Quick Facts

Service Learning courses
- 335 courses
- 4,836 hours
- 1,225 freshmen
- 77 projects
- 15 Bay Area cities
- 263,000 hours of service
- 20 academic departments
- 7,673 students

The Freshmen Day of Service

Pioneers for Change

Our mission:
to support and cultivate a culture of socially responsible learning through campus-wide collaboration that supports and increases capacity for high quality community engagement experiences for students and mutually beneficial community partnerships
Campus Collaboration

Faculty Curriculum Development Grants
With support from the Provost’s office, the Center for Community Engagement awarded four Community Engagement Service Learning (CESL) Curriculum Development Awards. The awards were given to: Duke Austin, Assistant Professor of Sociology & Social Services, Jesus Diaz, Associate Professor of Modern Languages & Literatures, Jennifer Sherwood, Lecturer in Kinesiology, and Lindsay McCrea, Professor of Nursing and member of the Honors Advisory Council.

During the 2014-15 academic year the faculty awardees worked with the CCE Community Partnerships Coordinator to develop their courses in support of immigrant students in public high schools, advanced Spanish language development in non-profits, the implementation of safe physical activity programs for elderly, and honors service learning based action research. The courses will be taught during the 2015-16 academic year.

Programmatic Excellence and Innovation in Learning*

CSUEB faculty and students worked with local community organizations including the Math Science Nucleus in Fremont, Tri-CED Community Recycling (who manages residential and other recycling projects in the area, including composting at the Masonic Home), and the Masonic Homes of Union City to plant native oak woodland. Students in environmental science and introduction to recreation courses were learning about environmental restoration and recreation at several locations in Fremont (Tule Ponds at Tyson Lagoon, next to Fremont BART, and the California Nursery Historic Park, near Mission & Nursery).

In fall 2014, in an effort to enhance their own financial literacy through teaching others, CSUEB students in FIN 2300 Personal Finance, shared what they learned with students at Mt. Eden High School. Under the supervision of Dr. David Murray, the CSUEB students offered guidance about preparing a personal budget, discovering FICO score, and making credit card and bank account choices.

*PEILs are an Initiative of the Office of Faculty Development
**Bridges Out of Poverty**

On April 13th and 16th, the Provost’s Speakers Colloquium on Diversity & Sustainability, co-hosted with the Center for Community Engagement, “Bridges Out of Poverty.” Sheila Burks of Alameda County Community Food Bank facilitated an engaging conversation on economic class and helping us to fight against hunger and poverty in our community.

In Alameda County, 1 in 5 residents relies on food bank assistance. 12.9% of Alameda County residents live at or below the poverty line. With two-thirds of our undergraduates as residents of Alameda and Contra Costa counties and 45% of our undergraduates designated as low-income, CSUEB recognizes that poverty and hunger affect our campus community as well as the region.

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**Community Collaborations**

**Book to Action**

In 2011, Sally Thomas, Supervising Librarian at the Hayward Public Library, launched the first Book-to-Action program in the state of California at the Hayward Public Library. Recognizing the Hayward Public Library's success, the California State Library and the California Center for the Book adopted the program and in 2012 ten California libraries received small LSTA grants to implement their own Book-to-Action programs. The program has grown since.

In December of 2014, Sally and Andrea Wells, the CCE’s Community Partnerships Coordinator began collaborating on the 2015 Book-to-Action project, Music & Memory, with the help of Corey Gin, the Director of LEEP (Leadership Employee Enrichment Program).

In Book to Action, participants read a book that enables its readers to put their new-found knowledge into action through a community service project; discuss with a book group; meet the author or watch a film based on the topic; and act by volunteering in the community.

In 2014-15, Book to Action focused on Dr. Oliver Sacks’ book “Musicophilia: Tales of Music & the Brain.” Sacks was a professor of neurology at the New York University School of Medicine and the author of several books.

Participants saw movie “Alive Inside,” which follows Dan Cohen, founder of the nonprofit organization Music & Memory, as he fights the healthcare system to demonstrate music’s ability to combat memory loss and restore a sense of self to those suffering from it and put their new-found knowledge into action by engaging in community service. Members of the Hayward community participated in community sing-alongs and other musical events with senior homes and services.

In addition, Dr. Nidhi Mahendra, chair of the Department of Communicative Sciences and Disorders, involved her students by having them organize performances by the Aphasia Tones at film screenings on and off campus.

Collaborating partners include: the Center for Community Engagement, Leadership and Employment Enrichment Program, School of Arts and Multimedia, Departments of Communicative Sciences and Disorders, Music, and Human Development. Community partners are the Hayward Public Library, Alzheimer’s Services of the East Bay, Eden Housing's Josephine Lum Lodge, and Hayward High School.
The mission of the Institute for Science, Technology, Engineering, and Math (STEM) Education is to advance STEM teaching and learning in parallel with the rapidly changing knowledge, practices, and needs in STEM fields and disciplines. In addition to preparing students for success in STEM fields and disciplines, the Institute aims to help all students acquire the STEM knowledge required for decision making in their daily lives. As part of this mission, the Institute supports a variety of projects in which CSUEB students serve the surrounding community, including a high school STEM Career Awareness Day; Discover Engineering! bringing together CSUEB engineering faculty and students with high school students and the Teaching Affiliates program, placing CSUEB students in middle schools and high schools.

Hayward Promise Neighborhood (HPN) is a place-based initiative that supports the Jackson Triangle neighborhood in Hayward. The purpose of HPN is to ensure that all children growing up in the Jackson Triangle have access to effective schools and strong family and community support. CSUEB works in partnership with 10 other locally based service providers, including Hayward Unified School District, the City of Hayward, Chabot Community College, Tiburcio Vazquez Health Center, the Child Care Council of Alameda County, the Alameda County Department of Public Health Home Visiting Nurse Unit, Eden Regional Occupation Program, La Familia Counseling Center, and Super Stars Literacy.

Service learning components of HPN include the Nursing Department, the Community Counseling Clinic, staffed by Educational Psychology students, the Criminal Justice Department’s University Role Models, staffing the College and Career Centers at the High Schools; tutoring in the Super Stars Literacy program and tutoring in the 21st Century Learning Homework Support Centers operated by the City of Hayward.
Each year, the Center for Community Engagement in partnership with the General Education Program, works to coordinate multiple one-day service projects for freshmen as part of their Freshmen Year Experience General Studies course. The projects run during the first 7-8 weekends in the spring quarter. The Freshmen Day of Service serves to advance student learning while contributing to the community.

Approximately 1,225 CSU East Bay freshmen contributed 4,836 hours at 77 different projects in the spring quarter. (Locations included Brentwood, Castro Valley, Concord, Dublin, Fremont, Hayward, Livermore, Menlo Park, Oakland, San Francisco, San Jose, San Leandro, San Lorenzo, Union City, Walnut Creek). Each year, we examine retention rates Freshman to Sophomore year. The students who participate in the day of service, as opposed to the percentage who complete an alternative assignment, have almost twice the rate of returning for their second year.

In fall 2014 CSUEB was named “Community Partner of the Year” by the Cystic Fibrosis Foundation.
The Pioneers moved 2 cubic yards of compost by hand, distributed 100lbs of gypsum, tilled 130+ beds, weeded 9 rows, cultivated 2,000 square feet and removed 20lbs of rocks that otherwise would have been done by one person. With their help we can now move closer to be able to plant vegetables to provide to our 6,000 families in the county.

“Love love love working with FDoS. So easy and helpful - helps us make an impact.”

“Students were amazing. They were early and tackled the revitalization task like pros. ...Hayward High staff and administration is in awe of the transformation of the Parent Center.”

“We doubled the size of our involvement this year up to 12 projects from 4 last year. I hope this partnership and program continues to grow in the coming years.”

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“I was SO happy for the work that the students did! They cleared 10 garden beds, harvested fava beans, planted beans and carrots, weeded 4 beds, and put woodchips down on half of our pathways. Also they painted a ton of signs for our trees and for our community garden beds. They interacted in all of our teambuilding games and they had a positive attitude the whole time!!”

Freshmen Day of Service
Community Partners
We asked the freshmen what they learned about themselves from their day of service?

I learned that... I have more patience with myself than I thought ...that trying a new activity is fun ...that I am capable of doing more than I expect ...that sometimes it is good to step out of my comfort zone

Then we asked them what they would tell next year’s freshmen?

...Hard work goes a long way ...Do a project that makes you feel that you can make a good impact ...You get to meet new people and it’s a fun experience ...Really get to know the other freshmen that you are working with. It makes the experience even better, as well as, gaining friendships ...Ask if you can start doing more community service there to receive recommendation letters for a job ...Please bring your spirit and smile because everyone is trying to get one thing accomplished; Unity ...Do more community service other than the freshman day of service ...not to look at this as a homework assignment or a task but rather go in with an open mind and enjoy the experience. No matter what you choose or where you choose you will make a difference if you go and make the best of it.
Here’s what our PfC have to say:

“I learned that I’m a dreamer and am capable of succeeding in any dream that may pursue. ... taking charge of my own life and actively pursuing a better life for myself and those around me.”

“I learned that I need to stay informed with what’s going on in the world, because it is my social responsibility to keep myself educated about what’s going on in the world.”

“...many things will inhibit a student from participating fully in campus and in class and culture blocks are a huge component of that. As a PfC it is important to bridge the gap of communication to help others and spread awareness.”

“The most satisfying parts at my work is helping the kids with their homework. I love working around with kids and their reaction when they finally understand a problem is priceless.”

“PfC has given me the opportunity to work on my weaknesses and to polish my strengths.”

“PfC has give me the opportunity to grow as an individual and has allowed me to strengthen areas that were once very weak-responsibility, time management (still a bit of an issue but has improved a lot), communicate skills, and being professional. Freshmen day of service allowed me to develop my social professional communication skills ...It helped me learn how to take control of many situations and become a better leader.”
Pioneers for Change Community Partners rate the impact of service learning internships:

![Graph showing impact areas and percentage](image)

Service Learning Internship impact areas:

![Graph showing impact areas and percentage](image)
Pioneers for Change 2014-15
<table>
<thead>
<tr>
<th>Sport</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>Men’s soccer</td>
<td>66</td>
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<tr>
<td>Women’s soccer</td>
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<tr>
<td>Volleyball</td>
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<td>Golf</td>
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<td>Men’s basketball</td>
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<tr>
<td>Women’s basketball</td>
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<td>Waterpolo</td>
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<tr>
<td>Swimming</td>
<td>79</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,192 hours</strong></td>
</tr>
</tbody>
</table>

### Co-curricular Community Service: Athletics

- **Men’s soccer**: Reading to HUSD students in the classroom, Soccer Youth Day
- **Women’s soccer**: Fundraiser for Rhetts, BAWSI, Soccer Youth Day
- **Volleyball**: 5k at East Bay, Volleyball Youth Night, Make-A-Wish Night, Reading to HUSD students in the classroom
- **Golf**: Folds of Honor, Make-A-Wish Concessions, USA JLPGA Mentoring
- **Men’s basketball**: Alameda County Community Food Bank Fundraiser, Salvation Army Holiday Toy Drive, 5K at East Bay, Basketball Youth Night
- **Women’s basketball**: Alameda County Community Food Bank Fundraiser, Make A Wish Concessions, 5K at East Bay, Basketball Youth Night
- **Baseball**: Folds of Honor, Make A Difference Day
- **Softball**: Folds of Honor, Make A Difference Day, BAWSI
- **Waterpolo**: Make A Difference Day, BAWSI, Make-A-Wish Concessions
- **Swimming**: BAWSI, Alameda County Community Food Bank Fundraiser, as well as volunteering at ACCFB
Community Engaged Program Certification

In partnership with Student Life and Leadership 15 “Community Engaged Program” certificates were given out to student clubs. A community engaged event ranges from direct community service to taking part in on-campus awareness campaigns or events that encourage students to be aware of the social, political, economic, environmental, or health issues facing the local, national, and global community. Community engaged events happen in partnership with non-profit and social service agencies. These activities were not connected to courses. In an effort to encourage positive community engagement, the CSUEB Center for Community Engagement in partnership with Student Life and Leadership created the Community Engaged Program Certification.

Co-curricular Community Service: Student Life & Leadership

The Honors Student Council collected and donated clothing to The ARC of Alameda County and food to Ruby’s Place

The Soccer Club hosted a Food Drive for the Alameda County Community Food Bank.

AMSA volunteered with the Hayward Sikh temple assisting with health screenings and raising awareness for gender-based violence and discrimination

The Social Justice League volunteered at the Bay Area Rescue Food Pantry and Uhuru Farmer’s Market

Alpha Phi volunteered with Hayward Shoreline Interpretive Center

Zeta Omega collected and donated clothing to the Santa Clara Valley Homeless Healthcare Program

Beta Alpha Psi volunteered with Save the Bay, Alameda County Community Food Bank, Reelabilities Film Festival, the Oakland Unity Council, and Keep Hayward Clean & Green
Meet the Staff: Center for Community Engagement

Mary D’Alleva started working for CSUEB as a Lecturer in the English Department in 1997. She was hired as Director of the then Service Learning Program in 2001. She continues to teach Composition and appreciates how both positions offer her the opportunity to empower others.

Patricia Loché, Projects Coordinator, has worked at CSUEB since 1999. She joined the CCE in 2011, coordinates the Freshmen Day of Service and collaborates on Pioneers for Change. Patricia’s key goals for PfC are to give students an opportunity to serve the community and learn something about themselves in the process.

Andrea Wells is the Operations and Partnerships Coordinator. She is passionate about contributing to the public good. She was a part of two Habitat for Humanity Global Village trips with which she was a part of teams who built houses from earthen blocks in Ghana and helped repair roofs destroyed by a Chilean volcano in Argentina.

Anyania Muse joined the CCE in December of 2014 as the Service Learning Leadership Specialist, coordinating Pioneers for Change. Anya strives to create bridges between students, educators, and community members that will foster positive outcomes for all stakeholders.

Samantha Brown joined the CCE in December 2014 as our Administrative Support Assistant. Samantha is a 2011 East Bay graduate with a B.A. in Sociology. Samantha loves to empower others and enjoys interacting with students. Working with PFC gives her the opportunity to encourage students and help them move in positive directions.
2015-16 Events At a Glance

October 20-24: Make a Difference Week

October 20: Keynote speaker: Jakada Imani

October 22: Get Connected to Service Fair

October 23: HIPs Faculty Certificate: Community-based Learning

February tbd: Faculty Wellness Workshop: Reflective Writing

February 26: Bridges Out of Poverty

Mar 26-May15 Freshmen Day of Service projects

April tbd: Book to Action

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