

**NOMINATION FORM**  
**COMMISSION ON HIGHER EDUCATION SERVICE LEARNING COMPETITION**

Institution

Title of Project

Project Director

Contact Information for Project Director

Establishment Date of Project

Unit That Administers Project

Total Number of Students Involved

PLEASE ANSWER THE FOLLOWING QUESTIONS REGARDING THE NOMINATED PROJECT  
(Insert your answer after each question.)

1. For purposes of this competition, the Commission on Higher Education defines service learning as college student learning at any level and in any situation that is *linked* in a direct, hands-on fashion to the resolution of a problem or concern in a target community outside the institution *and is related* to a college course with some type of reflection activity. How does your project meet the parameters of this definition?

2. Specifically, which segments of the college/university community does your project involve?

3. How many students (specify degree levels to the extent possible) does the project affect?

4. Describe the target community or communities your project serves.

5. Describe your project's effectiveness in helping to solve the problems or concerns in the target community.

6. Describe the degree to which your project enhances student learning while providing specific examples of the service learning activities the college students engage in. Also explain how the service learning activities reinforce or apply what the students learn in the classroom.

7. Is there academic credit associated with the project (not necessary for submission)? If so, please explain the particulars.

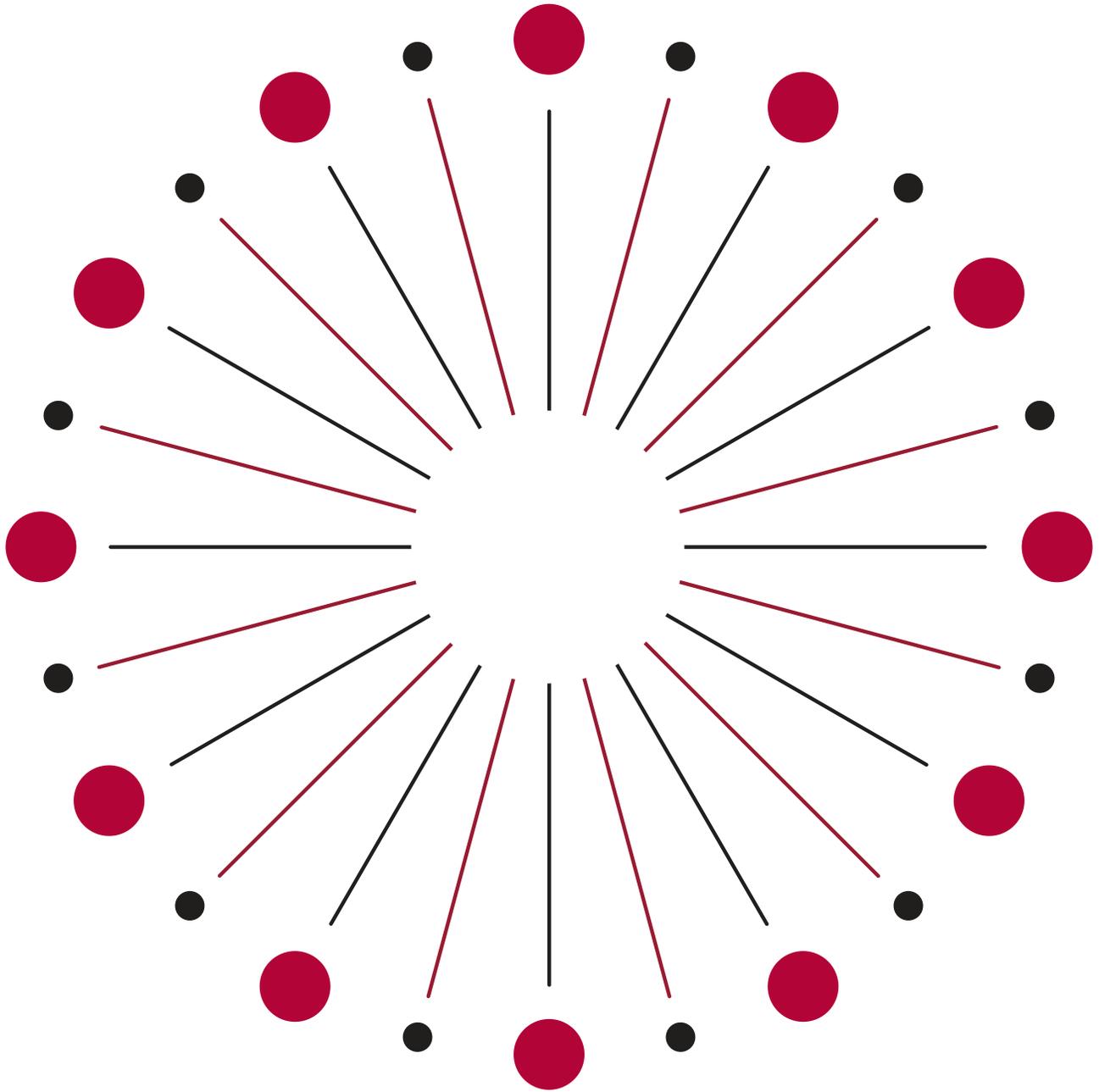
8. If funding is required, how is the project funded and what is the approximate annual budget for the project?

9. Add any other comments you may have about your project.

You may also include supplemental information about the project (such as brochures, pictures, etc.).

Please return this form via e-mail by **February 27, 2015**, to:

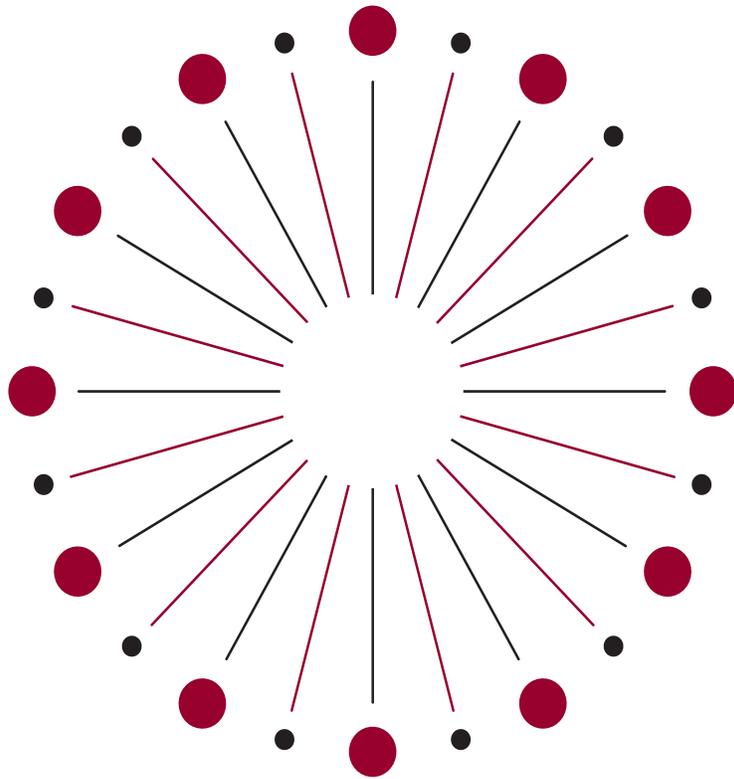
Trena Houp, Program Manager  
Academic Affairs  
South Carolina Commission on Higher Education  
1122 Lady Street, Suite 300  
Columbia, SC 29201  
803.737.4853  
[thoup@che.sc.gov](mailto:thoup@che.sc.gov)



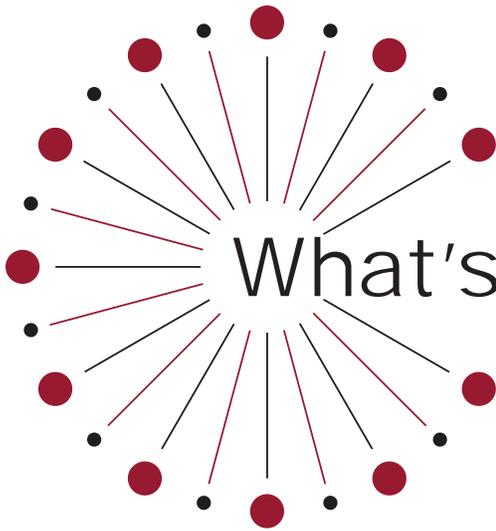
CreateAthon@USC 2014  
Final Report

8 nonprofits  
112 volunteers  
24 hours  
9 campaigns

More than \$170,000 in pro bono  
marketing communications

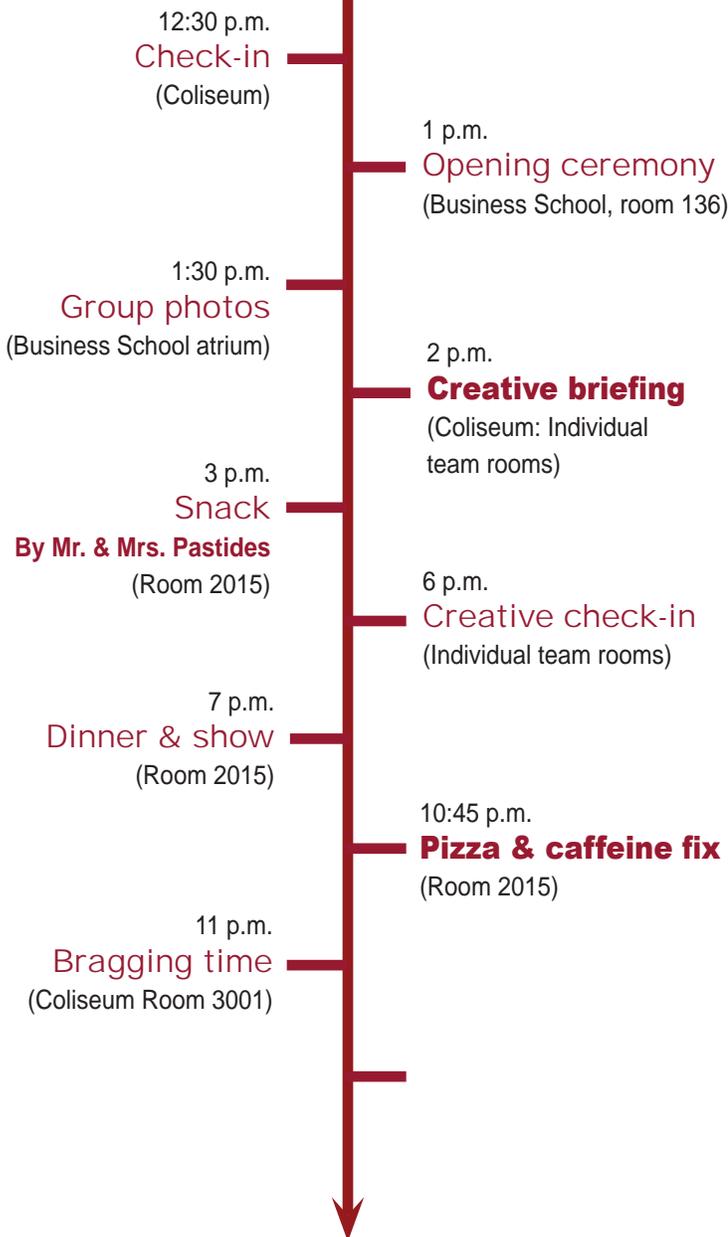


CreateAthon<sup>®</sup>  
@USC 2014

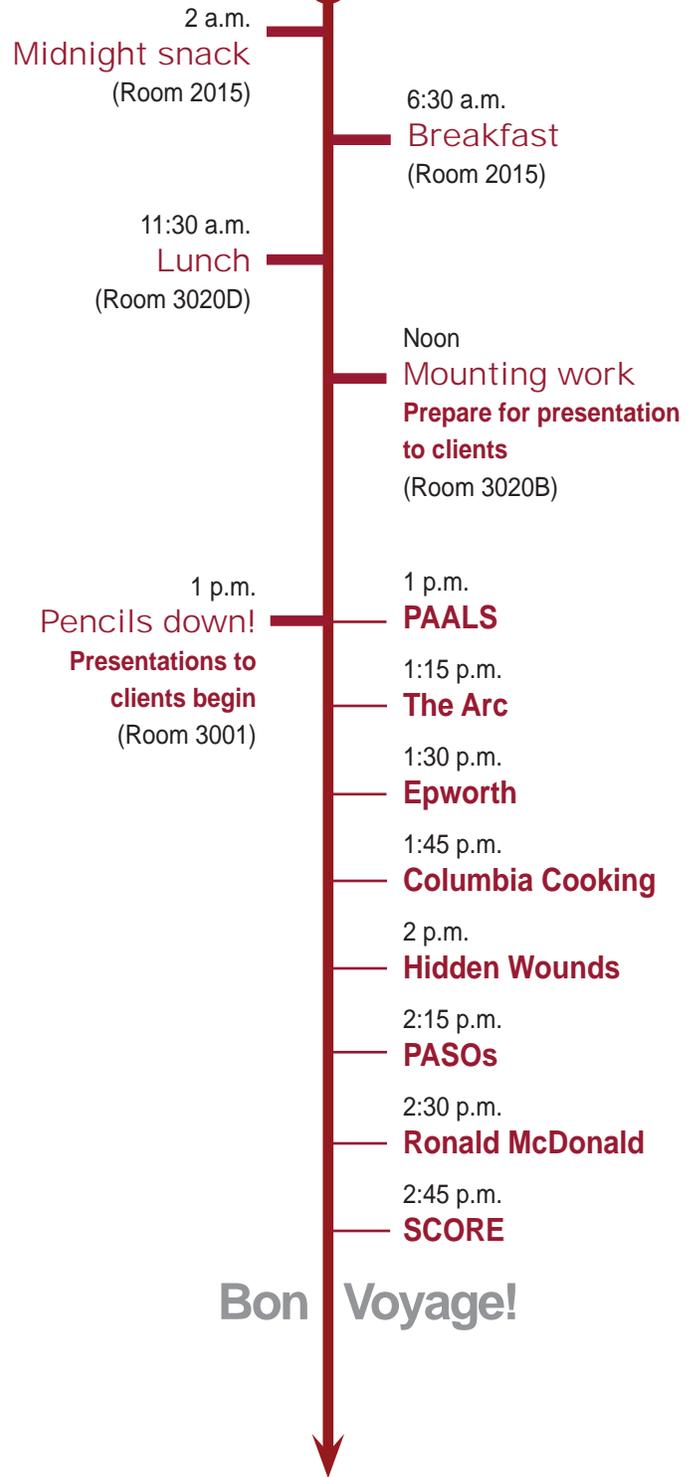


# What's on the agenda . . .

## FRIDAY



## SATURDAY



FOUNDED IN 1895 ON 32 ACRES IN COLUMBIA, S.C.

CHILDREN LIVING AT EPWORTH AT A TIME

AVERAGE OF 80

500 MEMBER ALUMNI ASSOCIATION

9 COTTAGES

100% HIGH SCHOOL GRADUATION RATE

Each child who comes to Epworth receives the support system they need to help them heal and grow into happy and healthy children. Each child is encouraged to aim higher and pursue excellence to create a bright future that breaks the cycle of abuse and neglect. Services and opportunities that nurture a positive environment include:

- Health Care
- Tutoring
- Counseling
- Workshop
- Summer Camp
- Youth Group
- Family Therapy
- Life Skills
- College Partners
- Holiday Activities
- Baseball Teams

Epworth Children's Home  
2900 Millwood Ave.  
Columbia, SC 29205  
Phone: (803) 256-7394  
www.epworthchildrenshome.org

Epworth Children's Home  
@EPWORTHCH

With you, I am...

WITH YOU, I AM SAFE

Make a Difference

YOUR PRESENCE GIVES ME A NEW BEGINNING

Volunteer Opportunities:

- Mentoring
- Faith Formation
- Special Events
- College Partners
- Special Needs Counselors
- One-Time Activities

Invest. Care. Transform. at epworthchildrenshome.org

Epworth is a place that transforms nights full of terror into days full of hope. Our children come from all over South Carolina where their physical and emotional safety, health care, nutrition and educational opportunities have been severely compromised.

As a volunteer, you will have the opportunity to shape children's futures and guide them to success.

"WE THINK YOU'RE IMPORTANT, YOU HAVE SOMETHING TO CONTRIBUTE"  
-REV. KEN NELSON

Epworth Children's Home

Follow Us: @EpuorthCH Epworth Children's Home

ATTEND VOLUNTEER TRAINING:  
-Complete all required documents

ATTEND VOLUNTEER INFO SESSION:  
-Get more involved!  
-Learn about offerings & requirements  
-Fill out specific program documents

APPLY:  
-Preliminary documents  
-Check for next info session  
-Email Beth Robinson with chosen session date  
@brabinson@epworthsc.org

EXPERIENCE:  
How'd it feel? Share your thoughts on Facebook & tag us on Twitter!

RETURN:  
How are your experiences going? Keep us posted on social media!

LEAD:  
-Become more involved in ECH programs  
-Inquire about campuswide activity planning

RECRUIT:  
-Share your experiences with friends & family  
-Help ECH strengthen our volunteer base  
-Share our social media posts

Volunteer Experience Map

Epworth Children's Home

Follow Us: @EpuorthCH Epworth Children's Home

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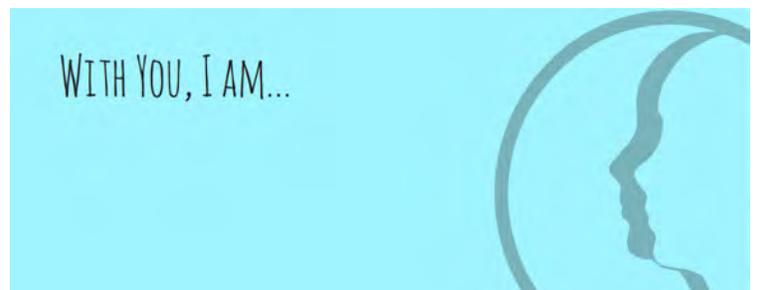
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How'd it feel? Share your thoughts on Facebook & tag us on Twitter!

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How are your experiences going? Keep us posted on social media!

LEAD:  
-Become more involved in ECH programs  
-Inquire about campuswide activity planning

RECRUIT:  
-Share your experiences with friends & family  
-Help ECH strengthen our volunteer base  
-Share our social media posts

Internal Volunteer Experience Map



## Epworth Children's Home

Mentors: Dana Jennings and Amy Wells

Team Leaders: Kailin Good and D'Nisha Hand

Team Members: Alaina Perkins, Olivia Morrissey, Suzanna Kutcher, and Nicole Rothman

**“With you, I am...” campaign, brochure, volunteer experience program maps for external and internal audiences, thank you postcard, Facebook banner, communication plan, social media strategy.**

Epworth Children's Home needed to recruit volunteers and highlight volunteer opportunities. We answered their need by creating a powerful new campaign, and giving them all of the tools they need to recruit, develop and retain the best volunteers possible.

Our Services

- Prenatal education and services
- Health system navigation
- Connecting
- Advocacy
- Development
- Parenting
- Teen pregnancy

Step up, rise together

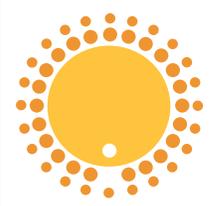
“ My work is to help

“ When realize tools for strong

730 Devine St., Suite 108, Columbia, SC 29208  
 Phone: (803) 777-5466 Fax: (803) 777-0318



**PASOS**  
www.scpasos.org



**Julie Smithwick**  
Executive Director

c. 803.312.1723  
 d. 803.777.5466  
 f. 803.777.0318  
 e. julie@scpasos.org

**PASOS**  
Corporate Partnership Levels

**Bronze Partnership**  
\$1,000- \$4,999

- Annual mentions in two e-newsletters
- Annual mentions in four social media posts
- Listing on website partner's/supporter's page
- Certificate recognizing your organization as a partner and contributor

**Silver Partnership**  
\$5,000- \$9,999

- All Bronze Partnership benefits plus:
- Logo and link on Pasos website
- Invitations to special events
- Branded material will be distributed at regional sites
- Tabling opportunity at one outreach event
- Presentation of regional sponsorship for one month of ongoing community education series with logo display
- Presentation of regional sponsorship for one month of weekly Pasos radio shows

**Gold Partnership**  
\$10,000- \$24,999

- All Silver Partnership benefits plus:
- Two more annual mentions in e-newsletters
- Four more mentions in social media post
- One extra tabling opportunity at outreach events
- Presentation of regional sponsorship for community education for one extra month
- Presentation of regional sponsorship for Pasos radio shows for one extra month
- Company logo, link, and description prominently displayed on Pasos home page
- One annual feature in e-newsletter
- One annual Pasos-led seminar on cross-cultural relationships with the Latino community geared towards audience of choice
- Opportunity to provide Pasos community leaders with your company information and literature for distribution (subject to approval)

**Platinum Partnership**  
\$25,000 and above

- All Gold Partnership benefits plus:
- One extra feature in e-newsletter
- One extra annual Pasos-led seminars on cross-cultural relationships
- Sponsorship of Statewide Community Leaders Conference
- Sponsorship of semi-annual Pasos professional development and training seminars
- Listing as a major sponsor on promo materials and press releases



Partnership Levels:  Platinum Partner / \$25,000+  Gold  Silver  Bronze  I love

Method of Payment:  Check enclosed (Make checks payable to USC Educational Foundation)

Remain anonymous

Individual or company name \_\_\_\_\_ Name for published materials \_\_\_\_\_

Credit Card \_\_\_\_\_ Contact name \_\_\_\_\_ Professional title \_\_\_\_\_

Name as \_\_\_\_\_ Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

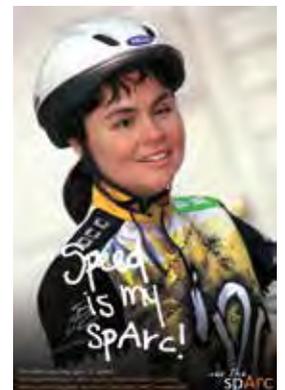
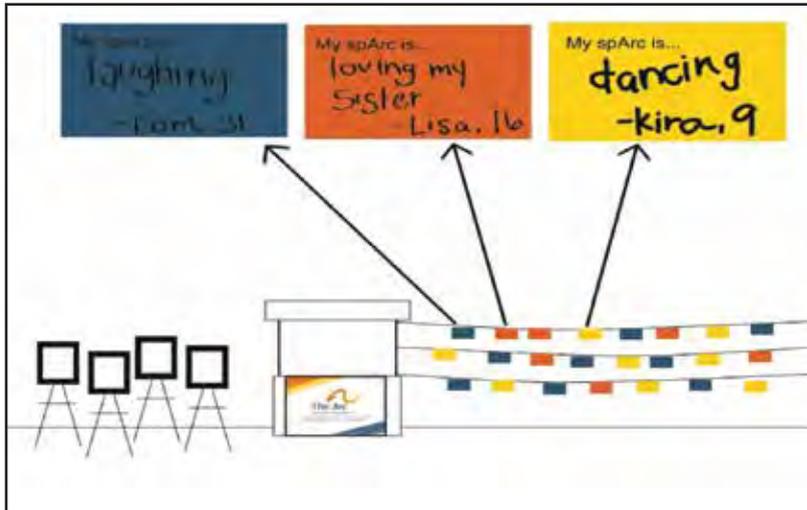
( ) \_\_\_\_\_ Phone number \_\_\_\_\_ Email \_\_\_\_\_ (over)

## PASOS

Team Leaders: Stephanie Tew & Caitlin Page Team Mentors: Rhonda Templeton & Karen Nasuti Team Members: Holly Williams, Liana Miller, Rebecca Maurer, Jamie Osborne, Mark McClain, Charles Peacock

## Donor Booklet + Business Card + Logo Redesign + Poster

We gave PASOS a completely new donor package that captured their mission in fresh, concise and engaging way. We went beyond the ask to revamp their logo and business cards, and surprised them with an eye-catching poster telling their story to the Hispanic community.



Team members: Lauren Kelly, Alli Finkelston, Stephanie Purvis, Taylor Bush. Team mentors: Amajah Langford and Carly Saul  
 Team Leaders: Robyn Cranmer and Alex Deedy

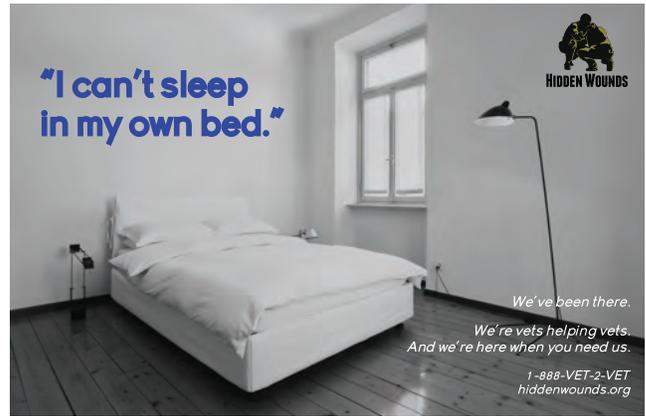
The Arc of South Carolina came to us asking for materials to help get their name back out into a community which had forgotten about them. What we gave them was a new way to communicate with the public. Through a unique experience we ignited a spArc in the public and left them with memorable images.

**"My brother won't game with me anymore."**



*We know what you mean.  
We're vets helping vets.  
And we're here when you need us.*

1-888-VET-2-VET  
hiddenwounds.org



**"I can't sleep in my own bed."**



*We've been there.  
We're vets helping vets.  
And we're here when you need us.*

1-888-VET-2-VET  
hiddenwounds.org

**"I'm uneasy with my back to the door."**



*You don't need to explain.  
We're vets helping vets.  
And we're here when you need us.*

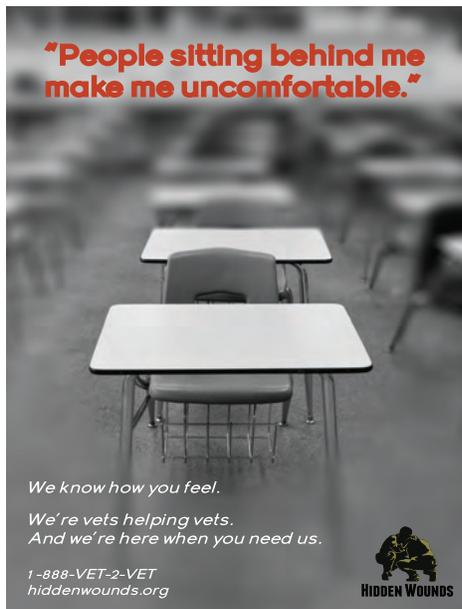
1-888-VET-2-VET  
hiddenwounds.org



**"Manholes make my husband anxious."**

*We understand.  
We're vets helping vets.  
And we're here when you need us.*

1-888-VET-2-VET  
hiddenwounds.com



**"People sitting behind me make me uncomfortable."**

*We know how you feel.  
We're vets helping vets.  
And we're here when you need us.*

1-888-VET-2-VET  
hiddenwounds.org



1-888-VET-2-VET

**WE'RE VETS HELPING VETS.**

**And we understand what you're going through.**

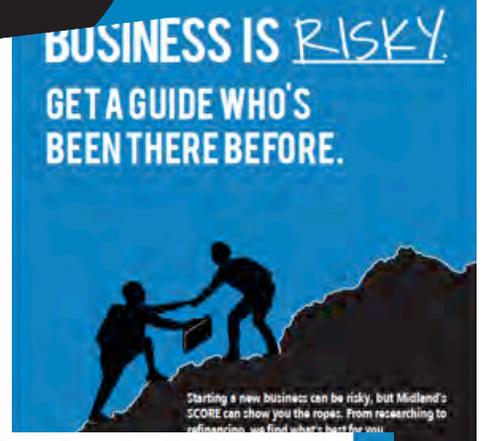
*We're here when you need us.*

Hidden Wounds asked only for an update of their promotional materials—but they got a complete rebranding: campaign concept, logo redesign, five print ads, a discreet card “brochure” vets could pocket, and a new 800-number that communicates their unique peer POV. This integrated “hidden triggers” campaign telegraphs empathy and understanding to draw PTSD sufferers and their families toward desperately needed help.

Team Leaders: Kellie Sinkele & Jackie Brown

Team Mentor: Woody Hinkle

Team Members: Kelsie Conrad, Maria Sturmer, Chip Searles, Brandon Paul, Haley Rabic



**SCORE Midlands**

**CONTACT INFORMATION**  
SCORE MIDLANDS CHAPTER

**Support Office:**  
Director, Support Office of Economic Development  
214 East Columbia St.  
Columbia, SC 29202  
(803) 792-5227

**Leadership Office:**  
President, Chapter of Entrepreneurs  
205 Columbia St.  
Columbia, SC 29202  
(803) 792-5227

**Training Office:**  
Chapter Director, Entrepreneurship  
100 Columbia St.  
Columbia, SC 29202  
(803) 792-5227

**WEBSITE/SOCIAL MEDIA**  
www.midlands.score.org

For questions and consulting, workshops, or small business loans, please contact us by phone and leave a message. Phone messages will generally be returned within the next 24 hours. Persons with disabilities may request accessible communication materials with less than 30 days advance notice. For more info, please contact Midlands SCORE at 803-792-5227 and a text message.

**BUSINESS IS Commitment.**  
GET A GUIDE WHO STICKS WITH YOU.



Starting a new business can be risky, but Midlands SCORE can show you the ropes.

Success becomes reachable through SCORE. From researching to refinancing, we find what's best for you. We aim to foster meaningful partnerships. We're here for you.

We guide you through the nooks and crannies of business in the Midlands. SCORE offers one-on-one consulting, follow-up interviews and online resources at no cost.

Learn more and get involved:  
[www.midlands.score.org](http://www.midlands.score.org)



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**BUSINESS IS TOUGH.**  
GET A GUIDE WHO KNOWS THE ROPES.



Expertise comes from experts. From Columbia to Charaw, hundreds of entrepreneurs seek your guidance.

By being a mentor, you can help foster economic development in South Carolina. Volunteer with Midlands SCORE and help businesses thrive and prosper.

Business is risky. You know this better than anyone else. You've completed the journey. Now you can be the guide for a new generation of entrepreneurs through Midlands SCORE.

You choose the amount of time you want to commit. You can volunteer from home.

To learn more and share your expertise:  
[www.midlands.score.org](http://www.midlands.score.org)



## SCORE Midlands

- Team Leaders:** Alex Sirles and Alex Spears
- Team Members:** Shawn Glover, Nina Waring, Kasey Meredith, Anthony Reese, Melissa Davis
- Team Mentors:** David Weintraub and Ken Kobre

### Outdoor + Print Ads + Brochure

SCORE of the Midlands needed a strong identity to raise awareness among area entrepreneurs and new and growing businesses, to communicate the value of their services, and to attract skilled volunteers with diverse expertise to join their mentoring program. We delivered a strong visual identity in a campaign that invites engagement, employing symbolic local settings and the theme "Business is \_\_\_\_".

How? Why? What?

Let's build a House...

Our mission is to find, create and support programs that directly improve the health and well-being of children. Ronald McDonald House Charities® (RMHC) of Columbia's Capital Campaign will raise the necessary funds for the construction of our new facility...

with hope in the blueprint.

LET'S BUILD A HOUSE... WITH HOPE IN THE BLUEPRINT.

Level 1: with more family dinners.

Level 2: where there's room to play.

Level 3: where we turn down sheets, not families.

Goal: Give. Build. Support. [RMHCofColumbia.org](http://RMHCofColumbia.org)

LET'S BUILD A HOUSE... WITH HOPE IN THE BLUEPRINT.

DONATE TODAY!

[www.rmhcolumbia.org](http://www.rmhcolumbia.org)

Build a House...

with more family dinners.

where families find strength in numbers.

where sheets are turned down, not families.

\$50 fills a family's need for a night at RMHC.

Give. Build. Support. [www.rmhcolumbia.org](http://www.rmhcolumbia.org)

In 2013, 124 families were turned away due to lack of space.

LET'S BUILD A HOUSE... WITH HOPE IN THE BLUEPRINT.

DONATE TODAY!

[www.rmhcolumbia.org](http://www.rmhcolumbia.org)

RONALD McDONALD HOUSE CHARITIES COLUMBIA, SC

RED SHOE SOCIETY

COLUMBIA, SC

step forward. give back.

WILL YOU WEAR RED SHOES...

To provide a home away from home for families with critically ill and injured children?

To support Ronald McDonald House Charities® of Columbia, SC?

To make a difference with other professionals?

step forward. give back.

RED SHOE SOCIETY

STEPS TO JOIN

1. Visit our website [www.rmhcolumbia.org](http://www.rmhcolumbia.org)
2. Get "How to Get There"
3. Fill out the membership form
4. Pay for membership dues
5. Put on your RED SHOES!

Ronald McDonald House Charities® (RMHC) of Columbia, SC  
Our House provides a "home away from home" for families with critically ill or injured children at a nearby medical facility.

RMHC of Columbia, SC...

- provides a home away from home for families with critically ill or injured children
- provides a safe, clean, and comfortable place for families to stay while their loved ones receive medical care
- provides a place for families to eat, relax, and enjoy their time together
- allows families to stay together when being together matters the most

Red Shoe Society (RSS) of Columbia, SC  
RSS of Columbia, SC engages, empowers and inspires young professionals to participate in philanthropic and business endeavors and build awareness of Ronald McDonald House Charities of Columbia, SC.

Members:

- share a common goal to help make a difference in the lives of families with sick or injured children
- work together to raise money, donate their time and provide needed volunteer efforts to build the House
- have the opportunity to make an impact in the lives of others and connect with other young professionals in Columbia, SC



## Ronald McDonald House Charities of Columbia, SC

Bianca Correa, Jackie Foster, Casey Ksau, Landon Masters, Jennifer Pham, Anna Stevens, Marissa Taylor, Molly Wyatt, Mentors: Geah Pressgrove and Bernie Heller

Mailers + Billboard & Newspaper Ads + Facebook Images & Strategy  
Logo + Tagline + Leave Behind + Email Template + Twitter Memes & Strategy + Promo Video

RMHC of Columbia gave us two distinct communication challenges. First, develop a campaign to help raise the remaining funds needed to construct a new, larger house. Second, create a brand identity for the Red Shoe Society of Columbia, a volunteer network of young professionals who embrace their mission and will serve as community ambassadors of RMHC. We delivered on both—in spades.



**CreateAthon@USC 2014 House Team**

Leader: Molly Nickel, Mentor: Samantha Yager  
 Participants: Emery Ford, Karie Duncan, & Kamila Melko

**Thank You Card + Social Media Posts + Photography + Video Footage**

**We covered and promoted the event in a way that stays consistent with the overall brand image, while putting the University of South Carolina and our talented participants on the map.**



**Many Gamecocks came,  
many helped.**

The talented Emily Andreoli entertained during our dinner break, as did Resonance Multicultural A Cappella Another Gamecock led a 1 a.m. yoga break. And Cocky. Cocky did what he does best....



Nonprofits:  
4Ward  
The ARC  
Hidden Wounds  
PAALS  
PASOs  
Ronald McDonald House  
SCORE

Donors:  
Coca Cola  
Cupcake Downtown  
Firehouse Subs  
Golden Corral  
Moe's  
Panera  
Marcos Pizza-Rosewood location

**CreateAthon®  
@USC 2014**



