SOURCE Service Scholars Program Information & Projects
2024-2025

SOURCE is excited to announce the thirteenth year of the SOURCE Service Scholars (SSS) Program. SSS is a unique opportunity for students to make a long-term, justice-focused commitment to a Baltimore community-based organization (CBO) that is a SOURCE partner while receiving a $1,750 stipend. Scholars will receive training and guidance from SOURCE staff covering the following: critical service-learning theories and practices, interprofessional collaboration and leadership, project and volunteer management, and delivering and reporting outcomes. Additionally, Scholars will engage in reflective practice throughout the program. This training will be delivered through required SOURCE Service Academy seminar sessions as well as one-on-one consultations with SOURCE staff. This opportunity is open to any student enrolled full-time in the Johns Hopkins University Schools of Public Health, Nursing, and Medicine (MD seeking only) throughout the 2024-2025 academic year who has an interest in long-term service and community-based professional development.

SOURCE is now accepting applications for the 2024-2025 SSS cohort!

Applications are due by Sunday, April 7th at 11:59pm

How to Apply:
SSS Projects have already been identified with SOURCE community partners. Applicants should review all projects online (listed below) and rank up their 1st and 2nd choices of interest only. Applications will be reviewed, and top candidates for each project will be invited to interviews. To access the online application form, click [HERE].

SSS Commitments – please review carefully.

● **Service Hour Requirement**: Commitment to at least 150 service hours with the partner organization over the course of the academic year, including regular check-in meetings with their CBO contact. This translates to approximately 4-5 hours/week.

● **Summer Assignments**: Scholars are assigned readings, online training modules, and reflection exercises throughout the summer in preparation for their direct placement with community partners, that begins officially in September. Scholars are required to complete all readings, modules, and reflections by dates indicated throughout the summer.

● **SOURCE Staff Advisor Meetings**: Scholars must meet with their assigned SOURCE Advisor on a regular basis to discuss personal reflections, project activities and progress, and general experiences related to the service collaboration (Advising meetings begin after the completion of summer assignments and will be scheduled quarterly in August-September, December-January, March-April).

● **Scholar Reports**: Scholars are required to complete at least two written progress reports, i.e. collaborative project workplans throughout the course of their service year. The first workplan is due in October/November and the second workplan due February/March.

● **SOURCE Service Academy**: Through a series of seminars and personal learning activities, the SOURCE Service Academy will train Scholars in service project management, including successful recruitment, management, and retention of volunteers, principles of academic-community partnership, critical service-learning pedagogy, and leadership for social change. Scholars will also be required to complete a variety of readings and assignments as part of the service academy. All Academy session dates are MANDATORY.

● **Volunteer Recruitment**: Each Scholar is required to recruit at least four additional JHU health professional students to collaborate on the designated project throughout the year. The Scholar will act as the team leader and will implement volunteer management skills and critical service-learning pedagogy knowledge gained during Service Academy sessions.

● **Final Presentations**: Scholars are required to present their projects and progress through a poster at the Year-End Celebration (April or May 2025)
**SSS Academy Sessions:**

Mandatory SSS Academy sessions are typically held on **Wednesdays - mid-month**, but exact dates are to be determined. Sessions last approximately 2-3 hours in length. Please HOLD the following dates below:

- **Wed, June 26, 2024** – **hybrid** – summer preparation Academy session #1 (time TBD)
- **Wed, July 17 or 24, 2024** – **hybrid** – summer preparation Academy session #2 (time TBD)
- **Wed, August 21 or 28, 2024** - **in-person** – final summer Academy session #3 (5-8PM TBC)
  - Quarterly SSS Advising Meeting: August-September
- **Wed, September 18 or 25, 2024** – **in-person**, fall Academy session #4 (5-8PM TBC)
- **Wed, October 9, 16, or 23, 2024** – **in-person**, fall Academy session #5 (5-8PM TBC)
- **Wed, November 13 or 20, 2024** – **in-person**, final fall Academy session #6 (5-8PM TBC)
  - Quarterly SSS Advising Meeting: December-January
- **Wed, February 5 or 12, 2025** – **in-person**, spring Academy session #7 (5-8PM TBC)
  - Quarterly SSS Advising Meeting: March-April
- **Wed, April 23 or 30, 2025** - **in-person**, SSS Celebration, Presentations & Final Academy Session

**SSS Benefits:**

- **$1,750 stipend** to be disbursed upon successful completion of SSS Program requirements and service hours tracked and completed.
- Practical experience in critical service-learning theories and practices, interprofessional collaboration and leadership, project and volunteer management, and delivery and reporting on outcomes.
- Valuable professional development experience through the SOURCE Service Academy and mentorship with SOURCE Staff Advisors and CBO preceptors.
- Community-based practical experience focused on deepening health equity and social justice lens.

**SSS Application:**

- Open to all students from the Johns Hopkins University Schools of Public Health, Nursing, and Medicine who will be enrolled full-time for the duration of the 2024 - 2025 academic year.
- Applications must be completed by **SUNDAY April 7th at 11:59pm**. Students will complete an online application form and must attach their resume to the form. To access the application form, click **HERE**. Applicants should thoroughly review projects (listed below) and rank their **top 2 projects** within the form.
- An internal admissions team will review applications and will select the top 3 students to interview per community-based project. Applicants will be notified on or before **WEDNESDAY, April 17** regarding the status of their application and invitation to move to the interview round. Individuals will be instructed to immediately schedule virtual, phone or in-person interview sessions with select CBO Preceptors for their potential service placement.
- Interviews should take place between **THURSDAY, April 18 – THURSDAY, May 2**.
- Final matching of projects will be completed **early May 2024**.

### 2024-2025 SSS Community-based organization (CBO) Projects

| 1. Asylee Women’s Enterprise: ESL Access for Spanish Speaking Trafficking Survivor Youth project |
| 2. Baltimore City Health Dept: Alzheimer’s Disease and Related Dementias (ADRD) project |
| 3. Cornerstone Community Housing, Inc: Storytelling initiative - Faces of the Homeless project |
| 4. Dayspring Programs, Inc: Dayspring 2.0 project |
| 5. NAMI Metropolitan Baltimore: Spanish Programming Expansion project |
| 6. Next One Up: Community Engagement through Social Media and Outreach project |
| 7. Parks and People: Enhancing Program Participation and Volunteer Engagement project |
Asylee Women Enterprise
Location: 4500 Frankford Ave Baltimore, MD 21206
https://www.asyleewomen.org/

Organization Mission:
Asylee Women's Enterprise (AWE) supports asylum seekers, foreign-born trafficking survivors, and other forced migrants as they navigate the immigration legal process, heal from past trauma, and rebuild their lives in Maryland. The organization seeks a world where forced migrants have the support, opportunities, and rights to live with dignity, safety, and hope.

Project Title & Description:
ESL Access for Spanish Speaking Trafficking Survivor Youth

Service Format & Transportation Needs:
On-site at CBO workspace. Scholar will use personal or public transport for scheduled on-site work.

CBO Orientation & Additional Requirements
AWE’s core values are solidarity, community, dignity, and a holistic approach to meeting our clients’ needs. AWE will emphasize these values throughout the onboarding process and the supervision of the Service Scholar’s project. The Scholar will participate in an orientation process where they will learn about the complex needs of the populations AWE serves, including detailed information about the political contexts that force AWE clients from their homes and the unique vulnerabilities clients face as they navigate the American immigration system. The onboarding process will allow the scholar to become familiar with AWE’s services and holistic approach to meeting as many interdependent needs as possible. Once the Scholar begins implementing the ESL curriculum, they and the volunteers recruited will be trained on how to best work alongside our trafficking-survivor youth clients in a caring and compassionate manner, rather than positioning themselves as authority figures.

Additional Requirements: Will need to submit FCRA paperwork for background check. Scholar must be bilingual in English and Spanish.

Student Leader Responsibilities:
- Understand the need for English language acquisition for Spanish-speaking youth trafficking survivors enrolled in the AWE Steps to Success supportive programming by consulting existing research and related surveys.
- Develop an ESL curriculum that is innovative and fun (conversation-based) to meet the specific needs of youth trafficking survivors in Baltimore.
- Recruit at least 4 volunteers from JHU health professional schools to help implement the ESL curriculum and support clients with individual language acquisition needs.

Proposed Deliverables/Outcomes:
- Collect and manage completed surveys from AWE Steps to Success clients on English language acquisition desires and needs.
- Based on survey recommendations, develop an ESL curriculum and activities specifically for the needs of youth survivors of trafficking.
Pilot initial sessions of the ESL curriculum as a part of the Steps to Success program.

**Additional Volunteer Opportunities:**
After the first several months, once the project is underway and an ESL curriculum has begun to come together, AWE envisions the Scholar recruiting volunteers either from within our existing volunteer network or through their own connections and student body. If not existing AWE volunteers, new volunteers will:

- Complete our standard volunteer orientation, paperwork, and onboarding process after which they would receive training about the need for English language acquisition for youth trafficking survivors.
- With input, guidance, and supervision from the Scholar, assist in the implementation of the sessions using the ESL curriculum for the Steps to Success program and for youth trafficking survivors.
Organization Mission:
The Baltimore City Health Department’s mission is to protect health, eliminate disparities, and enhance the wellbeing of everyone in our community through education, coordination, advocacy, and direct service delivery. The Department’s Division of Aging serves as the Area Agency on Aging for Baltimore City with the mission to support older adults in their aspirations to remain independent, healthy and in their own homes, and with the ability to participate in the life of their communities.

Project Title & Description:
Alzheimer’s Disease and Related Dementias (ADRD): Enhancing screening processes and increasing education and awareness in Baltimore City communities.

It is estimated that Maryland, specifically Baltimore City, may have higher rates of Alzheimer’s Disease compared to other states and jurisdictions across the country based on a new study from the Alzheimer’s Association: https://alz-journals.onlinelibrary.wiley.com/doi/10.1002/alz.13081.

The Baltimore City Health Department, in partnership with the Alzheimer’s Association, Total Health Care (Federally Qualified Health Center/FQHC), and Johns Hopkins Geriatrics Workforce Enhancement Program, is working to increase awareness of Alzheimer’s Disease and Related Dementias (ADRD) at both the clinical and community levels. The hope of this project is to support an awareness campaign, provide support around educational workshops, and support the implementation of screening tools in the clinical space.

Service Format & Transportation Needs:
• On-site at multiple Baltimore locations (specifically Total Health Care sites, Senior Centers and other outreach locations to be determined). Scholar must be able to work onsite in at least 2 Total Health Care locations and additional outreach locations, including senior centers.
• Scholar will use personal or public transport for scheduled on-site work.

CBO Orientation & Additional Requirements
The Baltimore City Health Department centers its work around equity and justice. Scholars will receive an initial orientation about the Health Department and the Division of Aging. Scholars will learn about the values of the agency and how the division operationalizes equity in its programs, including how it utilizes data to develop division-level strategies. Through regular meetings with the scholars, the preceptors will provide space to discuss the project and have collaborative discussions to frame the work through an equity lens – understanding who is impacted by the project and how the project will support vulnerable communities.

Student Leader Responsibilities:
• Develop survey tools to observe workflow and assess needs at clinics.
• Observe patient flow at Total Health Care sites.
• Conduct a needs assessment of clinical staff on their knowledge and understanding of Alzheimer’s Disease and Related Dementias (ADRD) through surveys and/or focus groups.
• Receive training on existing screening tools to understand the strengths and challenges of implementing these tools.
• Receive training on ADRD curriculum provided by the Alzheimer’s Association.

Proposed Deliverables/Outcomes:
• Develop supplemental programming to improve the engagement with older adults in the ADRD workshops and education.
• Provide workshops on ADRD in community settings.
• Create a needs assessment and workflow assessment on how an FQHC, like Total Health Care, can integrate and implement screening tools into their workflow.

Additional Volunteer Opportunities:
SSS Volunteers will be trained in various curricula provided by the Alzheimer’s Association, including 10 Warning Signs and Healthy Living for your Brain and Body.

Volunteer activities will include:
• Periodically provide workshops at selected community sites throughout the city, such as Total Health Care locations, city operated senior centers, and other community-based locations.
• Based on survey tools developed by SSS project manager to observe workflow and assess needs at clinics, SSS volunteers will be asked to observe how patients move throughout the clinic and survey staff to identify when and where to best provide additional screening tools if needed.
• Based on the supplemental programming developed by the project manager to better engage older adults, SSS volunteers may be asked to integrate these engagement activities into the workshops.

Cornerstone Community Housing, Inc
Location: 1400 E Lombard St, Baltimore, MD 21231
www.cchbaltimore.org

Organization Mission:
Cornerstone Community Housing (CCH) has a twofold mission. We are dedicated to helping men experiencing homelessness rebuild their lives and to changing attitudes toward homelessness through outreach and education.

**Project Title & Description:**
*Storytelling Initiative: Faces of the Homeless*

**Service Format & Transportation Needs:**
On-site at CBO workspace. Scholar will use personal or public transport for scheduled on-site work.

**CBO Orientation & Additional Requirements**
Staff will provide an overview of our mission and history. With years of experience as the Executive Director of CCH, the preceptor will guide and share supporting resources throughout the service year. Regular check-in meetings will be scheduled to discuss progress, challenges, and opportunities for growth. The scholar will have opportunities for hands on experience with the day-to-day operations and the residents.

*Scholar will NOT be required to complete any background checks to successfully collaborate with the CBO.*

**Student Leader Responsibilities:**
1. **Project Leadership:** The Scholar will lead the Storytelling Initiative: Faces of the Homeless, overseeing all aspects of project planning, implementation, and evaluation.
2. **Content Creation:** Develop a series of compelling stories featuring community members, volunteers, and program participants. These stories will highlight personal experiences, challenges, and successes.
3. **Social Media Management:** Manage social media platforms (e.g., Facebook, Instagram, Twitter) to share and promote stories, engage with followers, and facilitate community dialogue.
4. **Outreach and Engagement:** Collaborate with CCH staff to identify potential storytellers, schedule interviews or recording sessions, and gather multimedia content (e.g., photos, videos, quotes).
5. **Volunteer Recruitment and Management:** Recruit and manage at least 4 additional service participants to assist with various project tasks, such as content creation, social media management, outreach efforts, and event coordination.
6. **Training and Support:** Provide training and guidance to volunteers on storytelling techniques, social media best practices, and effective community engagement strategies.
7. **Evaluation and Reporting:** Track project progress, collect feedback from participants and stakeholders, and report on project outcomes, including reach, engagement, and impact.

**Proposed Deliverables/Outcomes:**
1. **Story Collection:** Curate a diverse collection of stories reflecting the experiences and perspectives of current and former residents.
2. **Engagement Metrics:** Increase social media engagement metrics (e.g., likes, shares, comments) by 20% within the project timeline.
3. **Community Dialogue:** Facilitate meaningful discussions and interactions fostering a sense of community connection and support.
4. Volunteer Engagement: Successfully recruit and manage a team of 4 additional service participants, providing them with meaningful opportunities for skill development and contribution.

Additional Volunteer Opportunities:

1. Content Creators: Volunteers can assist with conducting interviews, capturing photos and videos, and transcribing or editing storytelling content.

2. Social Media Ambassadors: Volunteers can create and share project-related content through personal networks.

3. Event Assistants: Volunteers can help coordinate virtual or in-person events (e.g., storytelling workshops, community forums) by managing logistics, registrations, and participant engagement.

4. Training Modules: Volunteers can assist in developing training modules or workshops covering storytelling techniques, social media management skills, and community engagement strategies. Volunteers can support the hands-on training sessions and participate in building their confidence and competence in their respective roles.

5. Regular Check-ins and Support: Volunteers can schedule and participate in regular check-ins with CCH volunteers to provide guidance, address concerns, and recognize their contributions. Foster a supportive and inclusive team environment where volunteers feel valued and empowered to make a difference.

Dayspring Programs, Inc.
Location: 1125 N Patterson Park Ave., Baltimore, MD 21213
www.dayspringbaltimore.org

Organization Mission:
To improve the lives of children and families focusing on those affected by substance abuse, homelessness and poverty. Key goals of the Dayspring model are to 1) treat the entire family, recognizing that children are affected and need concentrated services and 2) sustain a continuum of services long enough for the family to regain and maintain stability.
Dayspring is unique among treatment programs by the linking of housing, substance abuse treatment, mental health counseling and support services including services geared to the needs of residents who have been victims of crimes i.e., domestic violence, sexual assault, community violence with special attention to children who have been victims of abuse or have witnessed violence in their homes or communities. Dayspring’s housing programs include transitional housing for 18 families in early recovery and permanent supportive housing for 67 families. Dayspring also manages Head Start programs for 499 children located in classrooms throughout Baltimore.

**Project Title & Description:**

**Dayspring 2.0 Project**

Dayspring has been in operation for over 25 years and not much has changed. Our brochure, flyers, and social media presence remains the same. The Dayspring team is seeking to expand our program by increasing collaborations, revenue, and volunteer resources. The marketing goal is to attract new donors, including hosting an annual fundraising event with corporate sponsors to get the word out about the services Dayspring provides, not only to donors but also to potential new families to serve.

This project aims to develop methods, techniques and operational aspects that will be incorporated into the on-going work of Dayspring. All housing and administration staff and board members will be trained in basic marketing to build a sustainable plan. Dayspring will continue to seek special funding to enhance programming, expand training, and ensure that the skills learned are carried forward and will provide a strong base from which to continue as a trauma-informed organization that provides much needed services to the city of Baltimore.

Ultimately, the goal for this project is to initiate operational updates and become financially diversified toward purchasing more housing for clients and beginning on the road to financial sustainability. As a project manager, the service scholar will help outline a plan for community outreach and advocate for the agency in the community of East Baltimore.

**Service Format & Transportation Needs:**

**On-site** at CBO workspace. Scholar will use personal or public transport for scheduled on-site work and may need transportation if they need to visit prospective partner sites.

**CBO Orientation & Additional Requirements**

Dayspring will conduct an on-boarding session that will thoroughly go over our agency, mission, attend client sessions, meet the staff, and tour our facility. The Scholar and volunteers will attend a similar orientation and on-boarding that new staff members receive.

**Additional Requirements:** Criminal background and health screening.

**Student Leader Responsibilities/Deliverables:**

- Increase marketing awareness by developing new marketing materials (brochures, web page design.
- Identify potential new collaborators and design outreach to new partners, including philanthropic organizations that are willing to partner with our agency.
- Develop a plan for an advocacy campaign.
  - Develop a social media strategy for the campaign.
Identify events and event locations for the campaign.
- Create a plan for engaging volunteers to help with logistics, marketing, and staffing advocacy events.
  - Search for grant support to fund event materials and printing.
- Develop a volunteer training plan to recruit new volunteers.
  - Develop a volunteer data base and manual
- Develop a donor database
- Capture videos of clients talking about their experience at Dayspring and maybe a tour of one of their homes (talking about ways donors can help)
- Capture videos of children and teaching staff in our program (volunteer opportunities)
- Capture videos of our community garden and volunteer opportunities.

Additional Volunteer Opportunities:
- Relationship Manager/Market Researcher
  - Develop talking points about the agency and strategic marketing to prospective new volunteers as well as donors; develop donor list.
  - Understand the community through constant listening and feedback loops, including regular surveying and active social media use. Keep “finger on the pulse” to maintain and build relationships long-term.
  - Manage segmentation/targeting strategy to send “right content to the right people.”
- Lead Generator- Focus on growth tactics.
- Graphic Designer- Support visual content, web design, brochures, annual reports, flyers etc.
- Event Manager- Develop presentations, fundraising logistics, works on plans for annual events as well as micro events.
- Social Media Manager / Brand Manager
  - Develop talking points that are consistent and succinct for staff.
  - Understand the best ways to talk about services from the organizational and community perspectives.

NAMI Metropolitan Baltimore
Location: 2601 N Howard Street, Suite 130, Baltimore, MD 21218
www.namibaltimore.org

Organization Mission:
NAMI Metropolitan Baltimore improves the lives of individuals living with mental health conditions, their families, and communities through education, support, and advocacy. We envision a world where all people affected by mental illness live healthy, fulfilling lives supported by a community that cares.
**Project Title & Description:**

NAMI Metro Baltimore Spanish Programming Expansion

NAMI Metro Baltimore is committed to expanding and launching programming in **Spanish** over the next 18-months. The SSS project will support in connecting NAMI with new partners, researching outreach opportunities, and launching Compartiendo Esperanza with partners in Baltimore. To learn more about Compartiendo Esperanza, see NAMI National website: [https://www.nami.org/Support-Education/Mental-Health-Education/NAMI-Compartiendo-Esperanza-Mental-Wellness-in-Hispanic-Latin-American-Community](https://www.nami.org/Support-Education/Mental-Health-Education/NAMI-Compartiendo-Esperanza-Mental-Wellness-in-Hispanic-Latin-American-Community)

**Service Format & Transportation Needs:**

*On-site* at CBO workspace. The Scholar will be expected to be on-site at our office to complete their hours and may be required to attend presentations and outreach events at off-site locations. Scholar will use personal or public transport for scheduled on-site work.

**CBO Orientation & Additional Requirements**

NAMI Metro Baltimore will orient and guide the SOURCE Service Scholar through 1:1 meetings with staff members and online training to ensure understanding of NAMI mission, values and approach to serving the Baltimore community. Scholar will **NOT** be required to complete any background checks to successfully collaborate with CBO.

*Additional Requirement: Scholar must be bilingual in English and Spanish.*

**Student Leader Responsibilities:**

- Learn and understand NAMI Metro Baltimore's mission, vision and programs.
- Conduct outreach to existing and new partners (churches, community organizations, businesses, etc.) to deliver Compartiendo Esperanza.
- Research outreach events/fairs and festivals where NAMI Metro Baltimore could table and provide resources.
- Research public health issues affecting the Latinx and Hispanic population in Baltimore and present findings to NAMI Metro Baltimore staff.
- Recruit Spanish-speaking or bilingual volunteers from Baltimore City and Baltimore County, with an emphasis on individuals who want to share their stories through NAMI In Our Own Voice and NAMI Ending the Silence.
- Collaborate with Volunteer Engagement Manager to onboard and train new Spanish-speaking volunteers.
- Assist with staffing the NAMI Metro Baltimore Spanish HelpLine as needed.

**Proposed Deliverables/Outcomes:**

- Implement 3 series of Compartiendo Esperanza with partners in Baltimore.
- Recruit 10 Spanish-speaking or bilingual volunteers, with an emphasis on volunteers with lived experience to share their stories through NAMI Metro Baltimore programming.
• Connect with 10 new churches, community organizations, schools and/or businesses that serve the Latinx and Hispanic community.
• Connect NAMI Metro Baltimore with 3 bilingual mental health professionals to support the 2nd session of Compartiendo Esperanza.
• Provide a presentation to NAMI Metro Baltimore staff about public health issues impacting the Latinx and Hispanic population in Baltimore.

Additional Volunteer Opportunities:
Scholars can recruit bilingual service participants to assist in the following ways:
• Co-lead Compartiendo Esperanza with partners in Baltimore.
• Assist with staffing NAMI Metro Baltimore Spanish HelpLine.
• Collaborate with Volunteer Engagement Manager to onboard and train new Spanish-speaking volunteers.
• Participate in outreach events to table NAMI Metro Baltimore resources.
• Join as a long-term volunteer with NAMI Metro Baltimore, particularly if they have lived experience with mental health.
• Assist with translation efforts of the organization for presentations and written materials.

Next One Up
Location: 5911 York Road, Suite 300, Baltimore, MD 21212
www.nextoneup.org

Organization Mission:
Next One Up transforms the lives of young men in Baltimore City. By providing critical academic, athletic, and social resources from middle school through adulthood, Next One Up empowers participants to embrace opportunity and forge a brighter future - for themselves and for those who come next.

Project Title & Description:
Community Engagement through Social Media & Outreach

**Service Format & Transportation Needs:**
Hybrid (blended on-site and virtual). Scholar will use personal or public transport for scheduled activities/on-site work. The project will require occasional onsite presence to capture images of programming in action. Facility is accessible by car, rideshare, or public transportation and schedule for visits can be mutually agreed upon.

**CBO Orientation & Additional Requirements**
Preceptors will meet with scholars one to one to orient them on the mission, vision and values of Next One Up. Later, the service scholar and volunteers are welcome to observe and participate in current programming. Scholar will have one-on-one and team support from NOU staff to ensure they are fully integrated into our NOU community. Our staff is committed to open and honest communication, flexibility, empathy and inclusion.

*Additional Requirements: Background check with fingerprinting will be required.*

**Student Leader Responsibilities:**
- Collaborate with NOU students to activate and oversee the creation of social media and outreach content each month.
- Coordinate with Program staff on other strategic outreach initiatives, including community fairs, admissions/recruitment, etc.
- Elevate the consistency and quality of social media posts for the organization.
- Effectively represent the organization in a variety of community settings.

**Proposed Deliverables/Outcomes**
- Craft a social media guide/schedule for the organization.
- Create 4-8 pieces of content per month to showcase mission, programming and student stories.
- Increase social media following by 5-10% over the course of the year.

**Additional Volunteer Opportunities:**
- Monitor NOU's social media accounts on Instagram, Facebook, etc.
- Brainstorm strategies to drive engagement to NOU accounts to increase viewership and eventual participation and donations.
- Support the creation of weekly social media content.
- Assist with identifying posting schedules based on timed readership.
Parks and People
Location: 2100 Liberty Heights Avenue Baltimore, MD 21217
https://www.parksandpeople.org/

Organization Mission:
Parks & People has worked since 1984 to build public–private partnerships that sustain and improve Baltimore’s parks and green spaces, with a legacy of investing in projects revitalizing green programs that allow children, youth and adults to learn, grow, and explore their natural environment. Our vision is to ensure that everyone in Baltimore is connected to nature, their community, and each other through vibrant parks and green spaces.

Project Title & Description:
Enhancing Program Participation and Volunteer Engagement project

Service Format & Transportation Needs:
Hybrid (blended on-site and virtual). Scholar will use personal or public transport or rideshare for scheduled event work.

CBO Orientation & Additional Requirements
Parks and People preceptors will immerse the Scholar in the organization’s unique approach. The orientation will include presentations on our programming, history, and DEIJ statement, followed by discussions with staff and board members. The scholar will participate and support current volunteer projects, such as the community garden, campus clean-up, and summer camp preparation, experiencing firsthand how Parks and People enrich our community. Throughout the SSS project year, the preceptors will mentor and guide the Scholar to understand the social justice lens of environmental stewardship.

**Additional Requirements: Complete background checks and site-specific training.**

**Student Leader Responsibilities:**

- Attend and participate in staff planning meetings to understand current projects and assess specific needs for improved participant and volunteer engagement and communicate challenges with preceptors.
- Research potential tools/approaches to improve student engagement around environmental stewardship and encourage positive behaviors.
  - Outreach content generated should inform, showcase value, and entertain to attract, engage, and delight students and other audience members on topics such as environmental stewardship, how P&P is an advocate for environmental stewardship, and what students and audience members can do to become green stewards.
  - Possible topics: What is a green space; Building a Better Baltimore; Green Careers for students
- Collect, review, analyze participant satisfaction surveys and propose recommendations for project improvements.
- Develop outreach to previous and current volunteers of Parks and People using the current database.
- Support the utilization of the GivePulse platform to recruit and track volunteers.

**Proposed Deliverables/Outcomes:**

- Develop recommendations to improve upon current student engagement around environmental stewardship and improve their overall satisfaction.
- During the content strategy phase, build a content workflow to launch a cohesive campaign, as well as identify and propose metrics to track to indicate success.
- Develop content calendars and content inventory, create blog posts, infographics, social media posts, and emails to engage students and community members. Content channels include but are not limited to Instagram, Facebook, email, blogs and web pages, LinkedIn, and TikTok.

**Additional Volunteer Opportunities:**

- Support Scholar with surveying past and current participants of current programs.
- Assist with translation to Spanish for the assets that are created.
- Create visually appealing materials.
- Analyze data and online marketing / outreach campaigns to reach target audiences.
Seeking a Service Scholar and Volunteers with the following skills:

- Ability to connect and communicate with youth and community members.
- Good time management skills needed to handle multiple volunteers.
- Ability to establish and maintain cooperative and effective working relationships with others.