



# Planning an MLK Day for Colleges and Universities: A Collection of Resources



9 December 2010

Dear Colleagues,

Civic engagement and community service are frequent topics of conversation among college and university educators. How can higher education institutions build stronger connections to their communities? How can collegiate programs help students become more informed and engaged citizens? How can colleges and universities become more intentional about creating opportunities for community service?

One opportunity is the national celebration of the birthday of Dr. Martin Luther King, Jr. Fourteen years ago, that national holiday became the MLK Day of Service. The motto for the day is, “A day on, not a day off.” The celebration of Dr. King’s life and legacy offers a unique opportunity to further develop the concept of community engagement and to reflect on Dr. King’s legacy. The American Association of State Colleges and Universities (AASCU) and the National Association of Student Personnel Administrators (NASPA) have collaborated in creating “A Collection of Resources for Planning a MLK Day of Service” that describes a rich variety of program ideas.

We hope you find this guide useful in helping to design new forms of service for your students.

Sincerely,



George L. Mehaffy  
Vice President, Academic Leadership and  
Change  
AASCU



Gwendolyn Jordan Dungy  
Executive Director  
NASPA

If you need additional information or resources, please contact AASCU’s American Democracy National Project Coordinator, Cecilia Orphan, at [orphanc@aacu.org](mailto:orphanc@aacu.org), or NASPA Public Policy Specialist, Daryl Levine, at [dlevine@naspa.org](mailto:dlevine@naspa.org).

Contained within this guide are:

- A brief history of the MLK Day of Service
- A brief biography of Dr. Martin Luther King, Jr.
- A compilation of service day planning resources gathered from the Corporation for National and Community Service (CNCS), the American Democracy Project (ADP), and other resources from organizations that foster student deliberation and dialogue to assist with reflections on the MLK Day of Service
- An American Democracy Project Blog on the MLK Day of Service from Indiana University South Bend
- A list of potential MLK Day Funding Sources
- Programmatic examples from NASPA and AASCU American Democracy Project Institutions

## Table of Contents

About MLK Day of Service.....	4
About Dr. Martin Luther King, Jr.....	5
Martin Luther King Day: Renewing a Spirit of Empowerment (By Harry Boyte) .....	6
Why Engage?.....	9
ADP Blog from Indiana University South Bend.....	10
Putting the “Engagement” into MLK Day.....	12
Funding.....	18
MLK Day of Service Activities: A Sampling of ADP and NASPA Schools.....	19
Resources and Links.....	33
Appendices.....	35

## About MLK Day of Service

In 1994, Congress passed the King Holiday and Service Act, designating the King Holiday as a national day of volunteer service. Instead of a day off from work or school, Congress asked Americans of all backgrounds and ages to celebrate Dr. King's legacy by turning community concerns into citizen action. The MLK Day of Service brings together people who might not ordinarily meet, breaks down barriers that have divided us in the past, leads to better understanding of ongoing relationships, and serves as an opportunity to recruit new volunteers for your ongoing work.

Participation in the MLK Day of Service has grown steadily over the past decade, with hundreds of thousands of Americans each year engaging in projects such as tutoring and mentoring children, painting schools and senior centers, delivering meals, building homes, and reflecting on Dr. King's life and teachings. Many of the projects started on King Day continue to engage volunteers beyond the holiday and impact the community year-round.

Although the scope of the event grows every year, many people are still not aware of the service component of the holiday. By encouraging the participation of as many organizations as possible, we hope to make next year's MLK Day of Service the biggest and best ever.

(Source: Corporation for National and Community Service, MLK Day of Service Web site – <http://www.mlkday.gov>)



© 2005 CNCS photo by M. T. Harmon, Office of Public Affairs

## About Dr. Martin Luther King, Jr.



Dr. Martin Luther King, Jr. was a vital figure of the modern era. His lectures and dialogues stirred the concern and sparked the conscience of a generation. The movements and marches he led brought significant changes in the fabric of American life. Dr. King gave direction to 13 years of civil rights activities. His charismatic leadership inspired men and women, young and old, in this nation and around the world. Dr. King's concept of "somebodiness," which symbolized the celebration of human worth and the conquest of subjugation, sought to give black and poor people hope and a sense of dignity. His philosophy of nonviolent direct action and his strategies for rational and non-destructive social change, galvanized the conscience of this nation and helped to reorder its priorities.

Martin Luther King, Jr. was born on Tuesday, January 15, 1929 in Atlanta, Georgia. Martin was the first son and second child born to the Reverend Martin Luther King, Sr. and Alberta Williams King.

Dr. King was a pivotal figure in the Civil Rights Movement. He was elected President of the Montgomery Improvement Association, the organization that was responsible for the successful Montgomery Bus Boycott from 1955 to 1956 (381 days). He was arrested thirty times for his participation in civil rights activities. He was a member of several national and local boards of directors and served on the boards of trustees of numerous institutions and agencies.

Dr. King wrote six books and numerous articles. His volumes include:

- Stride Toward Freedom, (New York: Harper & Row, 1958). The story of the Montgomery Bus Boycott.
- The Measure of a Man, (Philadelphia: Pilgrim Press, 1959). A selection of sermons.
- Why We Can't Wait, (New York: Harper & Row, 1963). The story of the Birmingham Campaign.
- Strength to Love, (New York: Harper & Row, 1963). A selection of sermons.
- Where Do We Go From Here: Chaos or Community? (New York: Harper & Row, 1967). Reflections on the problems of today's world, the nuclear arms race, etc.
- The Trumpet of Conscience, (New York: Harper & Row, 1968). The Massey Lectures. Sponsored by the Canadian Broadcasting Corporation. (Posthumously).

Dr. King was shot while standing on the balcony of the Lorraine Motel in Memphis, Tennessee on April 4, 1968. Dr. King was in Memphis to help lead sanitation workers in a protest against low wages and poor working conditions.

\*(Biography of Martin Luther King, Jr. from The King Center Web site at [www.thekingcenter.org/mlk/bio.html](http://www.thekingcenter.org/mlk/bio.html).)



© 2005 - CNCS photo by M. T. Harmon, Office of Public Affairs

## Martin Luther King Day: Renewing a Spirit of Empowerment

Harry Boyte writes about how universities might use MLK Day as a launching point for “We the People” activities for the ADP Blog. Below is his description of how this might be done.

By Harry C. Boyte, Center for Democracy and Citizenship

December 3, 2010

I am writing from South Africa after two days of remarkable conversation with students, staff, and faculty at the University of the Free State in Blomfontein. I was impressed yet again with the similarity between the spirit of empowerment that infused the freedom movement against apartheid in South Africa and the same spirit in freedom movement which shaped me as a college student in the 1960s at Duke University.

Parallels extend to the present. The “We the People” movement for citizenship and citizen empowerment has parallels here in South Africa. “Students have a very strong desire to become effective agents of change,” said Moses, a student leader in the University of the Free State. Alan Boesak, a legendary religious leader during the anti-apartheid years now meets regularly with students at the University of the Free State. He echoed Moses’ thought. “I have not had such conversations with students about the need to make change the 1980s.”

With these conversation fresh on my mind, I’ve been thinking about how Martin Luther King Day might be more than a commemoration of past history or occasions for service projects. **How can it become a time for laying groundwork for *movement building* that reclaims democracy as the work of the people?**

Here are four possible activities in the vein of “We the People” movement building for Martin Luther King Day:

- Use the day to hold discussions, reading groups, forums, and debates on the deep and often overlooked themes of organizing for empowerment that infused the freedom movement, themes that are as fresh and relevant today as in the 1960s. Sources include Martin Luther King’s “Letter from a Birmingham Jail” – note especially the conclusion, where King argues that the movement is calling the whole nation back to “the great wells of democracy dug deep” at the nation’s founding – what do you think he meant? Also Charles Payne, *I’ve Got the Light of Freedom* (which describes the distinction between “mobilizing” and “organizing” in the movement); and Barbara Ransby, *Ella Baker and the Black Freedom Struggle* (which tells the story of the remarkable Ella Baker, who went south with the charge to help create a sense of overall movement out of scattered islands of discontent).
- Hold a debate on “populism.” In a conversation I had as a young college student with Dr. King in St. Augustine in 1964, told me he was a “populist,” by which he meant something very different than the way the term is used today to describe figures like Sarah Palin or disgruntled protestors like the Tea Party. King meant the movements for democratic change that stretched from the black and white farmers coalitions of the 1880s through the farmer

and labor movements of the 1930s to the freedom movement of the sixties. The debate: what is populism?

- Martin Luther King and the freedom movement held a view of government very different than the “pro” and “anti” government politics of today. Government was a complicated but essential resource for the movement, that need to be challenged but also that required effective partnership building work. Sometimes politicians and government workers deeply disappointed us in the movement, when they turned a blind eye to brutality; sometimes (as with the case of Hubert Humphrey or elements of the Justice Department) they were partners who exposed injustices and worked with us to pass historic civic rights legislation. But the idea of “We the People” government was alive and well, and the civil rights movement inspired a generation of public policies called “maximum feasible participation,” in which citizens participated extensively in the design and implement of government programs. Find examples of “We the People” government still alive in your community, or discuss how they might be created between young people and government agencies.
- Public Achievement, the youth empowerment and organizing initiative which several ADP campuses have adopted, descends from the citizenship schools of the Southern Christian Leadership Conference. Explore the possibilities of Public Achievement as a living “citizenship school” in the tradition of the freedom movement for your campus. For more information about Public Achievement, visit [this website](#).

## Why Engage?

With a steadfast belief in a nation of freedom and justice for all, Dr. Martin Luther King, Jr. worked tirelessly to fulfill his dream of equality. He encouraged all citizens to unite and take action to make the United States a better place to live. The MLK Day of Service honors Dr. Martin Luther King, Jr.'s life and teachings through community service that helps to improve social problems. Service may meet a tangible need, such as fixing up a school or senior center, or it may meet a need of the spirit, such as building a sense of community or mutual responsibility. On this day, Americans of every age and background celebrate Dr. King through service projects that:

- **Strengthen Communities**

Dr. King recognized the power of service to strengthen communities and achieve common goals. Through his words and examples, Dr. King challenged individuals to take action and uplift their neighbors and communities.

- **Empower Individuals**

Dr. King believed each individual possessed the power to uplift him or herself no matter what the circumstance. Whether teaching literacy skills, helping an older adult surf the Web, or helping an individual build the skills needed to acquire a job, acts of service can help others improve their own lives.

- **Bridge Barriers**

In his fight for civil rights, Dr. King inspired Americans to think beyond themselves, look past differences and work toward equality. Serving side by side, community service bridges barriers between people and teaches us that in the end, we are more alike than we are different.

These ideas of unity and purpose—and the great things that can happen when we work together toward a common goal—are just some of the many reasons we honor Dr. King through service on this special holiday.



© 2005 - CNCS photo by M. T. Harmon, Office of Public Affairs

## American Democracy Project (ADP) Blog from Indiana University South Bend

[http://ee.iusb.edu/index.php?/adp/blog/remembering\\_mlk\\_every\\_day/](http://ee.iusb.edu/index.php?/adp/blog/remembering_mlk_every_day/)

### *Remembering MLK every day*

*At a 2006 celebration of the life of Dr. Martin Luther King, Jr., Elizabeth Bennion spoke about the political significance of King's life and legacy. She shares her remarks here, stressing the importance of leading a life of engagement.*

As campus director of the American Democracy Project at Indiana University (IU) South Bend, I share the commitment of this university, and over 225 other colleges nationwide, to foster within students the knowledge, skills, and dispositions necessary to make a difference in the lives of their communities, nation, and the world. ADP campuses believe that a lack of civic and political engagement is a threat to the future of our democracy.

One of the biggest obstacles to participation for today's youth is their deep level of cynicism regarding anything political. Political scientists lament the increased number of citizens who agree with the statement: "politicians don't care about people like me." Distrust and cynicism run rampant in today's political culture.

The recent scandal regarding super-lobbyist Jack Abramoff has added to American's sense of disenchantment with politicians and with public life. Accused of bribing countless members of Congress, Abramoff represents what's wrong with national politics today. Ken Smith's recent (01/09) posting on IU South Bend's American Democracy Project Weblog points out that recent editions of the *New York Times Magazine* and *Morning Edition* featured former politicians talking about government corruption.

Former Colorado senator Gary Hart said that he would not consider another run in the Senate because those who stay in Washington too long become "captives of the system." Eager to raise millions, they trade money for access in what he calls a "massively corrupt" system. Former Speaker of the House Newt Gingrich also sees the problem as widespread and systematic: He argues that Jack Abramoff's lawbreaking "is only a symptom of a deeper perversion of power in Washington." Gingrich argues that with their reelections on the line and their lobbyist friends to keep happy, House and Senate members find it impossible to say no to special interests. Moreover, because the politicians make the laws, much of this influence peddling is perfectly legal.

As growing numbers of citizens believe that government officials cannot be trusted, and that government is run by a few big interests, they begin to feel helpless. They lack a sense of political efficacy—the belief that they can, in fact, make a difference. They lack a sense of civic duty—the belief that they must make a difference.

This focus on scandal ignores many state, local, and even national politicians, political activists, and appointed officials who are working hard for the people. Most politicians are honest people who sacrifice many of the benefits of private life in order to serve the public good. Yet, they are not trusted. No matter how unfair or unwarranted the judgment of the people might be, the reality is that in the United States, as in many nations worldwide, most politicians, together with the institutions of government, are perceived through the corrosive lens of cynicism. This is a matter

of fundamental importance: where people no longer trust and respect the law-makers, there is a grave risk they will no longer trust and respect the laws of the land.

Martin Luther King, Jr. provides us with a wonderful example of what citizens can do to make a difference in the world. In his Letter from a Birmingham Jail, King recognized the difference between a just law and an unjust law. He stressed the importance of using our First Amendment rights to peaceful assembly and protest. If the government is not listening to the people—or is trampling on the rights of a minority—we have a duty to disobey the law—but to do so openly, lovingly, and with a willingness to accept the penalty. As King once said, injustice anywhere is a threat to justice everywhere. We have both the right and the obligation to speak out against injustice and wrongdoing.

King’s example should be a clarion call to action. We cannot sink into inaction, immobilized by cynicism. We must create the change we want to see in the world. We must strengthen our democracy by actively participating in decision-making on our campus and in the community. There can be no better way to honor King’s memory than to actively continue his struggle for a just nation and world.

Contributed by [Elizabeth Bennion](#) on 01/16/2006



© 2005 - CNCS photo by M. T. Harmon, Office of Public Affairs

## Putting the “Engagement” into MLK Day

(Source: Youth Service America <http://ysa.org/>)

Organizing one-day community engagement projects, or projects that are intended to be completed over a period of time, can involve a large number of citizens in getting things done for your community.

It is especially important to monitor the volunteer experience, since this experience will likely influence future decisions and ideas on community service. This means carefully considering what will make the experience meaningful to the participants and what structure provides an environment in which the participants can learn and grow.

Agencies and community organizations know best what kind of service is most important to them. They also know where there are ongoing projects and issues to deal with every day. However, they cannot always drop everything to plan for a once-a-year volunteer team. For participants, community organizations, and agencies, a one-day service project can be a fantastic and transforming experience, or an effort that earns mixed results. Your job is to make sure it is a good experience for everyone. Ideally, the project will connect volunteers to opportunities that are available year round.

This information is organized by blocks of tasks and issues to address as you plan your service projects. They are presented in a suggested order; however, you may wish to alter this order based on your community and timeline. Again, this toolkit is intended to suggest and guide, not to be the definitive answer to organizing a MLK Day of Service event.

### ***1. SET SPECIFIC GOALS***

Using your overall vision, purpose, and goals for the Martin Luther King Day of Service, think about what you want to accomplish, how you want the project to look, and what message you want the project to send to the community and the media. Do you want to reach out to an entire school system and try to involve large numbers of young people? Will this project serve as a challenge for others to serve throughout the year? What do you want the volunteers to get out of the experience? Will the volunteers see tangible results? Do you have community buy-in for this project? These are only some of the questions you will need to answer.

### ***2. CHOOSE PROJECT SITES***

Based on how many people you want to participate, decide how many and what types of sites you should find. There are several ways to do this. Some groups organize a few large sites, like clean-up projects to accommodate large numbers of volunteers, while other communities prefer to organize multiple sites for smaller numbers of volunteers. The following issues are important when choosing a site or sites.

## **Common Needs**

What issues do you want to work on? Every community is unique and is confronted with different pressing social needs. Some groups find it useful to focus on a few community issues and locate sites to address these issues. Other groups can focus on many issues. Examples of issues are HIV/AIDS, the environment, youth concerns, the elderly, health care, race relations, hunger, public safety, education, literacy, homelessness, and low-income housing. The Corporation for National and Community Service encourages projects that support the goals of the Presidents' Summit for America's Future for children and young people that are championed by America's Promise—The Alliance for Youth. Those five promises are:

1. a caring adult for every child;
2. safe places with structured activities to learn and grow;
3. a healthy start and a healthy future;
4. an effective education that equips them with marketable skills; and
5. an opportunity to give back through service.

If you choose to work on a variety of issues, you may want to send a letter to all community-based organizations in the area and work with those who respond favorably. If you prefer to focus on particular issues, try a more targeted approach, such as working with organizations that deal with the issues concerning you.

## **Project Size**

Sometimes it is simpler to coordinate a few large projects rather than many small projects at different sites. Transportation and team leader orientations can be consolidated in this way. A disadvantage to large sites is that sometimes there are too many people and not enough meaningful work for everyone, however.

Depending on the project, most agencies can comfortably accommodate a team of 10 to 15 volunteers. Regardless of how many sites you have, count on one team leader for every 10 to 15 volunteers. However, if the team has students under 12 years old, you may need more leaders. In many cases, team co-captains consisting of a young person and an adult are very effective.

Often, the best option is to choose a combination of large and small sites to accommodate a larger number of volunteers. If more volunteers than expected show up, you will need to find ways to assign them to meaningful work. Some of the larger sites should be able to handle this. Plan your supplies accordingly for maximum flexibility.

## **Type of Engagement**

Although stuffing envelopes is often a much needed project for a community-based organization, it is not likely to provide a meaningful experience for participants on a one-day project. Choose sites where the volunteers can see and experience their impact. When volunteers finish painting a railing, a wall, or a classroom; building a playground; or designing and painting a mural, they can see the results of their work. This is true of most clean-up, construction and rehabilitation projects.

Volunteers also enjoy working "people-to-people" if possible. This can be anything from helping with a kids carnival or working with the residents of a senior home. The service should be of significant benefit to the community and the organization, as well as a learning experience for the volunteer. Build in time for reflection on service and problem-solving.

### **Communication and Expectations**

Work with agencies that have realistic expectations about what can be accomplished in the allotted time and that have experience working with volunteers. Find out what equipment is needed to complete the project and who will acquire it. Do the volunteers need to bring their own paint brushes or rakes, or will the agency provide them? Will lunch and snacks be provided, or are volunteers expected to provide their own? Will staff be on hand to help with orientation and to provide needed support at the site? Even with simple things, paying attention to details is important in making sure the day runs smoothly. If an agency is very difficult to contact or does not return calls promptly, consider choosing another site.

### **Logistics**

Check to see if the project site is near other project sites or on public transportation routes. Does the agency have its own van or bus to help transport volunteers? Is there a place for volunteers to have lunch and to use the washrooms? How far is the site from the morning kick-off site? Is the site wheelchair-accessible? If the project is outdoors, what happens if it rains? Have a first aid kit on hand and make plans for emergency care. Know where the nearest hospital is. Will you need security?

### **3. CHOOSE AND TRAIN TEAM LEADERS**

Before the day of your service project, team leaders may be expected to be the primary communicators between the agency and the overall MLK Day of Service activities. Team leaders keep the agency informed about the goals of the day, how many volunteers to expect, and what the volunteers will expect of the agency. The more communication between the agency and the team leaders, the more likely things will run smoothly. The volunteers' experience will be better if the team leaders are attuned to the mission and services provided by the agency.

The person designated as the overall service coordinator should be responsible for providing advance training for team leaders. If there are a large number of team leaders and project sites, you may consider assigning issue coordinators to oversee multiple sites. For example, the issue coordinator for homelessness might oversee team captains at the shelters and soup kitchens, and the education coordinator would oversee projects at the schools and day care programs. A detailed training for team leaders is very important. After the team leaders are trained, they will train their volunteers on the day of the project. Training for team leaders should take place a week before the project so there's still time to work through last-minute questions or details. Team leaders should meet again the day before the project or in the morning before the kick-off to touch base and run through the activities for the day.

## **Reflection and "On-Site" Learning**

For MLK Day, you may want to design reflection questions that emphasize Dr. King's teachings and beliefs. Reflection can be as simple as a single question that helps participants of all ages to process their experience, such as:

- What surprised you most about the day?
- What did you learn from this experience?
- How can you use what you learned today in your everyday life?
- Did your perception of (relevant issue) change as a result of this service project?

The best way to facilitate reflection is to simply ask your team to sit down at the end of the day for a few minutes and share their thoughts about the day and what they learned from the experience.

On-site learning is learning that occurs through the experiences of the day. This can be facilitated by asking volunteers a question to answer at the end of the day. These questions could be about service, the holiday, the agency, the issue, clients, or personal ideas and attitudes.

## **Evaluation**

Team leaders must understand the importance of evaluation. Walk through the questions from both volunteer and team leader evaluations and discuss why certain questions are asked and how the information will be used. Make sure team leaders know how and when to pick up the evaluation forms and where to drop them off at the end of the day. Will pencils be provided? Be very specific about this process, including a ballpark figure on how much time it will take to complete the forms on site. Evaluations with agencies should be done the week following Dr. Martin Luther King, Jr. Day of Service. Set a time to meet in a relaxed environment to discuss how the day went and to complete any unresolved issues.

## **Orientation for Participants**

Orientation should be no longer than 30 minutes. Team leaders can break the orientation into three major parts:

**Introduction to the MLK Day of Service.** Team leaders should know the history and objectives of the service day and why it is important on both the national and community level. They should also understand why their particular service project is important in the broader context of the local celebrations and service projects. A scripted outline can help make sure team leaders have this information and can communicate it to the volunteers.

**Background information on the agency or site and related issues.** Ask your contact at the agency to do this part of the orientation. Give him or her a specific time limit and ask for background on the organization, as well as insights into the broader issues they deal with on a daily basis. It is also useful to discuss volunteer needs the agency has on an ongoing basis. This lets volunteers know that they could possibly make an ongoing commitment to this site or organization.

**"Walk-through" of the day and specific instructions on the project.** Let volunteers know what time to break for lunch, who to contact if they have a question, concern, or emergency, where to find washrooms and water, and specific information on the projects that need to be done, how to do them, and where or how to get supplies.

### **Liability and Safety Issues**

Team leaders should be informed of emergency procedures and any relevant liability issues. Team leaders should also know what to do on site if there is an accident, who to contact, how to transport a volunteer to the nearest hospital or medical center, and where to locate a first aid kit on site.

### ***4. GET READY FOR THE DAY OF THE EVENT***

After all your planning and hard work, you want your service day to run smoothly. There are many details that will need attention and a lot of people will have plenty of questions. The key to success and sanity on this day is good management and good planning. The more people who know what is going on, the more likely it is that things will run smoothly. Make a list of who will manage the following aspects of the day:

- Who will manage registration?
- Who will manage the kick-off presentations?
- Who will make sure transportation is set and in motion?
- Who will manage the distribution of supplies?
- Who will be a trouble-shooter?
- Who will greet the media?

It is important to talk through everyone's roles on the day of the event, so there will be efficient communication, even when things are chaotic. Organizers should wear special T-shirts, hats, or some identifier that make them easy to find in a crowd. If your event is very large and complex, consider renting or borrowing walkie-talkies or cell phones to facilitate communication.

Checklists and written instructions are also a must for the day of the event. Organizers will have lots of details to remember, and written checklists can save the day. Written instructions for registration, transportation, supplies, and other areas will help free organizers from having to explain things again and again. Written instructions are also an alternative way of communicating with those who may be hearing impaired.

Make sure everyone is as prepped as possible for the day so there are few surprises. Try to get lots of rest in advance so that you will be clear-headed and have a great time!

### ***5. KICK OFF YOUR EVENT***

The kick-off event is an opportunity to create the spirit of the MLK Day of Service. The kick-off should take place in the morning before volunteers leave for their sites, and all transportation to sites should be coordinated from the kick-off. At the end of the day, all transportation can return to

the kick-off site for a celebration with food, friends, and music. This gives people an opportunity to share experiences with volunteers who worked on other sites, relax, and have fun.

Both the kick-off and after-service celebration are excellent opportunities for local media to interview volunteers and learn more about your projects and the national MLK Day of Service. Make sure to have media kits ready and a special check-in area for media. The kick-off site should have the "look" of excitement. Decorate with banners, balloons, posters, and streamers. Invite local officials and personalities (athletes, well-known television news broadcasters, etc.) to draw more media attention.

There are many ways to organize these events. Generally, the kick-off should be short—no more than 20 minutes. It is important to get people to their sites promptly to focus on the service that needs to get done. Don't start the kick-off late and don't let it run long. Ask people to come a half-hour early to sign-in and eat breakfast, so when the kick-off ends, they will be ready to go. It is also useful to let people know what time transportation will leave the kick-off site.

Transportation can be a logistical challenge. A detail-oriented and responsible person must be in charge of transportation. This person must make sure drivers have detailed instructions and directions. Determining transportation for participants will depend on your budget, where volunteers are coming from and going to, and the resources in your community. You might use school buses, public transportation, vans (borrowed from churches, nonprofits, or friends), carpools, or chartered buses. Make sure transport is ADA compliant.

## ***6. FOLLOW-UP AFTER THE EVENT***

Hold a meeting for organizers to discuss wrap-up details and to share experiences from the project. Bring pictures, give certificates, thank-you gifts, or whatever is appropriate for your group. Make a list of all wrap-up activities and delegate assignments. Make sure to include:

- service site evaluations
- reviewing volunteer evaluations
- writing a final report
- sending thank-you letters to team leaders, donors, media, volunteers, speakers, and others
- cleaning and returning equipment

The Corporation for National and Community Service is requesting that institutions that are conducting programming for MLK Day of Service to create a user account and register your institutions events via the Web at <http://mlkday.gov/>.

## Funding

Every programming event needs a budget. Across the country there are several organizations that provide funding for MLK Day of Service events. While most deadlines have already passed, it is important to note which organizations are attempting to help with the fiscal aspects of bringing innovative and worthwhile programming to American college and university students.

Through a network of intermediary organizations, the Corporation for National and Community Service each year makes available approximately \$500,000 to nonprofit groups to organize and implement MLK Day of Service projects. Listed below are the names of the organizations, the application period for each, and a contact for additional information. Grants from the Arizona Commission are available only to organizations in that state; all of the other organizations make grants to nonprofit groups nationwide.

- **Arizona Governor's Commission on Service and Volunteerism**  
This is an example of available state funding. Check your state for similar opportunities. Application period begins early September 2007 and awards will be announced in late October. Contact: Huma Haroon at [hharoom@az.gov](mailto:hharoom@az.gov) or (602) 542-3482 (**Arizona applicants only**).
- **The Corps Network**  
Application period is September 3–28, 2007 and awards will be announced in mid-October. Contact: Kara Smith at [ksmith@corpsnetwork.org](mailto:ksmith@corpsnetwork.org).
- **Hands On Network**  
Application period is August 15–September 15, 2007 and awards will be announced in mid-October. Contact: Kiana Sullivan at [ksullivan@handsonnetwork.org](mailto:ksullivan@handsonnetwork.org) or (404) 979-2934.
- **National Alliance of Faith and Justice**  
Application period is September 1–20, 2007 and awards will be announced September 30. Applications will be available August 15, 2007 at <http://www.nafj.org>. Contact: National Alliance of Faith and Justice, P.O. Box 77075, Washington, DC 20013, or [volunteer@nafj.org](mailto:volunteer@nafj.org).
- **Points of Light Foundation**  
Application period is July 30–August 31, 2007 and awards will be announced in late September. Contact: [MLKgrants@pointsoflight.org](mailto:MLKgrants@pointsoflight.org).
- **Service for Peace**  
Application period is August 6–September 7, 2007 and grants will be announced in mid-October. Contact: Tony Devine at [tdevine@serviceforpeace.org](mailto:tdevine@serviceforpeace.org) or (203) 610-6745.

## **MLK Day of Service Activities A Sampling of ADP and NASPA Schools**

**University: University of Wisconsin-Eau Claire**

**Respondent Name: Don Mowry**

**Respondent Email Address: dmowry@uwec.edu**

**Description of MLK Day Project:**

We served a community meal to draw attention to a soon-to-be launched Campus Kitchens Project and we had an afternoon of service activities.

**Goal(s) of MLK Day Project:**

The goal of the MLK Day Celebration at UW Eau Claire was to provide community service opportunities for all community volunteers as well as 30 AmeriCorps and AmeriCorps\*VISTA members. A secondary goal was to introduce the Campus Kitchens Project, and launch a semester of service.

**Details about organization of MLK Day Project:**

There was a team comprised of AmeriCorps\*VISTA volunteers, a few faculty members and students. The team hosted an orientation for the day.

**Number of People Involved: 75**

**Details about the budget for the project:**

The project drew from a \$2,000 budget, but this budget is for MLK Day and a semester of service activities and events culminating in Global Youth Service Day. The project was made possible by a \$2,000 from grant from the Campus Kitchens Project.

**How was the day evaluated?**

We had an immediate evaluation with all the AmeriCorps\*VISTA members.

---

**University: Clayton State University**

**Respondent Name: Joe Corrado**

**Respondent Email Address: joecorrado@clayton.edu**

**Description of MLK Day Project:**

We had a "Status of the Dream" panel discussion where we discussed the progress in civil rights since MLK's time, a presidential inaugural viewing party, a keynote speaker, a march, a tour of the King center, and a freedom run.

**Goal(s) of MLK Day Project:**

To honor Dr. King's legacy, to assess the status of the civil rights movement in light of President Obama's victory, and engage students in thoughtful discussion.

**Details about organization of MLK Day Project:**

There was an MLK planning committee.

---

**University: Weber State University**

**Respondent Name: Adrienne Gillespie**

**Respondent Email Address: adriennegillespie@weber.edu**

**Description of MLK Day Project:**

Weber State University provided service opportunities in addition to a prayer breakfast, march and learning colloquium. Additionally, we partnered with the Northern Utah American Red Cross and their leadership training provided reflections from Martin Luther King about his dream.

Approximately six events were held by our institution. Each event began with an explanation of the day as well as a listing of the goals and expected outcomes from the activities.

**Goal(s) of MLK Day Project:**

To provide an opportunity to educate campus and community members about Dr. King's message and mission; to support those who have the least among us; to provide encouragement and advocate for equality for all people in addition to engaging our minds with the future, what it holds and what our potential can be as we embrace it.

**Details about organization of MLK Day Project:**

Our institution has a single project coordinator that collaborates with the myriad of campus and community partners interested in doing social justice work.

**Number of People Involved: More than 300**

**Details about the budget for the project:**

The budget for our MLK Day events was \$1,000.

---

**University: Richard Stockton College of New Jersey**

**Respondent Name: Tara Ronda**

**Respondent Email Address: tara.ronda@stockton.edu**

**Description of MLK Day Project:**

We ran 20 different projects, the majority of which took place off-campus. Many of the projects involved painting and cleaning local nonprofit facilities, including a shelter for homeless youth and a charter school. Some focused on working with actual clients, like students who visited with members of The Arc of Atlantic County. The on-campus projects focused on having students assist with creating things (quilts, cards, etc.) to benefit vulnerable groups of people (ill children, older adults, etc.). Twenty people were on our planning committee.

We had a morning reception which included breakfast for everyone, remarks from a keynote speaker who had lived in the South during the civil rights movement, remarks from our university president, a video montage of past days of service which played in the background, a musical

performance by a student, and the distribution of our annual Community Engagement Awards for students, faculty, and staff members.

**Goal(s) of MLK Day Project:**

1. To get as many students as possible involved in the activities.
2. To involve staff and faculty.
3. To bring community members to campus and involve them in service.
4. To have everyone involved understand the benefit of even just four hours of service.

**Number of People Involved: Roughly 280-300**

**Details about the budget for the project:**

Under \$1,000.

**How was the day evaluated?**

We informally followed up with the community partners.

**Additional Comments**

Overall, I think it's gotten to be a greater success every year (this is our fifth year), but next year we're planning on doing a lot more to collaborate with community members in developing projects and deciding on the day's events. We're ready to expand beyond the borders of the college community now.

---

**University: Portland State University**

**Respondent Name: Amy Spring**

**Respondent Email Address: springa@pdx.edu**

**Description of MLK Day Project:**

Portland State University and Student Leaders for Service partnered with VOZ, an organization working to empower immigrant workers, and particularly day laborers. The service day began at 9:00 a.m. at the VOZ hire site at 240 NE MLK Blvd. Projects included workshops (designed for day laborers) on civil rights and basic resume writing, neighborhood cleanups, and painting, data entry, and organizing files for VOZ.

In addition, Portland State hosted former congressman John Gardner as the keynote speaker for an evening community and student address. He also facilitated a panel discussion about addressing poverty in our communities.

The day started with coffee and some introductory remarks from the Student Leaders for Service program and the leadership at VOZ. We then broke up into smaller project teams and did various projects. At noon, the small teams came back together for a light lunch and closure.

**Goal(s) of MLK Day Project:**

- Recruit campus volunteers
- Raise awareness about day labor issues in our community

- Contribute in a meaningful way to a community organization
- Celebrate the legacy of service of Dr. King.

**Details about organization of MLK Day Project:**

Team of student leaders that worked through the Fall term planning the event. This team of students was led by a team leader.

**Number of People Involved:**

145 volunteers. Six projects were conducted on site. 450 hours of service were conducted.

**Details about the budget for the project:**

The budget was \$1,000 provided by North Carolina Campus Compact.

**Promotional Materials Included....**

Coverage by the *Oregonian*: <http://bit.ly/fCUoQS>.

Portland Voz: <http://www.portlandvoz.org/>

**How was the day evaluated?**

We conducted an end of event quantitative evaluation. We also did a qualitative evaluation post event with the SLS team

**Additional Comments**

FROM A MEMBER OF STUDENT LEADERS FOR SERVICE : Our MLK Service Day was a tremendous success in my opinion. We served an organization that is meeting a need in the community that many find to be politically controversial. By doing this, we helped exhibit the ideas and values that I feel SLS stands for. Service should be blind to these judgments, to color, to race, to political standing, to religious beliefs etc. In bringing together 50-60 college students, 30-40 community volunteers, and over 50 day laborers, we supported this notion. The day laborers and Voz staff are so grateful for our partnership with them and told us that our service provided them with things they may not have otherwise been able to attain. Feedback from volunteers has also been very positive and many of them have said that they are glad they participated in this day of service because it gave them positive exposure and education on an issue they previously had only heard or learned about in a negative context.

The best way to describe the impact our service had on both the organization, community partners, and volunteers would be to say that it was both educational and valuable. This day of service truly was unbiased, nonjudgmental, and purely focused on service and community building.

FROM A PSU STUDENT VOLUNTEER: I'm a student at Portland State and attended the MLK Day of Service with VOZ. Thank you for letting me be a part of the day and to help out. Before Monday, I'd never heard the term "day laborer." The project helped to open my eyes to a culture I knew existed, had probably even seen, but knew nothing about. It truly was a learning experience. I'm currently looking for more volunteer hours to fulfill a requirement through the University Studies. I would love to come back to VOZ and help out in any way I can.

**University: State University of New York, Cortland, Institute for Civic Engagement**  
**Respondent Name: Timothy Rodriguez**  
**Respondent Email Address: timothy.rodriquez@cortland.edu**

**Description of MLK Day Project:**

We had a Day of Education and Service. In the morning various groups in the community that are fighting for rights met and discussed the issues. Then we had a performance by a singer called Mr. Oscar, followed by a speech by a professor comparing Obama's election to Martin Luther King's vision. After these opening events, people in the community worked on service projects. We tried to collaborate with all projects that were happening in the community to make it into one large project.

**Goal(s) of MLK Day Project:**

Our main goal was to host a bigger, more inclusive MLK Day project in Cortland. We wanted to see how well this event went, and improve upon it in the future.

**Details about organization of MLK Day Project:**

A project coordinator collaborated with others in the community, but each organization organized their portion on their own.

**Number of People Involved: About 125 people.**

**Details about the budget for the project:**

There was no budget for this event.

---

**University: University of Missouri - St. Louis**  
**Respondent Name: Margaret W. Cohen**  
**Respondent Email Address: Peggy\_Cohen@umsl.edu**

**Description of MLK Day Project:**

We attended the UMSL Dr. MLK Jr. Holiday Observance in the morning. The event included a documentary, gospel choir, dancing, and speaker Sister Antona Ebo. The MLK volunteers were also recognized on stage at the end of the program. The afternoon was devoted to the Missouri Campus Compact Challenge with these projects:

1. City of O'Fallon: Volunteers made Valentine's Day cards that are distributed to the elderly and helped mulch in the city greenhouse.
2. CASA: Volunteers split into groups and competed to see who could post the most flyers/advertise the most for CASA's two major spring fundraisers.
3. Mary Ryder Home: Volunteers painted a hallway, organized storage space, and did general cleaning.

4. Washington Elementary: Volunteers from an African American student group from a local Elementary School (Glenridge) joined forces with UMSL/community volunteers to renovate the library. A new reading space was added including new mats/rugs, comfy chairs, and a mural made by the Glendrige kids. The entire room was given a makeover with accent painting, reorganization, and posters that categorized books. Volunteers also labeled the 100+ books donated to the library and the kids were able to listen to UMSL's Chancellor read one of the books.

5. St. Louis City Juvenile Detention Center: This team had the mission of teaching and doing research with the residents about Dr. King. They were split up into groups that then created presentations to give to the large group at the end of the day. Students also helped make design plans for their library renovation.

6. St. Vincent's Home for Children: The volunteers planned an MLK Trivia day for the residents and had a joint birthday party for a child there and MLK.

7. Shalom House: Volunteers here cleaned/organized the kitchen space and then spent time talking with the residents and providing them some valuable resources because of their social work experience.

8. Wayside Community Garden: Volunteers helped canvas the neighborhood to spread the word and circulate excitement about the community garden coming in the spring. They also helped in some of the planning/mapping out of the garden.

9. MLK Drive Clean-Up: Volunteers helped clean from North Grand to Skinker (approx. 3.5 miles).

10. St. Louis County Food Bank Bail Out: A group of young men from the Juvenile Detention Alternative program collected food from the UMSL neighborhood (over 300 items). The food went to a group of families whose Normandy apartment burned down during bad weather.

Campus' opening ceremonies followed breakfast and a group meeting where t-shirts were distributed and projects were revealed.

**Goal(s) of MLK Day Project:**

To meet the Campus Compact Challenge and to involve the campus in recognizing that the MLK Day Observance includes meeting community needs, service, and a tribute to MLK (and not just a day off from classes).

**Details about organization of MLK Day Project:**

An advisory team served as the planning committee. Our AmeriCorps\* VISTA volunteer took responsibility for organizing the day. Each team had a site leader. Faculty, staff, and graduate assistants volunteered. Two separate training sessions required for volunteers. Site leader materials included directions for the day and instructions for the volunteers about the day's activities.

**Number of People Involved: 155 volunteers + 12 team leaders + 6 advisory team members**

**Details about the budget for the project:**

\$8,000. Missouri Campus Compact grant of \$600. Krispy Kreme donated donuts. St. Louis Sportswear provided discounted t-shirts.

**How was the day evaluated?**

Advisory Team debriefed with site leaders, but a formal evaluation was not used.

**Additional Comments**

It rocked and set a new standard for what is possible on a day when campus is closed!

---

**University: California University of Pennsylvania****Respondent Name: LaMont Coleman****Respondent Email Address: coleman\_lm@cup.edu****Description of MLK Day Project:**

We assisted cleaning crews around campus and organized and cleaned local churches. We also held a formal speaking program featuring local NAACP member who was at King's "I have a dream" speech. The day started with a formal speaking program featuring words from our Provost about the importance of Dr. King's legacy and remarks from a local person who attended two of Dr. King's speeches over 40 years ago. Volunteers were then dispersed to volunteer locations at the conclusion of the formal program.

**Goal(s) of MLK Day Project:**

Take up Coretta Scott King's challenge to use this time as a "day on" for volunteer activities.

**Details about organization of MLK Day Project:**

Single coordinator contacted host sites and dispersed volunteers according to needs of these hosts.

**Number of People Involved: 80****Details about the budget for the project:**

Guest speakers volunteered their time but a small honorarium (less than \$700) is given for their time and efforts.

---

**University: Georgia College****Respondent Name: Nadirah Z. Ross****Respondent Email Address: nadirah.ross@gcsu.edu****Description of MLK Day Project:**

Georgia College has formed a collaboration with the Baldwin County Community, the Baldwin Chapter of the Southern Christian Leadership Conference and Hands on Milledgeville to plan our annual MLK Day Celebration. Each year, a celebration is held at a local park that includes inflatable structures for children, vendors, fellowship, a live DJ, a keynote speaker, a park clean-up activity and a unity march through town. Following the march, the community gathers at Flag

Chapel Baptist Church for the annual MLK Service that features singing, dancing and another keynote speaker. This year hands on Milledgeville provided gloves and trash bags for everyone to clean up the park. Our goal is to provide multiple service projects for people to attend during the first half of the day and have the volunteers and community come together for the celebration at the park, followed by the march and service. We had a program at the middle and end of the day.

**Goal(s) of MLK Day Project:**

For the past two years, our goal has been to bridge the gap between generations and bring them together at the celebration. We wanted to motivate both generations to reignite their passion for action by coming together to see what our community is truly made of. Our hope was to find large service projects for our community to participate in, so that they could see the importance of giving back to the community and have a hand in its positive growth. We live in a small community where people take pride in keeping it a positive place to live, learn and work, so we hope to increase the service aspect of the day as people come together to commemorate the life and work of Dr. King.

**Details about organization of MLK Day Project:**

We had a team of people that worked together to organize the MLK DAY activities. There was a head contact person from each group involved.

---

**University: Indiana University Purdue University Indianapolis**

**Respondent Name: Brittani Whitmore**

**Respondent Email Address: blwhitmo@iupui.edu**

**Description of MLK Day Project:**

We organized a day of service for the Indianapolis community and the IUPUI campus. We had 23 different service sites that volunteers went to around the city. We started with a hot breakfast and program. The program included a guest speaker, student performances, a reflection activity, and information about Dr. King.

**Goal(s) of MLK Day Project:**

To educate the community about Dr. King's legacy, and to remind the campus community of the importance of service.

**Details about organization of MLK Day Project:**

I was the coordinator of the entire event and I had six committee members help me. Then we had team leaders take groups of students to do service projects.

**Number of People Involved: 450**

**Details about the budget for the project:**

Around \$10,000.

**How was the day evaluated?**

We asked that all volunteers fill out an evaluation after their service was done for the day. Then the leaders collected and analyzed them.

**Additional Comments**

This event was made possible by the Sam H. Jones Community Service Scholarship Program at IUPUI.

---

**University: Towson University**

**Respondent Name: Art King**

**Respondent Email Address: aking@towson.edu**

**Description of MLK Day Project:**

We hosted a MLK Service Challenge and MLK Day Celebration. Including the MLK Day Celebration, three other projects took place as part of the MLK Service Challenge.

1. Project Mentor was geared towards finding the educated and motivated role models Baltimore needs in order to continue the focus of Dr. Martin Luther King Jr.'s emphasis on reshaping and renewing the character of our communities.
2. Inter-Fraternity Council and The Black Student Union went to Garrett Heights Elementary School to mentor students there. The IFC and BSU collaborated for the first time by working with elementary school students to help them plan visions for their future.
3. Hieroglyphics Open Mic Night was held. The Hieroglyphics open mic night allowed at-risk teens to have a healthy outlet through art. The teams were allowed to openly express themselves about their issues and challenges in front of a live audience. The MLK Service projects began in December of 2008 and concluded February 8, 2009. The MLK Day Celebration was held on February 17 where the winners of the MLK Service Challenge were announced and recognized.

**Goal(s) of MLK Day Project:**

The MLK Day Celebration was designed to bring the campus community together to celebrate the life and contributions of Dr. King.

The MLK Service Challenge was aimed at connecting civic engagement to the dream of Dr. Martin Luther King Jr. by creating a community service project that significantly impacted a community or a population in need.

**Details about organization of MLK Day Project:**

Our Cultural Program director organized the day's activity along with a number of student leaders on campus.

**Number of People Involved:** Approximately 250 people attended the evening's program. It took 10 individuals to help organize and execute the program.

**Details about the budget for the project:**

The MLK Day Celebration = \$5,000. The MLK Service Challenge = Voluntary.

---

**University: Western Carolina University****Respondent Name: Tanisha Jenkins****Respondent Email Address: [tjenkins@email.wcu.edu](mailto:tjenkins@email.wcu.edu)****Description of MLK Day Project:**

We provided volunteers for eight different community service agencies on two different Days of Service.

On Monday, January 19, volunteers worked with Mountain Trace Nursing Home in Sylva by cleaning the property, including washing the windows around the building. Volunteers worked with youth at the Pigeon Community Development Center in Waynesville to help paint two indoor murals that reflected Martin Luther King, Jr. and the work that he did with the Civil Rights Movement. With Project FIRE, volunteers helped chop/split firewood and deliver eleven truckloads of wood to residents in Jackson County. Volunteers helped to paint a room inside Hawthorne Heights Children's Home in Bryson City, and after painting, they shared a movie on Martin Luther King, Jr.'s role in the Civil Rights Movement with the youth and held a discussion about it. At REACH of Macon County, volunteers worked in the Thrift Store by sorting donations and organizing the facility.

On Saturday, January 24, volunteers worked at MANNA Food Bank to sort donated, nonperishable items and prepare 89 bags of food for the Backpack Program. Volunteers worked at Jackson County Habitat for Humanity's ReSale Store in Sylva by sorting donations and cleaning the facility. At Creative Communications Youth and Family Services, volunteers worked to prepare a home that has plans to open as a shelter for pregnant adolescents and families in transition. Volunteer tasks included chopping firewood, raking leaves, painting, sorting donations, general cleaning around the home, and preparing rooms for residents.

The brothers of the Nu Zeta chapter of Alpha Phi Alpha helped to jump start the January 19 Day of Service and kick off the MLK Celebration Week at Western Carolina University. The group gave the welcome to volunteers, said a prayer, and shared a little information about the role of Alpha Phi Alpha in Martin Luther King Jr.'s life, recognizing Dr. King's contributions and service to our nation.

**Goal(s) of MLK Day Project:**

Our goals for the MLK Day of Service was to have 75 or more volunteers and to provide service to at least five community agencies.

**Details about organization of MLK Day Project:**

Katherine Graunke, Program Coordinator for Center for Service Learning, served as our Day of Service Committee Chairperson. Volunteers received an email notification that included the name of their service site, day and time of volunteer opportunity, as well as what to bring and where to meet for transportation to the site.

**Number of People Involved: 93**

**Details about the budget for the project:**

The North Carolina Campus Compact MLK Challenge Grant in the amount of \$300.

**How was the day evaluated?**

We used focus groups to assess the MLK Day of Service.

**Additional Comments**

Overall, the MLK Planning Committee was pleased with the results of the Martin Luther King, Jr. Days of Service. There was great volunteer turnout from students, faculty/staff, and members of the community. Throughout the day, there was only positive feedback and comments from the volunteers.

---

**University: University of Nebraska at Omaha**

**Respondent Name: Shelley Henderson**

**Respondent Email Address: shenderson@unomaha.edu**

**Description of MLK Day Project:**

The University of Nebraska at Omaha's Service Learning Academy (UNO SLA) undertook three project sites each providing opportunities for youth to become engaged in meaningful activities on this non-school day: Omaha Children's Museum, South Omaha Boys and Girls Club, and Turning Point. Facilitated by volunteers, over 420 youth were given an opportunity to learn, serve, and express themselves through the arts through stations centered on the theme, "Yes We Can, Yes I Will!" This theme joined nicely the legacy of Dr. Martin Luther King, Jr. and the promise of Barack Obama on the eve of his presidential inauguration.

There were no projects at the institution itself, but several different projects at each of the three partnering community-based sites. On the morning of MLK Day, UNO students, faculty and staff rallied at the campus' student union, and then were shuttled to the three sites.

Volunteers were provided breakfast and coffee then given an orientation based on King's Beloved Community theme and an overview of the volunteer opportunities. Once volunteers were in place, youth were given a similar introduction to the theme and events for the day.

**Goal(s) of MLK Day Project:**

The UNO SLA has informally adopted the goals "remember, serve, act" as articulated in the 1994 the King Holiday and Service Act. The goal was to engage over 125 volunteers in providing over 250 youth with opportunities to understand the purpose of the national day of observation to become empowered for personal betterment and social action. Through the following literature, 130 volunteers shared and discussed the stories of both Dr. Martin Luther King, Jr. and Barack Obama: *My Brother Martin*, *My Dream of Martin Luther King*, and *Barack Obama: Son of Promise, Child of Hope*. 420 youth celebrated these men and their own potential expressing themselves through the arts. They decorated history mobiles, painted three community murals,

created their own framed art, and learned to deliver spoken word poetry. There were stations devoted to serving and strengthening the community. Youth learned and practiced recycling, became educated about the dangers of lead poisoning, conducted a can drive for the Red Cross Food Pantry, and participated in a coin drive for the Red Cross' Measles Initiative. Volunteers facilitated most stations; some were lead by community artists.

**Details about organization of MLK Day Project:**

UNO SLA staff served as site project managers in the planning and implementation of the Day of Service at each site in partnership with agency staff providing the needed guidance and resources to mobilize the effort. Weekly meetings were held by the UNO site managers on campus. On-site meetings were led by UNO site managers with agency staff as needed; these can be considered on-site planning and implementation teams.

There were orientation sessions at each site. Each was developed by the site project managers. Please see the materials used in the emailed documents.

**Number of People Involved:**

Turning Point: 80 volunteers, 200 youth participants

Omaha Children's Museum: 25 volunteers, 150 youth participants

South Omaha Boys and Girls Club: 25 volunteers, 70 youth participants

**Details about the budget for the project:**

A combined total of approximately \$7,000. The funding stream used was braided: university budget (state), private foundation, and CNCS/Higher Education Learn and Serve through the Midwest Consortium for Service Learning in Higher Education

---

**University: University of Northern Iowa**

**Respondent Name: Gerri Perreault**

**Respondent Email Address: Geraldine.Perreault@UNI.edu**

**Description of MLK Day Project:**

Our students volunteered at three organizations in Waterloo, Iowa. Also, the Center for Multicultural Education had a speaker, a scholar on Martin Luther King, Jr. There may have been activities I did not know about. I don't know all of them, but our Center for Multicultural Education had a speaker and we scheduled him to be part of our kick off for our Day of Service. We had a noon kickoff with pizza and pop, and an explanation of why we were doing this, plus the speaker.

**Goal(s) of MLK Day Project:**

- To have students become aware of the needs of our society.
- To have students become motivated to volunteer more.
- To make a contribution to the community.

Students were very enthusiastic about the experience. We had more students interested than we could accommodate this year (45 students). We expect to more than double student involvement next year.

**Details about organization of MLK Day Project:**

Two ADP members, including the chair, teamed up with Student Activities and with our local Volunteer Center; its director did all the arranging with the community. The orientation for the students was during the kickoff as well as at each site. We also had 15 minutes for reflection on the service, conducted at each site.

**Number of People Involved: 45 students**

**Details about the budget for the project:**

We spent around \$350.

**How was the day evaluated?**

Student evaluation forms at each site. We thought it was a huge success

---

**University: California University of Pennsylvania**

**Respondent Name: LaMont Coleman**

**Respondent Email Address: coleman\_lm@calu.edu**

**Description of MLK Day Project:**

We hosted a guest speaker who discussed the relevance of Dr. King's messages today and volunteered for at least one hour at local churches and senior centers.

**Goal(s) of MLK Day Project:**

Our goal was to commit 100 students, staff and faculty to donate their time by uplifting their community.

**Details about organization of MLK Day Project:**

A staff of one professional and one graduate student coordinated everything from the formal speaking session to coordinating the volunteers and volunteer sites. A very brief session was held between the formal and volunteer programs.

**Number of People Involved: Approximately 95 people attended the formal speaker session and 70 volunteered in the community after the formal program.**

**Details about the budget for the project:**

\$500



© 2004 -CNCS photo by M. T. Harmon, Office of Public Affairs

## Resources and Links

---

### **Dr. Martin Luther King, Jr. Day of Service**

Corporation for National and Community Service Web site

<http://www.mlkday.gov>

---

### **King Holiday Information**

The King Center

<http://www.thekingcenter.com/holiday/index.asp>

---

### **Martin Luther King Day**

Infoplease

<http://www.infoplease.com/spot/mlkjrday1.html>

---

### **Martin Luther King Quotes**

University of Florida

<http://grove.ufl.edu/~leo/mlk.html>

---

### **Martin Luther King, Jr. Day of Service Grant 2008 (Deadline Passed)**

Points of Light Foundation

<http://www.pointsoflight.org/programs/seasons/mlkd/>

---

### **Martin Luther King Day of Service Grants 2008 (Deadline Passed)**

The Corps Network

<http://www.corpsnetwork.org/MLKDayofService2008.asp>

---

**American Democracy Project**

American Association of State Colleges and Universities

<http://www.aascu.org/programs/adp/>

---

**National Association of Student Personnel Administrators**

NASPA, Student Affairs Administrators in Higher Education

<http://www.naspa.org>

---

**About the American Association of State Colleges and Universities (AASCU)**

The American Association of State Colleges and Universities (AASCU) represents more than 420 public colleges, universities, and systems of higher education throughout the United States and its territories. AASCU schools enroll more than three million students or 55 percent of the enrollment at all public four-year institutions.

The American Democracy Project (ADP) began in 2003 as a collaboration between AASCU and the *New York Times*. Alarmed by the declining levels of civic engagement on the part of young people in the United States, AASCU and the *New York Times* launched this national initiative. Believing that the purpose of higher education is to serve the public good and to prepare the next generation of active, engaged citizens for American democracy, they sought the participation of AASCU institutions in the work of citizen preparation. More than 130 university presidents responded to the call for participation. Seven years later, the American Democracy Project has grown to 230 participating campuses.

**About the National Association of Student Personnel Administrators (NASPA)**

NASPA, student affairs administrators in higher education, is the leading voice for student affairs administration, policy, and practice and affirms the commitment of student affairs to educating the whole student and integrating student life and learning. With over 11,000 members at 1,400 campuses, and representing 29 countries, NASPA is the largest professional association for student affairs administrators, faculty, and graduate students. NASPA members are committed to serving college students by embracing the core values of diversity, learning, integrity, collaboration, access, service, fellowship, and the spirit of inquiry.

NASPA members serve a variety of functions and roles including the vice president and dean for student life as well as professionals working within housing and residence life, student unions, student activities, counseling, career development, orientation, enrollment management, racial and ethnic minority support services, and retention and assessment. NASPA serves its members

through a wide range of services, including outstanding quarterly publications such as the *NASPA Journal* and *Leadership Exchange*, a management magazine, a variety of professional development opportunities for student affairs individuals at all levels within the profession, and a comprehensive, content-rich Web site that is the most widely accessed Web site in the student affairs association community.

**NASPA and AASCU have partnered with the Corporation for National and Community Service (CNS) to promote the MLK Day of Service. For more information, please visit the CNS website: <http://www.mlkday.gov/>.**

## Appendices

### MLK Community Meal and Service Projects Brief Report Center for Service-Learning, UW-Eau Claire

- **Contact person** with email address
  - **Dylan Thomas – thomasdp@uwec.edu**
- **Number of volunteers** who served in King Day events on Monday, January 19<sup>th</sup>, 12:00 pm to 4:45 pm.
  - At least 63 were officially recorded. More were present at the different service locations in the area, but we missed getting some of them to sign in! A conservative guess is that we missed at least 12 on the sign-up lists at the bike repair for a total of 75.
  - Three VISTA corps members from the WICC VISTA project and four VISTA corps members from the Community Corrections VISTA project participated in the events of the day along with their site supervisor, Don Mowry.
  - One AmeriCorps team of Fresh Start youth from Black River Falls and one AmeriCorps team of youth from Eau Claire, about ten members each, participated in the community meal, a tour of Feed My People Food Bank, and service projects in the community.
  - One AmeriCorps Project Site Manager (Jumpstart Eau Claire)
  - Several volunteers from the Food Service Provider on campus—Sodexo, participated including the General Manager and the Hilltop Cafeteria Kitchen Manager
- **Elected officials or other VIPs** that participated in your event and in what capacity
  - Dr. Brian Levin-Stankevich (Chancellor of UWEC); and Mary Jane Brukardt (Special Assistant to the Chancellor of UWEC)
  - Maureen Slausen, Eau Claire County Board of Supervisors

(They attended the MLK Luncheon and helped with part of the clean-up-- it was a great gesture of support for the Campus Kitchens Project, the AmeriCorps\*VISTA projects, and the MLK Day of Service)

- **Types of service projects completed**

- Lunch served to the community, ~100 attendants, after the lunch there were several service projects in various places in the community.
  - Bike Repair and Donation Project Workshop – 20 community volunteers, three AmeriCorps\*VISTA members, and one AmeriCorps site manager (Jumpstart Eau Claire) worked on 20 donated bikes from various sources to repair them or strip them of usable parts. Repaired bikes will be donated to individuals and organizations in need of transportation (e.g. transitional housing for ex-offenders who do not have driver's licenses)
  - Community Table – we had about 7 disadvantaged youth from a service club at the Boys and Girls Club along with an AmeriCorps\*VISTA member come in to help give The Community Table's kitchen a much needed deep clean. The Community Table serves one meal a day to those in need of a free meal.
  - Dove Health Care Center – 10 AmeriCorps youth volunteers plus their adult supervisor, one AmeriCorps\*VISTA, and one UWEC student volunteer went to an extended care facility to socialize and help the residents play bingo.
  - Lakeshore Elementary – 10 AmeriCorps youth volunteers plus their adult supervisor, and two AmeriCorps\*VISTA members helped out at an afterschool program targeted at low income children. Volunteers played board games, completed an arts and craft project, and offered homework help to the K-5 children.
  - Bolton Refuge House – 6 community volunteers went to a domestic abuse center to help clean carpets, cleaned the kitchen, and organized their pantry.

- **Major accomplishments**

- Engaged at least 63 volunteers in the community
  - Expressed interest in making an ongoing commitment to service in the community
  - A wide range of ages were involved in the day of service
- Served approx 5 gal of soup, and about 80 sandwiches, chips, drinks, and 5 dozen cookies

- **Community Corrections AmeriCorps\*VISTA members:**
  - Jordan went to the Dove Health Care center – played bingo with the residents and socialized with them. She also helped serve food during the lunch
  - Alison went to the Bike Repair Workshop and helped strip bikes of their parts for use in later repair of salvageable bikes which will be donated to individuals and organizations in need of transportation. She also helped out at the volunteer registration booth- directing them to where they would be going after the meal and organized t-shirts for the volunteers
  - Matt went to the Bike Repair Workshop and helped strip bikes of their parts for use in later repair of salvageable bikes which will be donated to individuals and organizations in need of transportation. He also helped serve food during the lunch and set up signs on the building which directed people where to go.
  - Kyle was the early riser of the group, he helped bring in the PA system and computer for the meal time program as well as assisting in the kitchen in the meal preparation. He was in a leadership role for the Bike Repair and Donation workshop.

## MLK Day Coverage UW-Eau Claire

The View article:

<http://www.uwec.edu/alumni/e-view/>

Leader Telegram January 19<sup>th</sup>:

<http://www.leadertelegram.com/story-news.asp?id=BIUPON95HS3>

WEAU TV-13 story January 19<sup>th</sup>:

<http://www.weau.com/home/headlines/37846064.html#>

W QOW TV-18 story January 19<sup>th</sup>:

<http://www.wqow.com/Global/story.asp?s=9698559>

## Towson University

### Martin Luther King Jr. 2009 *Community Service Challenge*

Towson University, in conjunction with North Carolina Campus Compact, is searching for the most innovative service team on campus. We are looking for teams of 3 – 5 students who are interested in creating a community service project that will significantly impact a community or population in need.

#### Challenge Requirements

- Teams must be made up of 3 – 5 students including at least 1 Towson University student
- **The service project must take place between December 8, 2008 and February 9, 2009.** Projects are NOT restricted to a particular geographic location
- The team must involve other volunteers in their project. It is up to the team to decide upon an appropriate number of people to involve, based on the project. Volunteers can be of any age and do not have to be Towson University students
- Students must turn in a 1 – 2 page summary of their project, including the following info:
  - Mission of the project, what you hope to accomplish
  - What issue(s) is the project addressing, what need(s) is being met
  - What connection can be made between your project and Martin Luther King, Jr., whether it be his actions, beliefs, values, etc.
  - What community organization you worked with and what population the service project impacted
  - How you involved other volunteers
  - How many hours were spent in total on the project (this can include planning time)
- Students must also turn in a signed letter from the appropriate community organization verifying that the project was completed and how many hours the students spent working with the site  
*Optional:* Pictures from your service project



Teams should register for the Challenge in the Office of Student Activities, RM 217 in the University Union, and pick up the Challenge Guidelines. Project summaries and verification letters must be turned in to Dirron Allen in the Office of Student Activities, University Union RM 217, **by 5 PM on Monday, February 9, 2009.**\* If the service project is within a reasonable distance of Towson University, student teams can request the use of TU vans to travel to service sites. For more information about van usage, contact Corinne DeRoberts at [cderoberts@towson.edu](mailto:cderoberts@towson.edu) or 410-704-2806.

The winners of the Martin Luther King, Jr. 2009 Community Service Challenge will be announced and honored at the Center for Student Diversity's annual Martin Luther King Celebration on Tuesday, February 17, 2009. They will also be recognized at the Student Affairs Leadership Awards in May 2009.