



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



12 December 2007

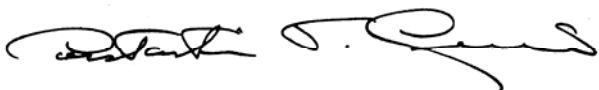
Dear Colleagues,

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?

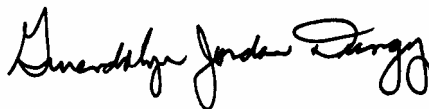
One opportunity is the national celebration of the birthday of Dr. Martin Luther King, Jr. Fourteen years ago, that national holiday became the MLK Day of Service. The motto for the day is, "A day on, not a day off." The celebration of Dr. King's life and legacy offers a unique opportunity to further develop the concept of service. 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,



Constantine W. (Deno) Curris  
President  
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@aacscu.org](mailto:orphanc@aacscu.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 for 2008 and 2009
- Programmatic examples from NASPA and AASCU American Democracy Project Institutions

## 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>)



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## 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 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).)



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## Why Serve?

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.



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## 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



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## Putting the “Service” in the MLK Day of Service

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

Organizing one-day service projects, or projects that are intended to be completed over a period of time, can involve a large number of volunteers 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 Service**

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 Volunteers**

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 <https://my.mlkday.gov/public/CreateUserAccount.aspx>

## 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**

### **State University of New York Geneseo**

The State University of New York at Oswego's assistant dean of students, Roosevelt Muhammad, made a presentation that explored the life of Dr. Martin Luther King, Jr. and his local and global contributions as a prominent and 'purposeful' Civil Rights Leader. Two films were also shown in conjunction with this event, *Underground Railroad Tour* and *Best of Western New York*.

Geneseo students, Christopher Basso and Anne Sheehan, were awarded the Dr. Martin Luther King, Jr. Awards. Basso wrote a scholarly paper titled "The Movement's Role in the Life of Martin Luther King, Jr." and Sheehan created a multi-media project titled "Tribute to a Legend." Basso and Sheehan each received a certificate, a plaque and a \$400 award during a reception.

### **University of North Carolina at Greensboro (UNCG)**

King Week commemorates the contributions of Dr. King. Part of the celebration was the presentation of the Martin Luther King, Jr. Service Award, which recognizes outstanding contributions in the areas of human relations and community service performed by a UNCG student, faculty or staff member. The Martin Luther King Award was established at UNCG in 1986 and was first presented in 1987. The award is given in even years to a UNCG student, and in odd years to a UNCG faculty or staff member.

### **Western Carolina University**

"Build the Dream" wristbands were sold throughout the week for \$3 on the second floor of the University Center, with proceeds benefiting the Dr. Martin Luther King, Jr. National Memorial Project. Other events organized as part of Western's "Social Justice in the 21st Century: What Would Dr. King Say Now?" included a freedom ride to Atlanta, unity marches, a candlelight vigil, a poetry slam, community service, dances and dramatic productions, and a panel discussion.

### **Bowling Green State University (BGSU)**

The former high school football coaches whose shared story inspired the film *Remember the Titans* headlined the remembrance of Dr. Martin Luther King, Jr. at Bowling Green State University. BGSU celebrated King's legacy January 26 with "An Evening with Coach Herman Boone and Coach Bill Yoast." For more information on the Dr. Martin Luther King, Jr. Legacy event, visit <http://www.bgsu.edu/offices/sa/getinvolved/page17103.html>.

### **The University of Toledo (UT)**

In honor of Martin Luther King, Jr. Day, UT College of Law Associate Professor Ben Davis gave a presentation of the photos taken by his father, noted photo journalist Griffith Davis, during the pre-civil rights and civil rights periods in the United States. Ben Davis' presentation of these photos posed a critical question: Has this hope been fulfilled? The public program was titled, "Photos of Faith: Hope in an Age of Segregation." Photos included images of Dr. Martin Luther King, Jr., Coretta Scott King and Langston Hughes.

*Southwestern Oklahoma State University (SWOSU)*

Southwestern Oklahoma State University celebrated the life and work of Dr. Martin Luther King, Jr., on January 16 with an MLK Power Breakfast that was attended by over 300 people. The group discussed Dr. Martin Luther King, Jr. and shared some of the struggles that still take place in the area of civil rights.

There was also a screening of *The Man and the Dream*, and winners of the “MLK in BLACK and WHITE” competition were announced by Southwestern Oklahoma State University in Weatherford. In addition, art and essay contests were held in conjunction with the celebration of Dr. Martin Luther King, Jr. Day. The following questions were discussed at the various tables of the event:

1. Discuss something Dr. King did or said which helped people of all ethnicities and races.
2. What is your best Dr. King memory? Story? Speech? Anecdote?
3. What was Dr. King’s main passion as you understand it?
4. What is the source of your passion for equality and how can we transfer that passion to the entire community?
5. Do we encourage peace and unity among all peoples in our community? Why is it important? How else might we?
6. As a local society, are we passively accepting evil and injustice today? If not, how do you know? If so, where and how and why?
7. How can we get people actively engaged in promoting justice?
8. In the spirit of Dr. King's words, what are you doing for others as one of the stewards of the City of Weatherford?
9. Dr. King called for us to promote service, a graceful heart and love. Do we? How? How else might we?
10. Do you believe that Dr. King's dream of a non-judgmental society has been reached? If not, what can be done to make it happen?
11. Weatherford/Custer County is perceived to be a wealthy county by some. However, there are many indigent people for whom transportation and medical care are a challenge. What are we doing do to ensure equal access to mobility and health care?

### **Portland State University**

Portland State University's Center for Academic Excellence has several activities slated throughout the community to highlight the teachings of Dr. Martin Luther King, Jr. in commemoration of the MDr. Martin Luther King, Jr. Day Monday, January 15th. Activities have been made possible in part by a \$30,000 Corporation for National Service grant.

A discussion of King's teachings and PSU's work in the community took place at the Civic Engagement Breakfast and featured representatives from the Urban League, The Oregon Council for Hispanic Advancement, the Mexican Consulate, and the Columbia River Tribal Commission.

MLK Day of Service Events: Ethos Inc.'s Memorial Music Instrument Drive. This local non-profit organization promotes community-wide music education for children who would otherwise be unable to afford music lessons. Ethos organized an instrument drive at Jefferson High School to collect new and used instruments for needy children in their program. Other service projects were held at the following organizations: the World Arts Foundation, Jefferson High School, Give Us This Day, and the Oregon Humane Society.

### **California University of Pennsylvania (Cal U)**

In celebration of Dr. Martin Luther King, Jr.'s birthday, California University of Pennsylvania conducted its third annual "Day of Service" to the Cal U and surrounding community. Following the on-campus program, Cal U student members of various clubs, organizations and athletic teams performed volunteer work at churches and other community establishments including California Center in the Woods, California United Presbyterian Church, and the Jennie Carter House on the Cal U campus.

### **Indiana University of Pennsylvania (IUP)**

IUP's African American Culture Center sponsored a day of volunteer community service in conjunction with Dr. Martin Luther King, Jr. Day. A service breakfast with a brief program by "The Apprentice" contestant Omarosa Manigault Stallworth was held, followed by volunteer service at local non-profit agencies. The documentary *Race-The Power of Illusion, Episode 3: The House We Live In*, was shown. After the film, a discussion session was held.

Stallworth gave a commemorative address, "The Legacy of MLK: The Emerging New Civil Rights Leadership" and discussed turning adversity into prosperity, leadership issues for women, surviving in politics, diversity in corporate America, and reality shows.

### **West Chester University of Pennsylvania**

West Chester University gathered to honor the MLK Day of Service. Personal memorabilia from Coretta Scott King's sister, Edythe Scott Bagley, was on display. Jann Ellis-Scruggs, an associate of Mrs. Bagley, was on hand to discuss the role Mrs. King played in the civil rights movement both before and after Dr. King's death.

The University's celebration began with the 14th annual Dr. Martin Luther King, Jr. Brunch and Drum Major for Justice Alumni Awards. Original and historic items from the Civil Rights Museum were displayed, along with items from Bagley's collection as well as collections from attorney William Scott, a former member of West Chester Borough Council, and Stephen

McKiernan, the University's coordinator of co-curricular programs. The University's 70-member Gospel Choir and members of the local community celebrated Dr. King's birthday through song, dance and poetry. Irish dancers and dancers from the University's Latin American Student Organization performed. The Office of Service Learning and Volunteer Programs sponsored activities as well. Participants made decorations and fleece blankets for children at Alfred I. du Pont Hospital for Children and Camp Dreamcatcher.

The play, "The Dream Realized," was performed. This play was written and directed by West Chester University alumni Shemica Johnson ('02) and resident director Marcus Harrison. Set in a high school sociology classroom, the production surveyed nine students as they discussed diversity, various aspects of their cultures, and contemporary issues including teenage pregnancy and respect as it relates to music lyrics. The production concluded with Langston Hughes' *A Dream Deferred* and a tribute to the lives lost on Sept. 11.

### **College of Charleston**

The College of Charleston commemorated Dr. Martin Luther King, Jr. Day with the 4th annual "MLK Challenge" and 14th annual observance vigil. Student-led teams completed service missions throughout the greater Charleston area that benefit local non-profit agencies, schools, religious organizations, and local governments with specific needs. Other events included the following: A panel discussion entitled, "Community Reflections on Civil Rights in Charleston," with local activists reflecting on their experiences with civil rights issues in Charleston in the post-World War II era. Dr. Bernard E. Powers of the Department of History at the College of Charleston, moderated the discussion. In conjunction with the Avery Research Center, the College of Charleston Addlestone Library hosted an exhibition of two paintings by local artist John Daso, titled "A Man and His Dream" and "Coretta - Thinking of You, Martin." Dr. Marvin Dulaney, director of the African-American Studies Program at the College and executive director of the Avery Research Center, presented a talk entitled, "The Relevance of Dr. King's Legacy Today." Dulaney also discussed and signed a work he edited, entitled, "Born to Serve: A History of the Woman's Baptist Educational and Missionary Convention of South Carolina." For more information about these events, please visit the Web site:

[www.cofc.edu/studentaffairs/service\\_learning/MLKChallenge/](http://www.cofc.edu/studentaffairs/service_learning/MLKChallenge/)

### **University of Central Florida (UCF)**

The MLK Day celebration began with the UCF Gospel Choir singing as they led the march from Memory Mall to the Reflecting Pond in honor of MLK. The walk was a time for the UCF community to come together and reflect on the Dream and the progress that has been made toward achieving that Dream. Many students, faculty and staff joined in the march prior to reaching the final destination, the Reflecting Pond.

More people gathered to hear MLK's famous speech, "I Have a Dream," which was read by Bryan Arnette, a member of the African American Student Union (AASU). Following the reading, Tykeisha Williams, member of the AASU, presented an inspiring VIP (Vision, Inspire, Pursuit) speech on the theme, "Where we stand, where we should be."

### **Indiana University (IU)**

Naomi Tutu, daughter of South African cleric and activist Desmond Tutu, spoke as part of the campus' Dr. Martin Luther King, Jr. Celebration 2007. Tutu discussed the "power of one" and King's legacy on a national and international scale. Complete details about celebration events are available online at <http://www.indiana.edu/~mlkjr>.

"A Day On! Not a Day Off," a massive volunteer effort organized in cooperation with a number of nonprofit agencies, IU and the City of Bloomington, took place on January 15. The City of Bloomington Dr. Martin Luther King Jr. Commission sponsors volunteer service activities throughout the community. Details are available at <http://www.bloomington.in.gov/cfrd>.

Students took a trip to Birmingham, Alabama, home to the Civil Rights Institute and site of historic Kelly Ingram Park and the 16th Street Baptist Church. Students participated in Sunday services at the church. Participants received an educational packet with materials about the Civil Rights Movement and its Birmingham historical landmarks. Information is available at the CommUNITY Education Program Web page at <http://www.cue.indiana.edu>.

### **University of Northern Iowa (UNI)**

On Thursday, Jan. 11, there was a showing of *An Amazing Grace*, a film chronicling King's role in the events surrounding the civil rights movement of the 1950s and 1960s.

A MLK Day Panel Discussion took place on Tuesday, Jan. 16, in Lang Hall Auditorium. Key African American stakeholders from the Cedar Valley, as well as UNI students, faculty and staff, discussed what Dr. King has meant to them, the Cedar Valley community and the nation at large. The moderator was T. Bissett Ford and panelists include David Goodson, Germaine Jackson, Cherie Nelson, Minister Michael Muhammad and W.C. Stokes. For more information, visit <http://fp.uni.edu/cme/jan.htm> or call 273-2250.



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## Resources and Links

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

Corporation for National and Community Service Web site

<http://www.mlkday.gov>

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### **King Holiday Information**

The King Center

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

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### **Martin Luther King Day**

Infoplease

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

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### **Martin Luther King Quotes**

University of Florida

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

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

Points of Light Foundation

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

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

The Corps Network

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

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### **American Democracy Project**

American Association of State Colleges and Universities

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

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### **National Association of Student Personnel Administrators**

NASPA, Student Affairs Administrators in Higher Education

<http://www.naspa.org>

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

The American Association of State Colleges and Universities (AASCU) represents more than 430 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. Four years later, the American Democracy Project has grown to 227 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/>.**