Brain Center for Community Engagement
Brain Student Fellowship – Road Map
Fall 2022 – Spring 2023

Advisor: Adrian Griffin
aagriffi@bw.edu
440-826-8548 (office phone)
Office Location: Brain Center (top floor Union)

Meetings: Wednesdays 3:30-5pm (Fall & Spring semesters) in Sandstone 2 (Union)
Note: 9/21 & 11/2 meetings in Sandstone 3 (Union)

Program Overview: Brain Fellows strive to address today's most complex and challenging social issues, while working to educate and empower the community to take action. Fellows engage in weekly seminars during the Fall 2022 and Spring 2023 semesters to explore the nuances related to social change and leadership through learning from peers, community leaders, readings, and community events. Throughout the year, Fellows also design and implement a social change project that makes a sustained impact on or off-campus. Since social change does not happen in a silo, Fellows will be required to collaborate – either with peers in the program, other individual students or student clubs, or off-campus entities – to work on their project. While not required, it is strongly encouraged that Fellows collaborate on a project with at least 1 other student in the Fellows program as time will be spent during some sessions to work on action steps, and project work can be divided across members. The Fall semester is dedicated to refining your project focus, learning tools to apply to your project, and developing your action plan, while the Spring semester is heavily focused on project implementation.

New this year, Brain Fellows will engage with a national movement of students, staff, and faculty teaching and applying social action principles as a form of experiential learning. You'll have the opportunity to apply changemaking tools such as campaign issue development, change theory, identifying stakeholders, building power, coalition work, applying strategy and tactics, and more while also learning about examples of inspiring student-led campaigns from across the country. Students are able to choose change projects that speak to any of their passion areas and that can be from any political ideology or none at all. Learning the tools of social action is critical to democratic engagement and can be applied to any changemaking efforts Fellows take on throughout their lives.

Please note, this road map is subject to change based on the needs and interests of the class and evolving health & safety guidelines.

Special thanks to Dr. Scott Myers-Lipton of San José State University for generously sharing his personal teaching materials that have helped to make this fellowship possible, The Corella & Bertram F. Bonner Foundation for making these social action resources widely available, Dr. Christy Burke-Walkuski for developing the vision and structure to make the Brain Student

Fellowship a reality over the last eight years, and the 2022-2023 Fellows for your excitement to engage in this co-learning experience and for your dedication to social change!

Learning Goals:

- **Learning Goal: Civic Identity & Commitment**
  Learning Outcomes: At the conclusion of the fellowship experience students will…
  - Articulate their personal vision for social change as it relates to a specific social topic, in a clear, concise, and compelling manner
  - Recognize how their unique skills and knowledge (based on formal education and personal experience) relates to their ability and role to address civic issues
  - Examine the aims and accomplishments of one's civic actions

- **Learning Goal: Civic Leadership & Reflection**
  Learning Outcomes: At the conclusion of the fellowship experience students will…
  - develop and implement strategies to work collaboratively with others to achieve specific civic goals

- **Learning Goal: Civic Dialogue / Communication across Difference**
  Learning Outcomes: At the conclusion of the fellowship experience students will…
  - engage in dialogue across difference, demonstrating an ability to engage in controversy with civility

- **Learning Goal: Diversity of Communities and Cultures**
  Learning Outcomes: At the conclusion of the fellowship experience students will…
  - reflect on their own social lens and how issues of identity, power, and privilege impact approaches and efforts for social change as well as how this lens influences our perception of community issues

Program Requirements:

- Maintain a 2.5 GPA (if at any time you are concerned about balancing academic and Fellow's responsibilities, please don't hesitate to reach out to Adrian to discuss options)
- Be in good academic and conduct standing with the University
- Meet 1x / week for 90 minutes in seminar (Wednesdays 3:30-5pm)
- Engage in an average of at least 1hr per week of Fellows work outside of the weekly sessions to complete readings, take home activities, and change project work
- Complete a change project during the Spring semester

Additional Program Benefits:

- Student Fellows receive a $500 stipend at the end of each semester (pending their ability to meet the above requirements)

- Fellows will fulfill their Experiential Learning Graduation Requirement (notify Adrian at the beginning of the Fall 2022 semester if you wish to count Fellows as EXP)
- Opportunities for networking with local community leaders and exposure to local internship and nonprofit career options

Accountability: Fellows should have no more than 2 absences per semester from seminar to remain in good standing with the program and to be able to receive the honorarium. Make-up work will need to be completed if you miss seminar. Please notify Adrian, preferably at least 24 hours in advance, if you need to miss a session. Fellows will also track on an hours log progress and action steps taken on their change project and will need to demonstrate that they have fully invested their time, energy, and planning into their action project and discussed any concerns with Adrian well in advance of the end of the semester in order to receive the full honorarium.

Change Project Guidelines:

Purpose: Change projects are an opportunity for student fellows to put ideas for social change into action. Projects will focus on community voice, collaboration, and sustainability.

Structure & Timeline: By the conclusion of the Fall semester all Brain Fellows will share a Civic Vision Stand – articulating their vision for social change and anticipated project idea. Throughout the Fall and Spring semesters, students will develop a plan including establishing project partners and implementing the project.

Guidelines: Change projects will reflect these project pillars…

- **Community Voice**: Fellows will conduct research to learn about the issue of focus for their projects – including: conducting interviews with community leaders and those directly impacted by the issues, as well as reading a variety of perspectives on the topic. When appropriate, students may choose to create assessment tools (ie surveys..etc) to better understand the need, topic, or challenge they are exploring.

- **Collaboration**: Fellows may work on their project independent from other Fellows, however each project must identify a project partner with which they will collaborate to bring the idea to fruition. Project partners may be BW student organizations, faculty members, community organizations, or other groups external to BW. Brain Center staff are available to assist you in building a network and developing partnerships for your projects.

- **Sustainability:** the intention of change projects is not to develop on-time events or service opportunities. Projects should be developed with sustainability in mind – who will carry on this work after your 1-year program concludes? If a one-time awareness raising event is deemed appropriate, build in opportunities for participants to remain involved.

- **Campus Engagement:** Change projects should engage the BW community as widely as possible. Consider involving relevant classes, student organizations, and faculty/staff as partners and resources.

NOTE: any publicity using the BW or Brain Center name associated with a project must be approved by Brain Center

"History is full of examples of tentative first steps leading to lives of commitment. The people we now see as heroes were once just getting started, learning as they went, just like everyone else does" - Leadership for a Better World, p 25

Tentative schedule and topics so far (all seminars are in Sandstone 2 unless otherwise noted below):

- **8/31/22:** [Seminar] Welcome, Introductions, Review Road Map

- **9/7/22:** Attend Service Fair
    - Drop by the Brain Center's Service Fair between 4-5:30pm on The Grand Walkway located outside of the Union (Rain Location: The Student Activities Center). Talk to at least 4 organizations tabling there to ask about their work, why they're involved, any things they wish they could accomplish with their work but haven't been able to, on or off-campus policy changes they think would support their efforts, and how students can get involved with their work. Use this information to think about potential change projects that could be implemented on or off-campus. Feel free to tell tablers at the fair about any initial change project ideas you have to get their feedback and/or to keep an ear out at the fair for potential collaborators on your change project. Be prepared to come to our next seminar to share ideas of change projects and organizations you learned about at the fair to help spark ideas for others.

- ~~**Sat 9/10/22:** Cleveland Retreat from 11am-4:30pm, which includes travel time~~
    - ~~Visiting Community Arts Center, Brewnuts & Detroit Shoreway neighborhood, Rockefeller Greenhouse & the cultural gardens, and Fresh Fest at Rid-All urban farm~~

- **9/14/22:** Theme is philanthropy – Attend local giving circle of the Cleveland Awesome Foundation and tour Goods Bank NEO from 4:45-8:30pm which includes travel (pizza dinner will be provided)
    - **Pre-Work:**
        - *Skim* the Excel document with Awesome Foundation grant applicants since you will have a chance to weigh in on discussion and to vote for your favorite

out of the top orgs that are selected by the rest of the trustees (that org will get $25 extra per vote from our group); this list also might give you ideas for change projects
        - *Skim* the history of philanthropy in Cleveland to get a sense of how philanthropy formalized over time and influenced our nonprofit sector
        - Watch this 15min video of Edgar Villanueva, author of "Decolonizing Wealth," discussing philanthropy (giving circles are one of the things he encourages)
        - Spend 10-15mins browsing the "Celebrate Those Who Give Black" website honoring African American charitable giving in Cleveland

- **9/21/22:** [Seminar in Sandstone 3] Reflect on experiences so far (ie service fair, retreat, giving circle), What is Social Change, Responsible Community Engagement Best Practices
    - **Pre-Work:**
        - Wendy Wagner "Examining Social Change" chapter from *Leadership for a Better World* book and think about your key takeaways on what social change is, strategies for enacting social change, and ethical ways to engage

- **9/28/22:** [Seminar] Hearing Social Change Ideas from Student Leaders + Beginning Visioning on Your Change Project
    - **Pre-Work:**
        - PDF of chapter "Social Action – An Overview" from *CHANGE! A Guide to Teaching Social Action* by Scott Myers-Lipton (*ok to skim*; however, it's inspiring to read about social action on college campuses over the years and might give you change project ideas)
        - From the blue *CHANGE! A Student Guide to Social Action* book:
            - Pp. XI-XII: Student Victories
            - Pp. XIII: Preface *[skim]*
            - Pp. 1-17: Chapter 1 Issue Development
                - Reflect on the questions 1.1 through 1.6 at the bottom of p. 17 & top of p. 18 as they relate to a potential project you might like to work on

- **10/5/22:** [Seminar] Visioning & brainstorming for project
    - **Pre-Work:**
        - From the blue *CHANGE! A Student Guide to Social Action* book:
            - Pp. 51-68 Chapter 4 Building Power
            - Pp. 87-108: Chapter 6 Strategy and Tactics

- **10/12/22:** Theme is dialogue – Attend Dinner and a Fight dialogue program in Akron from 5-9:15pm which includes travel time (dinner provided on site); meet at 5pm in front of the Welcome Center

- **Pre-Work:**
  - Watch this 10min introductory video to Dinner and a Fight
  - From the blue *CHANGE! A Student Guide to Social Action* book:
    - Pp. 21-27 Chapter 2 Setting the Tone
    - Pp. 129-139: Chapter 8 Group Dynamics
  - Read instructions on vision stand & stakeholder interviews in road map (below); begin to schedule stakeholder interviews

- **10/19/22:** [Seminar] Lizzy Cole (Student Body President) visit for first 30mins + continuing to brainstorm action steps for your change project
  - **Pre-Work:**
    - Come prepared to share with Lizzy an idea for your change project in order to get her feedback and to learn tips on how she has seen change come to be on campus
    - From the blue *CHANGE! A Student Guide to Social Action* book:
      - Pp. 71-84 Chapter 5 Research
        - Note: By the 11/16 session, you'll be turning in responses to as many of the questions from 5.1 through 5.25 on pp. 82-84 that you are able to answer in case you'd like to start working on them
      - Pp. 111-127: Chapter 7 Campaign Kickoff
    - Continue scheduling / conducting stakeholder interviews (road map has details for those)
    - Schedule project consult meeting with Adrian for this week or next

- **10/26/22:** [Seminar] Dr. Tom Sutton (Faculty Senate President) for last 30mins + touch base on vision stand project & stakeholder interview info/questions, refining project scope
  - **Pre-Work:**
    - Come prepared to share with Dr. Sutton an idea for your change project in order to get his feedback and to learn how change comes to fruition on the academic side of campus
    - Watch this 8min video on TED's secret to great public speaking
    - From the blue *CHANGE! A Student Guide to Social Action* book:
      - Pp. 143-152 Chapter 9 Campaign Plan
    - Watch 28min Walk the Walk video; while watching, reflecting on:
      - Where did the students' ideas for change come from? What motivated them to take action?
      - What was especially impactful (or not) about how they described their idea for change?
      - What strategies/tactics or personal characteristics did you see the students using to make change?

        - Continue scheduling / conducting stakeholder interviews (due by 11/9)

- **11/2/22:** ~~Join Brain Student Leader Meeting from 3:30-5pm in Sandstone 3~~ [only required for students leading other Brain Center programs]
    - **Pre-Work:**
        - Start to a document taking notes on as many questions as possible that you can answer through research on questions 5.1 through 5.25 on pp. 82-84 in the blue *CHANGE! A Student Guide to Social Action* book (you'll email Adrian the document with these answers by the 11/16 session)
        - Continue scheduling / conducting stakeholder interviews
        - Read Part I (pp. 1-40) in *Move Your Bus* by Ron Clark [only required for students leading other Brain Center programs]

- **11/9/22:** [Seminar] Vision stand & interview deadline
    - **Pre-Work:**
        - Come prepared to share your vision stand and key takeaways / lessons learned from your stakeholder interviews! (more details below)

- **11/16/22:** [Seminar] Continue sharing vision stands & report on stakeholder mtgs
    - **Pre-Work:**
        - Come prepared to share your vision stand and key takeaways / lessons learned from your stakeholder interviews! (more details below)
        - Finishing your document answering as many questions as possible that you can answer through research on questions 5.1 through 5.25 on pp. 82-84 in the blue *CHANGE! A Student Guide to Social Action* book (email Adrian the document with these answers by the 11/16 session + have your answers handy to use during 11/30 session)

- **11/30/22:** [Seminar] Working session to create your campaign plan (p. 144 topics) to share in final session for feedback

- **12/8/22, 8-9:30pm EST, virtual:** National College Summit on Social Action *(optional)*

<u>Vision Stand Guidelines:</u>

"Give us a clear vision that we may know where to stand and what to stand for – because unless we stand for something, we shall fall for anything." - Peter Marshall

The Brain Fellows vision stand calls each Fellow to stand in front of their peers and, in 2 minutes or less, speak the vision they have for the work they want to do in their community through their social change project. **Each Brain Fellow will share their vision stand in our November 9 session.**

PURPOSE
The vision stand serves to help increase your effectiveness communicating the change you hope to make in our community. Communicating your ideas and vision for change effectively is a key to success, and a successful leader will communicate their ideas and visions in a way that **creates a sense of urgency** and **inspires others to join**.

Here are additional reasons the vision stand exercise is important:
1) This opportunity challenges you to go through the valuable exercise of putting your civic ideas first on paper and then in spoken word in a manner that is succinct and clear. Please do not plan to use any audiovisuals for this activity since the focus is to be able to communicate your idea in a succinct amount of time, and you will not always have access to these audiovisuals if you're tabling at an event or talking with a stakeholder about your idea. You can, however, practice using gestures or varying your tone of voice to help keep audience interest.

2) Communicating your vision allows others to know your interests. This provides the opportunity for them to collaborate with you if their vision aligns with yours or connect you to resources to assist with your vision.

3) This is an opportunity to practice facing one of human's greatest fears: *public speaking*. In today's world, a leader must become skilled at speaking in front of large groups of people. Ideally, with practice, a leader and change agent is able to speak in a manner that is clear, compelling, and engaging.

4) Discovering or uncovering your vision helps you to "*manage your energy*." Our visions are rooted in what we care about or have passion for. Care and passion are sources of energy for us to work on our vision. Each of us lead incredibly busy, full lives and having a sense of vision provides us with focus. Thus, we are better able to say "no" to endeavors that aren't aligned with what we want to accomplish.

Please remember:
- Social change is collaborative. Whatever you intend to do, you will need the support of others. Think about *the ask* or call to action that you will make during your vision stand.
- Consider what compels people to get involved, to care, to act…. Create a sense of urgency and inspire others to join you.
- Think of all the people in your life and in your student leader community whom you must engage in supporting your work if you are to be fully successful in realizing your vision.
- See yourself clearly and effectively communicating with all the people in your life.

FEEDBACK / RUBRIC for EVALUATION

Feedback will be given via a rubric completed by peer Brain Fellows and additional guests on the **clarity** of the vision, the **creativity** of presentation itself, and effectiveness of **creating a compelling vision** and **call to action**.

Points that you'll likely want to discuss in your vision stand are:

- What is the problem you're trying to address?
- Why should this problem be addressed / we should your audience care?
- What are you demanding for solutions to this problem (focusing on no more than 1-3 demands)?
- Why these demands / how would they make an impact?
- A call to action / what's one thing you would like your audience to do next?

See pp. 60-61 for one sample of a vision stand (also called an "organizational rap") in the blue *CHANGE! A Student Guide to Social Action* book. For sample videos of organizational raps, these are media clips from San Jose State University with talking points from students sharing their demands, and here are a couple past Brain Fellows' vision stands – financial literacy for immigrant communities and human trafficking

OUTCOMES

The intention of this exercise is to accomplish the following outcomes:

1) To heighten awareness of the importance of having and communicating personal vision and goals for community impact; it is essential to effective civic or change-oriented leadership.

2) To increase your own awareness of what you are interested in, good at, and/or passionate about. This in turn helps you to manage your energy by providing you with focus.

3) To provide you with the opportunity to share that awareness in a manner that can enable like-minded and like-hearted people to collaborate.

4) To increase your confidence in yourself, others and the community by practicing and witnessing speaking from the heart.

5) To create direction and commitment for your Social Change Project.

Stakeholder Interviews:

By the November 9 session, please meet with at least 2 stakeholders (ie – campus or community members who might have a connection to the issue you're trying to address) to learn more about

the issue from their vantage point. Doing so will help you to best determine how you can connect with existing changemaking efforts, what demands you could advocate for that would make the greatest impact, what has been done so far on this issue in the past, what obstacles have advocates encountered in addressing the issue, how to frame the issue in a way that resonates with people, etc.

Examples of stakeholders might be faculty with a class on this topic, staff in a department connected with the issue, student orgs with a connection, student government members, peers who have been impacted by the issue, nonprofits or individual community leaders working to address the issue, universities who have similar programs (so that you can benchmark and gather lessons learned from other schools), administrators who would have the power to implement policy change on the issue, past Brain Fellows or individual students working on the issue who you could collaborate with, etc.

Sample questions are below that you could consider asking your stakeholders depending on who you're talking with (before you meet, research what's available online already about their organization if applicable so that you are not asking them questions you could easily find online). See p. 18 of the blue *CHANGE! A Student Guide to Social Action* book for additional ideas:

- What is the current state of the topic?
- Areas of need from that organization
- Are you currently addressing the social problem? If so, how? Or what has been done before on the issue?
- Successes related to addressing the issue
- Challenges related to addressing the issue
- Innovative approaches to addressing the issue
- How concerned are you about the issue / how does the issue impact you (or not)?
- Do you agree with the solutions I'm proposing to the issue – why or why not?
- Would you be willing to collaborate on addressing this issue?
- Other partners / people you recommend I connect with?
- Do you have any questions for me?
- Thank them for their time and follow up with a thank you email

Please take notes on their responses, and **come prepared to share at the November 9 session who you talked with and a couple key takeaways or lessons learned** from these conversations that will inform your project work moving forward. Lessons learned can also inform your vision stand.

Important note: It can take awhile to hear back from stakeholders about scheduling a meeting, so start as soon as possible in identifying and reaching out to key stakeholders.