

The

Audience

of the
YDSL



Those you serve.



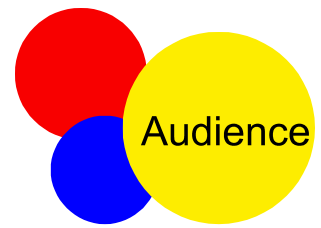
Audience

The Basics:

- The Audience are those who receive the benefits of: direct service, indirect service, and advocacy activities conducted by YDSLCL.
- The Audience should have access to the Centers services on site and off site.
- The Audience should have access to appropriate Service-Learning resources.
- The Audience should be provided with the operational principles of the Center and be expected to adhere to them.
- The Audience should receive services in a non-discriminatory and ethical manor.
- The Center should be available and accommodating to community members who wish to use the facility or resources.
- The Center should be a resource point for service learning. The staff should be willing to assist those request information or services from the center.

Identify

Who you will serve and how will you contact them?



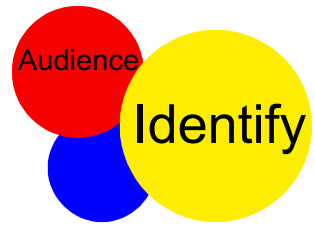
1. Identify the Audience.

2. Identify services that the center provides for its audience:

- Library of service L\learning materials
- Storage of service learning project supplies
- Database of current service opportunities
- Warehouse of resources and service learning forms
- Archive of service learning projects
- Database of partners
- Database of Service Learning projects (current, on-going, and past)
- Training for Service Learning Methodology
- Other related training, i.e. Ethical Fitness, Grant Writing, Leadership
- Conducting Focus Groups
- Other services:

3. When will the following groups become audience members, receiving services of the Center?

	Short Term	Mid Range	Long Term	Never
Teachers in your school	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Teachers in other school	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Students in your school	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Students in other schools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Based Organizations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School Administration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School Staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Post secondary schools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Concerned citizens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Faith Based Organizations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



4. Identify the administrative infrastructure of your school and other schools.

Some possibilities:

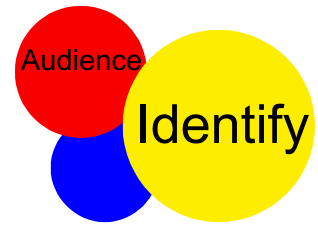
- Small learning coordinators
- Lead teachers
- Master teachers
- Principals
- Department heads
- Student government
- Student union
- Other:

5. Identify the infrastructure of the community.

Some possibilities:

- Block captain
- Town watch
- Faith based organizations
- Parent /teacher associations
- Civic organizations
- Community centers
- Libraries
- Clubs i.e. Rotary, Kiwanis
- Alumni Associations
- Youth groups
- Other:

6. Identify what you need to do to move efficiently through the infrastructure of the school.



7. Identify available times to provide services to your audience.

8. Identify transportation issues regarding off-site work.

9. Have you budgeted for the following?

- Public relation materials
- Transportation to/from off-site presentations
- Presentation materials
- Liability
- Other

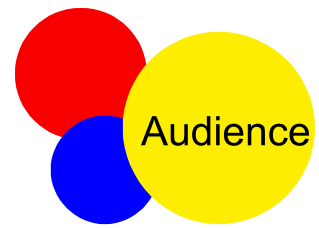
10. Identify any insurance and/or legal issues around off-site activities.

11. Identify the materials you will need to best serve your audience.

“We had a stack of papers an inch thick we had to fill out just to get out of school for the afternoon! It was only hard to do the first time, after that it was easy. It was worth the hassle.”
-Student
Senior

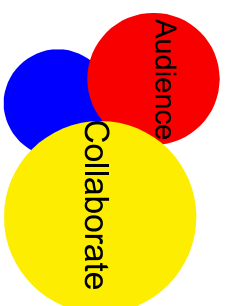
Collaborate

How will the audience use your service, provide you services and how do you establish these relationships ?



I. What resources can be pooled with other people?

Revisit the groups you have identified as the audience. Are there other organizations, groups, or people who provide service to the same audience you do?

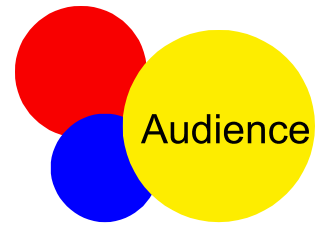


How do following agencies use the services from the center?

- Block captain—
- Youth groups—
- Town watch—
- Small learning coordinators—
- Faith based organizations—
- Lead teachers—
- Parent-Teacher Associations—
- Master teachers—
- Civic Organizations—
- Principals and other school administrators—
- Community Centers—
- Department heads—
- Libraries—
- Student government—
- Clubs i.e. Rotary, Kiwanis—
- Student union—
- Alumni Associations—
- Other—

Act

Create and manage the services you provide to your audience



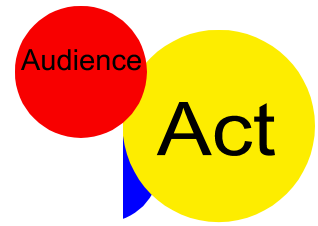
1. What type of activities and materials is the center using to attract and inform an audience?

- Public meetings
- Brochure
- Newsletter
- Web page
- Manual
- Display board
- Flyer
- Open House
- Speakers' Bureau/Formal Presentation
- Video
- CD
- Other

2. Disseminate information about YDSLCL services.

4. Are student staff prepared to inform and assist audience members that request assistance?

- Are staff trained in service learning methodology?
- Are staff aware of the community partners?
- Are staff available to leave school grounds to assist audience members?
- Do staff understand policy and procedures and administrative structure of their school?
- Do staff understand policy and procedures and administrative structure of specific audiences?



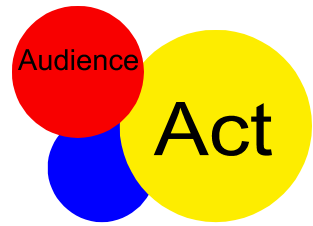
5. What is the operational schedule for the YDSLCL?

6. Can the proposed schedule be staffed at those times?

7. Are particular services only available at certain times?

8. Have you created a time line to develop services?

- Library of Service Learning Materials
- Storage of Service Learning Project supplies
- Database of current Service opportunities
- Warehouse of resources and Service Learning Forms
- Archive of Service Learning Projects
- Database of partners
- Training of Service Learning Methodology
- Other related training, i.e. Ethical Fitness, Grant Writing, Leadership
- Conducting Focus Groups Other
- Other
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9. Create forms and materials that will help you effectively serve your audience.

Here are some possible forms and other documents you may need to create...

- Format for requesting for YDSLCL services
- Partner agreement for YDSLCL services (*Audience agrees to have an active role during planning and implementation of services*)
- Preparation packet for community members who will be hosting students on their site
- Menu of YDSLCL presentations, training, other services
- System for tracking audience participation
- Telephone procedures
- Policy and procedure manual for utilizing YDSLCL services
- "Canned" presentations
- Calendar of events
- Engagement calendar
- Daily log
- Guest book
- Bulletin board of up-coming events
- Vehicle request forms
- Other
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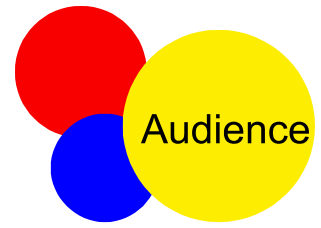
8. What forms for off-campus activities does your school require?

- Parental permission
- Health forms
- Insurance
- Emergency contact information
- School check out procedures
- Trip lists
- Other
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Creating or compiling forms before you NEED them is a great way to save you during crunch time. Materials about service you provide are great to have around for last moment guests or press packets.
-Cynthia Belliveau
Director PSLA

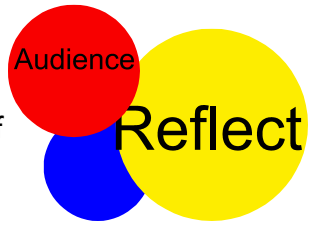
Reflect

Have our interactions with our audience been as positive as they could be?



I. Complete the following to identify who you served and in what capacity.

Group Served	Number of People	Type of Service	Notes
Elementary students	_____	_____	_____
Middle school students	_____	_____	_____
High school students	_____	_____	_____
College students	_____	_____	_____
Other students	_____	_____	_____
Teachers	_____	_____	_____
Administrators	_____	_____	_____
Government officials	_____	_____	_____
Nonprofit agencies	_____	_____	_____
Community members	_____	_____	_____
Businesses	_____	_____	_____
Other:	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____



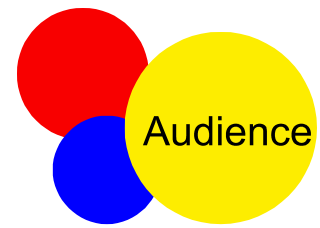
2. Are you satisfied with the audience participation of the development of new Center initiatives?

3. Are there other audiences that we have not contacted? How can we reach them?

4. Are existing audiences satisfied with our services? Have we been invited to provide additional services?

Encourage

Celebrate the success of your audience and services you provide.



1. In what ways have you documented your progress?

- Maintained a YDSLCL scrapbook
- Maintained a video scrapbook
- Kept a collection of thank you notes
- Collected, analyzed, and reported data regarding audience participation
- School display case and bulletin board
- Other :
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2. How have others shown their appreciation for your services?

- Thank you notes
- Community organized celebrations
- Audience referred us to other groups
- Received an award
- School recognition
- Letter to the editor
- President's Service Award recipients
- Nominated by audience for a local, state, or national award (Servant Leader Award, Leader School, etc.)
- Other:
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3. How do you celebrate the successes of your audiences.

4. Do you share newspaper articles, photos, or other items that encourage you.

5. How do you Celebrate your commitment to continue the work of your Center?