

## Inviting Gen Y to LIVE UNITED 2007-2008 Campus Cohort Participant List

### Summary

The 2007-2008 Campus Cohort is a group of 10 early adopter United Ways who worked with United Way of America to develop local campus engagement strategies and to inform the creation of parameters for a United Way student organization on college and university campuses. The Campus Cohort involved a variety of United Ways and campuses. Although each member had unique approaches and experiences, they had sufficient similarities to identify certain success factors and take-aways. These lessons include:

- **There is an opportunity on campus** – young adults are inspiring volunteers, advocates, and fundraisers, and they and their campuses are seeking additional and deeper connections to the community
- **United Way is positioned well** – United Way can offer value adds of bridging the town/gown divide (volunteerism, service, connection to partner agencies and impact approach) and connecting young people and community and business leaders
- **The importance of designating staff time** – although the best campus programs are student-run, and although students are largely self-sufficient, developing a campus engagement strategy does require a staff time investment and then a more limited commitment to advise and supervise student work
- **Hiring a student intern is very helpful** – hiring a student intern allows a United Way to maintain the many benefits of a student-led approach while minimizing the staff time commitment required
- **Identify and mobilize students through a concrete experience** – participation in Alternative Spring Break nationally or a Day of Action locally gives students and United Way the opportunity to meet and connect through a concrete experience that can grow into a deeper relationship

### 2007-2008 Campus Cohort Participants

#### United Way of Central Iowa (Drake University)

Staff contact: Shirley Burgess, Director of Volunteer Engagement (SBurgess@UNITEDWAYDM.org)

Notes: Participation in The 10,000 Hours Show (multi-year) and Alternative Spring Break as Team Leader with Drake participants (2008). Working with students at smaller private university to identify student Give, Advocate, and Volunteer work around the broad areas of Education, Income, and Health.

#### United Way for Southeastern Michigan (University of Michigan – Dearborn)

Staff contact: Angela Walker, Manager of Volunteer Services (Angela.Walker@uwsem.org)

Notes: Hosted an Alternative Spring Break week in 2008, engaging more than 50 students in a week-long immersion experience. Organized an orientation immersion experience in the fall for new students to UM-Dearborn. UWSEM staff also paired Make a Difference Day volunteering with students raising funds per volunteer hour.

#### Centre County United Way (Penn State University)

Staff contact: Pam Stellabotte, Director of Communications (pam@ccunitedway.org)

Notes: Five year-running Student United Way at large public university. Emphasis on 1) volunteerism to support partner agencies 2) special programs to perform United Way work (Jeans for Teens, Trash to Treasure, etc) and 3) participating in other student group's volunteer activities on campus to raise the profile of United Way. Large involvement by students.

Webpage: <http://www.clubs.psu.edu/up/suw/>

### **United Way of Greater Toledo (University of Toledo)**

Staff contact: Greg Braylock, Youth United Way Coordinator (Greg.braylock@unitedwaytoledo.org)

Notes: Deep community engagement approach mobilizing community youth (high school) to identify community problems and create and implement solutions. Uses college team leaders to work with the younger youth. Developing United Way student organization at University of Toledo that includes but is not identical to that activity.

Webpage: [www.unitedwaytoledo.org/youth](http://www.unitedwaytoledo.org/youth)

### **United Way of the Big Bend (Florida State University)**

Staff contact: Heather Mitchell, VP of Resource Development (Heather@uwbb.org)

Notes: Student organization with primary emphasis on fundraising, composed of student leaders from across campus. Heather surveyed other student organizations on campus to see what sort of philanthropy they already were doing. Looking at ways to offer charitable opportunities to large Florida State student body.

### **United Way of Utah County (Brigham Young University)**

Staff contact: Glenn Gilliam, Resource Development Director (GGilliam@unitedwayuc.org)

Notes: Long-standing volunteer and philanthropic relationships with private university. Established particular connections with students around early childhood work. Students organized a “Charity Ball” event and raised more than \$20,000 through a combination of student donations (admission, silent auction) and community gifts (matching program).

### **United Way Capital Area (University of Texas – Austin)**

Staff contact: Laura Garcia, Director of Community Building – Education (Laura.Garcia@UnitedWayCapitalArea.org)

Notes: Worked with a core group of students who had been involved with another United Way as younger youth. Primary student focus was on modeling the allocations model. Looking to expand volunteer component in future.

### **United Way of Delaware County (Ball State University)**

Staff contact: Gary Chenault, President/CEO (gchenault@uwdcin.org) and Jennifer Teeters, Student Intern

Notes: Provisional status as a student organization based on campus calendar, with full approval sought in the coming fall. Student intern focused on outreach and recruitment over summer and fall, with a Day of Action-type event mid-fall.

### **United Way of El Paso (University of Texas – El Paso)**

Staff contact: Emily Martin, Community Initiatives Coordinator (emartin@unitedwayelpaso.org)

Notes: Worked with a campus that was more commuter than residential. Deepened relationships with campus administration. Participated in Alternative Spring Break as a Team Leader and brought six student participants.

### **United Way of the Bluegrass (University of Kentucky)**

Staff contact: Jessica Pasley, Community Outreach Coordinator (jessica.pasley@uwbg.org)

Notes: Organizes an “Extreme Community Make-Over” nonprofit renovation project. Multiple student teams from University of Kentucky and Eastern Kentucky University participated.

**For more information, please contact United Way of America staff:**

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