

# Increasing Community Service Engagement at American University

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

# Our Project

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- What facets are inhibiting students from getting involved?
- How can we make it easier for for students to get involved?
- How can APO increase membership?

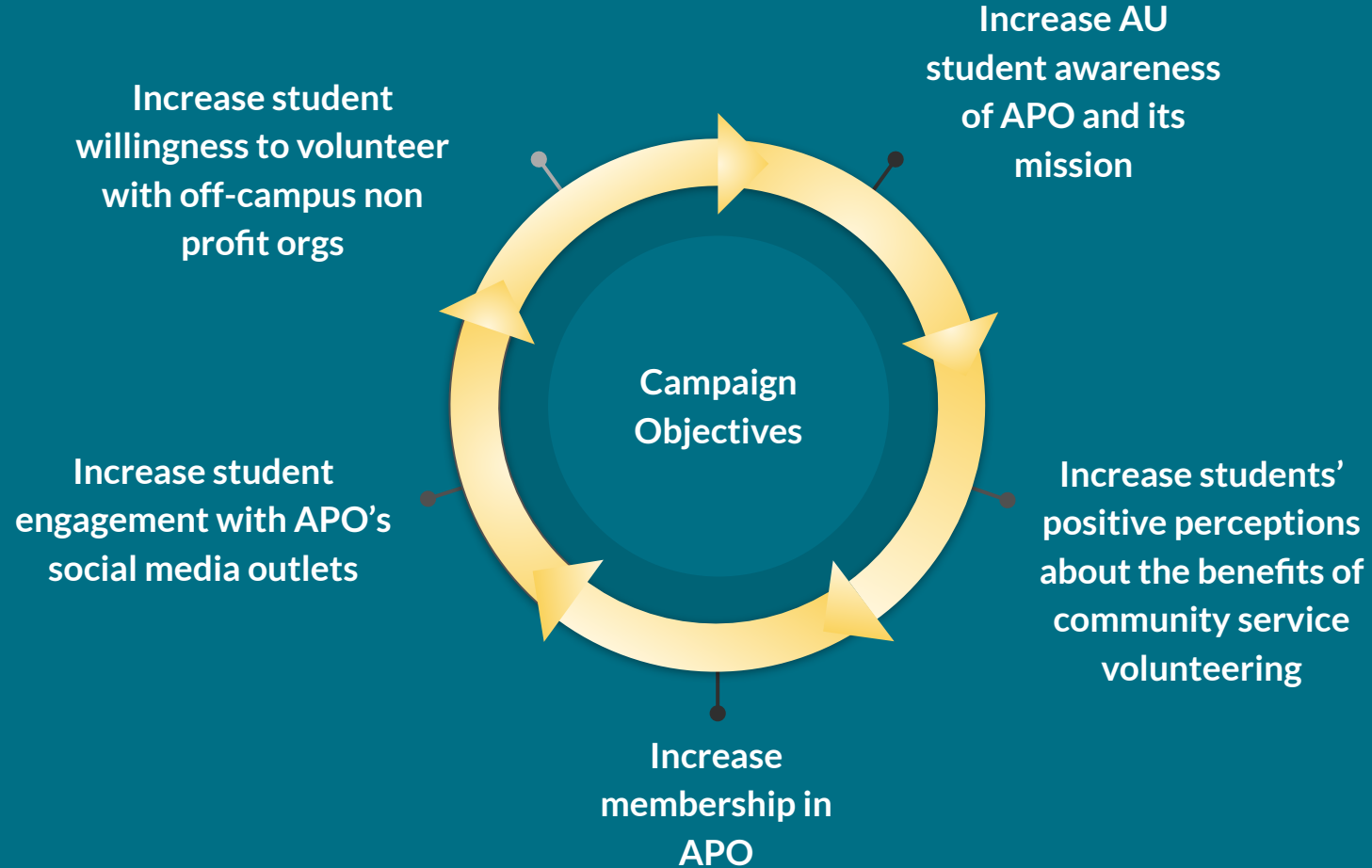


# Target Audience

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American University students who...

- ...Have experience with community service initiatives
- ...Are driven by personal values and professional career goals.



# Research Methodology

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- Survey research
- Non Probability convenience sample
- Research *started* Oct 30th and *ended* Nov 26th
- Participants were reached via:



Blackboard



Facebook



GroupMe



iMessage



In-Person

# Participant Overview

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- Mostly women respondents (84%)
- Majority of respondents were upperclassmen → only 14% were Freshman and Sophomores
- Good variety of respondents from different schools → 10% Kogod, 25% SOC, 32% CAS, 30% SPA, 12% SIS
- 68% currently have a job
- 70% have had internships
- 31% live on campus

# Research Questions



## Screening RQ

- Undergrad AU student?
- 18 years of age?

## Warm Up RQ

- Participation in community service?
- Quality of participation?

## Demographic RQ

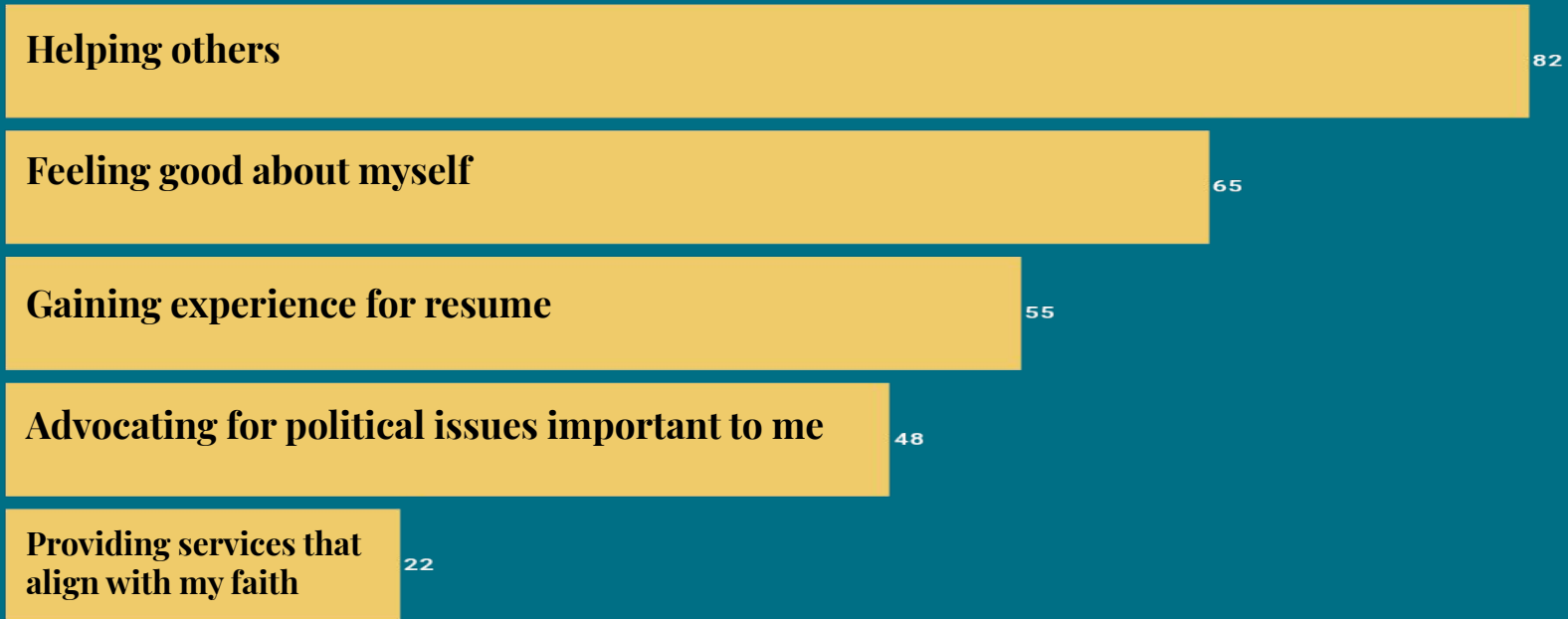
- Gender?
- Academic year & school?
- Campus involvement?
- Intern/work?
- Campus housing?

## Core RQ

- Positives about service?
- Barriers to service?
- Interest in service?
- Comfort with service?
- Important issues?
- Where AU can help?
- Familiarity with...
  - Alpha Phi Omega
  - American University CCES

# Findings and Results

# What benefits, if any, do you see in volunteer community service? (Select all that apply)



# Which of the following, if any, prevent you from engaging in volunteer community service? (Select all that apply)

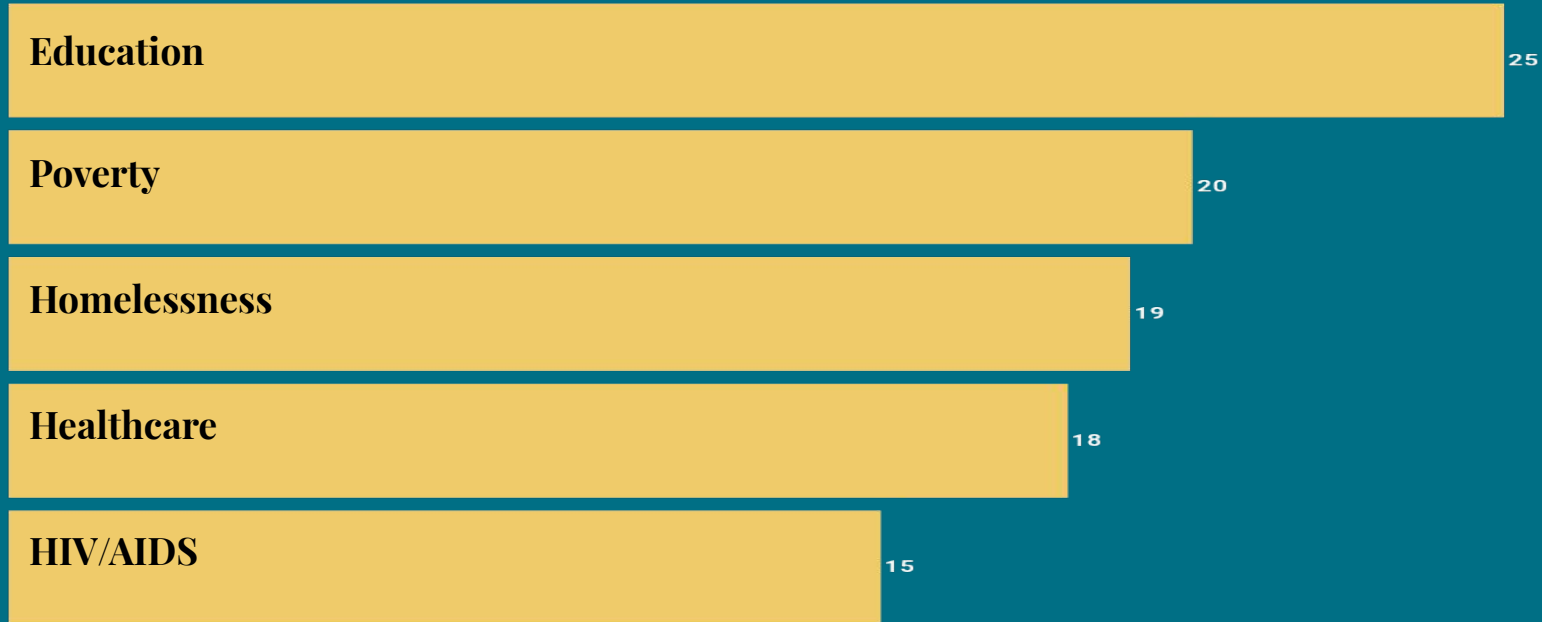


# With what certainty do you agree with the following statement: “I think AU makes it easy for students to get involved with the community”?



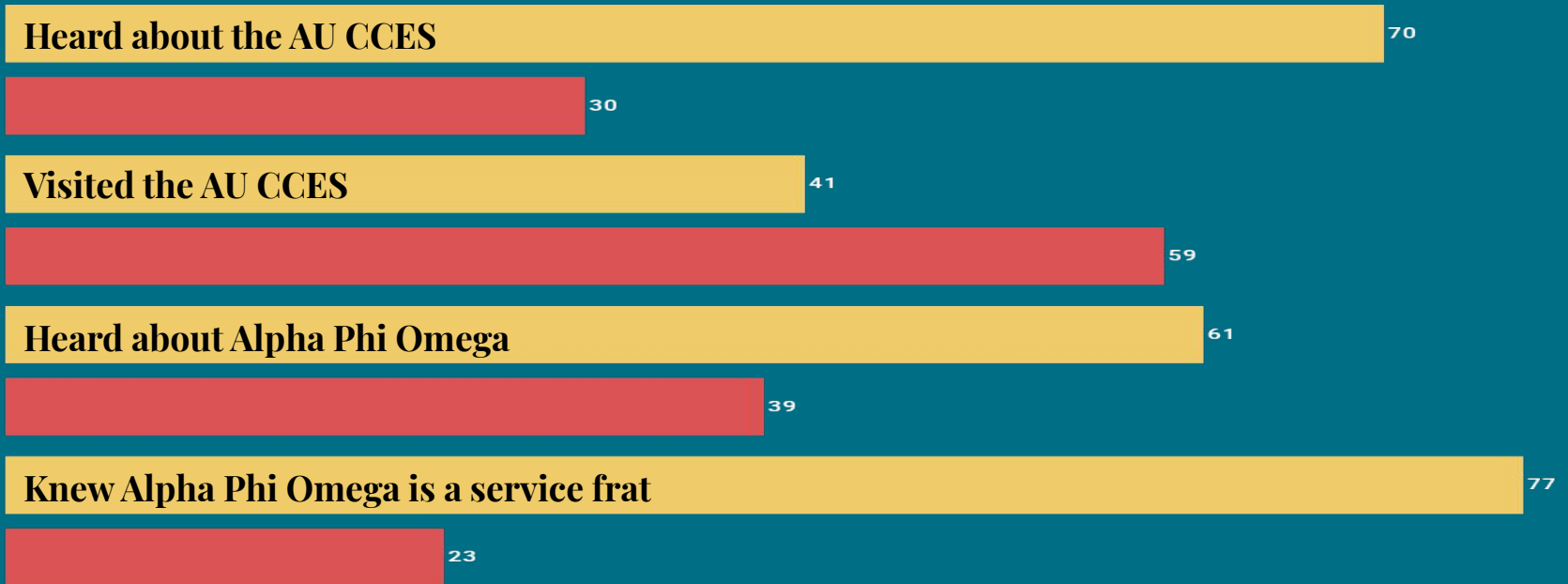
# Rank the order of issues that interest you the most.

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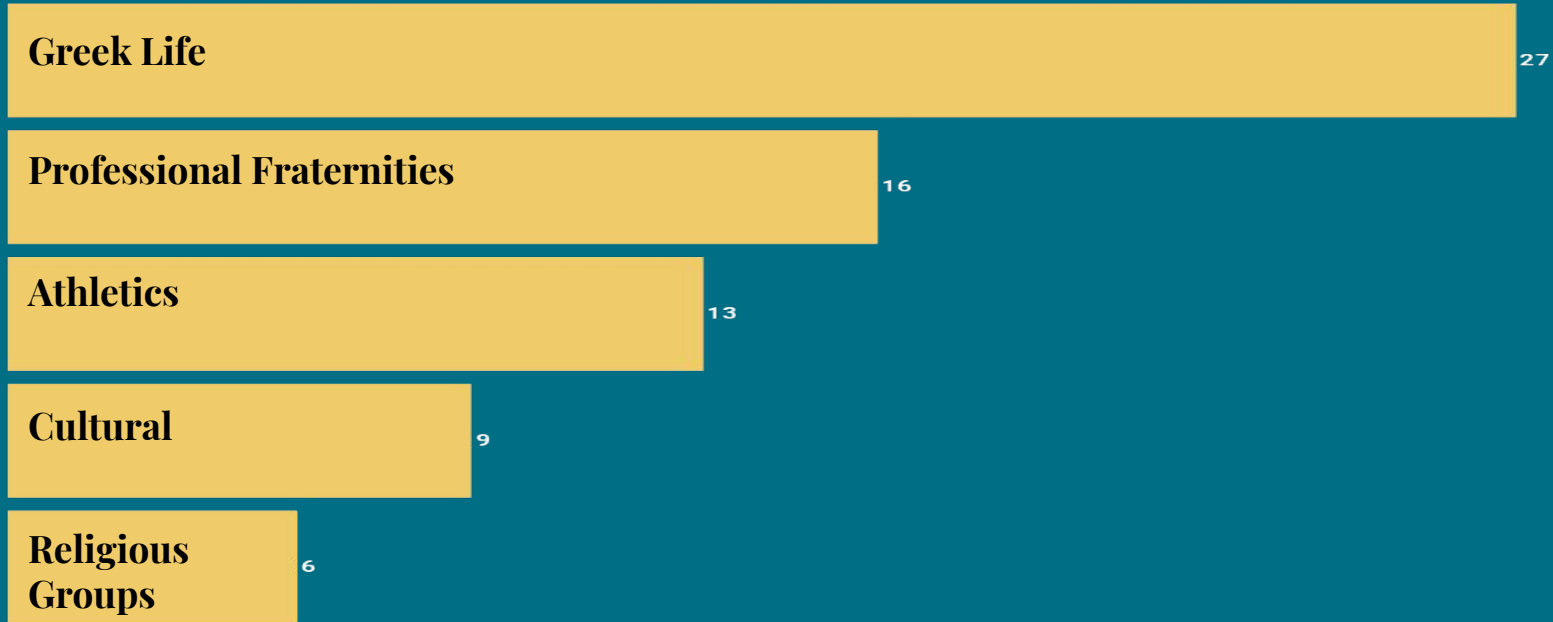


# AU Center for Community Engagement & Service

## Alpha Phi Omega



# Are you involved with any of the following types of campus organizations?





# Recommendations

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- Work with students' schedules
- Consider students' interests
- Establish partnerships around campus
- Messaging about what you give and what you get
- Social Media!
- Bring the opportunities to students

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Questions?