

# Highlights

## *in Service Learning*

*Students & Communities*

### In this issue

Origins.....2

Components.....3-5

Strengths/Weaknesses..6-7

Reflections/Future.....8

Spring 2005

Com 365—Public Relations & Advertising Writing

#### North Canton, Ohio, 2005

Walsh University Students from Lee Horrisberger's Public Relations and Advertising class have teamed up with Ohio State University Extension, Stark County to increase public awareness of the benefits and opportunities that OSU Extension, Stark County has to offer.

During the course of the spring semester, Horrisberger's class has cultivated the service-learning collaboration to promote the OSU Extension's programs and new Stark County location. The initiative has given Horrisberger's students a chance to apply class skills in a real life, client situation.

The students prepared a PowerPoint presentation and brochures to present to potential program participants and partners throughout Stark County. The class held an Open House on Thursday, April 21 as well. Building tours, displays and Extension representatives were available to inform guests. A Phenology Garden tour was included, and a master gardener was on hand to answer questions about horticulture and lawn care. "OSU Extension, Stark County- Bringing Knowledge to Life" is the theme of the project.

"This collaborative, service-learning opportunity with Walsh University (students) will enable OSU Extension, Stark County

office the possibility of creating a very cost-effective marketing and public relations effort," said David C. Crawford, Stark County Extension Director & Extension Educator, 4-H/ Youth Development. "This approach also provides the Walsh students a unique, hands-on opportunity to experience a real life scenario of researching, designing and implementing a true to life project in the field of their future career of Marketing and Advertising."

Leanne Ware, a junior at Walsh University and an active student in the project, said, "I feel that this project will provide me with more experience than any other class offered here at Walsh."

The new OSU Extension location is at the USDA Service Center, 2650 Richville Dr. SE, Massillon.

"This is a great example of collaboration in education and the community during this time of reduced budget and funding challenges," added Crawford. "What a great opportunity for both institutions! It is truly exciting being a part of this effort with very talented Walsh students and staff. I also look forward to very positive results from this effort."

For more information on the Service Learning Project, please contact David C. Crawford, Stark County Office, at (330) 830-7700, Extension 115.



Horrisberger's students introduced their service-learning project to Ms. Susan Scheetz's 4th grade class at Navarre Elementary on Tuesday, April 12, 2005. ***Pictured clockwise, left to right:*** Carmen Luckino, Rebecca Wasserman, Kristen Boyne, Melanie Smith and (center) Stephen Rose.

COM 365--  
Public Relations and  
Advertising Writing

Lee Horrisberger--  
Professor

Karen Adams

Casey Barto

Kristen Boyne

Brandi Burnsworth

Nina Fioritto

Cheryl Lopez'

Carmen Luckino

Christina Mayle

Jessica Mitchell

Tiffany Pellegrine

Stephen Rose

Melanie Smith

Tyler Spears

LeAnne Ware

Rebecca Wasserman



## Service Learning *Origin of the Project based on class research*

### CLIENT—SERVICES

- Our client is the Ohio State University Extension Services—Stark County
- Under the umbrella of the OSU Extension, Stark County has four programs—Family and Consumer Sciences, 4-H Youth Development, Community Development, and Agriculture and Natural Resources. (Adams—Boyne)
- The mission of the Extension Service is to engage people to strengthen their lives and communities through research-based educational programming
- The Ohio State University Extension was created to fulfill the land-grant mission that was mandated by an act of Congress. The program was developed to disseminate information gathered through scientific research throughout the nation and state for the betterment of the citizens of Ohio. (Adams)
- In addition, this research and information that researchers have gathered throughout the Land Grant System, can be put in the hands of every person living in Ohio, and more particularly those publics in Stark County (Smith).
- The Extension Service System is actually the nation's largest non-formal education system. OSU Extension has over 1100 publication titles, as well as videos, slide sets, computer programs and audio programs for use by the public. (Pellegrine)

**PROBLEM** • Main problem—lack of visibility and lack of funding (Barto)

### OBJECTIVES

- The two main objectives for this project are: first is to create more community awareness and involvement in the Extension office in Stark County and all the programs it has to offer (4-H, community development, etc.), and brand identity. The second is to help this organization receive more money through funding. In order to do this, we have to launch a productive and successful public relations campaign on a very low budget. (Wasserman)

*The summary looks great! Lots of thinkers in your class. These are all areas we as professionals discuss when our organization gets together. It is great that the students can identify most of the issues and challenges without hands-on experience with Extension.*

**David Crawford**, Service Learning Partner--January 25, 2005

## Components of the Project

**Week 1** Introduction to class and Service Learning--Research the Service Learning Partner

**Week 2** David Crawford meets the class-- Teams pitch their proposals for the project



**Week 3** Build the media guide-- Teams assigned to research our target audience—including media

**Week 4** Journaling—students decide what they want to do for service--Write the press releases

**Week 5** David Hertz, Beacon Journal Editor coaches us on writing and offers tips on how to get publicity

**Week 6** Assigned Teams--We make the media pitch

**Week 7** Look for a sponsor and write the appeals letter--Create the flyer

**Week 8** Cross our fingers and send our appeals letter--Tour the OSU Extension, Stark County Facility

**Week 9** Spring break—we keep working

**Week 10** Innis Maggiore invites us in to discuss our project and offers strategies for our campaign. The *Beacon Journal* prints our release.

**Week 11** Teams take over, sponsors, invitation, PowerPoint, brochure, the skit, the *Urban Push*

**Week 12** Spokesmen present to Faculty, University Senate. *The Repository* and *Press News* give us coverage.

**Week 13** Sent the Invitations-- Present project to Navarre Elementary 4th graders. The *Catholic Exponent* writes a story.

**Week 14** Spanish Outreach, presentation at All Saints' church to Spanish parishioners, PSAs played on local radio. The *Farm & Dairy and Far Corners* prints our Open House release.

**Week 15** Portfolio Review with Field Professionals. Presentation to State Senator Kirk Schurring and OSU Extension Officials



April 21, 2005

Open House—we did it!!!!

### Individual Assignments

Journal

Appeal Letter to Sponsor

Service Learning Press Release

Walsh Press Release

Open House Press Release

Flyer

Profile

Bookmark

Public Service Announcements (PSAs)

Portfolio

Team Projects

Brochure

PowerPoint

Client Proposals

Sponsor Approach

Media Contact

Invitations

Flyer Distribution

Displays

Food Committee

Spanish Out Reach

“Urban Push”

Project Spokespersons

Photography

Media Guide

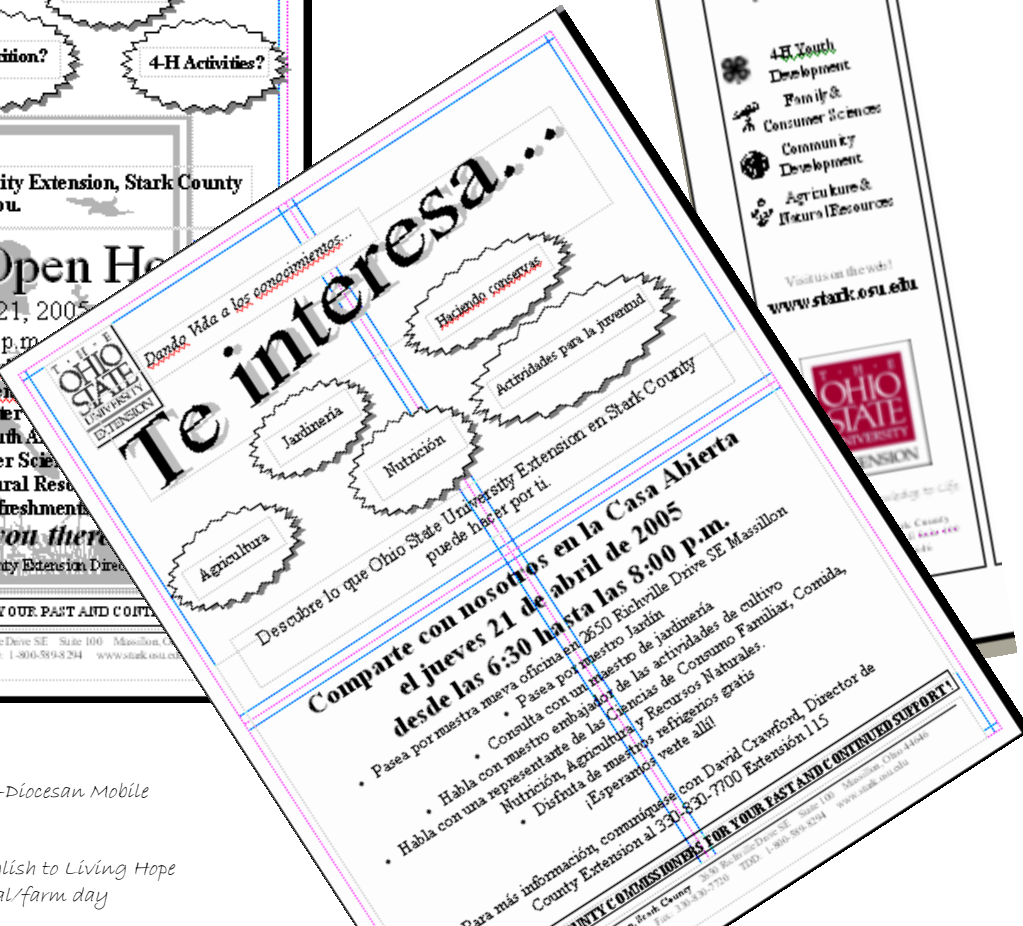
Feature Writing

Advertisement

# OSU Extension, Stark County & Walsh University



# Walsh University



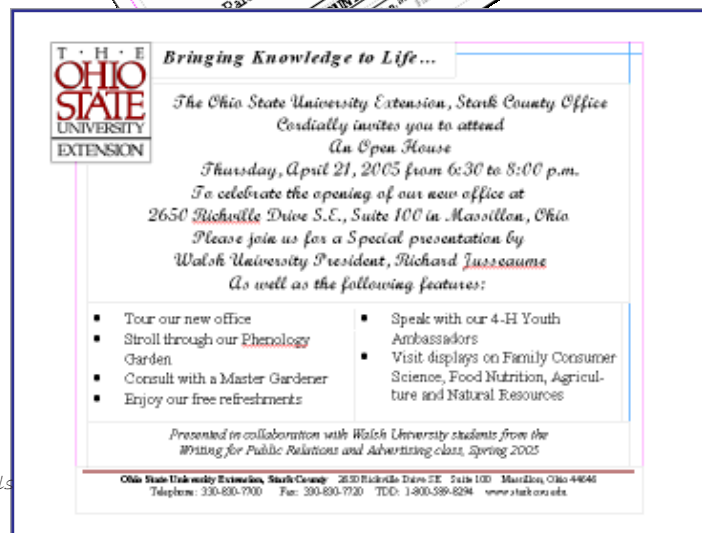
### Flyer Distribution

- 50 Spanish flyers to the Tri-Diocesan Mobile Migrant Ministry
- 50 flyers, Spanish and English to Living Hope Church for Agricultural/farm day
- 50 flyers, Spanish and English to All Saints Catholic Church—

ALL Schools in the Stark County District through permission of superintendents office

Nearly 400 flyers were distributed throughout Stark County to businesses, garden clubs, schools and other target publics

Invitations--mailed 600 invitations to local, county and state officials and publics



# Partners in Service Learning

## NEW OHIO STATE UNIVERSITY EXTENSION, STARK COUNTY OFFICE CELEBRATES WITH OPEN HOUSE

Massillon, Ohio, April 11, 2005 – Stark County residents are invited to attend an Open House on April 21, 2005 from 6:30 to 8 p.m. in celebration of the opening of the new Ohio State University Extension (OSUE), Stark County office located at 2650 Richville Dr. S.E., Suite 100 in Massillon. The Open House will showcase the OSUE, Stark County theme, “Bringing Knowledge to Life” by offering practical information about its programs.

Attendees can tour the building, learn about insects and blooms in the Phenology garden, chat with 4-H youth ambassadors, and visit displays on family consumer science, nutrition, 4-H Horse Project activities, the Stark County Master Gardener program, agriculture and natural resources. Master gardeners will be on hand to answer consumer questions about horticulture and lawn care. Free refreshments will also be provided.

The OSUE, Stark County office hopes to reach more people at its new location and expand its presence in the community. OSUE is dedicated to helping people where they are by tailoring its programs to meet the needs of local residents.

Open House Sponsors—

PBS Animal Health, Brewster Cheese, Holmes Laboratory, Shearer’s Food

The Open House is part of a public relations campaign developed by Communications students from Walsh University in North Canton. The students in Lee Horrisberger’s Public Relations and Advertising Writing class are participating in this Service Learning Project to gain practical experience of classroom concepts. At the same time, they are providing a cost-effective marketing effort for the OSUE, Stark County office. The Open House will feature a presentation by Walsh University President, Richard Jusseume.

OSU Extension is a dynamic educational entity that partners with individuals, families, communities, businesses and organizations to strengthen the lives of Ohioans.

The Extension fulfills the land-grant mission of OSU by interpreting knowledge and research for use by Ohio’s citizens to better their lives, businesses and communities.

For more information on the Open House or Ohio State University Extension, Stark County programs, contact the County Extension Director, David Crawford, at (330) 830-7700 EXT. 115.



Spokesmen presented the project to Faculty Assembly, University Senate, Elementary Schools, Public Open House, and to OSU Extension Representatives, Stark County Extension Board Officials and State Senator Kurt Schurring.



**Media Contacts:**

Who printed the press releases

- The Repository
- The Beacon Journal
- The Press News
- Far Corners
- The Catholic Exponent
- The Independent
- The Spectator
- Louisville Herald

Who broadcast the PSAs

- WHBC
- WZKL
- WCER

## Evaluation of the Project Strengths and Weaknesses from students

I really benefited from the guest speakers, especially Dave Hertz and Sean Williams. Since writing is the area I am most interested in, I was able to get some very specific tips on improving my writing for press releases. I thought it was extremely valuable to produce and release press releases to the media and actually see the end result in print. Coverage in so many different papers provided a great opportunity, and the experience gained through making the contacts with the papers was also good. Creating the media guide and the press kits were valuable also. **Karen Adams, junior**

The servant leader is a servant first. It begins with the natural feeling that one wants to serve, to serve first. Then conscious choice brings one to aspire to lead. -Robert Greenleaf

This class was a great opportunity for me. I really liked the portfolio review. It was nice to have experienced recent graduates in our field look at our writing assignments. I got some great insight into what I should be doing in my writing. The review helped me see that I do have good desk top skills and writing skills, but they need to be cleaned up. **Jessica Mitchell, Junior**

**What went well?**

- Raised the bar of expectancy
- Excellent communication—all papers/projects/journals done on line—graded and returned via email
- Class was more competitive
- Emerging leaders
- Students were able to get out of their comfort zone and really test themselves (speaking, cultivating sponsors, writing, making contacts)
- Feeling of team—cohesive group
- Published pieces, experiencing the real world
- Building portfolio
- Great interest from industry leaders
- Helps build credibility for program
- Positive feedback

One change I would probably have made, was possibly have Dave come in to our classroom and talk to us a little bit more, just to get to know the client a little bit better. **Nina Fioritto, Senior**

Overall the thing that you need to add is time. I know its hard to add that but that was the one thing I felt up against the whole time during this project. I think changing this class from Tues./Thurs. to a MWF format would be easier because you can really keep track of where and what the students are doing. Overall I felt that the project was a success and it gave us all a valuable experience that we will not forget. **Stephen Rose, Senior**

**What needed to be improved?**

- Students didn't buy in—only did the class assignments
- Teams break down, who carries the responsibility
- Jumping over the authority line—needs to always check with Service Learning Partner before publishing
- Without email, it was hard to move files between class and service learning partner—need more mail space—more hard drive to save the files
- More time

from professor

Class effectiveness—two graduating seniors secured communications jobs. Three juniors were placed in paying internships for the 2005-06 school year. Four graduating seniors were accepted to graduate school.

## Evaluation of the Project Strengths and Weaknesses from Service Learning partner

by David Crawford, County Extension Director & Extension Educator, 4-H/Youth Development

**Strengths:** A positive initiative from students; developed a community collaboration for future opportunities with Walsh University; made aware of Walsh University campus & facility opportunities for community organizations; re-energized my outlook positively on college students; energized my interest in Service Learning concept; design of team concept & individual requirements combined effectively for class experience & output. **Output:** great number of developed pieces by students for use by Extension for years to come—we will be able to update for current & future efforts. Professional Stark County Media Guide has been requested by several organizations & professionals. Easy communication through professor, students and collaborator by use of e-mail, classroom, meetings, telephone and visits; Walsh University Presidential support was very impressive for the effort and community also! Many people came not only to visit Extension, but to visit with and listen to Walsh's President.

USDA building partners have utilized press release auto fax, which is very timely and cost effective.

**Weaknesses:** very time consuming and timely responses needed (project was successful due to commitment of professor, collaborator & a number of top students); had to prioritize project needs before normal workload; had to commit time to have staff buy-in to project during a very busy time of our year, which added to their workload; took on expenses which were not budgeted;

Not many weakness, because I was very interested in this effort for Extension and I also really got excited about the enthusiasm of the students getting hands-on experience in their choice of study and career. A very successful project and use of my time and resources.



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**Results**

- Open House had between 250-300 people.
- Other offices which participated in Open House; due to the Project's efforts: Stark County Soil & Water Conservation District, USDA Farm Service Agency, USDA Rural Development Regional Office.
- Event Sponsorships, refreshments, cheese trays; cookies, potato chips.
- Ten Educational Displays for Open House.
- Navarre elementary Presentation & Skit: Four families contacted 4-H Office regarding becoming participants; One Educator contacted Office to review programs available for classroom & to further promote Extension/4-H at their Family Days Event.
- Have had a tremendous amount of conversation on the Service Learning Project and press releases from Extension users and acquaintances all over the county.
- State Senator Schurring, OSU Extension & OARDC Administrators were very impressed with collaborative effort, importance of Service Learning for youngsters & young adults, and promotional items developed by Walsh students for OSU Extension, Stark County.

## Student Reflection on the project

I really enjoyed this project. It was a great way to end my stay here at Walsh. While involved in a service learning project, I was able to get a good grasp of Walsh's dedication to service component in their mission. That really impresses me. I only wish to have recognized this earlier in my education here. I graduate with so much more appreciation for what Walsh is about. Like the memory book says on the front cover, "It's All about Service". That is what I will see years down the line when I look at the memory book. I will specifically remember this project in light of the bigger contribution it has made, along with other projects by students at Walsh.

Service learning projects benefit the community and society on a macro level. Giving back to the community is not just an act of kindness; it is a responsibility and obligation as a human institution or organization within a community passed down by God. What greater way to show compassion for other human beings than to give of yourself. **Brandi Burnsworth Allen**, graduating senior

I have heard that some students have complained about the workload. I am not saying that it wasn't a lot, because it was; however, this class has opened those people's eyes to what the business world is like. Professionals are expected to multi-task and to work under pressure and deadline. If this project was too much for us, then I'm scared to graduate in 2 weeks. **Melanie Smith**, Senior



This class help me to try an area that I already knew but did not know I could use so well. I was always interested in Hispanics but did not know how to reach them. Now I know where and how to reach them. I increased my knowledge on that area very drastically. **Cheryl Lopez**, Senior,

I loved my jobs because I had a lot of community involvement. In fact, I wouldn't have minded doing even more; especially more grade school presentations. I feel like getting out there for the public interaction is the best way to publicize something, and I feel like it was times like those when we shined the most (speeches, grade schools, and Open House). I think we could have all afforded some more of that. **Kristen Boyne**, Senior

This class should definitely have a service learning component. This class was the best thing that I have every taken in my four years of college. This is because I got to use all the skills that I acquired over the years and put it to something useful. It is always nice to do charity and non profit work, and we managed to do that while building up our portfolios. **Christina Mayle**, Senior

### What's new for the project?

Service Learning Partner and student will appear on local television show to talk about project.

Intern placed in Extension Office to continue program.

Package the project model for other county extension offices.

*Portfolio Review—the class finished by compiling a professional portfolio of all assignments and team projects. Fifteen professionals from the field met with each student (one-on-one) to discuss the strengths and weakness of each portfolio.*

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