

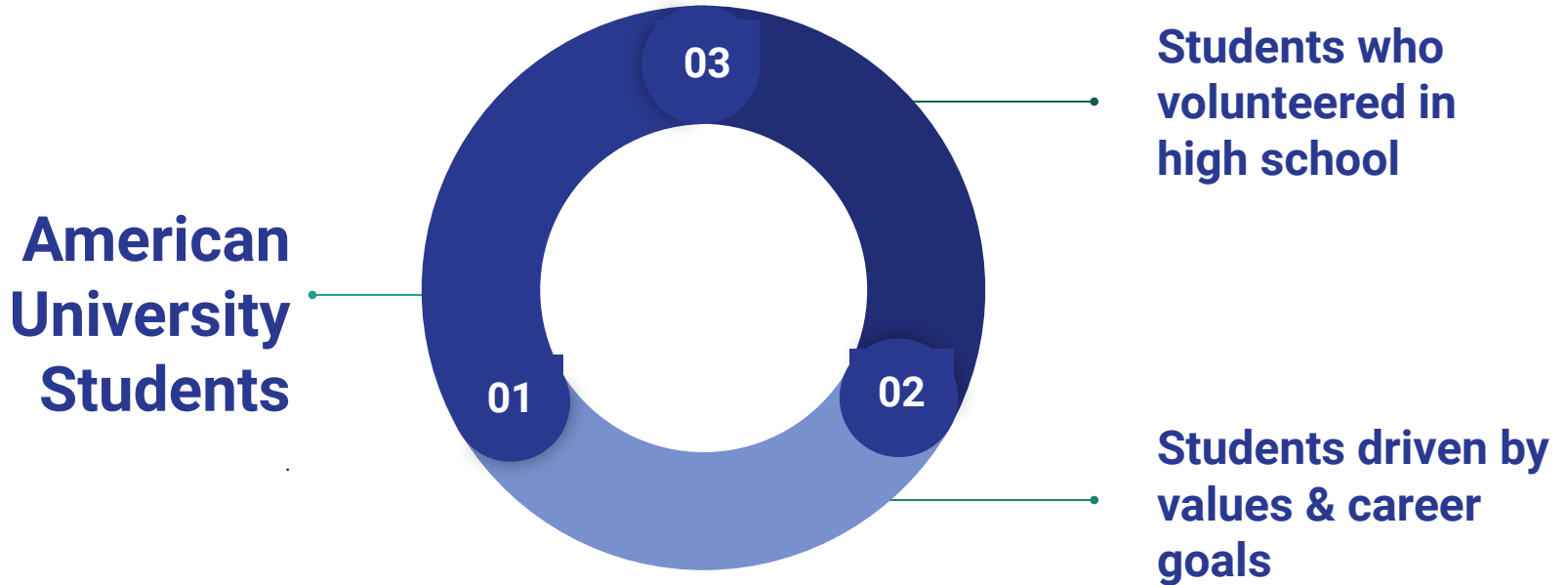
# Increasing Community Service Participation in American University Students

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**How can we successfully get more American University students to participate in community service projects throughout Washington, D.C.?**

- Working with the on campus chapter of Alpha Phi Omega Service Fraternity
  - Our goal is to increase student participation in D.C.-wide community service projects while increasing the fraternity's limited membership.
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# Target Audience



# Target Audience

## American University students

- Women ages 18-23
- Science and Arts majors more likely to be involved  
(Martinez 2004)
- Faith based organizations
- Those interested in professional greek life

## Students who volunteered in HS

- More likely to volunteer in college if they have previously volunteered

## Students driven by values & career goals

- “I feel it is important to help others”
- “Volunteering experience will look good on my resume”
- Target different schools of AU  
(Kogod, SOC, SPA)

# Objectives:

1

**Increase AU  
student  
awareness of  
APO and its  
mission**

2

**Increase  
students'  
positive  
perceptions  
about the  
benefits of  
community  
service  
volunteering**

3

**Increase  
membership  
in APO**

4

**Increase  
student  
engagement  
with APO's  
social media  
outlets**

5

**Increase  
student  
willingness to  
volunteer  
with  
off-campus  
non profit  
orgs**

# Key Statistical Findings

# Target Audience Awareness/Knowledge; Beliefs; Attitudes; Behaviors

- Do students want to be involved? → **YES!**
- AU Students value academics and their careers, with 91% completing an internship before graduating
- We need to communicate to these students the ways that volunteering will not only increase their academic performance, but also the likelihood of landing their dream job.



# Continued...

- From 2002-2005, the number of college students volunteering grew by 20%, and was predicted to continue growing at this number (CNCS 2006)
- Tutoring (26.6%) and mentoring (23.8%) are the most popular forms of community service (CNCS)
- Students say that volunteering takes away time for activities such as studying, HOWEVER, The University of Nebraska (Omaha) found that students who actively engage in community service are more likely to have higher levels of **Civic Responsibility, Academic Development** and more highly developed **Life Skills** (Sax 1997).
- "Volunteering as a pathway to employment" (Forbes)



# Psychographics

- Main traits
  - Dedicated
  - Altruistic
  - Egotistical
- Main reasons for doing community service:
  - Family/personal /religious reasons (98%)
  - Helping others (95%)
  - Social contact (82%)
  - Doing something worthwhile (80%)
  - Personal satisfaction (100%- egotistical)



# Media Habits

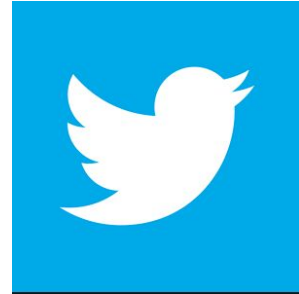
**-88% of 18-29 year olds use social media**

→ more likely to use Snapchat, Instagram and Twitter

→ LinkedIn popular among college students and recent graduates

**-60% of Snapchat and Instagram users log on daily. Many 2X a day.**

**-Our campaign seeks to utilize social media platforms most frequented by college students to deliver our message and achieve our objectives**




# External Barriers and Opportunities

## Opportunities:

- Several significant volunteer surges post-2016 election/Trump inauguration
- Employers (27% ) more likely to hire those with service experience
- Student organizations' missions and values
- AU awards \$5k a semester to service projects; more available for internships
- 7,000+ nonprofits in DMV area
- AU's gender and sexual diversity stats align with those of most service-oriented
- Nearly 50% participate in service through religious or service org

## Barriers:


- Will the volunteer surge continue after 2018 election/through Trump admin?
  - 76% of individuals do not volunteer because of tight schedule
  - AU communication to students needs improvement
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# Potential Messages

- Volunteering increases your likelihood of landing a job or internship
- Looks good on resumes and applications
- More likely to excel in school
- Networking
- **Feel good!**



# Strategy

- Partner with “Her Campus” and Orchestrate **Instagram takeovers** by students participating in service projects → tag APO
  - Students enjoy volunteering as mentors and tutors → School wide **“READING DAY”** → **“Your Knowledge Has Power”** → coverage on major media platforms
  - Draft posts on LinkedIn/Twitter/Instagram/Facebook pages promoting events
  - APO initiated **“Service Days”** → promote to different schools at AU
- 

If we make it easier for students to participate in volunteer work, and explain the personal benefits of volunteering, we will increase numbers!



# Survey Information

- If they know about benefits
- If they know about APO
- If they are already involved in a religious group, or another type of organization
- Figure out how many hours students are willing to work



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