

## Background

### Center for Civic Engagement

- Established in 2020, the Center for Civic Engagement (CCE) at the University of Wisconsin-Green Bay (UWGB) serves as a liaison for engagement between the campus and the Greater Green Bay Area. Its mission, “fosters a culture of public service and engagement by providing programs and resources that facilitate the development of civic identity for students, faculty, and staff. CCE also builds and sustains mutually beneficial community partnerships with the mission of creating greater justice in the world.”
- The CCE is staffed by two Co-Directors, Drs. David Coury and Katia Levintova, and a Program Coordinator, Ashley Heath. All work part-time at the Center in addition to professorial/lecturer duties at the university

### Civic Scholars Leadership Program

- Piloted during the 2019-2020 academic year
- Through workshops in the fall semester, sophomore students visit community organizations with specific sector focuses such as education, arts, history, environment, and more. Students learn from community leaders about the opportunities and challenges faced by Green Bay
- In spring, students conduct an entry-level internship with a partner community organization

## VISTA Objectives and Capacity Building

### Objectives


- Build capacity for CCE and strategically plan for the sustainability and expansion of the Civic Scholars Program
- Evaluation of the program on three different measures: increasing retention; persistence to graduation; and fostering the growth of civic skills, habits, and identity
- Identify and overcome barriers to community engagement opportunities for low-income students

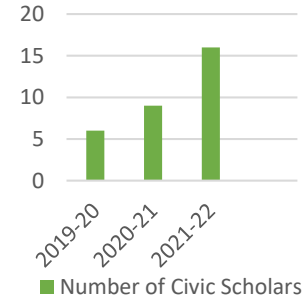
### Capacity Building Efforts

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| <ul style="list-style-type: none"> <li>Evaluation of 2019-2020 pilot Civic Scholars Program</li> <li>Presented plan for CCE expansion to Provost</li> <li>Creation of evaluation tool to measure civic skills, habits, and identity</li> <li>Development of a Civic Engagement Certificate proposal</li> </ul> | <ul style="list-style-type: none"> <li>Support for 2020-21 Civic Scholars cohort</li> <li>Creation of social media presence for CCE</li> <li>Co-authored a Department of Education CCAMPIS grant proposal</li> <li>Formulation of a recruitment plan for future Civic Scholar cohorts</li> </ul> |
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# \$324,184

In CCAMPIS funds to provide child care stipend support for low-income student-parents





| Year    | Number of Civic Scholars |
|---------|--------------------------|
| 2019-20 | 6                        |
| 2020-21 | 9                        |
| 2021-22 | 16                       |

### Next Steps

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|--|---|
| <ul style="list-style-type: none"> <li>Further institutionalize and expand the Center for Civic Engagement</li> <li>Continue evaluation of the Civic Scholars Program</li> </ul> | <ul style="list-style-type: none"> <li>Complete development of Civic Engagement Certificate program</li> <li>Strengthen community partnerships</li> </ul> |
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## Further Discussion

### Challenges

- COVID-19 created several disruptions. Multiple Civic Scholar site visits and internships needed to be conducted virtually
- Communication was often slower due to COVID-related work conditions

### Testimonial

“I am so grateful for this experience, and I know that as I continue on my path of civic leadership, it is because of this program that I was able to get some traction as I move forward. These connections will blossom with time and will help me to be an agent of change for Green Bay.”

– Valerie S., 2020-21 Civic Scholar cohort

### Final Thoughts

- The performance measure for this project – number of students earning a postsecondary degree – is immeasurable at this early stage
- Financial support for Civic Scholars internships would help lower barriers
- Word-of-mouth and social media marketing methods are most effective for recruitment
- The outlook for the program and CCE is positive post-COVID
- The project is not currently sustainable; there is not yet a plan in place for post-VISTA
- The CCE will need to be expanded for it to increase its capacity