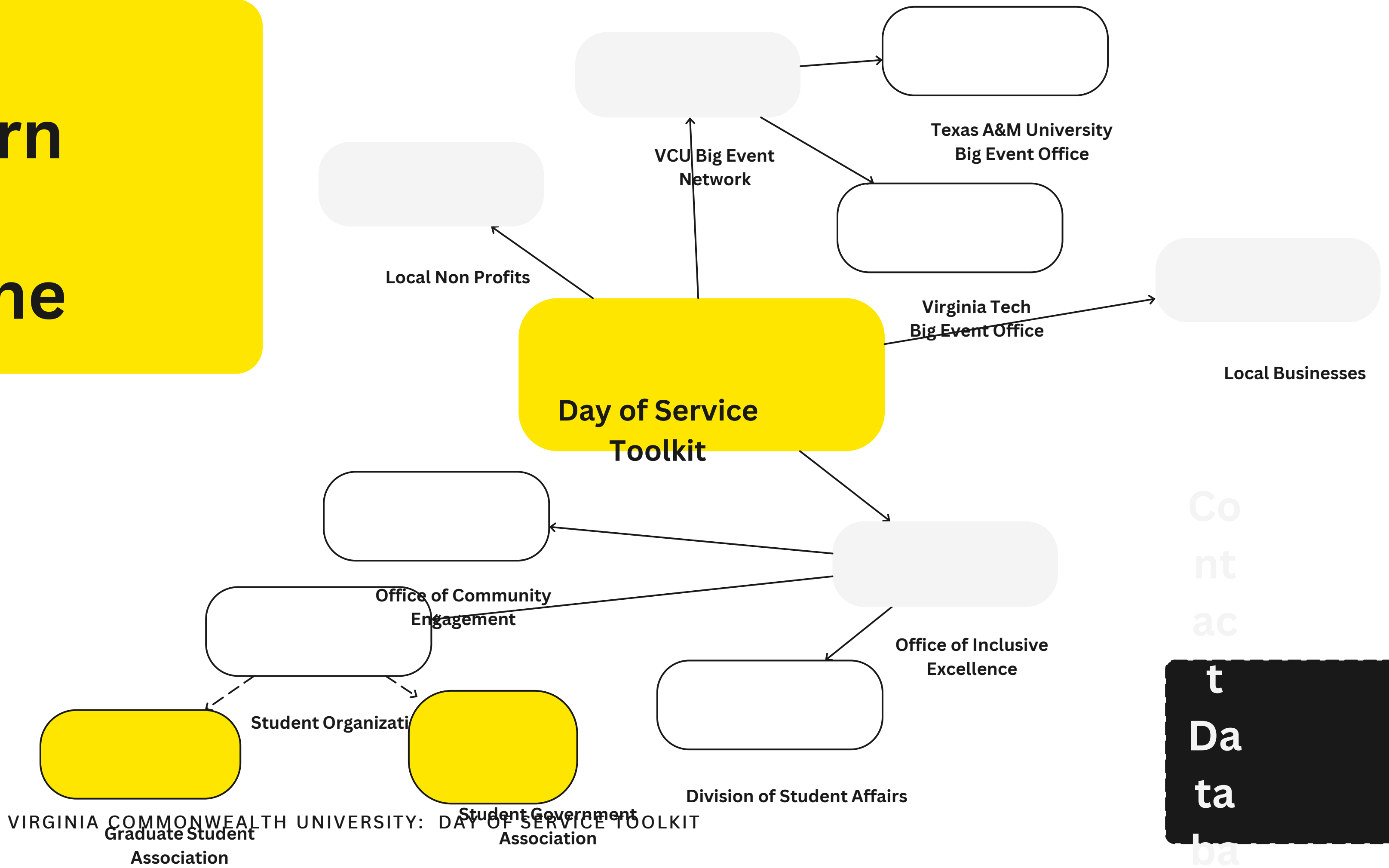
Your answer

Back

Submit

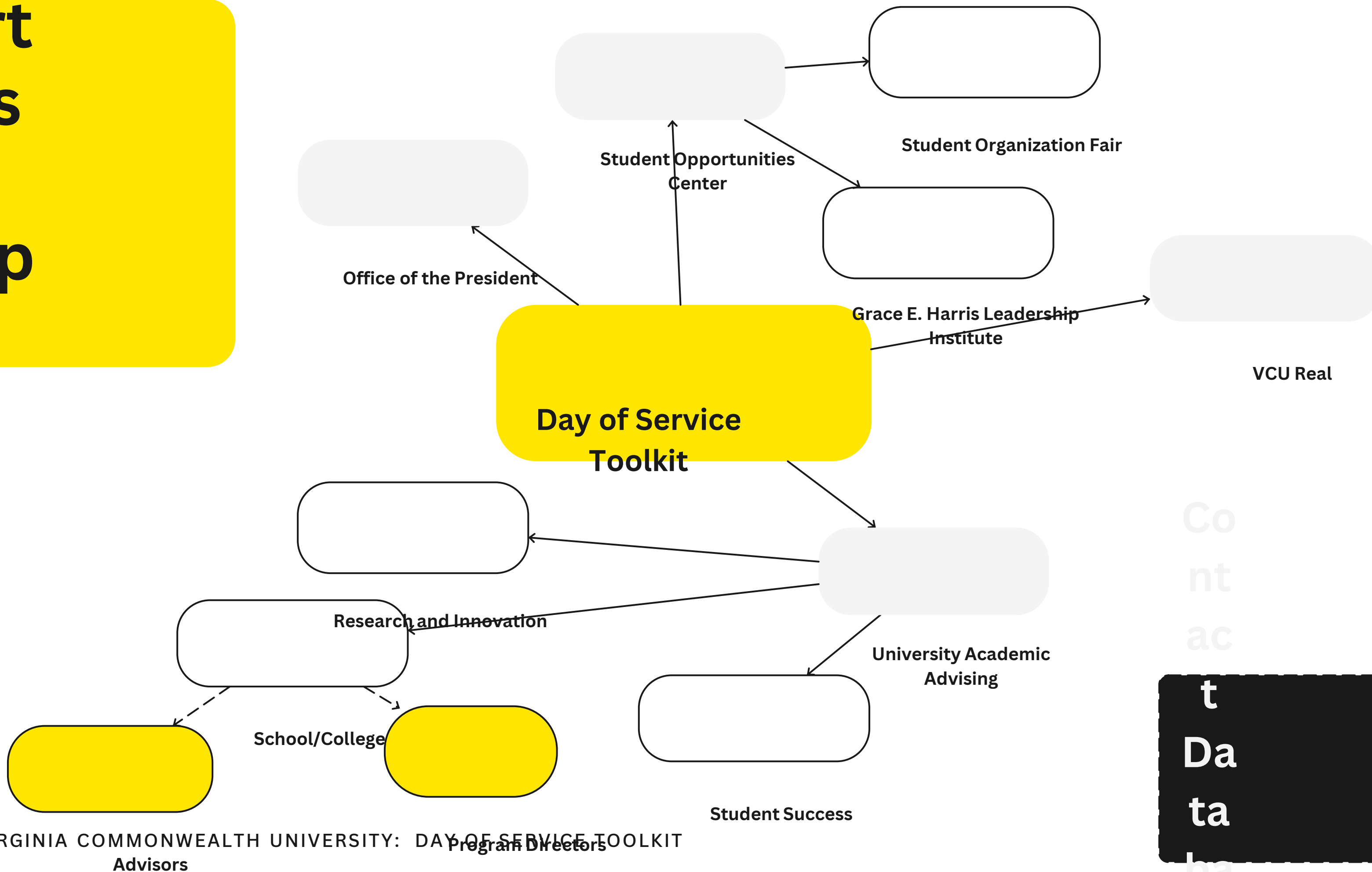
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Departments & Champions



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**Thank you
to our
sponsor!**

Joyce Lloyd, PhD

is a Professor in the Department
of Human Molecular Genetics and
Associate Dean with the Graduate
School

Questions?

Thank you for your time
and attention.

→ **Team RUN**

