

# THE ARTISTIC EDITION

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### ::Special Note::

This entire newsletter was authored and designed by Ted Limpert.

## The Art of Service-Learning

*The MCC Service-Learning program continues to thrive in what may prove to be a modern renaissance of citizenship.*

A burgeoning community, stifled only by the constant need for civic engagement, is the blank canvas of a determined service-learner. This spring, 1,150 service-learners will dedicate more than 30,000 hours of service to the community.

Some paint murals, while others provide tax assistance. The question is, though all projects may not be intrinsically artistic, can service-learning still be considered an art?

It is not appropriate to regard all service projects as artistic, nor all service-learners as artists, rather it is important to denote

that both leave an eternal impression on their subject, and each has the potential to inspire others to follow suit. The direct connection between service-learning and a more traditional definition of art is not always readily apparent, however the latitude for passion and commitment to detail is ever-present in both.

Service-learners are given the freedom to express and entertain their hunger for civic engagement. The Center for Service-Learning provides the medium, while the MCC student body becomes the pool

of civic artisans.

The art of service-learning then becomes the actualization of filling a void in the community with a meaningful, academically enriched modicum of service, the result of which will have an impenetrable impact on the future. Thus, this all-encompassing concept of "artistic service" becomes less of an idealist's idiom, and more of an attempt to describe the commitment, of each service-learner, to a higher path of civic engagement and social justice.

## Authors, Actors and Applause at the World of Inquiry

*Service-Learning partnership fosters positive role-modeling, literacy and education.*



MCC student co-authors a book with a 2nd-grader

Tracy Wyant, assistant professor of education, enlisted the talent and creativity of her EDU 150 students in a new, cutting-edge service project that combines literacy, performance, role-modeling teaching, and art (just to name a few). In honor of the inauguration of MCC's fifth president Dr.

Anne M. Kress, the Center for Service-Learning forged a partnership between Wyant and the World of Inquiry School No. 58. Wyant's service-learners collaborated with second-graders to co-author children's books and create performances that address New York state curriculum standards. The project was wildly successful and highly beneficial to all involved.

Wyant and Service-Learning Coordinator Susan Bender will present this innovative project at the national service-learning conference in May, hosted by the Community College National Center for Community Engagement.



Performance of *The Litterbug Investigation*

## Great Strides for the Cystic Fibrosis Foundation

*Kathleen Conklin's business and marketing students partner with the Rochester chapter of the Cystic Fibrosis Foundation.*



The Cystic Fibrosis Foundation (CFF) is a national nonprofit organization, highly recognized for its paramount efficiency in generating and allocating philanthropic revenue for medical research. Assistant professor Kathleen Conklin is known for her ability to spot sublime opportunities for her students to connect with the

community. Together, they seek to revitalize fundraising opportunities in Rochester.

From three different service-learning courses, Conklin's students will aid in the acquisition of auction items and develop detailed plans to enhance the CFF's annual Great Stride charity-walk event. Great Strides is CFF's largest national fundraising event. In 2009 it raised nearly \$35 million ([www.cff.org](http://www.cff.org)).

In MAR 2011: Dynamics of Selling, service-learners will act as sales representatives under the direction of Conklin and CFF Special Events Specialist Kristen Phillips. They are charged with designing and implementing an eight-step selling/partnership plan to solicit corporate sponsorship and participation in the event. The culmination of all the student's hard work will come to fruition on May 15 during

Rochester's Great Strides Walk in Genesee Valley Park.

Currently, Conklin and Susanne Perrone, executive director of the CFF Greater Rochester Chapter, are working on another collaboration to use the Great Strides service-learning model to revamp an inactive stair climb event that they will present to the national executive office of CFF.

## Graphic Art for the Community

*Professor Marj Crum's graphic design service-learners work together to develop a revised logo for Asbury Day Care Center.*

In a fast-paced world, dominated by purposeful visual media communication, it is exceedingly important to develop and maintain a distinct, professional image. MCC's graphic arts/printing program instills within its students a potent understanding of concise, direct and deliberate visual communication. Instructor Marj Crum goes one step further and connects her graphic design students with a real client in the community.

This semester, Crum and her students are working with the Asbury Day Care Center to help re-invent their visual brand. To the right you can see the kind of logos Crum's students have developed. Asbury Day Care Center's Board of Directors will choose the official logo from the student's work. The students will then use that logo to create a layout for a summer brochure that Asbury will disperse throughout the community.



*Original marketing logos created by MCC Service-Learners.*

## Marketing Service-Learners Lend a Hand to EAR

*Jodell Raymond's marketing students help to create a marketing plan for the Electrical Association of Rochester, Inc.*

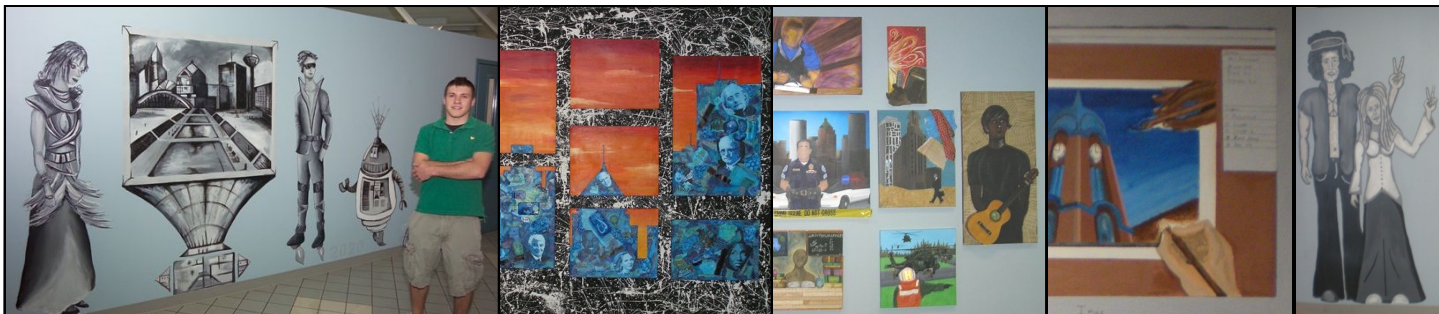
The Electrical Association of Rochester, Inc. (EAR) is a nonprofit organization that links a diverse collection of local companies in the electrical industry. Serving the community for more than 85 years, EAR is dedicated to educating the community and promoting the common interests of the electrical industry.

This semester EAR has partnered with Adjunct Instructor Jodell Raymond's Principals of Marketing course to gain some useful insight from her service-learners. Raymond's class will be developing a series of unique marketing plans for EAR. These plans seek to highlight and promote careers in the electrical industry by way of

increasing brand awareness through marketing research, revitalizing communication, promotional materials and logo design. Raymond's students are in the research phase of the project, but will present their final products to Executive Director Kirstie Steves and Chair of Career Development Paul DiPasquale (also of Billitier Electric).

Steves and DiPasquale are thrilled to be working together with Raymond and her service-learners. EAR will partner with Professor Raymond again in the fall semester to implement and expand upon the results from this semester, allowing MCC service-learners yet another chance to electrify Rochester!

# Celebrating Service-Learning Art Across Damon



In 1992, Monroe Community College spread the physical reach of its campus directly into the heart of downtown Rochester. The Damon City Campus was created to serve a surging population of ambitious MCC students.

Today, the Damon City Campus is thriving, with a steady, upward trend in the growth of student population and a tangential increase in the diversity and number of academic opportunities. In its 18th year, this campus has endured a great deal, bending and twisting to keep up with the ever-changing needs of an urban campus. MCC service-learning artists, under the artistic leadership of Professor Kathy Farrell, have

played a very important role in the beautification of the Damon campus. Large murals and original artwork decorate the halls of Damon. Pictured in this article are some of these magnificent pieces of art that serve to transform this space into a genuine home for MCC's staff, faculty and students.

As Damon continues to prosper within the inner loop,

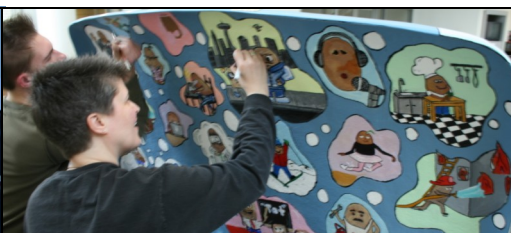
MCC has begun a search for new space that will provide a larger quotient of usable space (Sibley's architects may not have had a college campus in mind while they were designing a department store). As we search for a new home, let us take a look back on the artistic impression we have made on this historic site. And when Damon

finally settles into its ensuing location, the next logical question will be: "to paint, or not to paint?"



*The magnificent artwork of MCC service-learners is displayed throughout the Damon City Campus.*

## Service-Learners Put a Bench Potato on Parade



Have you ever sat on a bench and enjoyed a picturesque view of a park or natural landscape? Well, after catching a glimpse of the recent brainchild of Professor Kathy Farrell's service-learners you might just decide to sit on a bench to look

at another bench. Service-learners in ART 204 have designed and decorated a unique piece of public furniture that will be showcased as part of Rochester's *Benches on Parade* program. The bench will be auctioned off to the highest bidder, and the proceeds will go to benefit a local, not-for-profit agency. MCC

service-learners came up with the clever concept of a "bench" potato imagining a means for self improvement. The hope is that this piece will inspire people to actualize their ambition rather than waste their time loafing on the couch . . . or a bench.



# Helping Families Promote Childhood Literacy

*Lisa Mastrangeli, a student in Lena Shiao's ECE 110 class, speaks about the development of her family pack project.*

"Early literacy is a fundamental cornerstone to a child's success," says Assistant Professor Lena Shiao of the Early Care and Education Department. "Child care centers are always looking for ways to form a connection between home and school" says Shiao, which in turn helps parents cradle the "balance between career and family." In her course ECE 151: Developing Skills for Young Children, Shiao has partnered with the Caring and Sharing Child Care Center to develop a

library of family packs that promote and support early childhood literacy. The packs are self-contained reading lessons that families can perform at home. Each pack contains a "developmentally appropriate children's book with (a related) activity that stimulates the child's cognitive development," explains Shiao. A journal for drawing and writing is also included to further encourage healthy interaction between parent and child.

Lisa Mastrangeli is a student in Shiao's class who has just begun

to develop her own family pack based on Eric Carle's children's classic "The Very Hungry Caterpillar." Mastrangeli has had a great experience with this service-learning project. She says that being a part of this project has helped her to fully realize her abilities in the field of education. "It gives you an opportunity to be part of the community with children and parents." Her family pack is for preschool-age children and includes an activity that presents the family with the task of piecing the story back

together in chronological order after reading the book together. "Knowing that families are going to get to see your work is a great feeling."

The family packs created by Shiao's class will be kept at the child care center for families to check out and bring home. Thus, dozens of families will be able to enjoy the benefits of these family packs allowing hungry young children all over Rochester to blossom into beautiful, highly literate butterflies.

## Recognition from the President of the United States

*Recognizing the accomplishments of some dedicated service-learners.*



*Presidential volunteer service awardees from MCC.*

Recently, MCC's Center for Service-Learning became a certifying organization, and gained the ability to distribute the president's voluntary service award. To receive the award, service-learners must acquire a minimum of 100 hours of service over the course of one calendar year. All completed hours of service-learning count toward this award. The award includes a certificate of achievement, a letter from President Barack Obama, and a gorgeous lapel pin with the presidential seal.

This year we are bursting with pride to reward our first group of presidential service awardees. Displayed in the photo to the left are three service-learners who achieved the bronze award for 2009.

Please join us in congratulating the following service-learners for their accomplishment: (from left to right) Barbara Geist-Woerner, Rachel Geringer and Pedro Vazquez. MCC was also recognized, for the second year in a row, on the President's Higher Education Community Service Honor Roll for 2009.

Also, please join us in congratulating two exceptional service-learners who have received the 2010 Snowball Scholarship, for exemplifying good character and a dedication to community engagement: Jonathan Giesy and Sherrell Pope. This scholarship was created by Mary and John Seebach to promote civic engagement and is awarded annually by MCC.

*The Center for Service-Learning would like to thank all those who made this newsletter possible, and continue to show support for MCC's Service-Learning program. Thank you.*

S. Bender, Program Coordinator, 262-1710

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**MCC**