Leeward Community College, Service-Learning Progam
Bringing Service and Learning Together, developed by Evelyn Kamai
Adapted from source: http://www.csc.vsc.edu/communityservice/SLCommunityAgencyNeed.html
January 2003
Community Agency Need
Crossroads Arts Council (CAC) wants to design a new marketing approach but does not really know how the organization is presently perceived across the region.

Service-Learning Strategy
Marketing students will develop a questionnaire for distribution to area residents. Students will tabulate responses received, develop a marketing strategy informed by survey data, and present their recommendations at a meeting of the CAC board of directors.

Educational Objective
Marketing majors need to apply what they are learning about marketing research and strategy to real-life situations. Ideally, each marketing major should develop a portfolio of projects they worked on during their college years.

Community Agency Need
Castleton Elementary School (CES) wants to expose students in early grades to diverse foreign cultures.

Service-Learning Strategy
Majors will organize a Spanish Club at CES. Through club activities, CES students will learn about the Spanish language, special holidays and events, famous people of Spanish origin, etc.

Educational Objective
Spanish program wants its students to research and learn about the cultures of Spanish-speaking countries.

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