Service-Learning Project:
#ItsYourChoice

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UW-Parkside
COMM 435

Integrated Marketing Communication
The Hope Council on Alcohol & Other Drug Abuse

Community-Based Learning Partner
Guida Brown, Director
Target audience: High school teenagers in Kenosha
GOAL: Prevention
#ItsYourChoice

Twitter . Instagram . YouTube . Facebook .
#ItsYourChoice
High School Visits
Positive feedback from students

> Experiential learning

> Returning to high school alma mater

> Scaffolding for future jobs

> Developing meaningful relationships with classmates
Challenges

- Time
- Ambiguity
- Stress
“Integrated Marketing Communication was one of the most rewarding courses I have taken at Parkside. Being able to create something from nothing and seeing how it touched teenagers, as well as members of the community, is incredible.”
“The flipped nature of the class made us all feel more independent and confident in our ability to show the communication skills we have learned throughout our time at Parkside, and definitely helped strengthen those skills.”
“Being a leader to me means being able to work with a diverse group of people to accomplish a goal. A leader should be able to bring out qualities from others to make them leaders. During our class I saw a leader in all of my classmates.”
Professor’s reflections...

- Process important – collaboration, creative problem-solving, communication in action

- Role reversal

- Student engagement
Social Media – no end

photo credit: Hybrid Pedagogy blog